

Paid AMP in Resonate - Proposal (v1) [INITIAL RESEARCH, NOT REQUIREMENTS]



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 Last updated: 2023-05-30 · 20 min read · 8 people viewed

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NEWEST PRD - WITH REQUIREMENTS: Paid Amp: TikTok Integration Phase 1 PRD



















Introduction

What is Paid AMP? Paid Amp, as a current piece of the business, is the ability to take “high performing algorithmic backed” influencer content from the organic stage of a Linqia Campaign and adding real dollar values via the META (FB, IG) and TikTok Ads Managers to push Ad Placements. Our Paid Team uses the Ad Networks' Ads Managers to add targeting, budgets and bids behind ads that are then served in Placements on META & TikTok Platforms. It is important to know that we currently pull in performance metrics into the Resonate platform via the Analytics and Content Library pages by associating Ad Network campaigns with a Linqia campaign via the Resonate Platform.

Paid AMP, as a Linqia feature, occurs after the Organic Campaign step has ended, this is due to us using the performance of the Organic Campaign as a baseline to gather Influencers & Content. It is a huge part of the business generating \$12,539,699.00 of revenue in 2021 and is 93.49% of 2021's total campaigns. Our overall gross pipeline in 2022 is \$22,969,835.16 and a planned paid amp of \$8,536,179.00 as so, we anticipate that the role of Paid AMP will continue to grow and continue to bring in roughly half of our revenue.

As of now, a majority of the Paid Media internal and external processes are completed outside of the Resonate Platform involving a series of Google sheets and Google docs to track the Paid Media needs. These sheets are shared with clients for approval. However, a majority of this process mimics that of the organic campaign structure. That being said, with the focus on the TikTok ad network (due to business initiatives), below outlines how we would potentially bring those out-of-Resonate features into the Resonate UI along with what potential UI/UX modifications we could do to bring the long term vision to life. To be clear the Resonate UI does have the bare minimum amount of fields to add Paid Amp to a Campaign currently and is grouped under the Campaign Details tab.

Dates	Milestones: Paid AMP in Resonate - Proposal (v1) [INITIAL RESEARCH, NOT REQUIREMENTS] \uD... C\uDF1F [inlineExtension] Milestones (to be added WIP)
Epic	Type /Jira to add Jira epics and issues
Document status	DRAFT V0.8
Document owner	@Justin Diaz @Daniel Schotland
Designer	@Justin Diaz
Tech lead	@ lead
QA	
Business Stakeholders	Melanie Archer and all of the Paid Team Metrics Associated with Paid AMP: Paid Amp + Rev YoY
Initial Brainstorm/Knowledge Dump	Paid AMP - Brain Storm & Dump

	<p>Updated on Jun 8, 2023</p> <p> Figma</p> <p>Full screen view</p> 
Design Files & User-flows	<p> Paid AMP for TikTok</p> <p> Paid Amp Userflow & UI/UX Guidelines</p>
Follow-ups	<p> Paid x Product Questions/Feedback</p>
Other Documentation & Links	<p> Tiktok Paid Amp Apis</p> <p> TikTok Business Center</p> <p> TikTok API for Business</p> <p> Canva_Canva Softw</p> <p> e_What Will You Design Today_Q2-2022[CAN-8139-F2]_Paid Campaign Workbook</p> <p> Paid Thresholc</p> <p> (Qualification + Testing)</p> <p> Paid Team Taxonomy Template</p> <p> Paid Team Taxonomy Template</p> <p> D</p> <p> rmining Top Performing Ad Units (Effectiveness, Efficiency, Scale)</p> <p> PRE/POST_Linqia_BRAND_Dync</p> <p> Brand Lift Study Survey Template</p>

🎯 Longterm Vision, Problems, Objective

Longterm Vision

No competitors at the moment have a similar product which brings us a one up in the market. We can improve our product and business via efficiency gains and a differentiating feature while providing a foundation for a potentially new revenue stream. This will then enhance client's stickiness via an eventual Self-Serve product.

We could build a recommendation engine where we would be able to pick and choose content that would benefit from a Paid Campaign allowing end-users to create a standalone Paid Campaign based on Platform. We would also allow end-users to add permutations per ad network platform or all to quickly create programmatic campaigns via available Ad Networks (TikTok, META, etc. as well as programmatic display and video) that we would provide.



These programmatic campaigns would ideally highlight how influencer ads out perform other media to enable all users to quickly buy Ad placements via the Linqia platform without having to use an individual ad network. Overtime, the content would define the ideal ad platform, budgets, goals as well optimizations. We would allow users to test ad networks with Linqia ad qualified content (based on content usage rights) with budgets tailored towards a targeted audience. Users would spend via the Ad Network and we would get a portion of the budget as well then highlight the best performing content to then potentially use in other channels such as display ads, TV, etc.

