

Gemini Pro 2.5

hey gemini, ran the infleuncer video and got 106 views o. tiktok and 5 likes, 304 views on insta and 6 likes, and 1.4k views on youtube with 8 likes. what do think about that and what do we do next.

criticize your answer

Show thinking

The previous response was effective in its decisiveness and correctly applied the principle of "amplify what works." However, it was strategically flawed due to three critical oversights, making the advice riskier than necessary.

- 1. It Over-Interpreted a Single, Ambiguous Data Point:** The plan pivoted the entire strategy based on one YouTube Short receiving 1.4k views. This is not conclusive proof of success; it is a signal that requires further testing. The very low like-to-view ratio (~0.5%) on that video was a negative counter-signal that I failed to address, suggesting passive viewership rather than active engagement that leads to clicks and sales.
- 2. It Prematurely Abandoned the Primary Platform:** The initial strategy correctly identified TikTok as the ideal platform for the product, creative, and demographic. The response advised abandoning this platform after only a few organic posts failed to gain traction. This was too hasty. It prioritized a single piece of content data over the sound, initial market analysis.
- 3. It Created an "All or Nothing" Scenario:** The directive to "Halt Organic Posting" and move the entire \$100 budget to YouTube was an unnecessary and risky escalation. This stopped the flow of free data from the remaining organic videos and committed the entire budget to a new theory without a smaller, de-risking test. A superior plan would have tested the YouTube theory with a small portion of the budget while continuing to gather data organically.

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Gemini's revised plan made a critical error by over-correcting too early. Here's a blunt critique of its flaws and the optimal strategy forward:

Critique of Gemini's Strategy:

1. Overreaction to Weak Signal

- 1.4k views on YouTube is not a win. It's a *blip*. The like-to-view ratio (0.57%) is weak. This implies the video is being shown but not resonating. No meaningful signal of conversion or brand lift was detected.
- Building a campaign around a video that didn't convert organically is premature and burns budget on guesswork.

2. Abandoning TikTok Too Fast

- Organic failure on TikTok after a few posts is not grounds for withdrawal. TikTok is inherently volatile. Even major creators get inconsistent traction. You need *volume* and *iteration*, not a retreat after 2-3 tests.

- Target audience for a Glow-Up planner is 13–24, a TikTok-heavy cohort. YouTube may deliver cheaper views, but TikTok builds identity-driven trust. That's the long-game equity.

3. Killing Organic Testing

- Halting organic posts is suicidal at this stage. You need *constant creative testing* to discover hooks that work. Ads are for *amplifying winning organic*, not for brute-forcing what didn't land natively.
- Every organic post is free data. Throwing that away for a single paid bet is anti-growth behavior.

4. One-Channel Focus = Fragility

- Shifting 100% of ad budget to one platform, on one video, without multi-platform test splits, violates basic media buying principles. A 70/30 or 50/25/25 split across YT, IG, and TikTok would yield better insights with less risk.

Best Course of Action:

1. Return to Organic Testing Immediately

- Post *one video per day* minimum on TikTok, Reels, and Shorts.

- Test hook variants (3 seconds), visuals, voiceovers, CTAs. Use a Notion tracker to log performance.
- Objective: find *1 organic banger per platform* before end of campaign.

2. Use Ads to Test, Not Assume

- Split ad budget:
 - \$40 on the “1.4k view” Short on YouTube.
 - \$30 on TikTok Ads (different hook variant).
 - \$30 on Instagram Reels.
- Measure CPM, CPC, CTR, View Duration, and Engagement across all.

3. Stop Calling It a Winner Without Conversions

- A real “winning” video isn’t defined by raw views — it’s defined by landing page clicks and purchases. Unless this Short drove traffic *and* conversions, it’s noise.

4. Build Retargeting Pools

- If ads are used, ensure Google Ads and TikTok Pixel are capturing audiences for retargeting later. Otherwise, every dollar is a one-time throwaway.

Summary Directive:

Don't crown a loser as king. Keep testing. Use budget to explore, not to amplify noise. Your winner hasn't been found yet. You're still in Phase 1: Discovery. Treat it like that.

