



Upgraded Experience Campaign Setup Guide

This document provides guidance on how to create **manual campaigns** in the new interface.

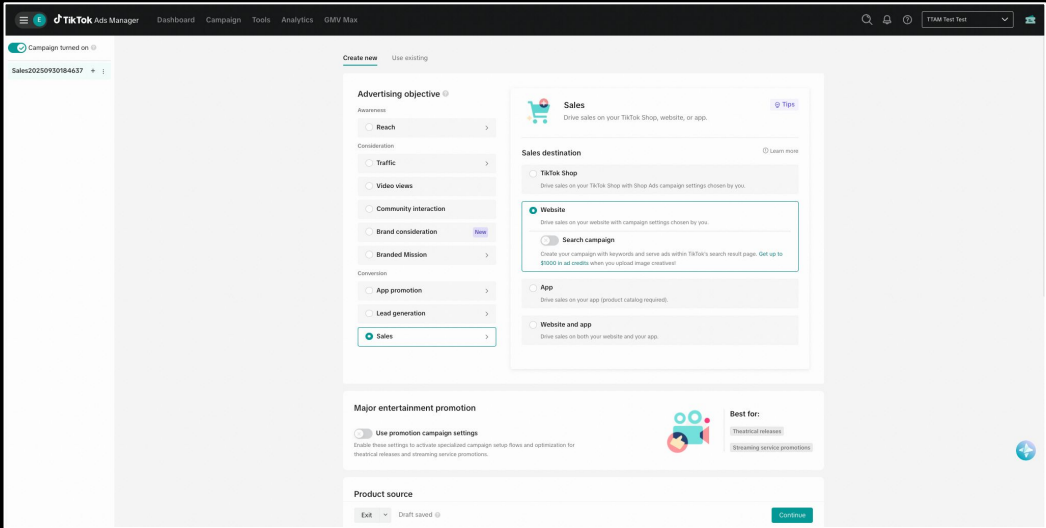
It also explains how to set up campaigns for each objective (App Promotion, Lead Generation, Sales) and how to leverage the bulk import/export feature.

How to set up a manual campaign



How to set up a manual campaign

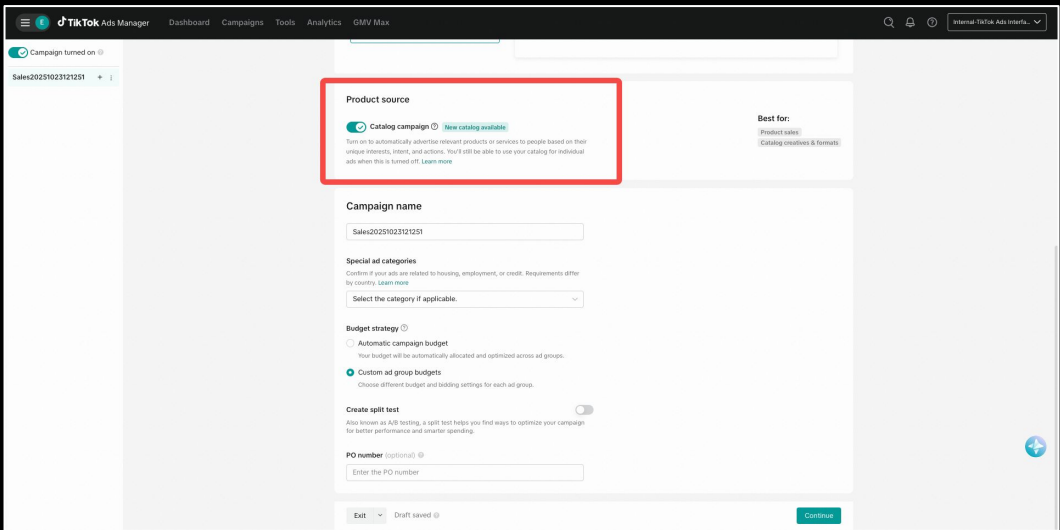
Enter the "create new" page and select your campaign objective