Optimizations overtime would ideally be automated where we could potentially batch shutoff campaigns or non-performing ad units etc, recommended budgets, etc. Ingestion of reporting and real-time ad network feedback, ie alerts etc would also be available via our UI so as an end-user one would not ever need to leave the Resonate UI.

Problems and Concerns for Longterm Vision

Apart from UI/UX concerns of introducing Paid as a complete product in the Campaign editor, there is a series of manual work that is done outside of the platform for Paid. This involves docs, sheets as defined earlier as well as a series of Influencer/Content Reviews defined via Paid Media Workbooks. Given the longterm vision for this product to be stand-a-lone overtime and have multiple self-contained products, it is important that we migrate all Paid content in the Campaign Editor to it's own section (more to be addressed in the Design Requirements section below).

Overall Objectives for Q4-Q1 and Other Opportunities

Beginning with the TikTok Ads Manager API:  TikTok API for Business  TikTok API for Business v1.3 or latest depending on timing of this project we would ideally be able to do the following:

- Ingest the TikTok API to dynamically create fields in the Resonate UI associated with TikTok fields
 - This is important for scalability for "Ad Network Ingestion" overall.
 - Rather than create fields on our frontend and then map to the API, we need to ingest and auto-create fields that match the API fields delivered.

- This feature may rely more on our end vs TikTok's API, would need engineering input to get a better understanding of the request.
- TikTok's API does not mention how to create fields from their API.
- Pull in, create, and modify TikTok Campaign data
- Pull in, create, and modify TikTok Ad Groups data
- Pull in, create, and modify TikTok Ads data
- It is important to mention that we are not intending to emulate all of the Paid Team's processes, ie budget threshold impact that would require adding business logic and any other off-Resonate tasks that are being completed as of now.
 - Other events include the Dynata Brand Study
 - Alignment on targeting
 - Narratives

Other features:

- Influencer + Content Recommendations
 - Auto-recommended based on current metrics we use to determine ideal Influencers to contract based on historical performance.
 - Option to view performance on the content as well.
 - We also want users to have the option to upload an asset for an ad and associate the asset with an influencer to facilitate proper usage rights assignment.
- Ad Unit (or Creative) Review for Paid Media
 - *Having the term "Ad" may cause issues when there are Ad Blocker extensions added to end-user's web browser. Suggestion to avoid this would be to use the term Creative.*
 - Text
 - Headlines/Descriptions identified as
 - Media Assets (videos/images)
 - Media assets to be used for creating an ad via TikTok
 - Image ads are not applicable to what we do now as they are mostly for News Feed and Pangle Ads
 - [Image Ads Specification | TikTok Ads Manager](#)
 - [Global App Bundle Placement | TikTok Ads Manager](#)
 - [About Pangle Placement | TikTok Ads Manager](#)
- Modifications to the current "Campaigns" page for easier identification of paid media content.
 - These requirements can vary, but I would assume we need a method overtime for users to identify attributes related to Paid to be surfaced via the Campaigns page.
 - Other options that are more specific to ad networks, ie Ad Groups and status indicators of Paid campaigns, Ad Groups and Ads
- Ability to create, manage, and optimize TikTok Campaigns, Ad Groups, and Ads.
- Updates to Campaigns, Ad Groups and Ads
 - [TikTok API for Business](#) - Campaigns
 - [TikTok API for Business](#) - Ad Group
 - [TikTok API for Business](#) - Ads
- Reporting per TikTok
 - We do not have ad group reporting at the moment in the Resonate Platform.
 - Other options for reporting metrics are available.
 - Would need to see what other metrics are valuable to pull in.
 - Asynchronous and Synchronous is available
 - Start and end date from reports are based on the advertiser's account time zone.
 - Currency data metrics relating to amount are based on the currency set by the advertiser's account.
 - There are 4 levels of reports
 - Basic

- Audience
- Playable
 - We do not currently have Playable Ads, so this might not be applicable as of now.
- DSA (DPA) Report
 - Most likely not applicable.
- SKAN reporting?
 - Do we need?
- We have this already, but only a segment of available reporting options.
 - [TikTok API for Business](#)
- Would be great to have the ability to distinguish between paid stage of TikTok vs Organic stage.
 - We do this at the moment but the UX for discovering this data is not as straight forward.
- Audience report: You get audience data with this type of reports. You can group spending and performance data by audience attributes such as age, gender, country, or interest. **Note:** The data in audience reports is not real-time data. There is 10-12 hours of processing latency for audience data.
 - [TikTok API for Business](#)
- Why the data I get via the `/report/integrated/get/` endpoint does not match the data in TikTok Ads Manager?
 - If you find that you get less data via the `/report/integrated/get/` endpoint than from TikTok Ads Manager, the most common reason is that the `page_size` is not large enough. In this case, set `page_size` to a larger number.
 - For audience reports, the data you get is not real-time data. There is 6-12 hours of processing latency for audience data.
- What are the time range limits for the data we can get via Reporting API?
 - For synchronous reports, the time range limits are:
 - 24 hours if requesting for hourly breakdown data
 - 30 days if requesting for daily breakdown data
 - 365 days otherwise
 - For asynchronous reports, there are no time range limits.
- What are the rate limits for asynchronous reporting?
 - For asynchronous reporting, the rate limit is 1 QPS per app, and the maximum number of tasks per app per day is 1000. For details about asynchronous reporting, see [Asynchronous reports](#). For reporting best practices, see [Reporting best practices](#).
 - There are latency issues defined here: [TikTok API for Business](#)
- Delays regarding SKAN are heavy
 - If we do not care for SKAN campaigns then this is not an issue.

