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HOW TO RUN TIKTOK ADS

14% Complete
12/81 Steps

Part I: All about ads

- Part I: All about ads 
- ▶ **Module 01: Ads Setup** 4 Lessons 
- ▶ **Module 02: Campaign Structure** 3 Lessons 
- ▼ **Module 03: Ad Group** 4 Lessons 

 - ☰ **Lesson 01: The Complete Ad Group Walkthrough** 
 - ☰ **Lesson 02: How to Determine Your Budget** 
 - ☰ **Lesson 03: Learning Phase** 
 - ☰ **Lesson 04: Ad Level Walkthrough** 

- ▶ **Module 04: The Assets Tab** 6 Lessons 
- ▶ **Module 05: Your Customer's Journey** 5 Lessons 

Part II: Developing Creative

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- ▶ **Module 01: The importance of ...** 8 Lessons 
- ▶ **Module 02: Ad Inspiration** 7 Lessons 
- ▶ **Module 03: Framework and H...** 10 Lessons 

Bonus Part III: Organic

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- ▶ **Module 01: Intro and setting up...** 3 Lessons 
- ▶ **Module 02: Navigating TikTok** 3 Lessons 
- ▶ **Module 03: Your brand on TikTok** 9 Lessons 
- ▶ **Extra Bonus Content!** 4 Lessons 

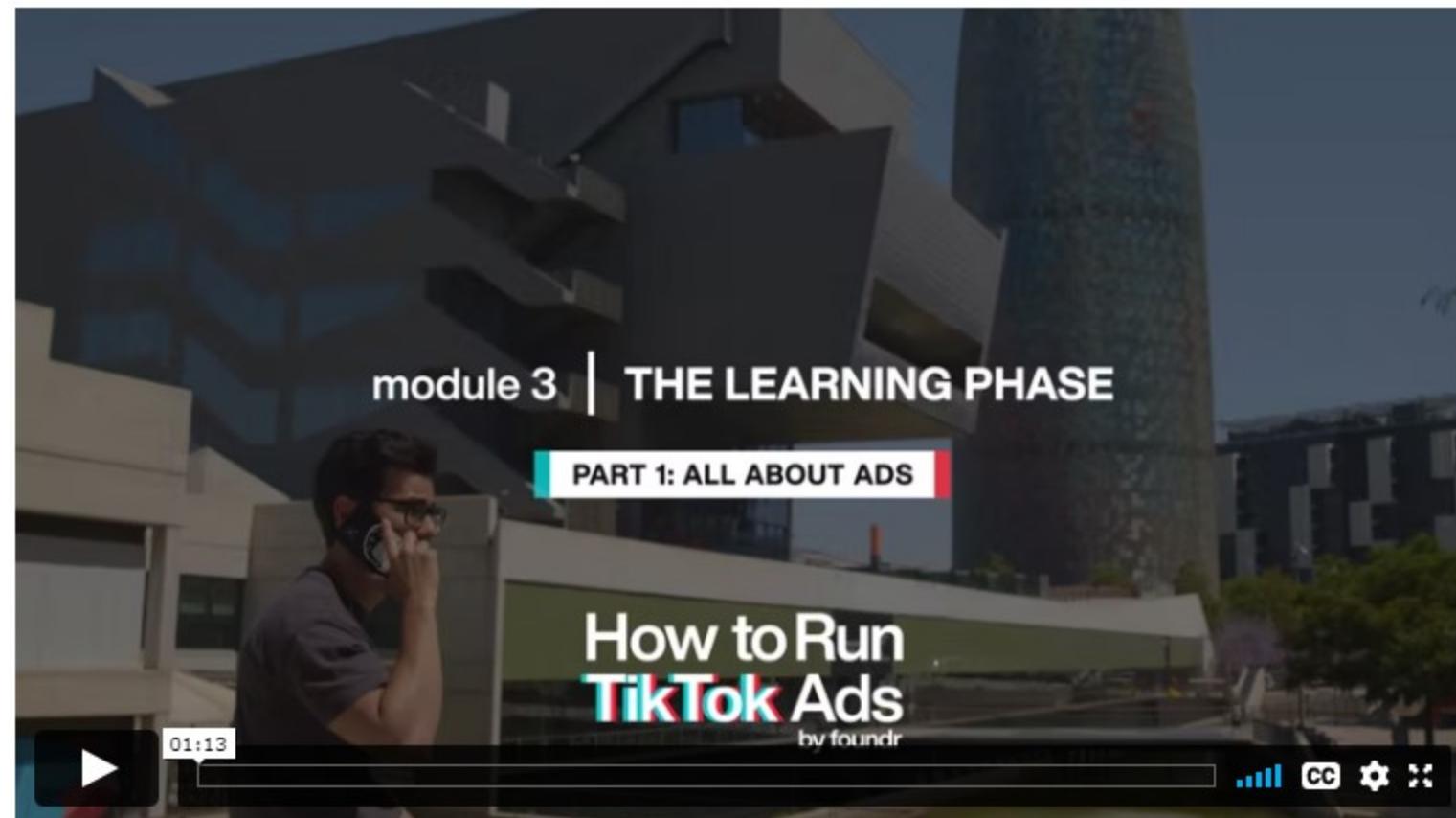
How to Run TikTok Ads > Module 03: Ad Group > Lesson 03: Learning Phase

MODULE 03: AD GROUP, LESSON 3   

LESSON 03: LEARNING PHASE

 **Gerardo Perez**

MODULE PROGRESS  50% Complete



Remember that TikTok defines “exiting the learning phase” as reaching 50 optimization events over a 7 day period. However, unlike Facebook, there won’t be any visual cues (at least not yet) to tell you that you’ve exited — so make sure you’re keeping track of your events to see if you’ve reached 50 over 7 days.

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Take Notes