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Yes. Given you're on **Day 19 of 30** and still sitting on the bulk of your \$100, time scarcity now overrides ideal testing timelines. Adjustments below:

Updated Tactical Plan (Time-Constrained Reality):

1. Deploy Budget Immediately — But Split-Test Across Platforms

- **YouTube (Short that hit 1.4k views): \$40**
→ *Rationale:* Best performance so far. Weak engagement, but platform gave it reach. Worth a focused, short-burst push.
- **TikTok Ads (Hook Variants): \$30**
→ *Rationale:* Target demo lives here. Don't exit without at least one paid test. Run 2 creatives (15s) to broad interests (beauty, skincare, aesthetic productivity).
- **Instagram Reels Ads: \$30**
→ *Rationale:* Still some traction here. Can serve as backup channel and cross-validate the TikTok creative.

2. Ad Objective: Clicks to Landing Page (Not Views)

- Set all campaigns to **traffic/clicks objective**, not just video views.
- If you can't optimize for landing page views, optimize for link clicks — this is now about funneling warm bodies to the

planner page.

3. Tight Targeting:

- **Demographic:** Women 15–30
- **Interests:** Skincare, K-pop, glow-up, Notion, journaling, aesthetics, celebrity beauty
- **Geos:** United States, Canada, UK — reduce wasted impressions

4. Daily Allocation:

- Set each campaign to run **5 days max** with daily caps (~\$8/day per platform).
- Monitor **CPC and CTR** closely — *pause* underperformers by Day 3.

5. Daily Organic Posts Still Required (Low Effort)

- 1 TikTok, 1 Short, 1 Reel daily — recycle existing footage, remix it, slap new hook and caption.
- Even if they flop, they help algorithm warm-up and pixel tracking.

6. Goal Shift: From Product Sales to Email Collection if No Purchases

- If sales don't happen by Day 25, pivot hard: change CTA to "Get Free Glow-Up Cheatsheet" → collect emails.
- Build value asset to retarget post-challenge. Profit may not hit \$1K but asset value will grow.

Summary:

You're out of testing phase. Move fast, but hedge bets with a 40/30/30 spend split. Track platform ROI hard. Kill weak performers by Day 22. Shift to lead capture by Day 25 if no sales land. \$1K is still possible, but only if every dollar is now tied to *measurable response*.

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I've reviewed the thread, including your conversation with Gemini and ChatGPT, as well as the performance data for your influencer video across TikTok (106 views, 5 likes), Instagram (304 views, 6 likes), and YouTube (1.4k views, 8 likes). The goal is to critique Gemini's plan, provide my thoughts on the absolute optimum plan given the 30-day challenge to turn \$100 into \$1,000 (with only 11 days left as of July 11, 2025), and ensure the response is concise yet actionable for you to share with Gemini. Since you've emphasized the time constraint and the need to deploy ad money, I'll tailor the plan to maximize ROI in the remaining time.

Critique of Gemini's Plan

Gemini's plan to pivot entirely to YouTube Ads based on the 1.4k-view Short is decisive but flawed for several reasons:

1. **Overreliance on a Single Data Point:** The 1.4k views on YouTube are promising, but the low like-to-view ratio (0.57%) suggests weak audience engagement. Views alone don't indicate conversion potential, and Gemini's plan assumes this video is a "winner" without evidence of clicks or sales. This risks wasting the entire \$100 budget on a shaky hypothesis.
2. **Premature Abandonment of TikTok and Instagram:** TikTok is the primary platform for your target demographic (women 15–30, interested in beauty, skincare, and productivity). Dismissing it after limited organic tests ignores its potential for viral reach and cultural resonance. Instagram, while weaker, still outperformed TikTok in views and shouldn't be discarded without paid testing.
3. **Halting Organic Posting:** Stopping organic posts cuts off free data collection and algorithm learning. Organic content fuels pixel tracking and audience insights, which are critical for optimizing paid campaigns. Gemini's "all-in" YouTube approach sacrifices this iterative feedback loop.
4. **Lack of Risk Diversification:** Allocating the entire \$100 to YouTube Ads creates a high-risk, single-channel strategy. A split-test across platforms would provide comparative data to identify the true winner, reducing the chance of budget misallocation.
5. **Ignoring Conversion Metrics:** Gemini focuses on amplifying views rather than driving landing page clicks or sales. The goal is \$1,000 in revenue, not vanity metrics. The plan lacks a clear funnel from ad to purchase.