Configure settings at the campaign level

Catalog

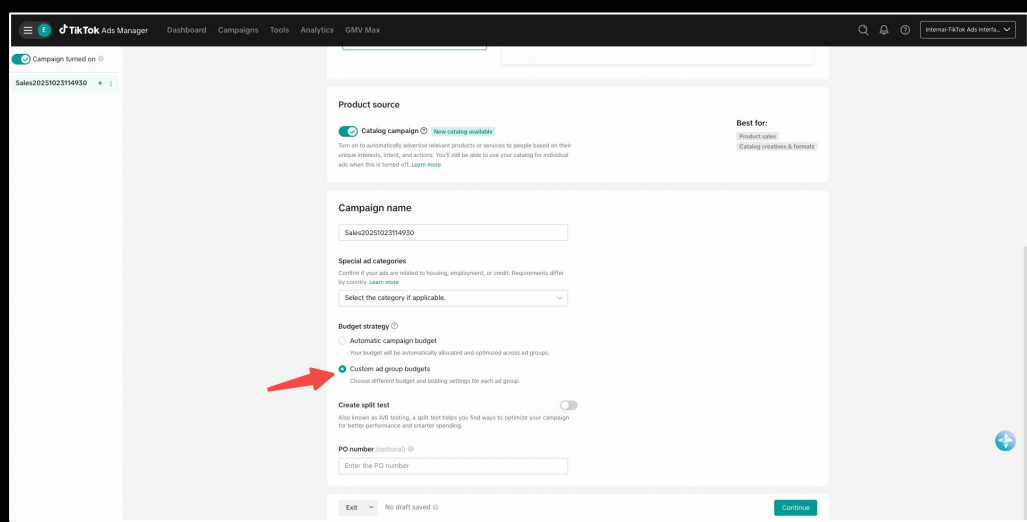
To use Catalog, switch on the "Use catalog" toggle.



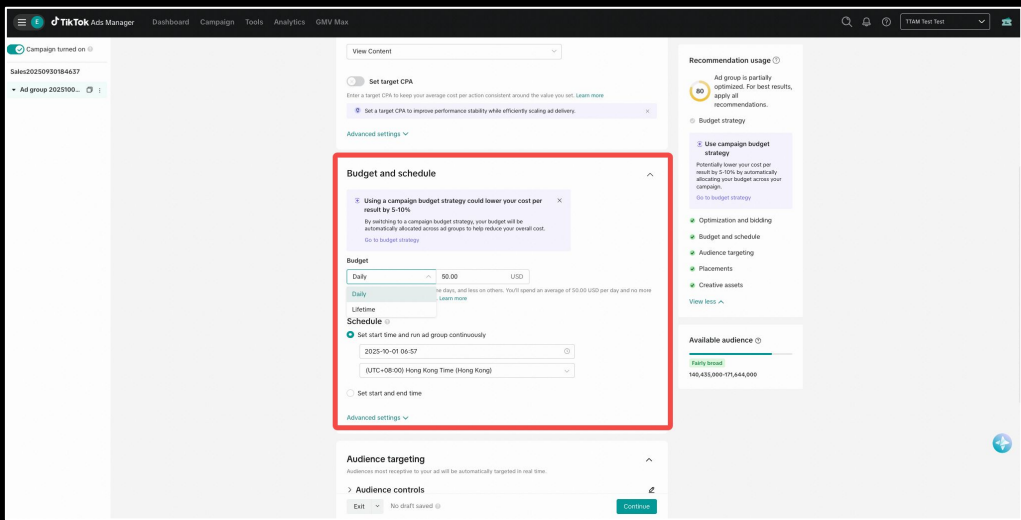
How to set up a manual campaign

Set up your budget strategy

For manual campaigns, select “Custom ad group budget” (non-CBO). This allows you to apply different budget strategies to each ad group.



Both Daily and Lifetime budgets are available at the ad group level.

