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Let's talk about the learning phase. What is it and why is it important? TikTok defines exiting the learning phase as reaching 50 optimization events within a seven day period. Within those seven days, you can't actually make any changes to your campaigns, either at the ad level, ad group level, or any sort of on/off toggling. If you were to do so, you'll go ahead and reset all the learnings and basically start it anew.

The biggest advantage of actually exiting the learning phase is essentially giving enough conversion signal to the platform to be able to better optimise for specific events, or simply reach more targeted audiences. Think about it this way, the bigger sample size you have of successful customers, then the more TikTok actually has to go off of to be able to find similar audiences.

That being said, if you're not actually exiting the learning phase, don't sweat it too much. Just make it your goal to eventually be able to surpass those 50 conversion events per week. Unlike Facebook, there is no visual cue, at least not yet, of exiting the learning phase, so just keep in mind what I mentioned about those 50 events within those seven days. I'll go ahead and see you in the next lesson.