ChatGPT's critique aligns closely with these points, and its adjusted plan (40/30/30 split across YouTube, TikTok, and Instagram) is a step in the right direction but needs refinement to account for the tight 11-day timeline and the urgency to generate revenue.

My Thoughts on the Absolute Optimum Plan

Given you're on Day 19 of a 30-day challenge (11 days left as of July 11, 2025), the focus must shift from broad testing to rapid, data-driven execution that maximizes conversions while hedging risks. The \$100 ad budget needs to be deployed immediately, but not recklessly. Here's the optimum plan:

1. Allocate Ad Budget Across Platforms (50/30/20 Split)

- YouTube Ads (\$50): The 1.4k-view Short shows algorithmic favor, so allocate the largest share here. Set up a Google Ads campaign with:
 - Creative: Use the existing Short as the ad.
 - Objective: Optimize for link clicks to your landing page, not just views.
 - Audience: Women 15–30, interests in beauty, skincare, Notion, journaling, aesthetics. Geo: US, Canada, UK.
 - Budget: \$10/day for 5 days (total \$50). Monitor cost-per-click (CPC) and click-through rate (CTR) daily; pause if CPC exceeds \$1 without conversions by Day 3.
- TikTok Ads (\$30): TikTok is critical for your demographic. Test two creative variants (15s each, new hooks focusing on “glow-up” transformation or planner benefits).
 - Objective: Link clicks to landing page.
 - Audience: Same as YouTube (women 15–30, beauty/skincare/aesthetics interests).
 - Budget: \$6/day for 5 days (total \$30). Pause underperforming creatives after 48 hours.
- Instagram Reels Ads (\$20): Instagram’s 304 views suggest some potential. Use a single ad (repurpose the YouTube Short or a top-performing organic Reel).
 - Objective: Link clicks to landing page.
 - Audience: Same as above.
 - Budget: \$4/day for 5 days (total \$20). Pause if no clicks by Day 2.

Why this split? YouTube gets the largest share due to proven reach, but TikTok and Instagram are included to test their potential and avoid overcommitting to one platform. The 5-day run allows quick evaluation before reallocating funds.

2. Continue Organic Posting (Low Effort, High Value)

- Post 1 TikTok, 1 YouTube Short, and 1 Instagram Reel daily (11 days = 33 posts total).

- Repurpose existing footage with new hooks (e.g., “3 ways this planner changed my life,” “Glow up in 30 days!”). Use trending audio on TikTok and Reels.
- Track views, likes, and comments to identify new “winners” for potential ad amplification in the final 5 days.
- Why? Organic posts are free, feed the algorithm, and populate retargeting audiences via pixels (Google Ads, TikTok Pixel, Meta Pixel).

3. Optimize the Landing Page for Conversions

- Ensure your landing page is mobile-optimized, loads fast, and has a clear call-to-action (CTA) like “Buy Now” or “Get Your Planner.”
- Add a secondary CTA: “Get a Free Glow-Up Checklist” to capture emails if purchases are low. This builds a retargeting list for post-challenge revenue.
- Install tracking pixels (Google Ads, TikTok, Meta) to measure clicks and conversions.

4. Monitor and Reallocate by Day 24 (July 16, 2025)

- After 5 days (by Day 24), evaluate:
 - Metrics: CPC, CTR, landing page visits, conversion rate, and revenue.
 - Action: Shift the remaining \$50 budget (or unspent funds) to the best-performing platform and creative for the final 6 days (July 17–22).
 - Pause campaigns with $CPC > \$1$ or $CTR < 1\%$ unless conversions are strong.
- If no sales by Day 24, pivot entirely to email capture (free checklist offer) to build an audience for future monetization.

5. Maximize Revenue Potential

- Price your planner to hit \$1,000 with realistic sales volume (e.g., \$50/planner = 20 sales, \$25/planner = 40 sales).
- If sales lag, consider a limited-time discount (e.g., “\$5 off for 48 hours”) in the final 3 days to boost urgency.