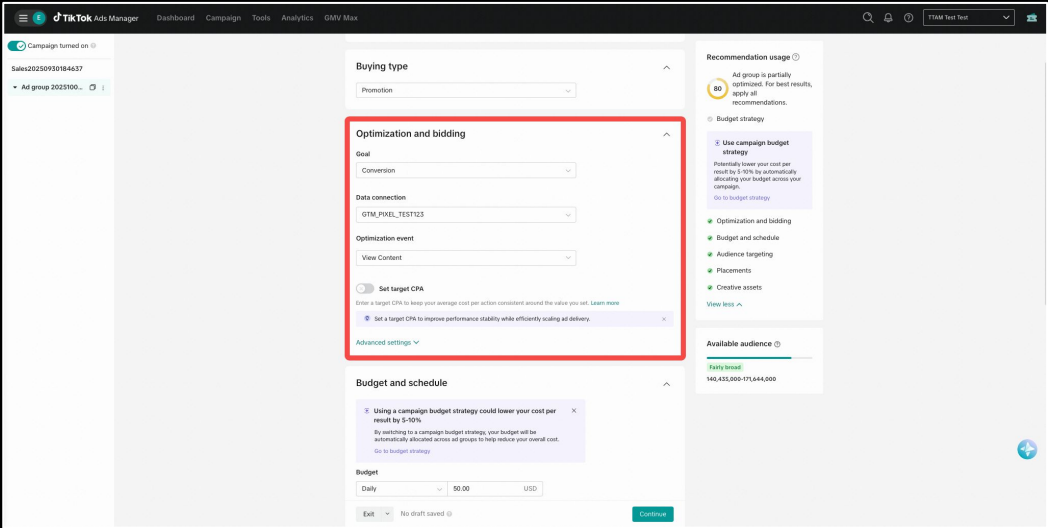


How to set up a manual campaign

Configure settings at the ad group level

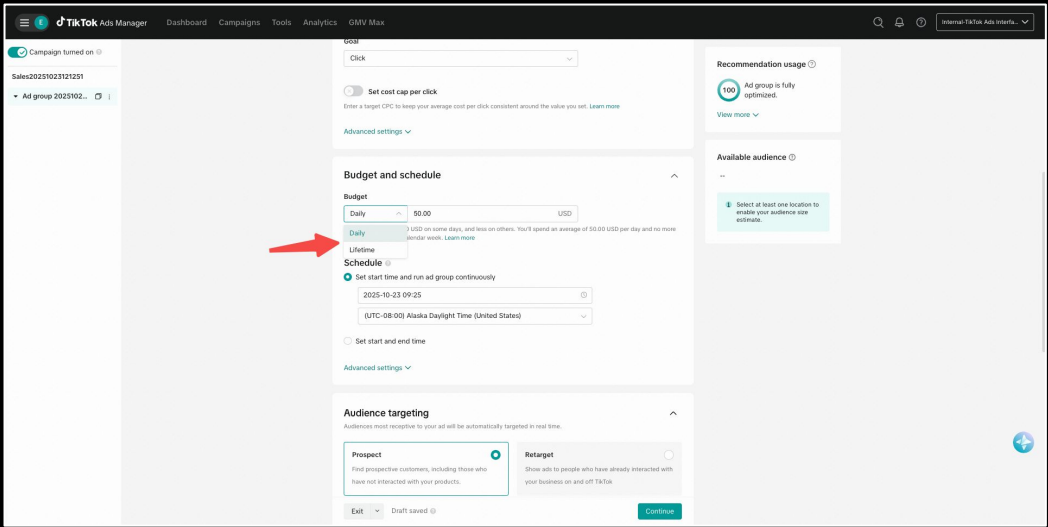
Set up Optimization and Bidding

For manual campaigns, you can have different optimization goals, events and bidding strategies across ad groups.



Set up budget and schedule

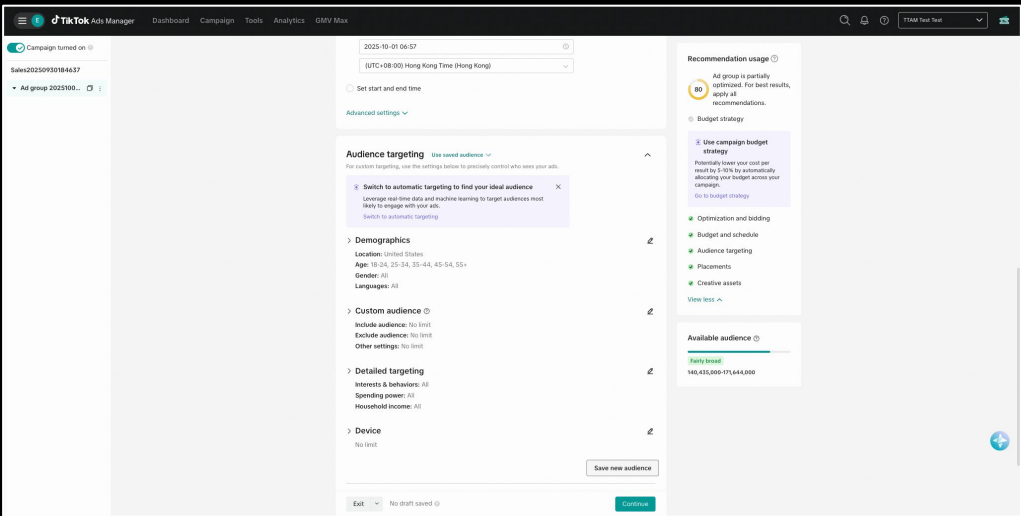
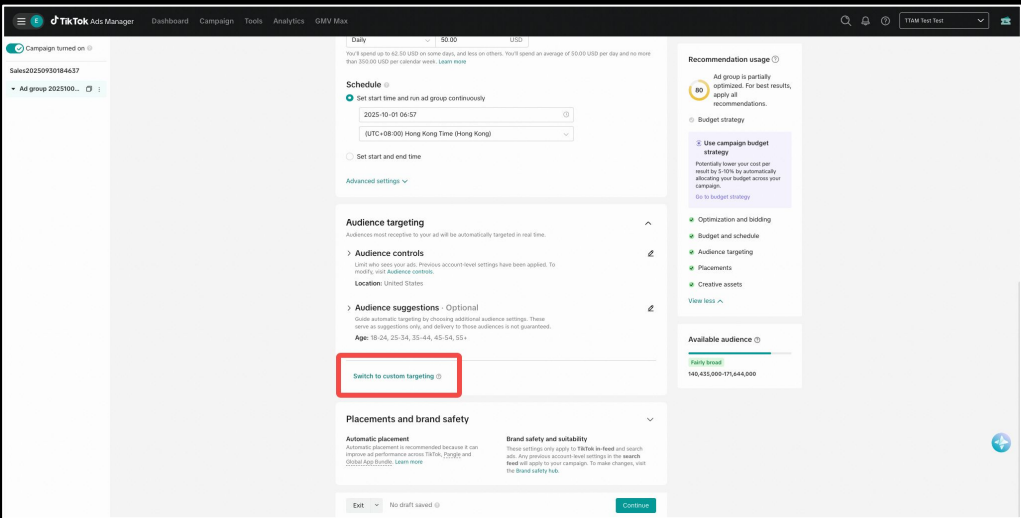
Both daily and lifetime budgets are available in the manual campaign. Select your preferred option.



