Dynamic Inventory Ads on TikTok

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OVERVIEW

Did you know automotive dealerships can advertise their inventory on TikTok? In this article, we'll take you through the steps to set up your vehicle catalog and create your Video Shopping Ads in TikTok Ads Manager.

STEP 1: SET UP A CATALOG

Before you begin, make sure you have "Admin Member" permissions in your Business Center Account or "Catalog Management" permissions of the Catalog through Business Center. This will allow you to activate your ad account and catalog for Shopping Ads.

From TikTok Ads Manager, click on the "Tools" tab in the header and navigate to "Catalogs" under Management. Once in Catalog Manager, click **"Create"**.

Next you will be prompted to input the following information about your catalog:

- Catalog Name
- Business Center account
- Industry
- Targeting Location
- Default Currency
- Once created, click on **"add products"** to begin uploading your inventory

CHOOSE ONE OF THE OPTIONS:

- Manually add
- Data feed schedule
- Upload file
- Import from Google
- Merchant Center
- Pixel upload

PRODUCT SETS

Once your products are uploaded, you can create your own product sets to organize your vehicles by category. These product sets will then be used for campaign delivery. For example, if you want to create a set for new vehicles and a set for used vehicles, filter your inventory by condition. If you want to create a product set for a specific make and model, you can filter by brand (make) and title (model).

STEP 2: CREATE A CAMPAIGN

Now that your Catalog is set up and your vehicles are being pulled into a product set, you are ready to launch your dynamic inventory ads!

As with any TikTok campaign, it's important to lead with a creative-first strategy. Before a user clicks on your ad, you have to grab their attention enough for them to watch the video. Whether you are using Spark Ads to leverage your organic TikTok posts in your ads, or utilizing dynamic creative to generate multiple videos from the products in your catalog, your video ad should be engaging and attention-grabbing.

For TikTok Catalog Ads, you can go with either a template video or a generic video.

To build a video template using dynamic creative, go to the **"Videos"** tab in Catalog Manager, located on the left-side menu under **"Configure".** Then choose the type of template you will use to generate your video ads:

CUSTOM TEMPLATE — self-designed templates where you can upload your own brand logos, colors, visuals and audio.

TIKTOK TEMPLATES — browse TikTok's gallery of ready-to-use video templates.

DYNAMIC TEMPLATES — generate videos dynamically, combining different elements of your product catalog (title, images, prices, etc.)

Alternatively, you can upload your own video or enable Spark Ads to feature one of your organic TikTok posts in your ad. Instead of a dynamic video, your vehicles will display as "Product Cards" which is a dynamic overlay on the video ad. When a user clicks on one of the vehicles in the product card, they will be driven either to an on-TikTok landing page or directly to the VDP on your website.