

## **Do you want to create an impactful social media presence for your business?**

TikTok is an increasingly popular platform, and it has the potential to generate quick results if used in the right way.

Running a professional advertising account with TikTok Ads Manager effectively reaches potential customers and monetizes data-driven campaigns.

In this blog post, we'll explore how you can set up your ads manager account and take advantage of TikTok's ad network offers.

Read on as we cover the following:

- Create a TikTok Ads Manager Account
- Modifying Ads Manager: Simplified Mode
- Modifying Ads Manager: Custom Mode
- Final Thoughts on How to Create a TikTok Ads Manager Account
- Frequently Asked Questions on How to Create a TikTok Ads Manager Account

## **Create a TikTok Ads Manager Account**

Create your TikTok Ads Manager account by following the steps below:

1. Go to the TikTok for Business page. Fill in the email and password boxes, and select the TikTok Commercial Terms of Service box.

Lastly, click the sign-up button.

**TikTok For Business**

### Sign Up

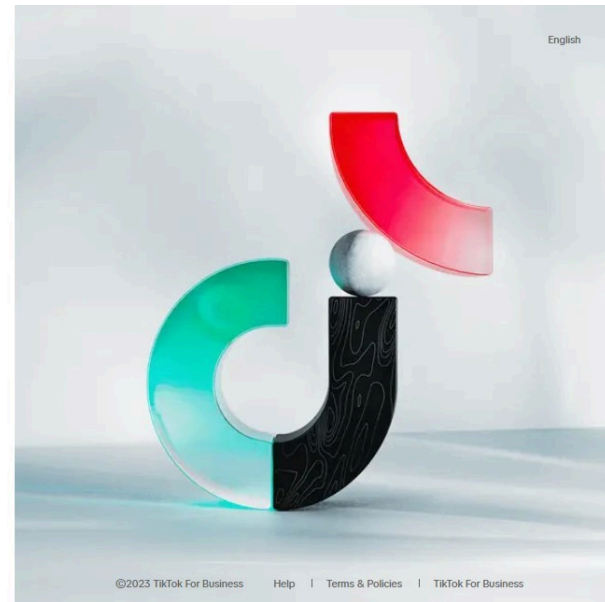
Already have an account? [Log In](#)

[Use phone](#)

☒ By clicking here, you agree to the [TikTok Commercial Terms of Service](#) and acknowledge you have read the [TikTok for Business Privacy Policy](#) to learn how we collect, use and share your data.

☒ Subscribe to emails with news, events, and information from TikTok For Business and TikTok Shop. You can opt out any time in your user settings.

Or



2. Fill in the following boxes. Once done, click the Continue button.



- **Country or Region** – TikTok will show you the best things to do that follow your local rules and laws.
- **Industry** – TikTok advises you on how to advertise that is more helpful and useful.
- **Legal Business Name** – TikTok needs your business's legal name to ensure it is a real company and you can pay for services and features.
- **Time Zone** – TikTok adjusts your campaign reports and dates to match your time zone.
- **Phone Number** – TikTok will contact you on this phone number to give tips on [making your advertisements more successful](#).
- **Currency** – TikTok will charge you a fee and show you how much money is available to spend.

3. Select Automatic or Manual payment types.

**TikTok** Ads Manager

## Set up billing information

Choose payment method

☐ Automatic payment ?

☒ Manual payment ?

Go to Ads Manager


**Note:** After you've completed the first three steps, TikTok will send in your ad account for approval. Your [ad campaign will start running](#) once it is approved.

It usually takes less than a day to review an account. You can check on the status of your account by going into Account Settings and looking at Account Info.

#### 4. Choose a mode that works best for your campaign creation needs.


Which Ads Manager mode best fits your business needs?

Not sure which option is best for you? Don't worry, you can switch between modes anytime.



**Simplified Mode**

A simplified experience so you can spend less time creating and managing campaigns and get back to running your business.



**Custom Mode**

Get the full control experience that's perfect for all advertising objectives, such as app installs and conversions.

☐ Don't show this page again

5. Submit your first ad and accomplish the payment.


1 Set Goal 2 Select Audience 3 Set Budget 4 Create Ad

✓ Your payment methods are stored securely.

### Add a New Payment Method

1 To verify your card, you will be charged **10.00 USD**. This will be refunded to you within **1-15** business days.

**Credit or Debit card**

Card Number 

1234 3213 2313 3213

Expiry Date  Security Code

Cardholder Name

Billing Address

Street Address

Country or Region  State or Province

1 Set Goal 2 Select Audience 3 Set Budget 4 Create Ad

### Add Balance to Your Account

✓ Please refer to the [Refund Policies](#) for information on refunds.