How to set up a manual campaign

Set up audience targeting

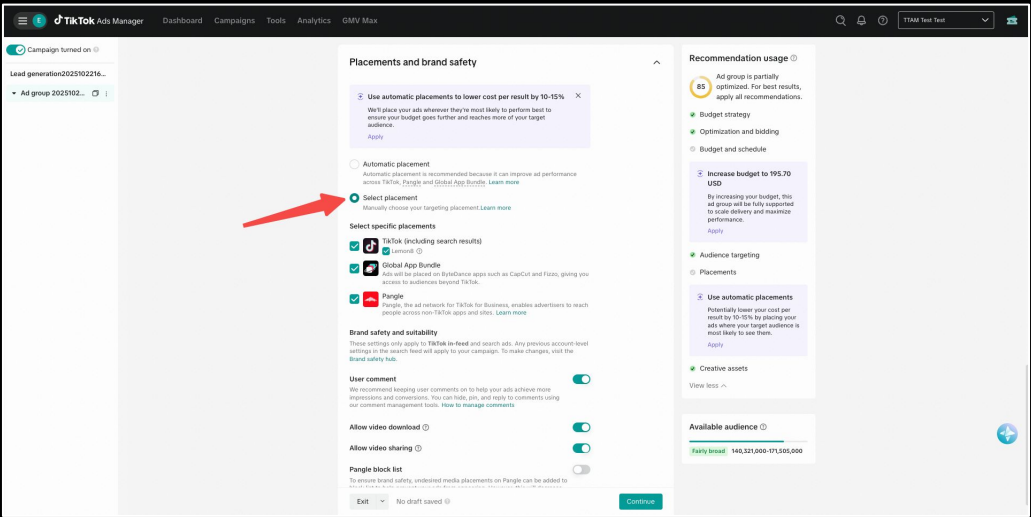
For manual campaigns, click "Switch to custom targeting" at the bottom of the "Audience targeting" module to access the full range of manual targeting options.



How to set up a manual campaign

Set up placement and brand safety

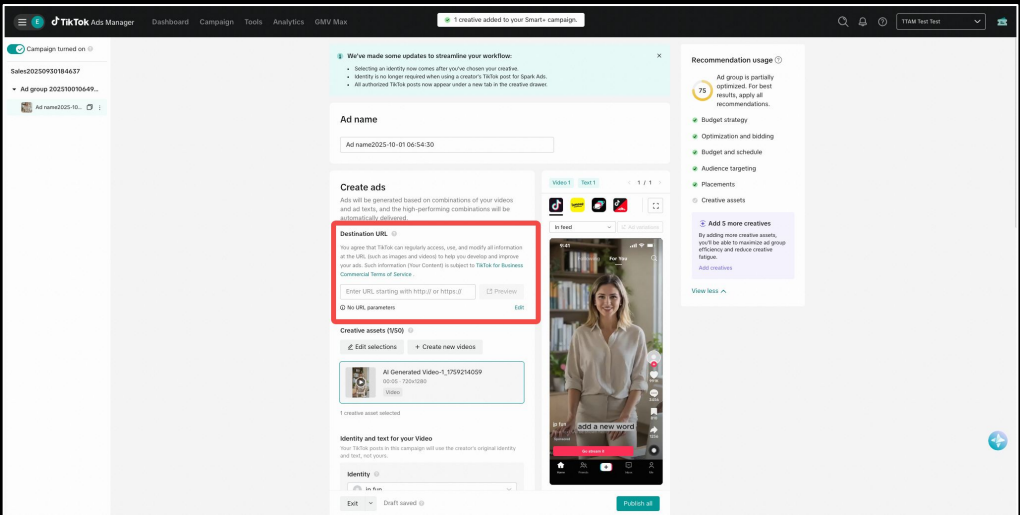
For manual campaigns, choose “Select placement” to edit placements. Adjust brand safety as needed to match your preferences.



