

WEBINAR

# Unlocking Mobile UA On TikTok



L I F T O F F

ROCKETSHIP HQ

Growth. Accelerated.

# What We'll Cover

- 1 Why TikTok can be a big deal for mobile UA
- 2 Targeting options
- 3 Bidding & tracking
- 4 Winning with creatives
- 5 DIY creatives

# Meet the Panelists



**Shamanth Rao**

Founder & CEO

**ROCKETSHIP HQ**

Growth. Accelerated.



**Dennis Mink**

VP Marketing

 **L I F T O F F**

## ROCKETSHIP HQ

Growth. Accelerated.



Founded in  
**2018**

**0**  
Global  
offices  
(We're fully  
distributed)

**8**  
Figures in  
spend  
managed on  
our team

RocketShip HQ is a boutique mobile user acquisition agency. With a team that has experience of 3 exits and 8 figures in spend managed, RocketShip HQ helps mobile apps scale in a capital efficient manner.

RocketShip HQ and Shamanth also host the Mobile User Acquisition Show podcast.

## Who this webinar is for



You do UA on other platforms, and want to explore TikTok.



You've played around with UA on TikTok, and want to optimize further.



You want to understand all levers available to you on TikTok as a marketer.

# Why TikTok



1.9 billion downloads.



60% Gen-Zers (and aging up).



Average 52 mins per day on TikTok.

# Is this the most viral platform ever?!

**Kylie Jenner: 'Rise and Shine' fastest to 1 billion TikTok views**

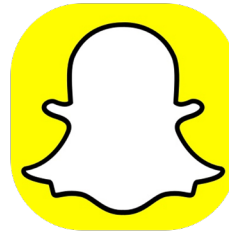
**DETTOL'S TIKTOK HAND-WASH CHALLENGE GETS NEARLY 9 BILLION VIEWS IN FOUR DAYS**

**How E.L.F.'s #eyeslipsface Challenge Got 3 Billion Views on TikTok**

# A massive window of opportunity for early adopters in mobile user acquisition



2014-2015



2015-2016



2020



# How to win with TikTok



Audiences & setup



Bidding



Creatives

# Targeting options

Audience 

Optional



[Create New](#)

Excluded

Optional



## Create Audience



### Create a Custom Audience

You can create a custom audience by uploading customer file or using data of ad engagement and user activities in your app or on your website.



### Create a Lookalike Audience

Lookalike Audience can only be created according to existing Custom Audience

# Targeting options

Category ⓘ Please select your ad category. ^

Ad Tags ⓘ	App Install >	Mobile Game >	Kids & Puzzle
	Automotive >	Mobile App >	Tower Defense
	Luxury Goods >		Sports & Fighting
User Comment	Education & Training >		Roleplaying
	Finance & Insurance >		Strategy
	Food & Drink >		Music

Ad Tags ⓘ

strategy × war × build × battle × combat ×  
 empire × game × mobile × app × fight ×

10 Selected Press enter to add tags.

# Targeting

## ▼ Interest Category

Category ⓘ

Selected

[Clear all](#)

Interest

Combat ×

1 Categories Selected

Location

United States ×

The actual ads delivery may vary depending on the supported locations of different placements. [Learn more](#)

Gender

No Limit

Male

Female

Age

No Limit

13-17

18-24

25-34

35-44

45-54

55+

Languages ⓘ

English ×

# Targeting






United States ×

- Japan >
- Taiwan >
- India >
- Korea >
- Thailand >
- Malaysia >
- Indonesia >
- Vietnam >
- Russia >
- Turkey >
- United States >
- Saudi Arabia >

Placement ⓘ

Type

- Automatic Placement  
Automatically show your ads across supported placements. [Learn More](#)
- Select Placement  
Manually choose your targeting placement. [Learn More](#)