Success metrics

Goal	Metric
Migrate manual work of creating TikTok campaigns to the Resonate Platform and merge our existing platform's ability to view Influencers and Assets with TikTok campaign fields.	
Enable our paid team to programmatically create and manage TikTok campaigns via the Resonate Platform	
<u>Enable our Resonate platform to show reporting metrics via the Resonate Platform that is more applicable to how data is frequently accessed/shown via Ad Networks.</u>	
Enable our team and clients to have transparency over what Influencers and ad units content is to be included via the Resonate	

Platform	
Enable our team to optimize each campaign, ad group, and ads	

🧐 Assumptions

- Video assets are able to pass any TikTok validation issues: [🎵 Video Ads Specifications | TikTok Ads Manager](#)
 - If not, then we need an ability to upload a custom asset when there are issues or needs for modification and associate said asset with an Influencer for reporting.
 - Smart fix feature via API is available from TikTok to determine issues with videos: [🎵 TikTok API for Business](#)
- We could potentially reuse some bits of pieces of the same Influencer Review & Content Review tech to show requested content to display via the eventual Ad Units
 - These pages need UI/UX work prior to reusing them, assumption that they need some love on the UX side
 - Same tech should be used so as if we modify a component or shared UX then that change would then be applied to both.
 - Workflow would need to be added to both Influencer + Content Review.
 - Assumption is that the new Workflow UI/UX could be applied here as well.
 - Potentially every single field would need to be reviewed (ie headlines) so this review process may need to be new or some kind of hybrid anyway so reusing the same tech may not be applicable.
- Will be able to reuse components. More complex components can potentially be created. Subject to change as the Resonate platform suffers from inconsistency.
- Since we are only using TikTok API there is no need to select TikTok as the requested ad network to amplify towards in the editor.
 - Caveat is in training, FB/IG influencers would not be selectable, but maybe we can still showcase the stats.
- TikTok Account ID
 - With the introduction of Admin Tools, a TikTok Account ID field has been added
 - This would still be needed to be filled out on the Account-level
 - Potentially we could surface this info via the Paid editor as a field informing users to go there to add the ID in case we do not have it already.
 - Just as a reminder only to avoid a scenario where context is not available upon release.
 - One design revision would be to place all Paid Account IDs in a separate section in Admin for easier viewability.
- Client View
 - Would be read-only.

🌟 Milestones

Product Management & Design Milestones

Target Date	Teams or Individuals Impacted	Action Items	Notes
Oct 3, 2022	@Justin Diaz	V0.8 PRD Initial Design Strategy Defined	These would include early UI/UX modifications of the Resonate Platform and general user-flow to demonstrate the potential impact of the Paid product. The strategy has been defined via a diagram and UI designs
Oct 4, 2022	Initial Product Review (including Product Design)	Showcase PRD beforehand (ideally) Showcase userflow Showcase early design concepts	Use this time to get feedback and refine + create a presentation for CS team and other stakeholders.

Oct 21, 2022	@Justin Diaz	V1 PRD Initial Design Strategy Defined via Documentation	Use this time to get feedback and refine + create a presentation for CS team.
Oct 25, 2022	Product Team Review	Design & User-flow Review Initial Presentation displayed to team	Use this time to get feedback and refine + create a presentation for CS team.
Oct 27, 2022 - Nov 4, 2022	CS Team Review	Showcase userflow Showcase refined designs Talk through showcase design strategy vs showing documentation	Subject to change based on availability.
Oct 31, 2022 - Nov 4, 2022	Product and @Justin Diaz	<input type="checkbox"/> <u>Create MVP doc</u> <input type="checkbox"/> Limited to the current UI state and fields	
Nov 7, 2022 - Nov 11, 2022	Initial Engineering Review	<input type="checkbox"/> Showcase PRD beforehand (ideally) <input type="checkbox"/> Showcase userflow <input type="checkbox"/> Showcase early design concepts <input type="checkbox"/> Showcase design strategy	Subject to change based on availability.
Nov 7, 2022 - Nov 18, 2022	Entire Paid Team & Others Identified as Individuals to view the designs.	<input type="checkbox"/> Showcase refined designs <input type="checkbox"/> Showcase presentation <input type="checkbox"/> Potentially create a Maze design for usability testing	Important to get buy-in and feedback from users of all of Resonate to showcase impact on the platform.
Nov 7, 2022 - Nov 18, 2022	Maybe Clients (at least ~4ish) Continue to review with stakeholders and refine designs.	<input type="checkbox"/> Showcase presentation <input type="checkbox"/> Showcase prototype <input type="checkbox"/> Ask if they want to take part in usability testing	Reporting and Ad Unit Review (workflow and review in general)
Nov 14, 2022 - Dec 2, 2022	Design & Engineering	<input type="checkbox"/> Finalize PRD <input type="checkbox"/> Finalize Designs	
Dec 5, 2022	@Justin Diaz	<input type="checkbox"/> Begin work on Phase 2 Designs &	

