

Study on the Construction of Paid Traffic Test Model for Tiktok Car Account

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Abstract: Since its launch in 2016, Tiktok has developed into the world's largest short video platform, with a broad user base and far-reaching market influence. Tiktok's traffic circle breaking logic mainly depends on its powerful recommendation algorithm, which can help us test works, quickly review and leverage natural traffic. We need to understand and master Diaoyin's delivery logic and strategy, including the selection of delivery time and delivery strategy for target users. This paper aims to explore the test project planning under the new media environment, using the business model canvas and SPSS data analysis software, taking Tiktok as an example, to analyze its background, test methods, test conclusions and analysis.

Keywords: Tiktok, Test Items, Business Model Canvas, Advertising Placement.

1. Introduction

In today's digital age, new media has become a crucial platform for people to access information, entertainment, and social interactions. By 2023, Tiktok's user base has reached 800 million, with over 600 million daily active users. As the world's largest short video platform, its influence is undeniable. Tiktok provides brands and advertisers with an important platform to showcase themselves and reach potential consumers. However, effectively increasing viewership and ensuring more users see the content requires more than just interesting and engaging content; it also necessitates effective advertising placement on Tiktok. Developing an effective paid traffic test model is a significant challenge for many brands and advertisers.

2. Test Background

2.1. Why Choose Tiktok

Since its launch in 2016, Tiktok has grown to become the world's largest short video platform, with a user base of 800 million and over 500 million daily active users. Its influence is undeniable. According to a report by Futu Securities, ByteDance's revenue more than doubled in 2020, reaching approximately \$37 billion, equivalent to around 240 billion RMB. Among this, advertising revenue amounted to 175 billion RMB, e-commerce business revenue reached approximately 6 billion RMB, and live streaming revenue ranged from 45 to 50 billion RMB. Tiktok has gradually entered a stable phase, and while attracting users, it is increasingly important to focus on retaining them.

Select the top five short video platforms by daily active users for comparative analysis.

Table 1. Data Analysis of the Top Five Short Video Platforms

Platform Characteristics	TikTok	Kuaishou	Xiaohongshu	Bilibili	Weibo
Monthly Active Users	High	High	Moderate	Moderate	High
Algorithm	Easily creates traffic peaks; recommendation mechanism enhances user stickiness	Broader promotion range but diluted traffic	Does not allow traffic redirection to external sites	Not suitable for massive early-stage fan acquisition	Not suitable for massive early-stage fan acquisition
Content Characteristics	Suitable for all age groups; relatively balanced gender distribution	Grassroots (mainly targeting third- and fourth-tier cities and rural areas); original content	Image and text-based content; primarily female users	Long-form, in-depth videos; content with a sense of belonging and user autonomy	Entertainment and fragmented information; relatively slow account growth
Monetization	Well-developed	Relatively well-developed	Relatively limited	Relatively limited	Limited
Feasibility of Gathering Followers	Strong	Relatively strong	Relatively limited	Limited	Relatively limited
Platform Versatility	Strong	Relatively strong	Relatively limited	Limited	Relatively limited

As shown in Table 1, the fast-paced nature of Tiktok allows it to capture users' attention in the shortest time,

facilitating content growth and follower accumulation. Additionally, the number and distribution of KOLs (Key Opinion Leaders) on TikTok have a significant impact on the placement strategies of brands and advertisers, making it a typical case study.

Moreover, understanding TikTok's traffic breakthrough logic and the reasons behind viral content are crucial aspects for in-depth research. By analyzing TikTok's recommendation mechanism, we can explore its algorithm logic to study traffic breakthroughs. The reasons for viral content are varied, including novelty, creativity, entertainment value, and relevance to trending events. However, traditional enterprises face numerous challenges when transitioning to new media, such as dealing with complex data influenced by objective factors and the difficulties in data processing, testing, and modeling.

For the automotive industry, for instance, it is essential to study and test effective advertising placement on TikTok, selecting suitable KOLs for collaboration, and developing effective content strategies. Additionally, addressing media attitudes, maintaining credibility, presenting genuine test results, and providing real user feedback are critical considerations.

Therefore, this paper uses the TikTok app platform as the research subject to establish a foundational example for subsequent overall new media platforms.