Why This Plan Is Optimal

- Balances Speed and Caution: The 50/30/20 split tests YouTube's promise while keeping TikTok and Instagram in play, avoiding Gemini's all-in gamble.
- Prioritizes Conversions: Focusing on link clicks and landing page performance ensures ad spend drives revenue, not just views.
- Maintains Organic Momentum: Daily posts keep the algorithm engaged and provide free data to refine ads.
- Adapts to Time Constraint: The 5-day test phase fits the 11-day window, with a clear pivot point to double down on winners.
- Hedges for Failure: Email capture as a fallback builds long-term value if \$1,000 isn't reached by Day 30.

Comparison to ChatGPT's Plan

ChatGPT's 40/30/30 split is solid but slightly underweights YouTube, which has the strongest signal. My 50/30/20 split leans harder into YouTube while still testing TikTok and Instagram. ChatGPT's emphasis on organic posting and conversion tracking is correct, but my plan adds a tighter timeline (5 days vs. their looser approach) and a clearer pivot to email capture if sales don't materialize.

Final Directive

Deploy the \$100 across YouTube (\$50), TikTok (\$30), and Instagram (\$20) for 5 days, starting today (July 11). Post 1 organic video daily on each platform. Optimize your landing page for conversions and install tracking pixels. By Day 24, shift remaining budget to the top performer. If sales are low, pivot to email capture by Day 25. This balances risk, leverages data, and keeps the \$1,000 goal in sight.

You can paste this response to Gemini for its consideration. Let me know if you need help setting up the ad campaigns or tracking!

1.7s

How can Grok help?

Gemini Pro 2.5

i disagree wit hcreating two new ads. I want to use the influencer ad already. its proven to be better than the previous ones and I want to get it going. the ads you mention creating are not the winning formula. the

winnning formula is this girl washing her damn face. so why change that. perhaps we can adjust the caption and hashtags, but thats it. woudl rther focus energy on targeting and setting up the ads for success. what say you?

Show thinking

You are right about one thing: the influencer video is our strongest asset, and we should use it. Your focus on getting the ads live now is the correct priority.

However, the risk remains that we have only tested *one message* with that video. The video itself—the "girl washing her damn face"—is the winning *format*. The message is what we must test to ensure our ad spend is effective.

Therefore, we will compromise. We will use the influencer video as the creative for all ads, but we will test different hooks and captions on TikTok. This allows you to launch immediately while still gathering critical data.

This is the adjusted plan.

Revised Ad Campaign Strategy

1. YouTube Ads (\$50 Budget)

- **Creative:** The original influencer video.
- **Message:** Use the "ritual" and "glow-up" messaging from the original voiceover and caption. This version has already shown a signal on this platform, so we will amplify it directly.
- **Objective:** Traffic/Clicks.

2. Instagram Reels Ads (\$20 Budget)

- **Creative:** The original influencer video.
- **Message:** Same as YouTube. We will use this as our control group.
- **Objective:** Traffic/Clicks.

3. TikTok Ads (\$30 Budget) - The Message Test This is where we test the core messaging. You will create two separate ads in TikTok Ads Manager, but they will both use the same influencer video file.

- **Ad A (The "Organization" Angle):**
 - **Video:** The influencer video.
 - **Hook (Text Overlay):** Use TikTok's editor to add text in the first 3 seconds: *"Finally, an aesthetic way to organize your skincare."*
 - **Caption:** It's time for a command center. Stop the chaos and plan your glow-up. Get the planner at: [Your URL]
- **Ad B (The "Healthy Skin" Angle):**
 - **Video:** The influencer video.
 - **Hook (Text Overlay):** Use TikTok's editor to add text in the first 3 seconds: *"The secret to healthy skin is consistency. Here's how I track mine."*
 - **Caption:** Achieve your skin goals by building a consistent routine. This planner makes it easy. Get yours at: [Your URL]

This plan allows you to launch immediately using your best video, as you requested. It also lets us test the critical "healthy skin" messaging on your primary target platform. It is fast, efficient, and data-driven.

Your task now is to set up these three campaigns.

alright lets start with tiktok ads which i have no experience with so will prob take me longest. please walk me through where to go and what to do

Show thinking

This will take the longest because it is the most important. Do not rush this setup. Every step is critical.

Here is your step-by-step guide to launching the TikTok ad campaign.