Amount

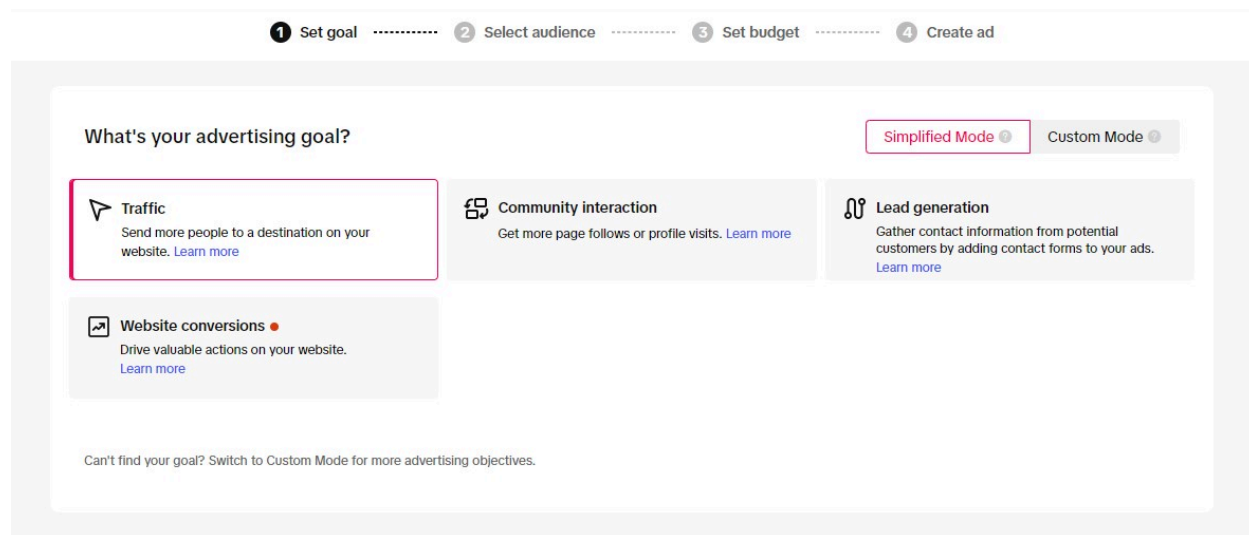
Total Amount **0.00 USD**

Congratulations on setting up your TikTok Ads Manager account and running your first paid campaign!

## Modifying Ads Manager in Simplified Mode

Simplified Mode may be a good fit for advertisers new to running online ads or who need to [create and manage campaigns](#) quickly.

### 1. Set Goal.



The screenshot shows the 'Set goal' step of the TikTok Ads Manager setup process. At the top, a progress bar indicates four steps: 1. Set goal (active), 2. Select audience, 3. Set budget, and 4. Create ad. Below the progress bar, the main heading is 'What's your advertising goal?'. To the right of this heading are two tabs: 'Simplified Mode' (selected) and 'Custom Mode'. The 'Simplified Mode' tab displays four goal options in a grid: 'Traffic' (Send more people to a destination on your website. [Learn more](#)), 'Community interaction' (Get more page follows or profile visits. [Learn more](#)), 'Lead generation' (Gather contact information from potential customers by adding contact forms to your ads. [Learn more](#)), and 'Website conversions' (Drive valuable actions on your website. [Learn more](#)). The 'Traffic' option is highlighted with a red border. At the bottom of the grid, a message states: 'Can't find your goal? Switch to Custom Mode for more advertising objectives.'

### 2. Select Audience.



### 3. Set Budget.

1 Set goal

2 Select audience

3 Set budget

4 Create ad

What's your budget?

Daily budget

7.00

PHP

Your budget must be a number between 250.00 and 499,999,999.50.

When should the ad run?

Time zone: UTC+08:00

Set dates

2023-06-26 13:42

-

2023-07-10 13:42

Start now with no end date

### 4. Create an ad and click the Submit button.

1 Set goal

2 Select audience

3 Set budget

4 Create ad

Post with Your TikTok account

Connect with your customers on TikTok

Engage in meaningful interactions with customers to build a community for your brand and increase the potential for sales.

Log in with TikTok

Post with your TikTok Ads Manager account

Create ads with your TikTok Ads Manager account

Upload video  
(Maximum of 20 videos)

Upload image  
Convert Images into video

Recommended format: .mp4, .mov, .mpeg, or .avi | File Size: 500 MB

TikTok

Preview

Following For You

71%

1281

252

Promotional Music

Back

Submit

## Modifying Ads Manager in Custom Mode

Advertisers looking for greater control and more advanced options when creating campaigns may discover that Custom Mode is suitable.

## 1. Choose an advertising objective.

Create new

Use existing

Simplified mode


Custom mode


Advertising objective


Awareness


Consideration


Conversion


**Reach**  
Show your ad to the maximum number of people.


**Traffic**  
Send more people to a destination on your website or app.


**Video views**  
Get more views and engagement for your video ads.

**Community interaction**  
Get more followers or profile visits.

**App promotion**  
Get more users to install and engage with your app.

**Lead generation**  
Collect leads for your business.

**Website conversions**  
Drive valuable actions on your website.

**Product sales**  
Sell products from your TikTok Shop, website, and app.

Continue

## 2. Configure Settings.

Settings

Campaign name

Reach20230626134543

Create split test

Get more insights into your ads by split testing your strategy. [Learn more](#)

Campaign budget optimization

Automatically optimize your budget allocation. You'll have some limitations on your bid strategy and optimization goal. [Learn more](#)

Set campaign budget

Exit

Save as draft

Continue



### 3. Set Audience Targeting.

#### Audience targeting

Saved audience (Optional)

Select saved audience

#### ▼ Demographics

Location ?