2.2. TikTok's Core Algorithm

With so many content creators on TikTok, it is impossible for every video to gain traffic, which is why many videos have limited views, stuck at 200, 300, 500, or 5000. TikTok's traffic breakthrough logic mainly relies on its powerful recommendation algorithm. The core of this algorithm is to allocate traffic to those with good data, a mechanism also known as the "horse racing mechanism."

Table 2. Traffic Pool Algorithm and TikTok Review Mechanism

Traffic Pool Level	Views	Review Mechanism
Primary Traffic Pool	200-500	System Review
Thousand Traffic Pool	1000-5000	System Review
Ten Thousand Traffic Pool	10,000-30,000	System Review
Hundred Thousand Traffic Pool	100,000-200,000	System + Manual Review
Intermediate Traffic Pool	500,000-1,000,000	System + Manual Review
Advanced Traffic Pool	2,000,000-30,000,000	System + Manual Review
Hot Traffic Pool	5,000,000-20,000,000	System + Manual Review
Full-Site Recommendation	30,000,000	System + Manual Review

As shown in Table 2, the initial release of short video content on the TikTok platform, as long as it does not violate any guidelines, will be granted a base playback frequency of 200-500 views as the "capital" for the horse racing mechanism. When more users see your short video and trigger more interactions, the platform will increase your exposure, forming a cycle until the video's playback data and interaction data no longer grow positively and start to decline. At this

point, the video's recommendation will gradually weaken, indicating that the video is "out of the race." This also upholds TikTok's "user-oriented" principle, where the quality of content is ultimately determined by the users.

2.3. The Role of Advertising Placement

Advertising placement on the TikTok platform is divided into DOU+ placement and Qianchuan placement, both of which can further expand the influence of content and accounts. Taking DOU+ placement as an example, it can be divided into account management, product promotion, and live room promotion based on different needs. After clarifying your positioning, you can choose the direction that suits you best. Under account management, there are five dimensions: likes and comments, followers, homepage visits, profile clicks, and video views. Similarly, product promotion includes product exposure dimensions, and live room promotion is divided into live room popularity, follower growth, audience rewards, and audience interactions.

Depending on the direction and dimension, as well as the difficulty of the operation, TikTok has established its basic "value conversion." For example, in account management, the cost per 5,000 video views is priced at 100 RMB due to the relatively lower difficulty, as shown in Figure 1. However, the actual increment will vary based on the quality of the content.



Figure 1. DOU+ Placement Page

The main roles of advertising placement can be categorized into three types: testing works, fast approval, and leveraging organic traffic.

Testing Works: The core logic of the TikTok platform is that the better the content, the more it is promoted, establishing the "content is king" principle. Simply focusing on basic traffic is not enough to determine the quality of a work; from a scientific perspective, this is called insufficient sample size. Under normal organic traffic flow, basic advertising placement acts as an upgraded "touchstone." Therefore, DOU+ allows you to pay for more viewers to see your work, letting the system test the true quality of your content.

Fast Approval: Many works do not get promoted not because of their quality but because they fail during the review process. When certain view thresholds are reached, the manual review mechanism is triggered. Early placement into DOU+ can help you skip the queue of free traffic review and

enter the paid review sequence, thus speeding up the approval process. Once it is determined that your work does not have any violations, it will be more smoothly promoted.

Leveraging Organic Traffic: DOU+ offers broad traffic, also known as paid or test traffic. Its main characteristic is that it does not count towards the natural traffic horse racing mechanism. Therefore, placing traffic at the right time can drive more organic traffic to your account. During traffic pool bottlenecks, it can even leverage new traffic pools, thereby continuously upgrading and expanding dissemination volume.

3. Building Accurate Tags

3.1. How to Position and Build Tags

User tags on the TikTok platform refer to the types of content viewers prefer when they are browsing TikTok. The platform conducts profile analysis based on multiple content tags. Account tags refer to the type of content your account publishes, which is then matched with user tags to ensure users come across your content. For example, as shown in Figure 2, "baijiu" (Chinese liquor) and "wine" are content tags. Users who frequently watch such content will have "interest in beverages" in their profile analysis. "Alcoholic beverages" and "Mid-Autumn Festival romance" are account tags, indicating the content focus of the account. This definition is derived from the perspectives of both users and accounts. Additionally, we can extend this concept to include viewing tags, creation tags, and more.