Project Milestones & Sequence of Modifications (to be modified overtime based on the above)

Target Date	EPIC or Event	Notes
Dec 2, 2022	Engineering work begins	

Product Requirements

Requirement	User Story	Importance	Jira Issue	Notes
Pull in already existing TikTok campaigns into the resonate UI and auto-populate fields with appropriate values.	As a user I want to view existing and older Paid Media campaign info especially for TikTok populated via my Resonate Campaigns to potentially modify in-progress TikTok campaigns.	HIGH		This would allow our team to view
Using the Resonate Campaign Editor we would allow users to create TikTok campaigns. Advertising Objective (this varies based on goals identified/media benchmarks) <ul style="list-style-type: none"> All options ideally, but most used ones are the following <ul style="list-style-type: none"> Awareness → Reach Consideration → Traffic or Video View 	I want the ability to create a Paid Media Campaign that specifically targets the TikTok Ad network and be able to select my Advertising Objective.	HIGH		This refers to the first step when creating a TikTok campaign
Ability to create a <u>TikTok Campaign</u> <ul style="list-style-type: none"> Settings <ul style="list-style-type: none"> Fields <ul style="list-style-type: none"> Campaign name Special ad categories (not used yet, more for META) Create split test Campaign budget optimization Set campaign budget 	As a user, after selecting my objective, I should be able to add all the appropriate fields automatically (via the current taxonomy ) <p><i>*Auto-populating this field may not be possible for the initial release of the Paid Amp for TikTok feature.</i></p>	HIGH		Second step when creating a TikTok campaign. Options highlighted in read are not necessary. <p><u>Fields may need to be added to properly pull the taxonomy attributes.</u></p>
Ad groups <ul style="list-style-type: none"> Ability to create Ad Group(s) and modify fields <ul style="list-style-type: none"> Promotion Type <ul style="list-style-type: none"> Website Placement <ul style="list-style-type: none"> TikTok 	As a user I would like to continue to add a TikTok Ad Campaign via the fields on the left. <p>We need to still clarify what are the fields depending on the objective.</p>	HIGH		One of the most tedious steps and important steps of the creation process. <p>Examples below:</p> 

<ul style="list-style-type: none"> ▪ Targeting <ul style="list-style-type: none"> • U.S and Canada only for now ▪ Languages <ul style="list-style-type: none"> • All ▪ Gender ▪ Age ▪ Interests and behaviors ▪ Budgets ▪ Schedules (cannot be changed later in TikTok so this would need to be locked) ▪ Bid cap <ul style="list-style-type: none"> • A little higher to optimize for market 	<p>Budgets & Bid cap ( TikTok AP for Business / Suggested Bids)</p> <p>would ideally be recommended based on what math we currently use via the Paid Campaign Workbook as well.</p>			<p> Canva_Canva Software</p> <p>re_What Will You Design Today_Q2-2022[CAN-8139-F2]_Paid Campaign Workbook</p>
<p>Ad units</p> <p>If we have ad groups vs an ad group we would most likely need a method to assign.</p> <ul style="list-style-type: none"> • Ad name (use taxonomy if possible to pre-fill) • Identity <ul style="list-style-type: none"> ◦ be able to ingest Influencer already assigned to an asset ◦ able to add more ◦ be able to use influencer card for this assignment • Ad creative <ul style="list-style-type: none"> ◦ format ◦ asset (video only) ◦ text • Call to Action <ul style="list-style-type: none"> ◦ Standard ◦ text field <p>Potentially can use the same text or same videos. Options to test batch via the Automated Creative Optimization feature.</p>	<p>As a user I would like to use the Identity Tiktok Feature to identify the end-user, add a video, as well as text and CTA.</p> <p>Ideally we would be able to just add all the fields and then in the backend we would auto-create the ad units to then send them individually to TikTok.</p> <p>I would like to create ad units to serve on the TikTok Ad Network.</p>	<p>HIGH</p>		<p>One of the most tedious steps and important steps of the creation process.</p> <p>Ideally we would leverage our existing "Content Library" for this.</p>
<p>Creative Review</p> <ul style="list-style-type: none"> • Ad unit approval • Workflow would need to be added along with a commenting system. 	<p>Prior to uploading to TikTok I would like ad units to be approved.</p>	<p>HIGH</p>		<p>Example:</p> <p> Canva_Canva Software</p> <p>re_What Will You Design Today_Q2-2022[CAN-8139-F2]_Paid Campaign Workbook</p> <p>This would require workflow to be added. This feature would essentially be tied with the Ad Creative feature for TikTok.</p>