Philippines x

Gender

All

Male

Female

Age

All

13-17

18-24

25-34

35-44

45-54

55+

In some regions, ad delivery may be subject to additional age targeting restrictions. [Learn more](#)

Languages ?

All

Spending power ?

All

High spending power

▼ Audience ⓘ

Include

Search or select audiences

Exclude

Search or select audiences

▼ Interests & Behaviours

Define your users by selecting creator, video, and hashtag interactions and interests. [Learn more](#)

Search or select interests & behaviors

Recommended categories: Based on your industry

+ Life Services

+ Truth or Dare

+ Selfies

+ Relationships

[Show all](#)

▶ Device

Save new audience

#### 4. Set Contextual Targeting.

▼ Contextual targeting

Content topics (Optional)

Select topics your ads will be shown next to

Gaming ×

#### 5. Set up Content Exclusions.

▼ Content exclusions

Inventory filter

Full inventory [Edit](#)

## 6. Choose a Budget and Schedule.

### Budget & Schedule

#### Budget

Daily budget

▼

1500.00

PHP

#### Schedule

☒ Set start time to run ad group continuously

2023-06-26 13:46

🕒

Ad delivery is based on your registered account timezone (UTC+08:00) Manila Time. Check the [local time of your targeted location\(s\)](#)

☐ Set start time and end time to run ad group

#### Dayparting

All day 🕒

Select specific time 🕒

## 7. Set up Bidding and Optimization.

### Bidding & Optimization

**Optimization goal**  
Reach ⓘ

**Frequency cap** ⓘ

☒ Show ads no more than 3 times every 7 days

☐ Show ads no more than once a day

☐ Custom frequency cap

**Bid control** (Optional) ⓘ

PHP/Thousand Impressions

We suggest bidding 40.58 PHP or higher to maximize campaign performance. To use the lowest cost bidding strategy, remove the existing bid. [Learn more](#)

⌵ [Advanced settings](#)

## 8. Create an Ad Name.

### Ad name

After you've submitted this ad, the name of the creative you use will be added to the ad name.


## 9. Create an Identity.



10. Set the ad details.

### Ad details

#### Ad format

 **Single video**  
Create an ad with one video or multiple images.

#### Ad creative

##### Video


+ Upload


+ From library


+ Create

##### Text

Enter ad text 0/100

Smart Text 

☐ 

Call to action 


## Text

Enter ad text

0/100

Smart Text 




Call to action 

## Interactive add-ons (Optional)

+ Create

+ From library

► Destination

☐ By checking this box, you agree for the ad and the associated performance metrics of the campaign to be displayed in the [TikTok For Business Creative Center](#) 

11. Set up Ad Tracking and click the Submit button.

The screenshot shows the 'Tracking (Optional)' section of the TikTok Ads Manager setup. It is divided into two main parts: 'TikTok events tracking' and 'Third party tracking settings'. Under 'TikTok events tracking', there are two sections: 'Website events' with a 'Select pixel' dropdown menu, and 'App events' with a 'Select app event' dropdown menu. Under 'Third party tracking settings', there are two input fields: 'Impression tracking URL' and 'Click tracking URL' (which has a small help icon). At the bottom of the form, there are three buttons: 'Exit' (blue), 'Save as draft' (blue), and 'Submit' (red).

Tracking(Optional)

TikTok events tracking

Website events

Select pixel

App events

Select app event

Third party tracking settings

Impression tracking URL

Enter impression tracking URL

Click tracking URL ⓘ

Enter click tracking URL

Exit Save as draft Back Submit

## Final Thoughts on How to Create a TikTok Ads Manager Account

Creating a TikTok Ads Manager account is easy and can [help you reach new audiences](#) with its great features and successful ad campaigns.

With the help of this blog post, you can now create your own TikTok Ads Manager Account in no time. Team up with a [TikTok creative agency](#) to reach your target market, boost brand awareness, and drive conversions.

# **Frequently Asked Questions on How to Create TikTok Ads Manager Account**

## **Can I create and manage TikTok ads directly from the TikTok app?**

You cannot create and manage ads directly from the TikTok app. TikTok Ads Manager is a separate platform that allows you to create and manage ads.

## **Can I run TikTok ads without a business account?**

You'll need a business account for the platform to use the TikTok Ads Manager.

## **Are there differences between TikTok personal and TikTok business accounts?**

A personal account grants you access to both Sounds and Commercial Sounds libraries. Business Accounts only provides the Commercial Sounds library designed for commercial use.