



TikTok Ads Performance Overview

Summary of Key Metrics & Trends

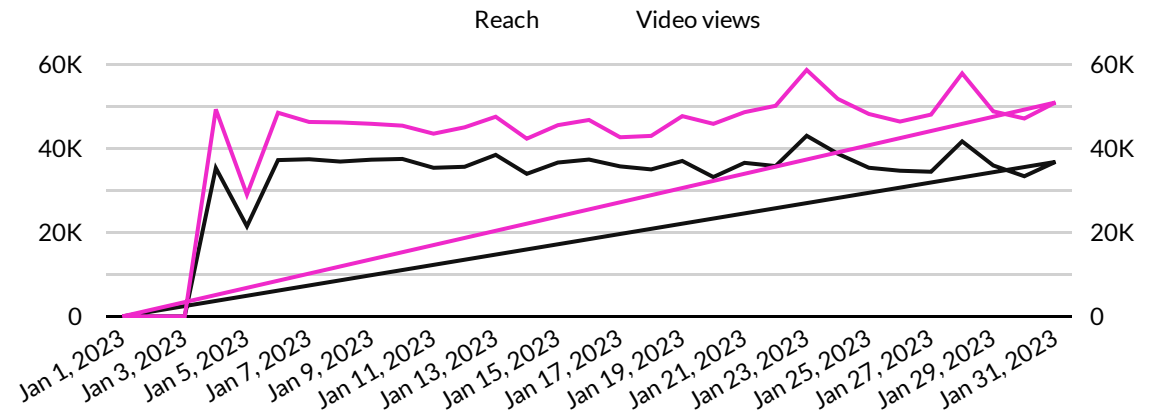
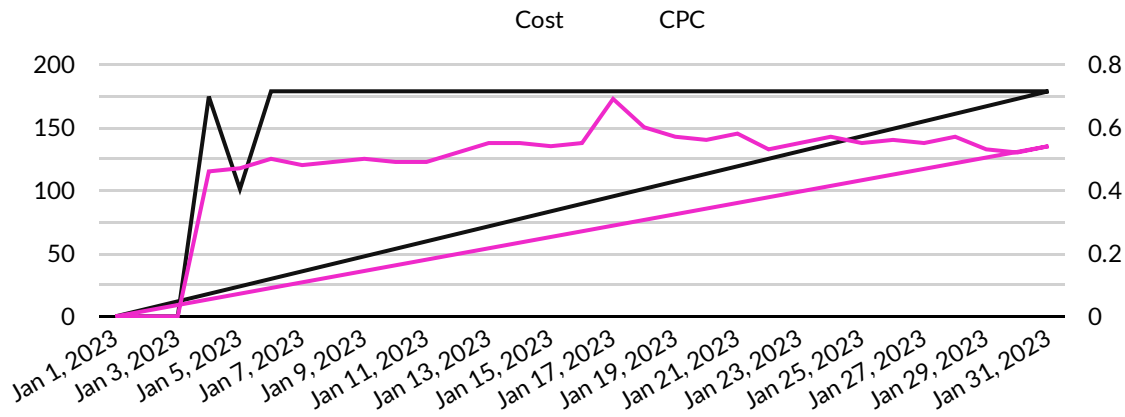
Jan 1, 2023 - Jan 31, 2023

Key Metrics

Cost	Impressions	CTR	CPC
\$4,918	1,406,882	0.65%	0.54
↓ -66.1%	↓ -56.3%	↓ -22.6%	↑ 1.9%

Performance Trends

Reach	Video views	Avg video play	Video views at 100%
205,644	1,316,222	1.31	14,266
↓ -77.8%	↓ -55.1%	↓ -47.8%	↓ -46.0%



Top Campaigns

	Campaign name	Cost	Impressions	CPM	Video views	CPC	CTR
1.	[REDACTED]	4,918.15	1,406,882	3.5	1,316,222	0.54	0.65%
2.	[REDACTED]	0	0	0	0	0	0%
3.	[REDACTED]	0	0	0	0	0	0%
4.	[REDACTED]	0	0	0	0	0	0%
5.	[REDACTED]	0	0	0	0	0	0%
6.	[REDACTED]	0	0	0	0	0	0%
7.	[REDACTED]	0	0	0	0	0	0%
8.	[REDACTED]	0	0	0	0	0	0%

