Product Management

Rough draft

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Paid Amp: TikTok Integration Phase 1 PRD

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Project Status	DEFINITION
Target Release	~H2
Epic	
Product Owner	@Justin Diaz
Lead Designer	@Justin Diaz
Technical Leads	
QA	
Stakeholders	
Documentation	📄 Paid AMP in Resonate - Proposal (v1) [INITIAL RESEARCH, NOT REQUIREMENTS] ⛅ Paid Amp Fields - TikTok 📄 Paid Amp: TikTok Integration Phase 1 PRD - [ARCHIVED] ⛅ Paid Amp Fields - TikTok ⛅ Paid Amp: Additional Questions ⛅ Paid Team Resonate Challenges + Feedback – 2/16/23

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Project Overview

Objective

Starting with TikTok, lay the ground work for Paid Amp as a true product of Resonate with emphasis on overall scale for adding other ad networks with little to no frontend modifications. Enable our Paid team to directly create/manage/edit TikTok campaigns from Resonate.

Success Metrics

Goal	Metric
Remove dependency on the TikTok Ad Network platform for TikTok campaign management.	• Build a product to be used by our internal Paid team
Migrate paid members of Linqia to the new TikTok Paid feature.	• Use this feature for [X] campaigns

Assumptions

- 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
- Stretch Features/Functionality
  - Paid AMP process (recommended influencer/content process) to the resonate product or at least enable the ability to do so for an iterative product approach.
  - "Workflow" features for client involvement, ie Influencer & Content Recommendations
  - Campaign Pacing tracking: 🔷 Paid Team | Campaign Tracker

Key Milestones

Target Date	Milestone	Description	Exit Criteria
2023 June W4	Product requirements ready	Goal, scope, and the user stories	Project Kickoff Ready
2023 July W1	Project Kickoff	Project team assembled and kickoff meeting to establish alignment completed	Design Exploration Ready
2023 July W4	Final Designs	Open designs questions are resolved and final set of high-fidelity mocks are done and in handoff format	Engineering Review Ready
2023	Feature Planning	Engineering and product align on user stories and AC in the PRD which are then made into Jira stories (which become the source of truth moving forward)	Jira Stories in Backlog
2023	Sprint Readiness	Engineering creates set of tasks for each user story which will be prioritized in an upcoming sprint	Jira Tasks in Backlog
2023	Development & Q/A + UAT Completed	Sprints prioritized with engineering tasks and tested by the Q/A team and Product & Design complete UAT	Release Ready

Problem Alignment

Primary Problem Set

Problem Statement	Examples & Explanation	Validation
Very limited integration with Paid especially the TikTok ad network	- We have very limited fields/features associated with Paid in Resonate that are essentially shoehorned into the product. - These include fields located in the Campaign details section of a campaign and Analytics	Link Resource

Disconnect between Paid team processes & the rest of the Linqia campaign processes	• Content pulled from the Content Review stage of an organic campaign is not seamless and requires a workaround to get to work properly on the Ad Network. • Paid qualification and content review is done manually outside the platform • Difficult to tie in what influencer & content performed best via reporting. ○ No connection at all between our system and Paid Ad Networks	Link Resource
Time allocation spent outside Resonate performing repetitive tasks	• Multiple manual tasks are done outside platform, including proprietary taxonomy to help with reporting. • All paid amp campaign set up is done outside of the product. • Reporting is also done outside the platform due to the more advanced Ad network reporting features. • 3rd party apps used to convert media and transform assets to be TikTok friendly. • Copy/pasting from spreadsheets • Ad group budget allocation • Asset modification for Ad network upload typically takes 15-20% of time	Link Resource

Solution Alignment

Open Questions for Solution Direction

Question	Proposed Solution
Can I make a Paid only Campaign?	• Yes, just as today.
How do I add Paid to my campaign?	• Same as today via an initial create campaign prompt or add to option in the campaign editor.
Where will additional Paid features be located?	• Located still primarily in the Campaign editor. We most likely will need to make some UI/UX adjustments to account for the new information.