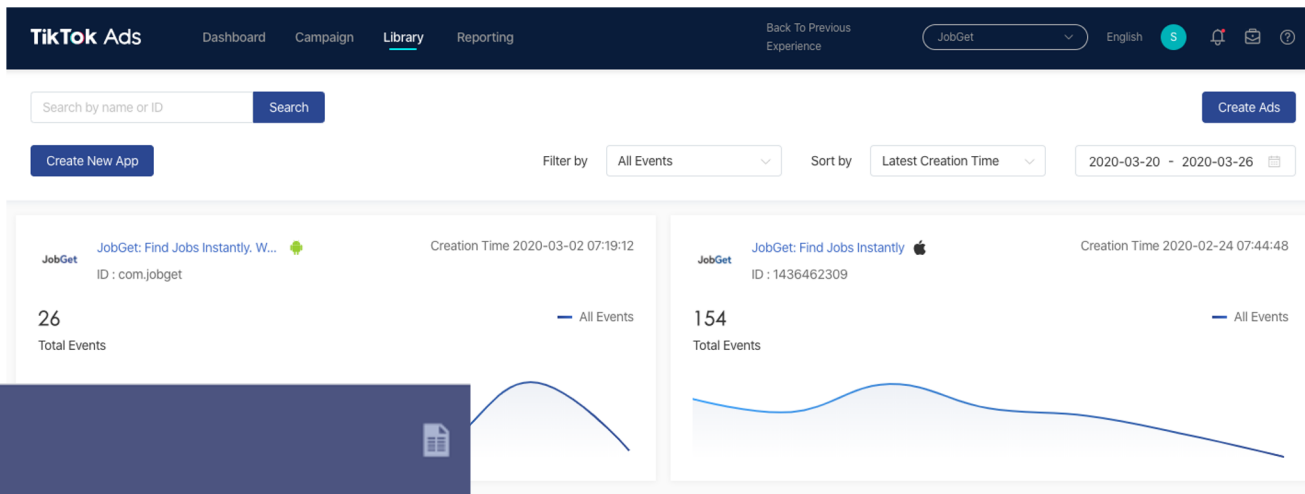
	TikTok TikTok	<input checked="" type="checkbox"/>
	News Feed App Series TopBuzz/BuzzVideo/News Republic/Babe	<input type="checkbox"/>
	Vigo Advertising is only available in India currently.	<input type="checkbox"/>
	Helo Advertising is currently only available in India.	<input type="checkbox"/>
	Pangle Premium global publisher network, currently only available in Japan.	<input type="checkbox"/>

Please note that the actual ads delivery may vary depending on the supported locations of different placements. [Learn More](#)



TikTok ▼

# You need an MMP to run ads



The screenshot shows the TikTok Ads 'Library' page. At the top, there are navigation tabs for 'Dashboard', 'Campaign', 'Library', and 'Reporting'. A search bar is present with the text 'Search by name or ID' and a 'Search' button. Below the search bar, there are filters for 'Filter by' (set to 'All Events'), 'Sort by' (set to 'Latest Creation Time'), and a date range '2020-03-20 - 2020-03-26'. A 'Create New App' button is also visible. The main content area displays two ad campaign cards. The first card is for 'JobGet: Find Jobs Instantly. W...' with ID 'com.jobget', showing '26 Total Events' and a line graph. The second card is for 'JobGet: Find Jobs Instantly' with ID '1436462309', showing '154 Total Events' and a line graph. Both cards include a 'Creation Time' and a legend for 'All Events'.

## TikTok Ads - Event Linking

Additionally, you can transmit in-app events to TikTok Ads. Enable these by entering TikTok Ads Name. This will be displayed within the TikTok Ads interface.

BILLING

-- none --

FINISHPUZZLE

-- none --

# Bidding & tracking

Billing Event ⓘ Click (oCPC)

Bid Strategy ⓘ Standard Bid

Keep your average cost around or lower than your bid.

Optimization Preference

Optimize Conversions at Learning Phase

Bid

5.00

USD/Install

Delivery Type ⓘ  Standard

Your budget will be distributed across the scheduled ads delivery time.

Accelerated

Spend your budget and get results as quickly as possible.

[Third Party Tracking Settings](#)

Impression Tracking URL

https://s2s.adjust.com/impression/wmt7o88?campaign=\_\_CAMPAIGN\_NAME\_\_%26\_CAMPA

# Winning With Creatives



Character driven, narrative driven



Lead with music and movement



Portray primary emotions



Exaggeration is good.