Figure 2. Diagram of Tag Definitions

To achieve monetization, precise positioning and tag building are necessary. Monetization requires three types of positioning: monetization positioning, track positioning, and content positioning.

Monetization Positioning: How do you plan to monetize? For example, if you want to sell products, why would the audience buy them?

Track Positioning: Determine the track for your account, such as weight loss, beauty, clothing, drama, etc.

Content Positioning: Can you consistently produce content in this track? What is the presentation format of your content? Is it monologue, VLOG, expert interviews, or non-human appearances?

As shown in Figures 3 and 4, the system extracts keywords from your video through the cover, title, topics, voice semantics, and images to build tags.



Figure 3. Cover



Figure 4. Topic

3.2. Analysis of Self-Account Positioning under BMC

The Business Model Canvas (BMC) is a powerful, universal business model proposed by Alexander Osterwalder in his book "Business Model Generation." It is a tool and way of thinking used to outline business models, helping us describe, evaluate, and modify business models in a concise and visual manner on a single sheet of paper.

A business model describes the fundamental principles of how a company creates, delivers, and captures value. It demonstrates the logic behind revenue generation and helps us clearly establish various logical relationships related to the business model. The business canvas can help managers generate ideas, reduce risks, accurately target users, solve problems rationally, review existing businesses correctly, and discover new business opportunities.

Automotive accounts on TikTok have more typical positioning, with higher customer transaction prices that cannot be completed online. There is an urgent need to break through the "B" end and establish faster, closer, and smoother connections with C-end users. Therefore, the dissemination volume is more critical in measuring KOLs (Key Opinion Leaders). Automotive KOLs' influence and distribution are valuable references for automotive industry advertising. Automotive KOLs can be categorized into car reviews, automotive news, automotive experiments, and car life, each with its specific audience and influence.

Using the BMC model, this study analyzes the monetization logic from nine dimensions: customer relationships, value propositions, channels, etc., and calculates monetization capabilities based on project data.

Customer Segments: Our main customers include the government, car manufacturers (both OEMs and parts suppliers), the automotive aftermarket, and ordinary users. Further expansion may include cross-industry collaborations.

Value Propositions: We provide authoritative and professional guidance for C-end car use and purchase, government think tanks, and automotive industry partners, aiming to build a harmonious automotive society.

Channels: We monetize through live streaming, traffic conversion, advertising, and paid knowledge services.

Customer Relationships: We maintain customer relationships through new brand promotions to increase retention and by expanding information technology services to C-end users.

Revenue Streams: Our revenue comes mainly from lead consulting, paid knowledge services, advertising, and aftermarket services.

Key Resources: We rely on the information technology platform to achieve resource conversion, expand vehicle sales through live streaming, and collaborate with car manufacturers and Xingtou (a marketing platform).

Therefore, in the automotive track, we need to produce sustainable automotive-related content with real person appearances, leveraging information technology resources to monetize through connecting consumer, corporate, and government resources.

3.3. Monetization Logic Analysis Model

Based on the current situation, we analyze the monetization path using the following dimensional indicators according to the model.

Monetization Foundation: Integration of key business and core resources, along with the support of important partnerships.

Value Foundation: The value foundation is established through channels and customer relationships, with key business indicators accounting for 30% and core resources accounting for 70% to ensure stable dissemination.

Monetization Path: Given the current situation, we primarily monetize through live streaming, advertising, traffic conversion, and paid knowledge services. In the future, we can further develop cross-industry collaborations, lead generation fees, aftermarket services, and other modules.

Through analysis, we find that the TikTok platform has a massive amount of traffic, which indicates a vast market potential. To achieve profitability in the market, it is essential to maintain high levels of content views and account followers. In addition to natural content traffic, support from paid traffic is also a crucial component. Therefore, constructing and researching a paid traffic test model is particularly important.

4. Test Model

4.1. Influencing Factors of Playback Data

The main influencing factors are playback and interaction. As shown in Figure 5, playback factors are divided into playback volume, completion rate, average playback duration, 2-second bounce rate, and 5-second completion rate. According to the data explanation, the completion rate is calculated as the number of times a video is fully played / total number of plays. The 2-second bounce rate is calculated as the number of times the video is exited within 2 seconds / total number of plays. The 5-second completion rate is calculated as the number of times the video is played for more than 5 seconds / total number of plays.