<p>Optimizations</p> <p>We need to allow for the TikTok fields that are editable to be modified. The ability to turn off/on TikTok campaigns plus Ads and Ad groups would also be applicable here.</p>	<p>As a user I would like to modify Tiktok fields based on performance such as bids etc.</p>	<p>HIGH</p>		
<p>Influencers & Content Recommended</p> <p>Have an area in the campaign editor that shows all influencers plus their content ranked by our algorithm.</p> <p>This feature would also require a workflow to be added.</p>	<p>As a user I would like to automatically see what influencers would be best to use for amplification via a scoring algorithm and compare their Organic performance.</p> <p>I would like clients to be able to agree or disagree as well as provide feedback on if they are ok with the suggested influencers and content.</p>	<p>MEDI...</p>		<p>This may require additional criteria to determine best influencers, but for now it would use our algorithm defined here:</p> <p>Paid Team Qualify Methodology</p> <p>Workflow would need to be added.</p>
<p>Enhanced Reporting</p> <p>Our current reporting "Analytics" page is pre-filtered and limited. We need to extend this to be more applicable to how ad networks typically show reporting, such as allowing end-users to configure custom reports and identify what they care most about vs what we have right now which is a pre-created .</p> <p>We need to also enable more metrics such as ad spend and attributes such as budget to reflect in the UI to enable our Paid team to properly make optimization decisions.</p> <p>Suggestion here would be to convert the Campaigns page into a UI that is more applicable to what one would see if Ad Networks ie viewing attribute data + metrics in one view vs what we have now which is very barebones</p>	<p>As a user I would like to view reporting available via TikTok as well as identify what influencers, ad groups, and ads are performing the best. Although we do this right now (apart from ad groups), the UX for comparing and quickly identifying data is not available at the moment.</p>	<p>MEDI...</p>		<p>Documentation for ad units: Determining Top Performing Ad Units (Effectiveness, Efficiency, Scale)</p>

🎨 Design Requirements

Design Strategy:

The current UI and UX of the Resonate platform seems to have been specifically set up to work well for the Organic piece of a Linqia campaign, however what about the Paid side? Although Paid is relatively available in the Resonate UI, the way it is shown does not highlight the business importance of the product. This is noticeable by having just enough fields for Paid to work properly by allowing our team to associate Ad Network campaigns with the Linqia Campaign to view basic Paid reporting in the Resonate platform.

Overall Areas that have Paid components below:



Current Paid Properties in the Resonate Dashboard

It appears that Paid as a product potentially could have been shoehorned in just to allow the feature to work as shown in the diagram below. However, due to all the features we would like to place into Resonate this needs to change. Also, I would suggest that the entire navigation of the UI would need to be adjusted to accommodate the new Paid features.

Diagram of Current Shared Campaign Editor Pages:



Current Campaign UI Structure

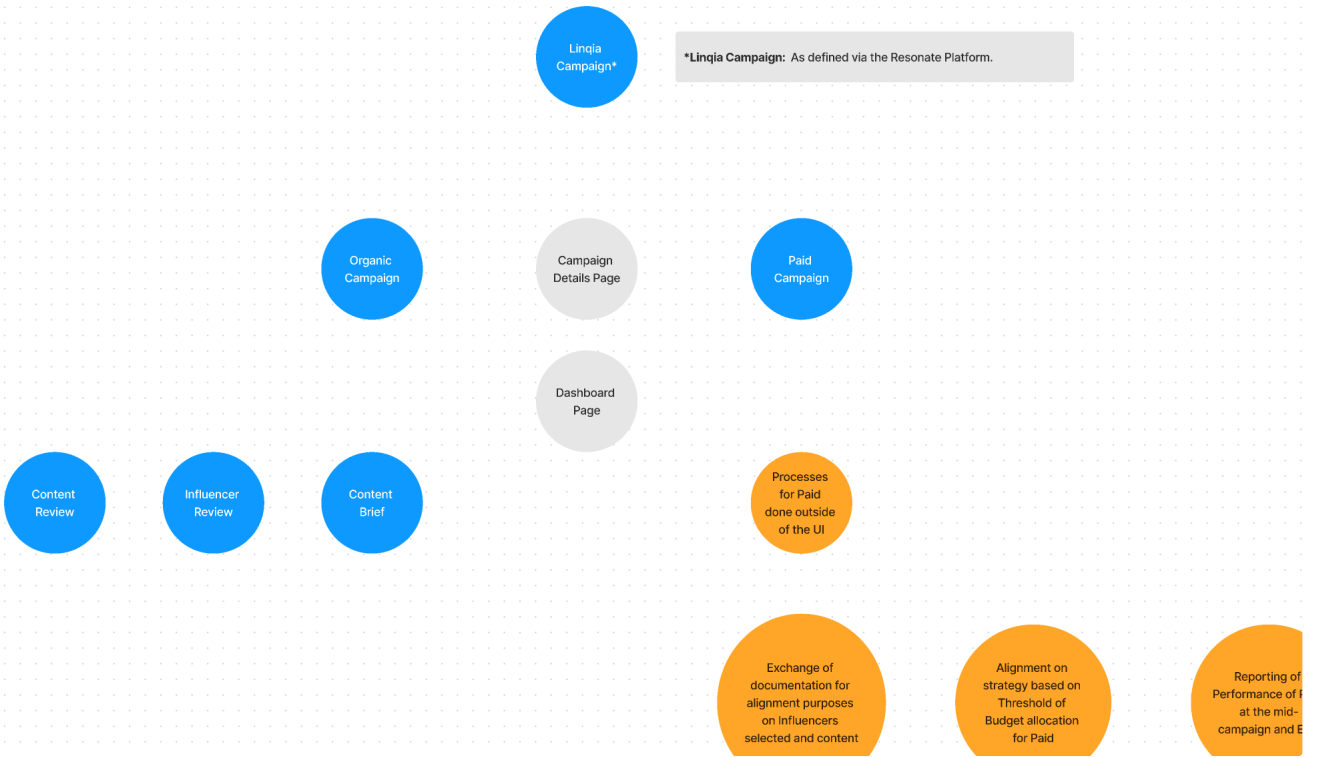


Diagram of the New Campaign Editor Pages:

Rather than attempting to shoehorn the Paid product into the Resonate Platform's Campaign editor, the suggestion to decouple Paid from Organic is defined below along with a potential new look/feel for vertical pages vs the current horizontal tabs.

Migrating Horizontal Tabbed Pages to Vertical

Right now there is no space available to add Paid specific features to Resonate and the UI shares no similarities with similar ad network platforms.

Suggestion here is to move away from horizontal tabs and migrate the Campaign editor to a vertical UI while properly separating Organic and Paid. Shared properties such as Linqia Campaign name would still exist on the new intro page.

- It is understand that completely modifying the UI all in one go is not ideal and separating UI enhancements would be done in a sequence overtime. Complete overhauls are jarring and take a lot of time also can slow day-to-day down initially. Ideal strategy is to slowly migrate bits and pieces of the UI that would accommodate Paid features over time as mentioned via the Project Milestones section. The assumption is that our audience has familiarity with ad networks so we would semi-emulate a similar UX as these individuals would already ideally be familiar with a similar layout/structure.

High-level User-flow for Paid AMP for TikTok:

Below depicts the overall user-flow for including TikTok in the Resonate platform.

Resonate Hierarchy of Elements

Currently the UI suffers from a lack of cohesion between accounts <> campaigns <> main pages where the main pages sit at the top of the UI and each page (apart from Discovery) has a separate account and campaign filter. However, one would argue that account and campaigns are most important so they should ideally sit at the top. Below depicts the potential new look and feel of the Resonate Platform with an overall new navigation where account and campaign are placed at the top level and the main pages (Discovery, Campaigns, Analytics (Reports), and Content Library (Content)) are migrated to a left sidebar. Each page (apart from Discovery) would adjust based on a new global filter of Account and Campaign.

New Campaigns Page

New Add Campaign Modal

Since a majority of our current Linqia Campaigns have Paid as default and Paid is half of our business, it is arguable that we should modify the current Add Campaign modal to default select Paid + Organic.

As well as remove the unnecessary multi-step modal that exists today.

New Campaign Editor

Below depicts designs for the campaign editor that would properly incorporate Paid as a proper product.

<https://www.figma.com/file/XPr2psWFhXFNWc4tFXNiSU/Paid-AMP-for-TikTok?node-id=573%3A39504>

<https://www.figma.com/file/XPr2psWFhXFNWc4tFXNiSU/Paid-AMP-for-TikTok?node-id=573%3A39656>

<https://www.figma.com/file/XPr2psWFhXFNWc4tFXNiSU/Paid-AMP-for-TikTok?node-id=573%3A38069>

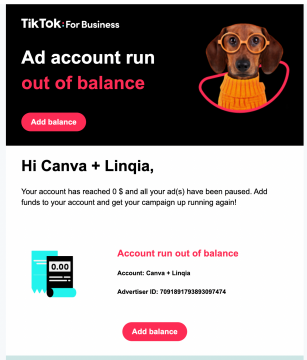
<https://www.figma.com/file/XPr2psWFhXFNWc4tFXNiSU/Paid-AMP-for-TikTok?node-id=573%3A38086>





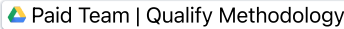

<https://www.figma.com/file/XPr2psWFhXFNWc4tFXNiSU/Paid-AMP-for-TikTok?node-id=573%3A39854>

- In terms of development and sequence of what would be developed first that is up to debate. Suggestion would be to modify the core UI first and the editor to focus on the business impact of TikTok integration, while then adding the necessary TikTok fields so the internal Paid team can start using Resonate to create TikTok campaigns then we would potentially layer on additional features.