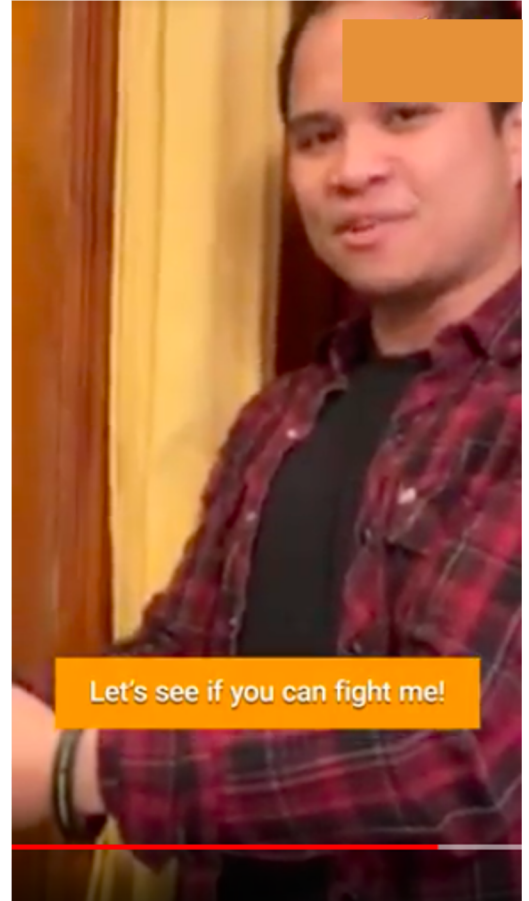
Raw, unpolished, unfiltered



# Creatives



Creator driven, narrative driven videos.



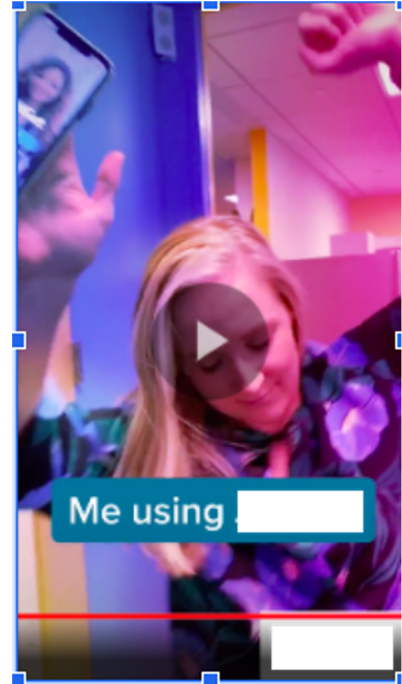
# Creatives



Movement and music driven.



Even a simple happy dance is better than talking to the camera.



# Creatives



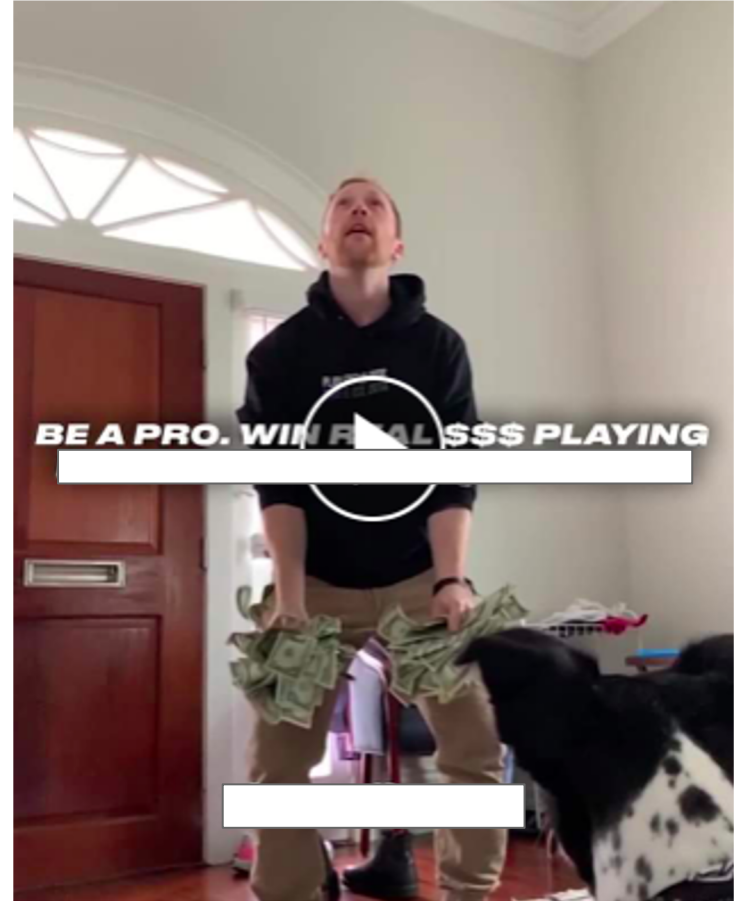
Portray primary emotions.



# Creatives



Exaggeration  
is good.



