



Engage college students and young professionals on an energetic platform with an intelligent learning algorithm.

## How It Works

**1**

If a TikTok user fits your targeting criteria, a bid is placed to present your ad.

**2**

When you win the bid, your advertisement is placed between videos as the user scrolls.

**3**

This prompts the user to engage with your ad and website.

## Our Approach

We create your TikTok ad campaign targeting in-market prospects to generate the most conversions possible with your ad budget. To build the ad, we use your content or videos, optimized by our team of experts. Conversion Logix actively manages your campaign with a focus on driving leads. Conversion Logix routinely evaluates your campaign performance and TikTok can be an integral platform to ensure your marketing strategy is supporting your business goals.

## The Conversion Logix Difference

- Conversion Logix maximizes budget allocation across your marketing mix with industry expertise and real-world experience.
- Our video optimization team can repurpose existing video content for multiple platforms, giving you the ability to market across several platforms from one video asset.
- Our platform allows you to manage all of your digital marketing investments in one place, giving you greater insight into your customers' journey.

## Benefits

- With a receptive user base, advertisement interactions are positive and engaging. 83% of users report that TikTok ads are enjoyable and 61% of users feel TikTok advertising is unique compared to other top platforms.<sup>1</sup>
- TikTok's intelligent learning algorithm determines which video content should be shown to users who are more likely to respond, generating higher quality leads.
- The TikTok audience prioritizes authenticity and relevance over production quality so they respond well to a variety of content formats.

1. (Nielsen) retrieved 6/28/2022 - <https://newsroom.tiktok.com/en-us/new-study-finds-people-come-to-tiktok-to-lift-their-spirits>  
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