? Open Questions

Question	Stakeholders	Answer
<p>Can the API be ingestible? -</p> <p>Ideally for scalability the API ingested would dynamically create fields that mimic that of the fields located on the actual ad manager. <i>(This would require UI mapping on the design front.)</i> This would allow us/Resonate to reduce the amount of frontend work on our end and to be able to scale beyond TikTok overtime and use this paradigm moving forward when we would build beyond TikTok Ads.</p>	Engineering	
<p><u>Can we auto calculate Daily Spend and Budgets and just have them be recommendations?</u></p>	Engineering	

<p>This is defined here: Paid x Product Questions/Feedback</p>		
<p><u>Could we auto-create names for Campaigns & Ads based on the taxonomy from the paid team?</u></p> <ul style="list-style-type: none"> <u>The value here is to have more efficiency gains for end-users and use this as a guideline moving forward for all additional ad networks added overtime.</u> <p>Paid Team Taxonomy Template</p>	<p>Engineering</p>	
<p>Can we auto-set Identity field based on the Influencers added? What about Spark Ads? Spark Ads Overview TikTok Ads Manager</p>	<p>Paid Team Engineering</p>	
<p>Will we run into issues regarding videos validation?</p> <ul style="list-style-type: none"> This was identified as a big pain point but I do feel this can be addressed offline for the MVP. However TikTok does have an API to auto-identify issues. Maybe we can repurpose for validation purposes. 	<p>Paid Team: Need to get a better understanding of how often this happens.</p>	
<p>Uploading videos and then uploading the permutations of fields to TikTok timing concerns?</p> <ul style="list-style-type: none"> Will there be API timeouts? How quickly will we be able to upload to TikTok via the API? 	<p>Engineering</p>	
<p><u>Do we need a field to add real money to an account?</u></p> <ul style="list-style-type: none"> Money for TikTok is added on the Account level per TikTok 	<p>Paid Team</p>	
<p>What happens when there are issues with ads that are rejected? Does it pause the campaign or not allow the campaign to serve? What is the status?</p>	<p>Paid Team</p>	
<p>How do we work with the situation where the ad account runs out of balance?</p>  <p>Example email that comes in when an account is out of funds.</p> <ul style="list-style-type: none"> Turn off all campaigns? Accept what TikTok does and just reflect that status change? 	<p>Engineering Paid Team: Need to get an idea of the potential impact.</p>	
<p>Do we anticipate any issue with account suspension? About Account Suspensions TikTok For Business</p>	<p>Paid Team</p>	
<p>1. In terms of reporting, are ad groups something reviewed for performance or is it more campaign and creative specific?</p> <p>a. Do you use Resonate to view reporting for TikTok ads? If not, why?</p>	<p>Paid Team</p>	

<p>Would workflow be needed for Phase 1 of the TikTok Ads Manager?</p> <ul style="list-style-type: none"> • Users often bring in other individuals to help support. • Are the users brought in typically shared with the Organic Campaign or do they differ? 	<p>Paid Team</p>	
<p>Do we need to show the gauge feature for estimated reach that TikTok has and can we? Is the gauge ever used when creating an ad group?</p> <p> </p>	<p>Paid Team</p>	
<p>Do we need to do anything regarding authorization?</p> <p> </p>	<p>Engineering Paid Team</p>	
<p>Do we incorporate the business logic for not requiring ad unit approval for MVP/Phase 1?</p> <ul style="list-style-type: none"> • This would help us avoid a scenario where we need to add the ad unit approval feature. •  	<p>Product Team</p>	<p>Yes, as adding business logic would not be ideal since we may need to remove at a certain time. This technically can be baked or not via Workflows. As user can opt to add one or not that would include clients.</p>
<p>How do we know when the same asset is used for organic and paid? Do we track this? Have a record of understanding this? Is it helpful to know when the same asset works or doesn't? Do we have one unique identifier to know when 1 asset is used for both paid and organic or do we treat both as 2 different assets?</p>	<p>Engineering</p>	
<p>Do we care about iOS 14 campaigns only feature? Do we care for SKAN metrics? Do we set up SKAN campaigns?</p>	<p>Paid Team</p>	
<p>Does modifying the core asset occur at this moment. Removing overlay etc? Would there be a need for the raw file? ie unpublished.</p>	<p>Paid Team</p>	<p>Potentially yes.</p>
<p>Everything would get reviewed potentially.</p> <p>Put in headlines, videos and auto create then modify after. Or manually one:one.</p> <p>If auto-create looking at every single permutation or just the singular headline etc.</p> <p>Get an idea of ideal route from clients?</p> <p> - TikTok has <u>Automated Creative Optimization ads</u></p>	<p>Paid Team</p>	
<p>Is the feature, "Use Existing" Campaign via TikTok Ads Manager needed? Not sure if it is available via the API.</p>	<p>Paid Team</p>	
<p>We have an option to add multiple Campaign IDs for TikTok in Resonate as of now, do we need to keep that feature or ability associate multiple TikTok Campaigns with one Linqia campaign.</p> <div style="display: flex; justify-content: space-between;"> <div data-bbox="138 1780 397 1911"> <p>ampaign ID</p> <input type="text" value=":ype ID here"/></div> <div data-bbox="483 1780 673 1890"> <p>Campaign Na</p> <p>Auto Genera</p></div> </div> <div style="display: flex; justify-content: space-between;"> <div data-bbox="138 1969 397 2022"> <p>ampaign ID</p> <input type="text" value=":ype ID here"/></div> <div data-bbox="483 1990 673 2022"> <p>Auto Genera</p></div> </div>	<p>Paid Team</p>	

