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If you're new to advertising, campaign structure can be tricky. So I'm going to go ahead and simplify it for you. Campaign structure on TikTok is made up of three different levels. First, you have campaign. Second, you have the ad group. And third, you have the actual ad level. At the campaign level, this is where you select your primary advertising objective. It can range from traffic, conversions, app installs, you name it.

At the ad group level, this is really where you have control over your campaigns. This is where you select your pixel optimization event, you can also select age ranges, location, targeting demographics, psychographics, and establish your budget as well.

At the ad level, this is where you upload your video creative, insert your captions, add a CTA, insert UTMs if necessary, and finally submit your campaign. Now that you understand campaign structure, we can go ahead and move on to the next lesson.