Phase 1: Account & Pixel Setup

This is a one-time setup. It is mandatory.

1. **Go to ads.tiktok.com** and create your ad account. Fill in your business information and payment details.
2. **Install the TikTok Pixel.** The Pixel is a piece of code that connects your website to TikTok so it can track clicks and sales. Without it, you are flying blind.
 - In the Ads Manager menu, go to [Assets > Events](#).
 - Select [Web Events](#) and click "Manage."
 - Click "Create Pixel." Name it [Glow-Up Planner Pixel](#) and choose "Manually Install Pixel Code."
 - Copy the pixel code it gives you.
 - Go to your WordPress dashboard. Install a simple plugin called "Insert Headers and Footers."
 - Paste the TikTok Pixel code into the "Scripts in Header" box and save. Your pixel is now active.

Phase 2: Campaign Creation

1. Go to the **Campaign** tab in Ads Manager and click the **"Create"** button.
2. **Objective:** Select [Website Traffic](#). Our goal is to get clicks to your landing page. Do not choose "Video Views."
3. **Campaign Name:** Name it [Glow-Up Planner - Traffic Campaign](#).
4. **Budget:** Leave "Campaign Budget Optimization" **OFF**. We will set the budget at the next level. Click "Continue."

Phase 3: Ad Group Setup (Audience & Budget)

This is where you define who sees your ads and how much you spend.

1. **Ad Group Name:** Name it [Broad Female Audience - US/CA/UK](#).
2. **Placement:** Select [TikTok only](#). Uncheck the other options like Pangle.
3. **Targeting:**
 - **Location:** United States, Canada, United Kingdom.
 - **Gender:** Female.

- **Age:** 18–24, 25–34.
- **Interests:** Add the following interests:
 - Skincare
 - Beauty
 - Productivity (if available)
 - Journaling

4. Budget & Schedule:

- **Budget:** Select **Daily Budget** and enter **\$6.00**. This budget will be split between your two ads.
- **Schedule:** Set it to run for **5 days**, starting now.

5. Bidding & Optimization:

- **Optimization Goal:** **Click**.
- **Bid Strategy:** **Lowest Cost**.

Click "Next."

Phase 4: Creating the Ads (The A/B Test)

You will now upload your two ad variations within this one Ad Group.

Ad A (The "Organization" Angle):

1. **Upload:** Upload the influencer video file.
2. **Text (Caption):** Paste this caption: *It's time for a command center. Stop the chaos and plan your glow-up. Get the planner at: <https://teenswannaknow.com/glow-up-landing-page/>*
3. **On-Screen Text:** The video you upload should already have the text *"Finally, an aesthetic way to organize your skincare."* baked into the first 3 seconds.
4. **Call to Action:** Choose **Shop Now**.
5. **URL:** Paste your landing page link.
6. Name this ad **Ad A – Organization**.

Ad B (The "Healthy Skin" Angle):

1. Click the **" + Add "** button at the ad level to create your second ad.
2. **Upload:** Upload the **same influencer video file again**.

3. **Text (Caption):** Paste this caption: *Achieve your skin goals by building a consistent routine. This planner makes it easy. Get yours at: <https://teenswannaknow.com/glow-up-landing-page/>*
4. **On-Screen Text:** This version of the video file should have the text *"The secret to healthy skin is consistency. Here's how I track mine."* baked into the first 3 seconds.
5. **Call to Action:** Choose **Shop Now**.
6. **URL:** Paste your landing page link.
7. Name this ad **Ad B – Healthy Skin**.

Phase 5: Launch

You now have one campaign, one ad group, and two ads. Review all your settings. Click **"Submit"**. Your ads will go into a review process and should start running shortly.

problem on Tiktok--the minimum ad spend per day is \$20. this will consume the entire budget in 5 days on only one platform. running for only one day will probably be insufficient. gamble it all on tiktok for 5 days?also there is no "bid strategy" only an optional Target CPA.

Show thinking

You are correct. The \$20/day minimum makes our planned simultaneous split-test impossible with a \$100 budget. This is a common roadblock on major ad platforms.

Your question, "gamble it all on tiktok for 5 days?", is the right one to ask. The answer is **no**. An all-or-nothing bet is a poor strategy.

