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## HOW TO RUN TIKTOK ADS

76% Complete  
62/81 Steps

## Part I: All about ads

4 Lessons 4 Lessons 6 Lessons 

## Part II: Developing Creative

7 Lessons 

Bonus Part III: Organic

4 Lessons 

How to Run TikTok Ads > Module 02: Navigating TikTok > Lesson 01: The Algorithm

## MODULE 02: NAVIGATING TIKTOK , LESSON 1

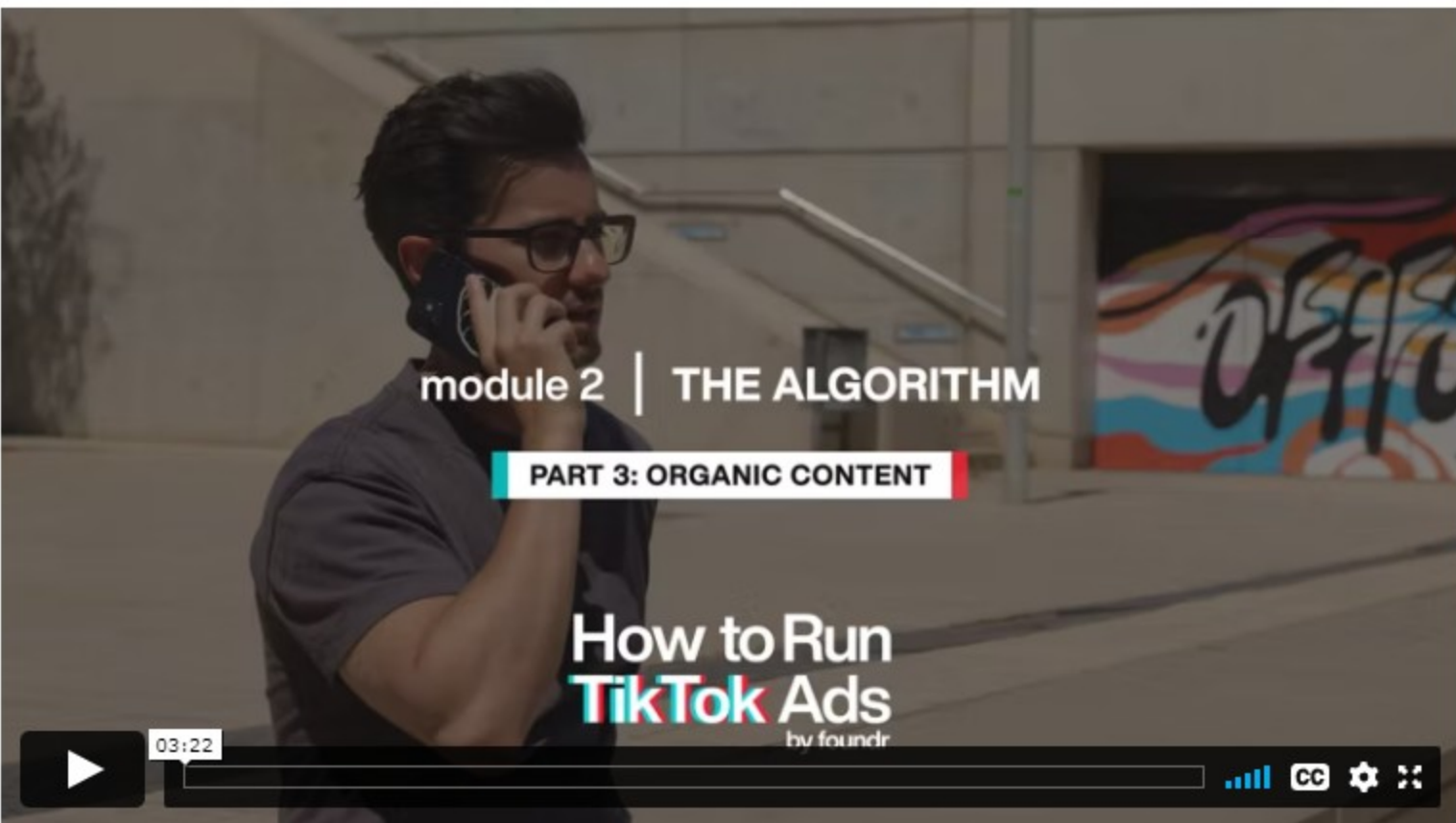
## LESSON 01: THE ALGORITHM



Gerardo Perez

## MODULE PROGRESS

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While we can't say for certain how the algorithm works (it changes constantly), we do know that there's a hierarchy when it comes to engagement on TikTok.

TikTok's Engagement Hierarchy (in order of importance):

1. Average watch time
2. Shares
3. Favorites
4. Comments
5. Likes

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