Configure settings at the ad level

Set up destination URL

Input the destination URL and build URL parameters

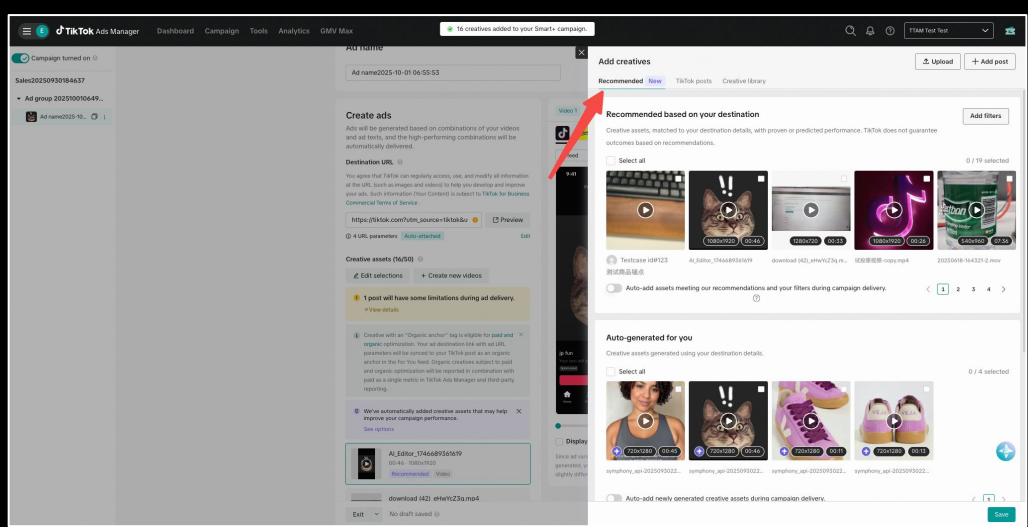
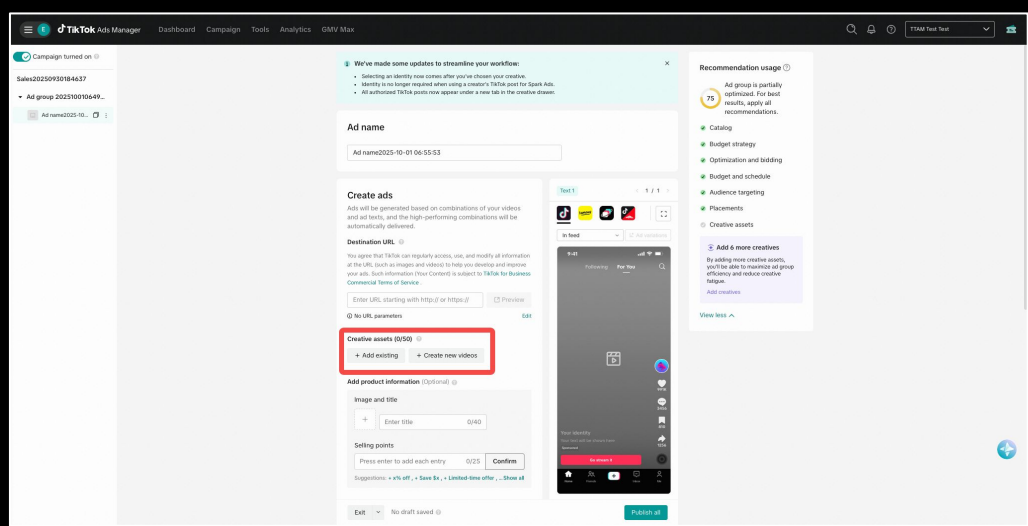


How to set up a manual campaign

Set up creative assets

Add creative assets from your TikTok posts or creative library.

If you include a destination URL, a "Recommended" tab will appear in the "Add creative" drawer, suggesting assets based on your website content and recent performance data.

