

TIKTOK AD TARGETING

TikTok Ad Targeting

Targeting Mode	<u>Automatic</u>	<p>After advertisers apply Automatic Targeting, the function will optimize advertisers' targeting settings according to their advertising objective, ad delivery, the content of their ads, past campaign data, and more.</p> <ul style="list-style-type: none"> When utilizing Automatic Targeting, ads will not be delivered to audiences under 18.
	Custom	See selections below
Audience	Include	Create a Lookalike or Custom Audience (Customer file, Engagement, App Activity, Website Traffic, Lead Generation, Business Account).
	Exclude	Exclude Lookalike or Custom Audiences
Demographics	Gender	<ul style="list-style-type: none"> Male, Female
	Age	13-17, 18-24, 25-34, 35-44, 45-54, 55+

Demographics (cont.)	Location	<ul style="list-style-type: none"> • Deliver to users based on their location: Country/Region, State/Province, Metro Areas, City and US DMA.
	Language	<ul style="list-style-type: none"> • Delivery to users based on app language.
	Household Income	Deliver ads to users based on household income (US Only)
	Spending Power	Deliver ads to users based on the user's purchase behavior through TikTok ads
Interests and Behaviors	Interests	<ul style="list-style-type: none"> • Deliver to users based on their higher interaction with certain Interests. e.g. "Gaming", "Travel", "Health & Fitness"
	Purchase Intent*	<ul style="list-style-type: none"> • Deliver to "in-market" users who are actively researching or purchasing one specific category of product or service. For example: "Travel Intent" <p>*This targeting option is only available for the following objectives: Lead Generation, App Promotion, Website Conversion, and Catalog Sales</p>

Interests and Behaviors (cont.)	Behaviors	<ul style="list-style-type: none"> • Deliver ads based on user's recent in-app Behavior's such as interactions with videos or creators. • Video behaviors include watching, liking, commenting and sharing videos by category. e.g. "Food", "Fashion". • Creator interactions include following or viewing creator profiles by category. e.g. "Travel", "Sports"
	Hashtags	Deliver ads to users who have engaged with hashtags over the past 7 days
Device	Connection Type	<ul style="list-style-type: none"> • WIFI, 2G, 3G, 4G
	Operation System	<ul style="list-style-type: none"> • iOS & Android
	Operation System Version	<ul style="list-style-type: none"> • Deliver ads to users based on software versions. e.g. iOS 10.0 or above, Android 4.0 or above.
	Device Model	<ul style="list-style-type: none"> • Delivery ads to users based on the block user's device model.
	Device Price	<ul style="list-style-type: none"> • Deliver ads to users based on device pricing, ranging from no limit to \$1000+.

	Carrier	<ul style="list-style-type: none"> • Deliver ads to users based on mobile phone carriers. • **As well as targeting Internet Service Providers
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Location Targeting

Location Type	Example
City	Salt Lake City, Utah
Country / Region	United States
County	Greater Manchester, United Kingdom Door County, Wisconsin United States
Department	Rhône, France
District	Hannover, Lower Saxony, Germany
DMA Regions (Designated Market Areas)	Chicago, Illinois Los Angeles, California
Oblast	Smolensk, Russia
Province	British Columbia, Canada
State	Illinois, United States

Urban District	Koeln, Germany
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Interest and Behavior Targeting

	Behavior Targeting	Interest Targeting
Feature Logic	Based on user behavior	Predicted through machine learning based on long-term past behavior & key indicators
Time Frame	Recent (7 or 15 days)*	Remote
User Behavior	Tracked Behavior	General Behavior
Content Type	Organic Content	Organic & Paid Content
Advertiser Type	Hands-on	Hands-off

Behavior Targeting feature detects only people with specific video-related behaviors on TikTok, and may not filter out any people on Pangle.

App Retargeting

Product Capabilities	What can TikTok support?
Supported 3rd parties	Appsflyer, Adjust, Branch, Singular, Kochava

Optimized In-app events	Total 27 events including the crucial events for different verticals (such as purchase for EC clients, achieve-level for Gaming clients, etc)
Deeplink	Scheme format only
Objective	oCPM (Conversion objective)
Placements	All placements
Suggested Bid	Not supported when using retargeting
Split Test	Not supported when using retargeting