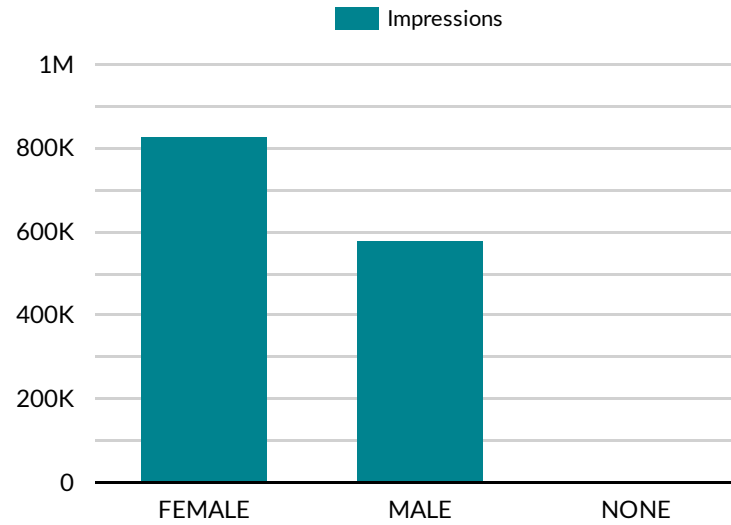
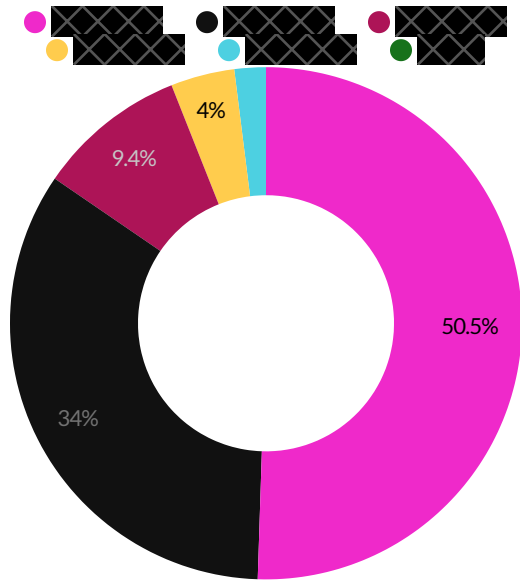


Ad Creatives & Audience Insights

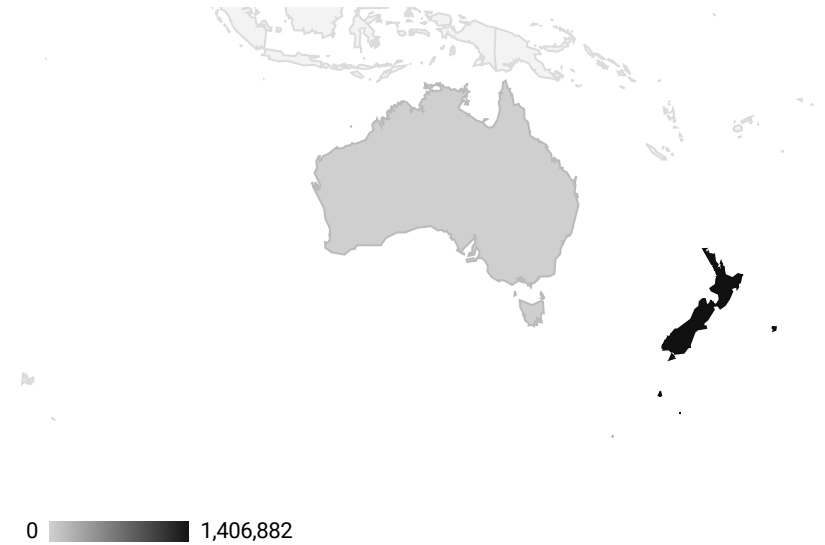
Dive into the performance of ad creatives & target audience

Jan 1, 2023 - Jan 31, 2023

Audience Demographics



Geographic Performance



Ad Creative Performance

Creative video cover	Impressions	CPM	Video views
1.	1,406,882	3.5	1,316,222