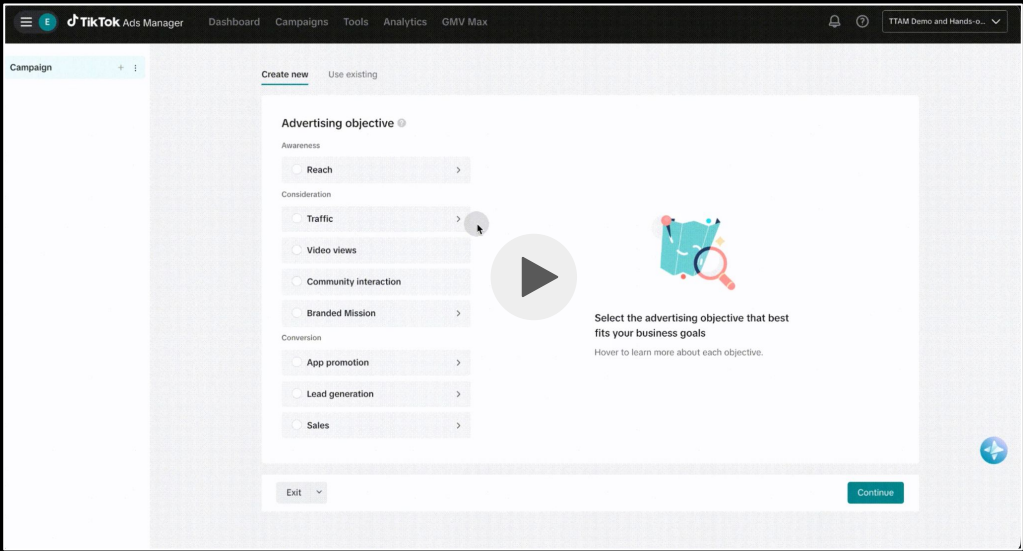


Campaign creation by objectives *[video demos]*

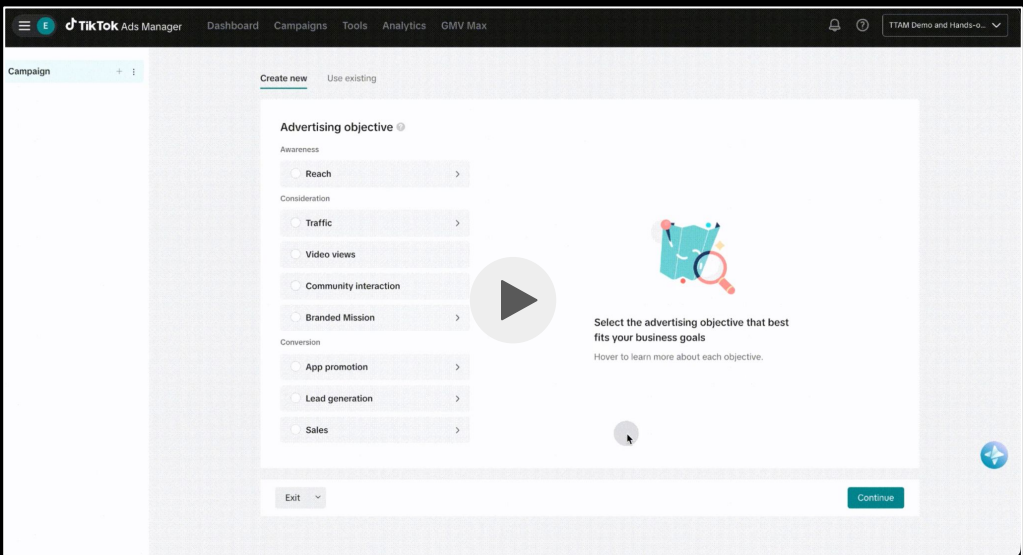


Video demo for campaign creation by objectives

App Promotion

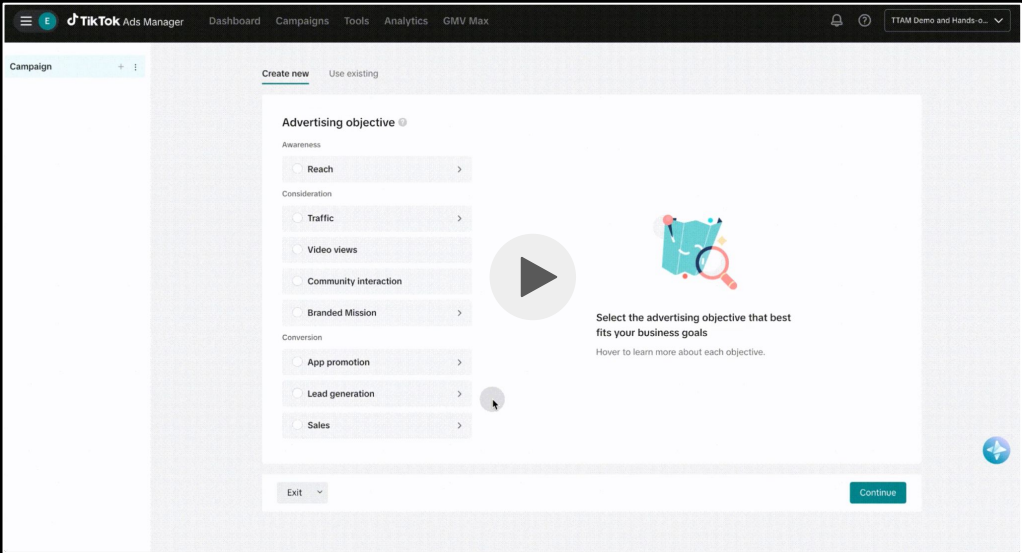


Lead Generation

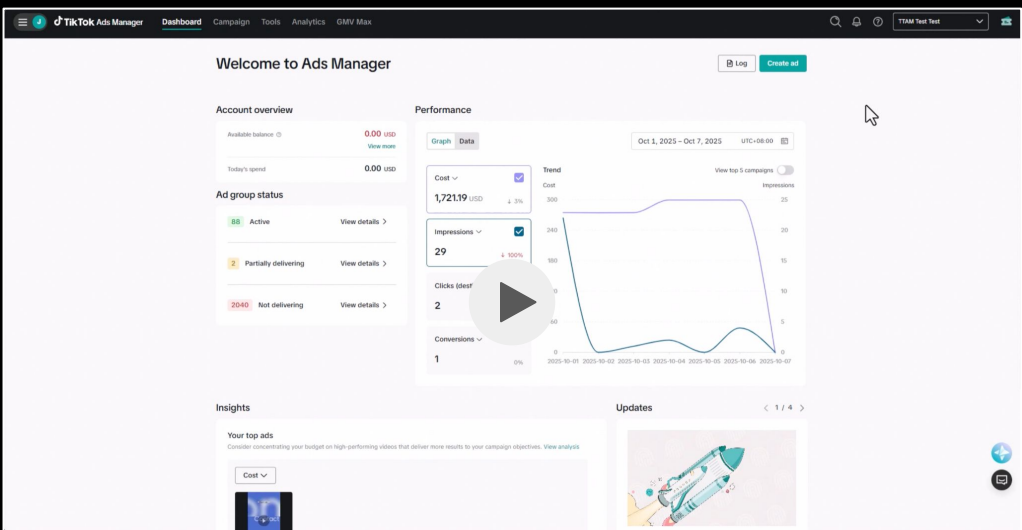


Video demo for campaign creation by objectives

Sales-Web



Sales-App



Bulk Import/Export



Bulk Import/Export

Bulk Import/Export is a tool that allows you to efficiently **create and edit multiple campaigns, ad groups, or ads** in TikTok Ads Manager using an Excel/CSV file. As part of the upgraded experience, this tool is ideal to use when managing a large volume of ads to save time.

Create/edit ads with Bulk Import & Export

Tip 💡 To maximize efficiency, leverage an existing Smart+ ad in Ads Manager as a reference file to export and make modifications in the exported file.

Step 1: Export File

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TikTok Ads Manager

Dashboard

Campaign

Tools

Analytics

GMV Max

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+ Create

Try Smart+

Campaign setup contains any of : Smart+ campaign

Search & filter (/)

Campaign3 selected

Ad group

Ad

Split test

Bulk export/import

Automated rules

Label

View reportNew

Turn off

Turn on

Delete

Duplicate

Filter by selection

Edit

Name

Budget

On/off

Name

Status

Budget

You have 41 draft campaigns

☑

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🔗

【验证】Sales20250930223634

● Active

Learning phase

23.00 USD

Daily, Campaign bud...

☑

🕒

🔗

Sales20250930180914

● Active

Learning phase

22,323.00 USD

Daily, Campaign bud...

☑

🕒

🔗

Sales20250930180602

● Active

Learning phase

87.00 USD

Daily, Campaign bud...

☑

🕒

🔗

Sales20250930175905

● Active

Learning phase

2,323.00 USD

Daily, Campaign bud...

☑

🕒

🔗

promotion20250930173236

● Active

Learning phase

50.00 USD

Daily, Campaign bud...

