

7 KPI's To Measure TikTok Advertising Success

By Sarah Ciociola

Now that we've showcased the foundation of what you need to get your dealership started on TikTok, let's talk about how to measure the success of your TikTok Advertising.

If you've ever heard me speak, you know I am a stickler for appropriately measuring success on any digital platform. One of the biggest downfalls in the automotive space is that dealer's simply aren't educated enough on how to measure the success of specific campaigns on specific channels.

Well, let's squash that when it comes to TikTok. Here are 7 KPI's (key performance indicators) you need to look at when measuring TikTok Advertising.



VIDEO THRUPLAY

Measuring how many people watched your TikTok ad is important to gauge the effectiveness of the ad with your target audience. Video thruplay can be measured at 25%, 50%, 75%, or 100%. This KPI should be especially looked at when using the Video View objective, as TikTok will specifically target users who are most likely to view your ad for at least six seconds.



CVR (CONVERSION RATE)

A CVR is measured by the number of people who take a desired action on your ad divided by the number of people who see your ad. The goal here is to get as many people as possible to not just see your ad, but engage with it. A few factors, like the quality of your ad and ad targeting, can affect your CVR. This is why it's important to always be testing different targeting and creative strategies. This will look different for every Dealer.



REACH AND IMPRESSIONS

At PCG Digital, we like to call these KPI's secondary KPI's. These are two forms of measurement you should always be looking at, but not necessarily what you should be optimizing for (unless you're using the reach objective for a branding campaign). When looking at impressions in particular, you want to also look at your CPM count. This is the amount of money you've spent per 1,000 impressions.



CONTENT VIEWS

When running dynamic advertising on TikTok, you want to know how many people viewed the dynamic content on your ad (this means how many users scrolled through your dynamic inventory while watching your TikTok ad).



TRAFFIC

I include this KPI with a grain of salt, and here's why. Back in the heyday of, let's say five years ago, Dealer's had two main goals when it came to digital advertising - traffic and leads. Well, that's long gone. Dealer's have to remember that the car buying journey is more complex than ever, and branding is just as important as mid and low funnel advertising. Yes, driving traffic to your website from a TikTok ad is great, but low traffic doesn't signify your TikTok advertising is not working. TikTok should be seen as part of your overarching media mix and brand recognition strategy.



CUSTOM EVENTS

When setting up your TikTok Pixel, don't forget to create your custom events! This can be done through TikTok's event setup tool, and allows you to see what users are doing once they get to your website that can be attributed back to your TikTok ad.

LET'S CONNECT!

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