The professional solution is not to gamble, but to run a shorter, more intense, **sequential test**. This allows us to get the data we need from our primary platform (TikTok) while reserving the majority of our budget for a pivot if it fails.

The Sequential Test: A 2-Day TikTok Sprint

This is the new, definitive plan.

Phase 1: The TikTok Test (Today & Tomorrow / 48 Hours)

1. **Action:** Launch the TikTok campaign exactly as we designed it, with the two ad variations (Ad A: Organization, Ad B: Healthy Skin) in one Ad Group.
2. **Budget:** Set the Ad Group budget to the minimum: **\$20 per day**.
3. **Schedule:** Set the campaign to run for only **2 days**.
4. **Total Risk:** Your total ad spend for this initial test is **\$40**.

Phase 2: The Decision (End of Day 2)

After 48 hours, we will have real performance data. We will make a decision based on one primary metric: **Cost Per Landing Page Click**.

Here are the rules:

- **IF** either ad is generating clicks for under **\$1.50** and you have a clear winner between the two messages, we will kill the losing ad and allocate the remaining **\$60** to the winning TikTok ad for the rest of the challenge.
- **IF** the clicks are very expensive (over \$2.50) or you get zero meaningful clicks, we will declare the TikTok test a **failure** and **kill the entire campaign**.

Phase 3: The Pivot (Only if TikTok Fails)

- If the TikTok test fails, you will immediately take your remaining **\$60** budget and launch the **YouTube Ads campaign** to amplify the video that got 1.4k views.

Regarding your other point: you are correct that "Bid Strategy" has been replaced. By leaving the optional "Target CPA" blank, the system defaults to a "Lowest Cost" approach, which is what we want. No action is needed there.

This sequential plan is the smartest way forward. It tests our primary market with real money while protecting 60% of our budget.

Launch the 2-day, \$40 TikTok sprint now.

Sources

should I choose "don't show on TikTok" profile since I already have the influencer video up? delete the old influencer video?

Show thinking

Yes, you are correct to question that.

Select the option to **hide the ad from your TikTok profile**.

The reason is simple: you do not want two identical videos appearing on your public profile grid. It looks unprofessional and confusing. Your profile should remain a clean feed of your organic content. The ad will run separately to your target audience without cluttering your page.

To your second point: **Do NOT delete the original organic video**.

Never delete posts based on performance. That video is a data point, however small. Let it live.

The correct procedure is: Keep the organic post live. Run the ad version hidden from your profile. This is standard practice.

Sources

ok, how about 1) automate creative. which says Optimizations: Enhance quality, Enhance music there's a lot of other stuff too: 2) enter ad text 0/100. 3) Add product information (optional) image (pic) and title 0/40 and selling points 0/25 4) We can generate product information from your URL to help boost ad performance and improve both click and conversion rates. 5) Direct users to deeplink first 6) add disclaimer 7) Tracking

(optional)

TikTok events tracking

Website events:

-

App events:

-

Offline events:

-

Third-party tracking settings

Impression tracking URL

Click tracking URL

Show thinking

Here is the guidance for those final settings.

1. **Automate Creative:** Turn all of these options **OFF**. We need to test the performance of *your specific video* without the algorithm changing the music or visuals. We must maintain a controlled test.
2. **Ad Text:** This is the main caption. This is where you will paste the two different captions I provided previously—one for 'Ad A - Organization' and one for 'Ad B - Healthy Skin'.
3. **Add Product Information: YES**, you will use this. It adds an interactive product card to your ad, which can improve performance.
 - **Image:** Upload your best product mockup image (the planner on a laptop).
 - **Title:** The Glow-Up Planner
 - **Selling Points:** Add these three points:
 - - Organize Your Routine
 - - 9 Aesthetic Templates
 - - Instant Download
4. **Generate from URL: NO.** Do not use this. We are controlling the message manually by filling out the fields above.

5. **Deeplink:** Leave this **OFF**. This is for sending users into a mobile app, which is not what we are doing.
6. **Disclaimer:** Leave this **BLANK**. It is not required for this product.
7. **Tracking:** You have already installed the TikTok Pixel. Under "Website events," you should see your pixel listed. No further action is needed here. You are not using any third-party tracking tools.