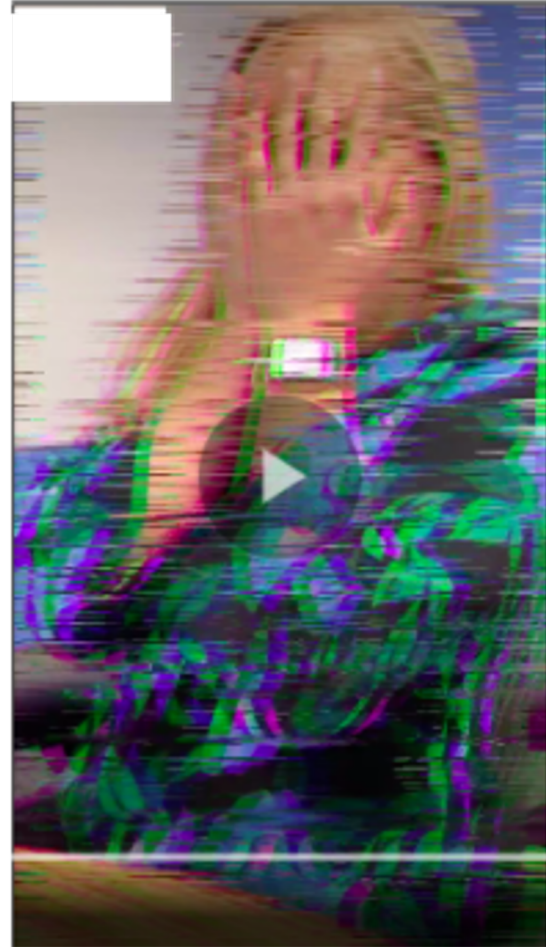
# Creatives



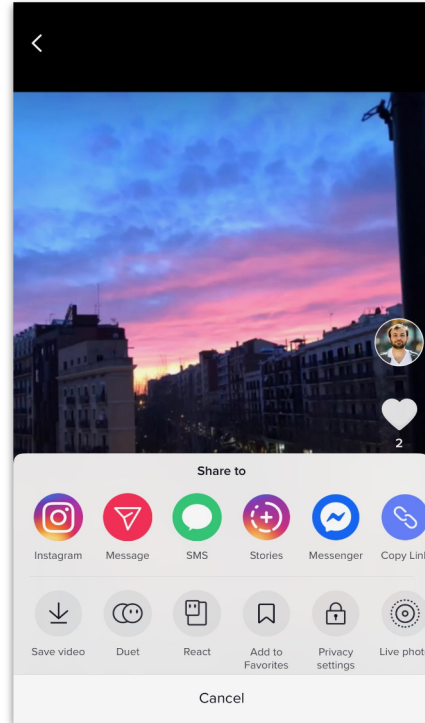
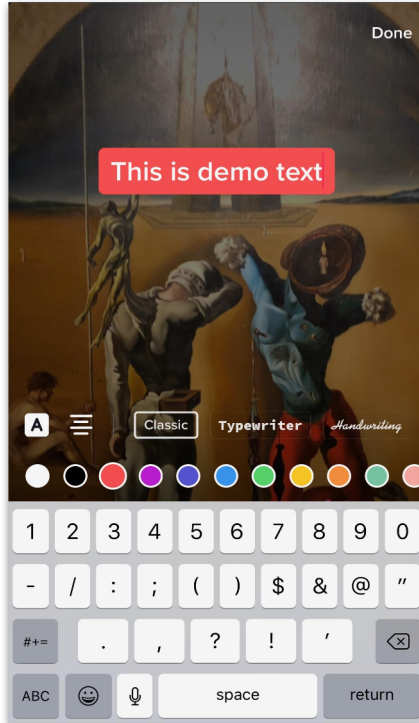
Raw, unpolished,  
unfiltered



Instagram-worthy <>  
TikTok worthy



# Make Your Own Creatives



# Q&A

Unlocking Mobile UA on TikTok





## MOBILE FINANCE

User Acquisition Trends and Benchmarks 2018



KOCHAVA  
TRAFFIC INDEX



WEBINAR

### How Machine Learning is Transforming App Marketing

26th September - 10:30 AM PST

CleverTap



### What's in Your [Growth] Stack?

With David Yi from

AnchorFree

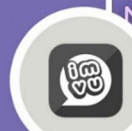


## MOBILE SHOPPING

A Monthly Trend Analysis



### IMVU Case Study



[liftoff.io/resources](https://liftoff.io/resources)

[info.liftoff.io/slack-signup](https://info.liftoff.io/slack-signup)



**Thank you!**