<input type="text" value="type ID here"/>	Auto Genera	
<input type="text" value="type ID here"/>	Auto Genera	
TikTok Campaign ID		
Do we anticipate using the existing method of creating accounts in our Linqia TikTok ads manager business account or do we anticipate users wanting to ever use their own TikTok account and give us permission? Is this even possible?	Paid Team Engineering	
Do we need to modify rate limits or care for rate limits at the moment? <input type="text" value="TikTok API for Business"/>	Engineer Team Product	
What other attributes and metrics do care about from the available options here? <ul style="list-style-type: none"> <input type="text" value="TikTok API for Business"/> - Basic Reports <input type="text" value="TikTok API for Business"/> - Audience Reports <input type="text" value="TikTok API for Business"/> - Creative Benchmarks 	Paid Team	
Do we need to incorporate change log? <input type="text" value="TikTok API for Business"/>	Paid Team	
Apart from Single Video Ads do we intend to have any other Ad Types? <ul style="list-style-type: none"> Automated Creative Optimization ads Lead generation ads Dynamic Showcase Ads <u>Spark Ads</u> Reach & Frequency ads <input type="text" value="TikTok API for Business"/> 	Paid Team	
Do we need an ability to add payments via the platform? <input type="text" value="TikTok API for Bu"/>	Paid Team	

⚠ Potentially Out of Scope

- Mostly for META, but how would we see this in the future working where we have 2 different campaigns running to test out static vs video?
 - How would those be grouped with our campaign system?
- TikTok’s Automated Rules feature
 -
- TikTok’s Split Test feature
 - “We set up the A/B test manually by grouping the tests in different “ad sets” where you can control for spend. There are A/B testing features in the platforms but we don’t typically use these (we are looking into this though).” - Sophie
- TikTok’s Interactive Add-ons feature
 - Under testing but not necessarily used at the moment

- TikTok's actual ad previewer
 - This was cited as a request here defined here: [Paid x Product Questions/Feedback](#)
 - [TikTok API for Business](#)
 - The API does allow it, but Automated Creative Optimization Ads
 - Could maybe be an enhancement overtime.
- Options to modify assets to fit the validation issues that may come up
 - Not to be included, current out of UI userflow would be used.
- TikTok Fields that are not touched today
 - **Placeholder for fields that are to be added to the UI since we do not use them as a business at the moment.**
- Feature to auto shutoff campaign once we hit an [X] margin.
- Brand Lift Questionnaire
 - [PRE/POST_Linqia_BRAND_Dynata Brand Lift Study Survey Template](#)
- Limitations on ads and influencers added
 - We can use best practices for now for limits
- Media Benchmarks?
 - [Canva_Canva Software_What Will You Design Today Wave 2_Q3-2022\[CAN-8278-F2\]_Paid Campaign Workbook](#)
 - Seem to be more goal related and actuals of what the estimated performance we are trying to hit.
 - Most likely something done outside of the platform for now.
- Qualifications on testing automation
 - [Paid Thresholds \(Qualification + Testing\)](#)
 - [Paid Team | Qualify Methodology](#)
 - All aspects, maybe only Influencer Review would be incorporated
- Design needs done via canva or iMovie
 - "If we are stitching videos together, adding advanced text overlay or any other design elements we'll typically use imovie or canva" - Sophie
- Any other ad network ie Meta, Google, programatic

+ Add label

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Paid Amp: TikTok Integration Phase 1 PRD - [ARCHIVED]
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Organized together

Paid Amp: TikTok Integration Phase 1 PRD
Product Management

Often read together

Workflow MVP/IR Workflow API changes
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