How do I or can I use the Paid taxonomy for naming Campaigns, Ad Groups/Sets and Ads? 🔷 Paid Team | Taxonomy Template	• We may need to add new fields to Resonate to properly keep this method of taxonomy which is used for downstream reporting used by the team but for the most part all the fields we have would contribute to proper taxonomy naming for campaigns, ad groups, and ads with respect to the following potential needs:
	  ○ Campaigns
	    ▪ **Brand** field is not a Resonate dropdown currently
	    ▪ **Salesforce ID?** Do we retroactively auto add this after creation? Or manual field?
	    ▪ **Industry** & **Sub-industry** fields in Resonate are not a one:one mapping to the taxonomy sheet from Paid

- **KPI split?** Or maybe we can infer this from how many goals are selected.
  - Ad Set | Ad Group - maybe move these down to the ad-level or for bulk actions, campaign level
    - **Testing Type**
    - **Testing Variable?** Maybe we can leverage variables provided here: 🔼 Paid Amp: Additional Questions Hook/CTA/Caption <> Content Type
  - Ad
    - **Creative Theme**
    - **Media Type? Creative Format** Maybe can be inferred based on asset/content type
    - **Optimization Descriptor?**

How do I create Ad Groups?	- These would be auto-created based on the taxonomy variables needed above. - Would need to create a categorization for this since there is no consistent process: 🔼 Paid Amp: Additional Questions
How do I use the allowlist/custom identity TikTok feature?	- We need to connect our Influencers to the custom identity TikTok feature in the backend for this to work. - On the TikTok side they have a field that makes users manually add an image + name. - May need a service to bridge this connection.
What happens if the organic assets I want to use are not optimized for TikTok?	- Video converter for assets or upload option for MVP. May need to use a third party offline until integration of an SDK or API in the platform. 🔼 Free TikTok Video Resizer: Resize Your Videos for TikTok Online | Adobe Express 🅰️ Quickstart Guide 🅰️ Quickstart Guide 🅒 Get the Canva Button | Canva Button 🅒 Canva Button - Button Documentation 🔵 Video Editor SDK for iOS, Android & Web | IMG.LY
How do I retroactively modify the campaign created after launch like bids for pacing purposes?	Fields will be available in the Resonate dashboard via the Campaign editor.
How do I see reporting on the Paid side?	Based on release time the "Analytics" would be used for high-level reporting but more intricate performance would be done via TikTok Ads manager.
What about adding money to my account for TikTok?	This will be done on the TikTok Ads Manager platform
How does the dashboard module in Resonate get affected?	Needs more research, but the high-level suggestion here is to identify it's value and repurpose what works into some other format.

Features & Flows

<table>
<tr><th>MVP Proposal</th><th>Future Iterations</th></tr>
<tr><td>

Feature/Flow (Client/Linqia)

Modules & Pages Impacted:

- Campaigns List
  - Identifiers
    - Paid
    - Organic

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Feature/Flow (Client/Linqia)

- Analytics
  - Additional Paid metrics
    - ie Ad Spend, Demographics, Location, reporting on TikTok campaign/ad groups (not needed for now)
  - View by influencer performance on the Paid side

</td></tr>
</table>

- - Paid Status
- Campaign Editor
  - Current Campaign Editor
    - Dashboard
    - Campaign Details
  - New Modules
    - Paid Details
    - Targeting: Maybe can be merged into details.
    - Ads (Content/Creatives)
- Need for video conversion to have a seamless process for integration when asset is invalid or upload replace feature/function
  - Need to keep association though
- Associating paid content with an Influencer
  - TikTok Allowlist connection with our Influencer

- - Features/Functionality
  - "Workflow" features for client involvement, ie Influencer & Content Recommendations
    - Influencer & Content Review
  - Campaign Pacing tracking: 📁 Paid Team | Campaign Tracker
    - Showing this feature in the list view or maybe editor
    - Longterm idea maybe to auto modify bids based on pacing
- Additional Ad Networks
  - META
  - Google

