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Paid AMP in Resonate – Proposal (v...

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# Paid Amp: TikTok Integration Phase 1 PRD – [ARCHIVED]

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| Target release | ~H2 |
|---|---|
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| Documentation | 📄 Paid AMP in Resonate - Proposal (v1) [ INITIAL RESEARCH, NOT R̶EMENTS] 🔺 Paid Amp Fields – TikTok  🔺 Paid Amp: Additional Questions |

*short link to this page: **https://linqia.wiki/Erv65SuR***

**THIS DOCUMENT IS OLD AND HAS BEEN MOVED OVER TO:** 📄 Paid Amp: TikTok Integration Phase 1 PRD

## 🎯 Objective

The intention of this document is to define, at a high level, what we would include in the initial **frontend** release of a Paid focused product in the current dashboard. Emphasis on frontend, as we are not intending to have any offline ALPHA/BETA product first since we have paid amp done manually at the moment by the Paid team.

Using the current document 🔺 Paid Amp Fields - TikTok  we would add all the fields/instances to the Resonate dashboard with focus on the additional Paid Only modules needed. We will not focus on the potential impact on reporting/metrics for items we do not report on at the moment ie Ad Groups or individual TikTok Campaigns.

However the following is applicable:

- Should have the ability to ingest all the data below
    - Ad Groups-level
    - Campaign-level
    - Account-level?

The main focus of the phase 1 Paid Amp product is intended to lay the ground work for Paid as a core product in the UI. This document will not go into the details of the how.

## 📊 Success metrics

We want to integrate TikTok Paid Amp via TikTok's API 🎵 TikTok API for Business  & enable scale for other ad networks while avoiding shoehorning the initial feature into the Resonate Product. If we shoehorn in TikTok only, we will need to reinvent the wheel again when adding other ad networks.

| Goals |
|---|
| Bring Paid to the Resonate Product (beyond how it works today) with focus on TikTok and emphasis on Goal/Objective selection. |
| Allow our Paid team to create/manage/edit TikTok Ad Network campaigns via the Resonate product with focus on multiple campaign(s) + ad group(s) to one Linqia Campaign. |
| Seamlessly & properly integrate Paid Amp TikTok as a functional product in our UI with the longerm vision for other Paid Ad Networks integration. |
| **Stretch** ~ add additional features of the Paid AMP process (recommended content feature) to the resonate product or at least enable the ability to do so for an iterative product approach |
| **Stretch** ~ add "Workflow" features for client involvement, ie Influencer & Content Recommendations |

## 🤔 Assumptions & Focus

- We will try to avoid creating new components.
- We will reuse existing components as much as possible otherwise would move to update existing components to accommodate Paid's needs.
- Paid will continue to operate as is for other Ad Networks (META & Google).
- We will use this phase to establish Paid as a core product in the dashboard vs overly adding Paid features that are more process specific at this time.
- Although we are intending to incorporate the TIkTok API, we are to avoid mimicking all look/feel of the TikTok Ad Network
- Current fields related to other Ad Networks will continue to work as intended.
  - Facebook Campaign ID
  - YouTube Campaign ID

## 📝 Requirements

| Requirement | User Story | Importance | Jira Issue | Notes |
|---|---|---|---|---|
| Keep the Role Type & Assignee fields in the Resonate UI. | As a Paid Amp user I want to continue to use the Paid Media - Operations → Role Type & Assignee fields. | HIGH | | |
| Keep the following fields:<br>• Start & End Dates<br>• Paid Media Budget<br>• Estimated Margin | As a Paid Amp user I want to continue add Total Paid budget, Start & End Date, and Estimated Margin as these fields are important to me. | HIGH | | Keep the but allow end date translate Group's"<br><br>The Ad g schedule ads are l match to window Resonat |
| We keep goal selection on the frontend but have this | As a Paid Amp user, I want to be able to easily select | HIGH | | We need this func |

| | | | | |
|---|---|---|---|---|
| mapped to an Advertising objective on the TikTok API side. | an Optimization Goal and continue to add values. | | | the busi having g values fo |
| Map the Landing page field to the individual "Website" ad-level field on the TikTok API side. | As a Paid AMP user I want to continue to use the Landing page URL field, but have this mapped back to the "Website" field on the TikTok side? | **HIGH** | | The URL should n landing Resonate there are URLs). |
| The selection of TikTok will enable the usage of the TikTok API. That is to say by requesting to use TikTok, we would begin to create a TikTok campaign in the TikTok Ads Manager UI. | As a Paid Amp user for this phase, I want to select Tiktok as the ad partner I want to advertise for and add real money behind bids.<br><br>I want to still keep the options for other ad networks though for connecting META & Google Ads with Linqia. | **HIGH** | | |
| Campaign name would be auto-created based on the naming convention of the current Linqia Campaign name and ID ?<br><br>Ad group names would also be auto-generated. | As a Paid Amp user, I do not want to manually add a Campaign name or Ad Group name. | **HIGH** | | Looking this sinc taxonom to be cu not map fields on Resonate |
| By default we would have one Ad Group to add, however user can duplicate one once all required fields are added. Any fields not used by our Paid Team would just use | As a Paid Amp user, I only care for the Ad Group fields marked in green here: 🔷 Paid Amp Fields - TikTok | **HIGH** | | 2-4 ad g typically Going to on what shared/c ng to dri |

| | | | | |
|---|---|---|---|---|
| the default states accessible via the TikTok API in the backend but not show in the frontend.<br><br>If a majority of the ad group fields are typically shared we potentially only require once, with option to add more ad groups but not modify.<br><br>Maybe one ad group at the beginning? | | | | the the a of ad gr<br><br>If for org purpose our UI ca request auto-cre groups?<br><br>What cri needed create ad dynamic |
| Allow users to select and or add new assets that they wish to use for TikTok.<br><br>Since, assets are tied to Influencers we would use this for the allowlisting TikTok "custom identity" field.<br><br>Do we need a way to map ad groups created (if created) to ads? | As a Paid Amp user, I only care for the Ad fields marked in green here: 🎨 P aid Amp Fields - TikTok<br><br>I will reuse existing assets associated with Content from the Content Review/Submission module. | HIGH | | Creative would al autogen as Camp Ad Grou<br><br>We may map ad g |
| Ad Status | | HIGH | | |

## 🎨 User interaction and design

## ❓ Open Questions

| Question | Answer | Date Ans |
|---|---|---|
| Some questions have highlighted in red for context | | |

above.

| | |
|---|---|
| How does the dashboard module get affected? Do we need to modify? Is it used? Can we migrate the main content here to somewhere else?<br><br>https://app.fullstory.com/ui/o-1BR049-na1/dashboards/6408607368925184?fromDashboard=6408607368925184&fromCard=5938227018387456&completeSessions=false | |

# ⚠️ Out of Scope & Beyond Phase 1

- Ad preview function on the TikTok side
    - This is most likely not needed
    - But can be done: ♪ TikTok API for Business
- Ad Group reporting
    - Not necessary especially if we opt to not reflect on ad groups?
    - Still need to be able to pull the data, no need to show it right now?
- TikTok Ad Review Status
    - Not sure if needed for phase 1, but would be great to mimic TikTok's relative approach in our platform. However beforehand the suggestion here is to have one singular indicator.
- Ad group status?
- Campaign status?
- Enhanced Reporting
- Payments: Look into it regarding how we add money. Account balance.

requirements  ✕    ＋ Add label

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