☑

🕒

🔗

Sales20250930171308

● Active

Learning phase

20.00 USD

Daily, Campaign bud...

☑

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osite non catalog

● Active

All

☑

🕒

🔗

线上验证1】Sales2025093016...

● Active

All

☑

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🔗

Traffic20250930150354

● Active

Learning phase

50.00 USD

Daily, Campaign bud...

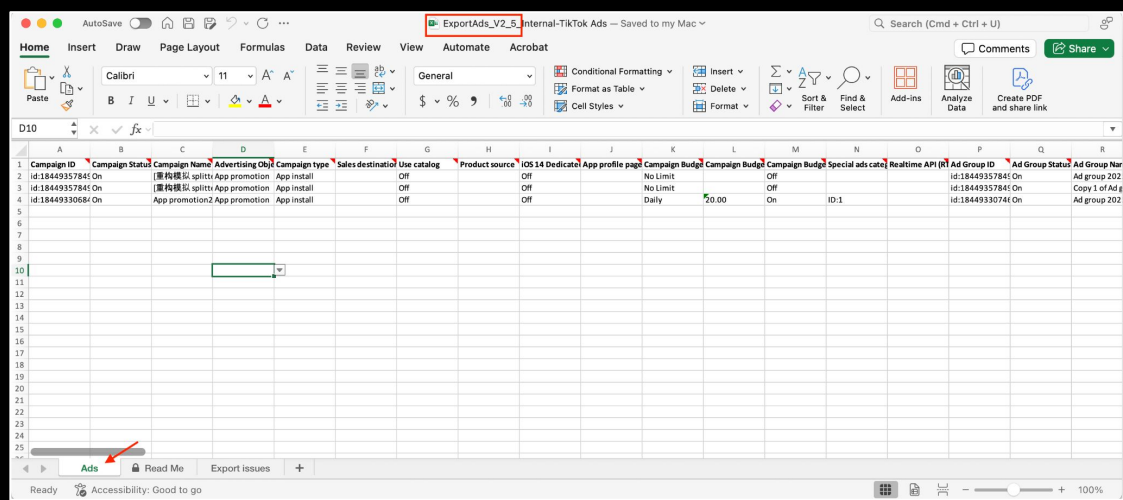
Total of 4004 campaigns

TikTok for Business

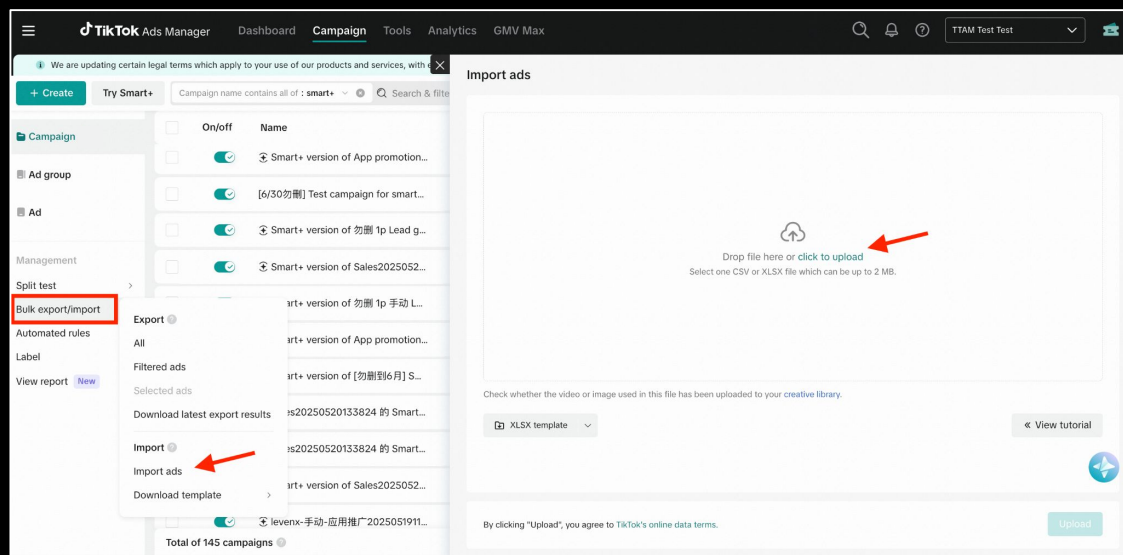
Bulk Import/Export

Step 2: Create new ads or edit existing ad settings in the exported file

Please ensure that you are using the upgraded experience on TTAM to create and edit new ads using the exported file.



Step 3: Import file to TikTok Ads Manager





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Thank



You!