



Making Actions Insightful

Behavior Targeting

TikTok's Behavior Targeting helps increase the relevance and efficacy of ads by allowing advertisers to target audience based on their actions on TikTok.

● ● What are the benefits?

Intelligent Indicator

Provides segment audiences based on up-to-date in-app behavior indicating relevance or interest to your brand.

Wide Coverage

Utilizes a multi-tiered approach that enables brands to reach users based on both broad or niche subjects.

Optimal Performance

Identifies target audiences via behavior signals that maximize ad resonance and effective conversion.

● ● Behavior Targeting's Range

TikTok's Behavior Targeting is based on user's in-app video views and interaction with their favored creators.

Views

View Completion

Video Content

Comment

Share

Like

Creators

NEW

Viewing Creator's Homepage¹

Type of Favored Creator

● ● Behavior Targeting vs. Interest Targeting

● ● Availability

	Behavior Targeting	Interest Targeting
Logic	Based solely on user behavior in the past 7 - 15 days ² .	Predicted through machine learning based on long-term past behavior & key indicators
Signals	Tracked behavior	General behavior
Content Type	Organic only	Organic & Paid

Availability:

Global

Format:

In-Feed Ads (Auction Ads)

Platforms:

TikTok Ads Manager

Ad Placement:

TikTok, TopBuzz, BuzzVideo, News Republic

Note:

1. The behavior of viewing creator's homepage is based off user's action over the past 30 days.

2. Video viewing related behavior allows look-back time frame of 7 or 15 days.