

# Build Better, Smarter Campaigns with Smart+

AI-powered automation solution delivering across all your performance objectives



## Key Benefits

### Return on Investment

Build high performing campaigns with machine learning and predictive AI that achieve your business' goals.

### Return on Creative

Optimize existing creative or start fresh with AI-powered generation to create new assets and preview them before they're live.

### Return on Effort

Let TikTok handle the rest. Smart+ creates and manages your ads to save you effort.

## How it works

- 1 Select your performance objective on Ads Manager.
- 2 Input your audience, budget, creative, and KPI, and Smart+ will do the heavy lifting.
- 3 Automating across targeting, optimization, creative, and more.
- 4 Delivering the right ad to the right person and ensuring the best performance.

Smart+ maximizes ROI for your most important business objectives:

Generate Quality Leads

Promote App Engagement

Supercharge Sales

5.1x

higher ROAS vs. manual campaigns<sup>1</sup>

2.2x

higher ROAS vs. manual campaigns<sup>1</sup>

Do you have a catalog?

Use Smart+ Catalog Ads

Advertisers saw a -36% CPA improvement against BAU<sup>2</sup>



1. TikTok CLS Power Slides meta-analysis for Smart+ Web, NA 2024. Findings are directional, n<30 Web, NA 2024 2. TikTok Internal Data Catalog Ads Closed Beta testing, Global 2025

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