

Audience Activation Guide

TikTok advertisers now have access to Skydeo’s mobile data catalog of over 14,000 deterministic mobile segments for targeting, audience extension and suppression.

Get Started with Skydeo Audiences for TikTok:

Skydeo Mobile Data Platform Segments

Advertisers can select from over 14,000 unique Skydeo standard audiences from Skydeo AppGraph™, Skydeo ShoppingGraph™, Skydeo PlacesGraph™, ConsumerGraph, B2B and other data sets. For more information visit skydeo.com or contact growth@skydeo.com for a complete taxonomy.

Foot Traffic Analysis

Skydeo provides retailers and other physical location advertisers the ability to measure TikTok campaign effectiveness through Foot Traffic patterns during and post campaign.

Advertiser 1st Party Data – CRM Data – CDP Data

Skydeo offers FREE onboarding for brand advertisers*. Advertisers can securely load offline CRM customer and prospect data like email, companies, names, phones or postal addresses via Skydeo IDGraph™ to TikTok customer file audiences for activation.

Skydeo Custom Audiences

Skydeo creates custom, deterministic look-alikes, audience extensions and affinity solutions from millions of mobile seed audiences based on app usage, location visits, consumer purchase history and other data attributes. Advertisers can use their own 1st party data, their competitors’ customer lists or Skydeo affinity solutions to drive high performance targeting in TikTok. Advertisers may also use TikTok look-alike

Flexible Pricing Models by Campaign

Select the pricing model that works best for your campaign. Skydeo supports multiple billing models including low percentage of media spend, CPM on media impressions, discounted pre-paid CPM on impressions, and flat rate licensing.

How to Activate Skydeo Audiences for your Tiktok campaign:

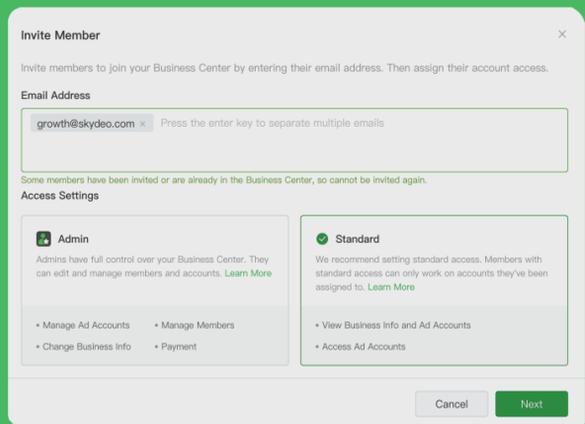
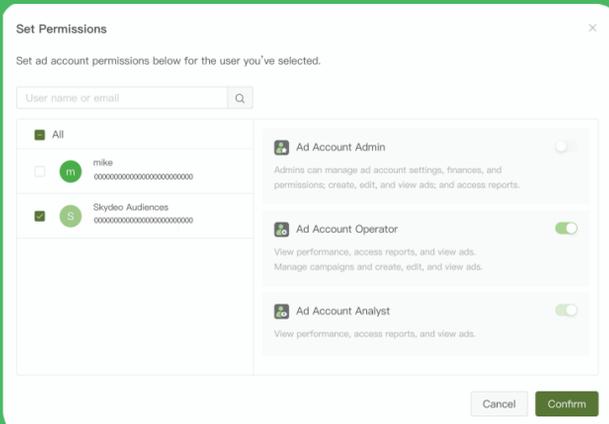
1

Target Audiences Now

If you don't have a Skydeo account already, sign up here:

<https://skydeo.com/tiktok-audience-activation> OR You can also contact growth@skydeo.com

2



Authorize growth@skydeo.com as “Ad Account Admin” or “Ad Account Operator” in your ad account. You may also add Skydeo as a Partner in your Business Center account.

3



Select your audience segments for activation. Audiences must include over 1000 unique users before the audiences is reflected in your ad account.

4



Start Targeting on TikTok

Authorize the Skydeo Campaign Data Order Form.

Once completed standard segments will arrive in your account within hours to one business day.

Custom or onboarded segments will typically populate within two business days.