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HOW TO RUN TIKTOK ADS

77% Complete
63/81 Steps

Part I: All about ads
- Part I: All about ads
- ~~Module 01: Ads Setup~~ 4 Lessons
- ~~Module 02: Campaign Structur…~~ 3 Lessons
- ~~Module 03: Ad Group~~ 4 Lessons
- ~~Module 04: The Assets Tab~~ 6 Lessons
- ~~Module 05: Your Customer's Jo…~~ 5 Lessons

Part II: Developing Creative
- Part II: Developing Creative
- ~~Module 01: The importance of …~~ 8 Lessons
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- ~~Module 03: Framework and H…~~ 10 Lessons

Bonus Part III: Organic
- Bonus Part III: Organic (aka the Secret S…
- ~~Module 01: Intro and setting up…~~ 3 Lessons
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- Module 03: Your brand on TikTok 9 Lessons
- Extra Bonus Content! 4 Lessons



# LESSON 02: THE FOR YOU PAGE

Gerardo Perez

**MODULE PROGRESS**

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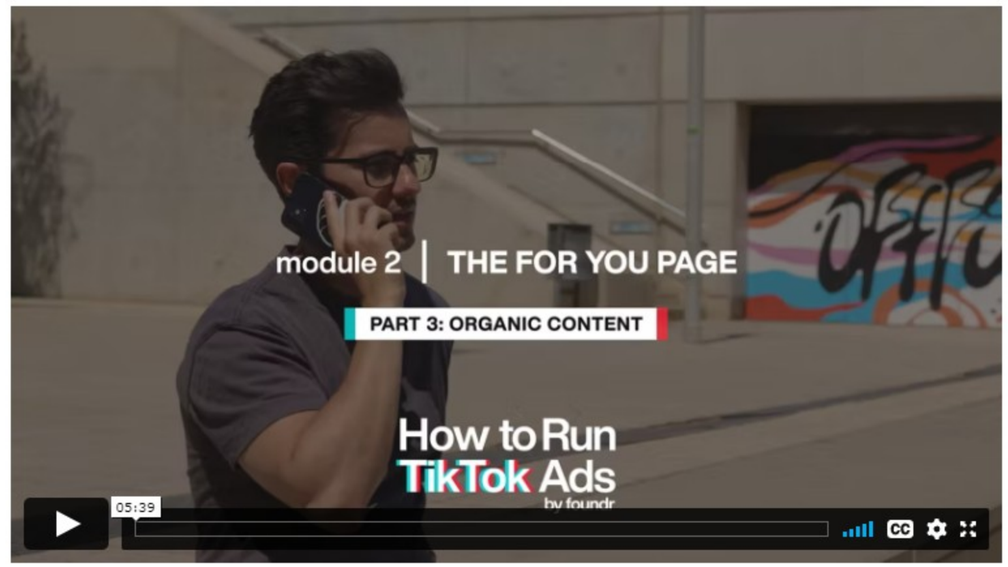


The For You page is the home page of TikTok. We want to train the For You page to become our own personal market research learning algorithm, so that it gets smarter and smarter over time and sends us better and better research on our competitors.

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