Condensed Userflow:

1. User adds Paid to campaign
2. User selects goal
3. User selects ad network (TikTok only for now)
4. User adds info related to fields here: 📁 Paid Amp Fields - TikTok
5. User adds ads/creatives

User Interaction and Design

FigJam (Userflow): 🎨 Paid Amp Userflow & UI/UX Guidelines

Figma (Desgins): Name (File)

User Stories

	Title	Epic	Jobs-to-be-done
1	Decoupling Paid fields from the Organic Stage in the Campaign Editor	Migrating Paid to it's own space in the Campaign editor.	As a user creating/editing a Linqia Campaign, Who only cares for the Paid side of the campaign cycle, I want to have all my Paid features readily available in the same view, So that I don't have to navigate to and from Campaign editor module
2	Keep current Paid fields located in Campaign Details area	Keep Paid Fields	As a user creating/editing a Linqia Campaign, Who wants access to the current Paid fields to modify, I want to have access to the field, So there is no disruption in my current processes.
3	Map Current Core Metric Goal Selection and additional field to Eventual TikTok Campaigns	Map Core Metric Goal and other fields to TikTok Campaigns	As a user creating/editing a Linqia Campaign, Who wants to perform as minimal repetitive tasks when inputting dat I want to input fields like budget, bid etc. once, So, I don't have to continue to add the same information multiple tim

4	Reflect Paid Stage Status	Show Paid stage's status on Linqia Campaign-level	As a user reviewing my Linqia Campaigns, Who wants to know and understand what Campaigns have Paid runr I want to know the Paid side status of the Campaign immediately and Platforms are used. So, I can quickly identify the Campaigns that have a paid stage
5	Reusing Content from the Organic side	Select Organic Content to reuse in the Paid stage	As a user creating/editing a Paid stage Campaign(s) Who wants to add/reuse Content from the Organic side of Linqia Car I want to seamlessly add content I already have from the Organic sta So, I do not have add any new content to Amplify
6	Adding Ad Status	Reflect TikTok Ad Status on Content in Content Library	As a user managing the Paid Stage of a Linqia Campaign, Who wants to understand if my TikTok Ads are serving, For me to make sure there are no issues with the Paid side of the car
7	Ranking of Influencers <> Top Performing Content from the Organic	Auto rank best performing Influencers <> Content to Amplify	As a user in Resonate, Who is creating a Paid stage of the Campaign cycle, I want to see top performing Influencers and Content automatically r me to choose to Amplify.
8	Vetting Influencers <> Content with Clients: Workflow Review Cycle	Client Influencer <> Content Review Cycles	As a user in Resonate, Who is creating a Paid stage of the Campaign cycle, I want to see to vet top performing Influencers and Content with the
9	Longterm Features	Ad Rejection Repeal, Advanced Reporting,	As a user I potentially want more features to support a true Hybrid < Serve product model and scale.

Launch Plan

Operational Checklist

Prompt	Yes/No	Date Range
Internal Product Team Testing		
Customer Success Team Testing		
Client Beta		
Documentation		
Training Plan & Execution		
Rollout		

Product Analytics Plan

Events	Properties	Description

Internal Linqia Sign Off

Person	Pre-Development Sign off: PRD + Design Review (Final Figma)	Pre-Launch Sign Off: Feature Walk-through + Rollout Plan
Nader		
Mike		
Mel		
Lauren		
Other (BSM, ISM, Sales, Creative)		

Appendix

Meeting Notes

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Reference

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requirements ✕   + Add label

Related pages ⓘ   ⋯

Multiple Briefs Product Management ᵗₛ Organized together	**Paid Amp: TikTok Integration Phase 1 PRD - [ARCHIVED]** Linqia Product + Eng ▤ Often read together	**Paid AMP in Resonate - Proposal (v1) [INITIAL RESEARCH, NOT REQUIREMENTS]** Linqia Product + Eng ▤ Often read together

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