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As you can see, we are back in the TikTok Ads Dashboard. In this lesson, I want to walk you through the Assets tab. The Assets tab is basically going to be your best friend. As you can see, we have multiple different options to choose from, such as Events, Creatives, Audiences, Catalogues, Comments, and Instant Pages. In the next few lessons, I'm going to be walking you through basically all these different tabs so you can know how to best make use of them.