



TikTok Ads

Companies benefit from TikTok advertising because the platform is particularly popular with younger target groups (13-24 years). TikTok enables creative, interactive content that can go viral, providing high reach and engagement. For example, in-feed ads with interaction elements allow companies to present themselves in an authentic and modern way. In addition, the user base is constantly growing, which makes TikTok an attractive channel for brands that want to appeal to young, digitally savvy people. With RegioHelden, we take over the management and optimization of your TikTok campaign.

TikTok Ads service description

1. Services included in the set-up fee:

- ★ Briefing on the campaign concept and definition of advertising objectives
- ★ Preparation of a feasibility analysis and forecast of advertising costs
- ★ Detailed target group analysis and selection of suitable targeting criteria
- ★ Creation of an advertising account
- ★ Create the campaign and advertisements according to defined criteria

2. Services included in the advertising budget:

- ★ Placement of your ad via TikTok in the amount of the advertising budget*
- ★ Targeting the campaign to the target group
- ★ Support from a team of experts
- ★ Regular monitoring and analysis of campaign performance
- ★ If required: Optimization of the campaign with regard to the advertising objective
- ★ Adjustment of the campaign orientation as required
- ★ Final reporting

* When booking in a social media package, the following applies: The budget is not necessarily deployed evenly across the platforms included in the package, but is specifically targeted to achieve your advertising objective in the best possible way.

There is no guarantee of permanent ad placement. Nor can it be guaranteed that the advertising measure will lead to a general increase in demand.

Obligation to cooperate:

RegioHelden GmbH requires at least 1 video (ideally 3-5 videos) from the customer so that the campaign can be optimally controlled depending on the duration.

RegioHelden GmbH is entitled, but not obliged, not to use submitted videos after checking the TikTok guidelines. The customer receives a preview via QR code for approval before the ad is placed. If the customer does not declare within 5 working days of delivery of a draft that is essentially in accordance with the contract whether they approve it, refuse to approve it or wish to make changes, approval shall be deemed to have been granted.