



TikTok Ads

SERVICE PLANS



	PRO	PLUS	PLATINUM	
TIKTOK ADS LIMITS	Included	Included	Included	Description
Budget Requirments	\$0 - \$2,500	\$2,500 - \$5,000	\$5,000+	The monthly budget needed to support your selected service tier.

TIKTOK ADS SETUP	Included	Included	Included	Description
Campaign Build-Out	✓	✓	✓	Structuring and launching comprehensive ad campaigns aligned with your goals.
Pixel Installation & Configuration	✓	✓	✓	Setting up tracking pixels to monitor and optimize campaign performance.
Conversion Tracking Setup	✓	✓	✓	Implementing systems to accurately track conversions and measure success.
Audience Targeting	✓	✓	✓	Identifying and selecting the most relevant audience segments for your ads.
Ad Copy Creation	✓	✓	✓	Crafting compelling ad copy designed to capture attention and drive action.

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TIKTOK ADS SETUP	Included	Included	Included	Description
Offer Recommendations	✓	✓	✓	Suggesting effective offers to boost engagement and conversions
Budget Recommendations	✓	✓	✓	Providing guidance on optimal budget allocation for your campaigns.
Retargeting Ads	✓	✓	✓	Creating ads aimed at re-engaging users who have previously interacted with your brand.

TIKTOK ADS MONTHLY	Included	Included	Included	Description
Weekly Performance Review & Enhancements	✓	✓	✓	Regular updates to optimize your ad account for better performance.
Performance Insights	✓	✓	✓	Delivering reports and analysis on key metrics and trends in your campaigns as needed.
Landing Page Recommendations	✓	✓	✓	Suggesting improvements to your landing pages to increase conversion rates.
Offer Strategy Recommendations	✓	✓	✓	Advising on the best offers to attract and convert your target audience.

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TIKTOK ADS MONTHLY	Included	Included	Included	Description
Ad Copy Optimizations	✓	✓	✓	Enhancing your ad copy to improve engagement and effectiveness.
Audience Testing	✓	✓	✓	Experimenting with different audience segments to find the most responsive groups.
Ad Testing	✓	✓	✓	Running tests on different ad variations to optimize performance.
Budget Management	✓	✓	✓	Overseeing and adjusting your budget to ensure optimal spending.
Conversion Tracking Audits	✓	✓	✓	Reviewing and optimizing your conversion tracking setup to ensure accurate data.
Monthly Progress Report	✓	✓	✓	Summarizing your campaign’s monthly performance with key takeaways and next steps.