

WIN  
**MEGA  
SALES**  
WITH JOY

## 4 Checks for Mega Success: Mega Sale Day

Begin your campaign **5 days before the actual sales day!**  
This is the final stretch so give users the push they need to click  
“buy now” with this checklist.



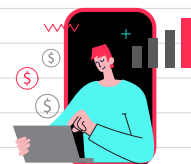
**Start the countdown**

Drive urgency with a **countdown to the end of sale** to remind users to check out now



**Make your brand recognizable**

Use **logo and end frames** to drive recall of your brand identity in your videos



**Scale your bids**

Turn up your bid to **100% higher than teaser sales** to ensure that your budget can deliver maximum conversion



**Stabilize campaign delivery**

Limit any changes to your campaign.  
If needed, use the **Scheduled Budget feature** in TikTok Ads Manager prepare ahead of time