Figure 5. Playback Data Chart

As shown in Figure 6, interaction factors are divided into the number of comments, comment rate, number of likes, like rate, number of shares, share rate, number of favorites, and favorite rate. According to the data explanation, the comment rate is calculated as the number of comments / number of plays, the like rate is calculated as the number of likes / number of plays, the share rate is calculated as the number of shares / number of plays, and the favorite rate is calculated as the number of favorites / number of plays. Therefore, in our subsequent research, we will select the "rate" as the research factor over the "quantity."



Figure 6. Interaction Data Chart

As shown in Figure 7, from a parameter perspective, follow behavior does not significantly help improve interaction data for the content. To maximize the potential of leveraging organic traffic, it is essential to focus on interaction behaviors that are explicitly weighted in the parameters. Therefore, user watch duration, likes, comments, and shares will be the primary influencing factors for our research.



Figure 7. Backend Weighting Parameters

4.2. Traffic Placement Test Plan

To improve the efficiency, completeness, and effectiveness of the playback business tests, research is conducted on the traffic placement test plan and playback data influencing

factors. We collect data on a monthly basis to test the dynamic balance between influencing factors and conclusion data. Below are some specific test cases:

Table 3. Test Plan

Test Case	Description
Sample Account Case	Conduct sample tests on different accounts, analyzing their tag positioning, completion rate, like rate, comment rate, and share rate.
Content Publishing	Basic placement, with an amount of 100 RMB as an example, analyzing playback and interaction data to test the target cost.
Project Follow-Up Placement	After the basic placement ends, determine whether to follow up with additional placement based on the target cost.
Account Operation Test Direction	Analyze different content orientations, such as randomly hailing ride-hailing cars, interviewing ride-hailing drivers, visiting various brand 4S shops for meals, providing simple introductions of multiple cars, and observing what cars people drive in specific scenarios.

This is just an initial draft, and the specific content needs to be filled in and adjusted based on actual research and data.

In the process of placing ads for sample account research, the placement objectives should match the placement duration, and precise custom audience profiles should be selected. You can utilize professional product audience profiles or platform audience profiles, using the arithmetic index in Giant Arithmetic, and input industry keywords to locate audience profiles.

The selection of different types of accounts also varies. General entertainment accounts can directly use system smart recommendations, while vertical accounts should first capture the interest audience under the content tags (content tags must be accurate) and then place ads based on the fan profile model built from past historical data.

It is worth noting that in traffic placement, when targeting specific influencers, the focus should be on the influencer's fan profile and needs. Whether the fan profile model is consistent can be observed on third-party platforms and within the same account, by examining its account fans, video viewers, and live viewers to determine if the account's audience needs are consistent. Additionally, the content, topic selection, and user questions in the comment section can help verify this. However, certain selection principles must be followed: accounts with a small number of fans (pure fan models) and recently established accounts (high fan activity).

4.3. Test Conclusions and Analysis

Table 4. Sample Account Cases

Account Type	Completion Rate	Comment Rate	Like Rate	Share Rate
Car Review	18.54%	0.37%	0.83%	0.05%
Automotive News	26.7%	0.29%	0.6%	0.05%
Automotive Experiment	7.7%	1.53%	7.2%	0.2%
Car Lifestyle	10.53%	0.02%	0.24%	0.01%

We found that different types of accounts (such as car review accounts, automotive news accounts, automotive experiment accounts, and car lifestyle accounts) have varying placement effects. For example, automotive news accounts

achieved a completion rate of 26.7% and a comment rate of 0.29%, while automotive experiment accounts had a slightly lower completion rate, and car lifestyle accounts had a slightly lower comment rate.

Based on the four influencing factors mentioned above, we derive Table 5. For different types of accounts, we need to focus on different placement directions during advertising, providing important references for our ad placements.

Table 5. Influencing Weights of Sample Accounts

Account Type	Completion Rate Weight	Comment Rate Weight	Like Rate Weight	Share Rate Weight
Car Review	0.33	0.37	0.14	0.16
Automotive News	0.47	0.17	0.08	0.28
Automotive Experiment	0.07	0.24	0.37	0.32
Car Lifestyle	0.34	0.09	0.28	0.29

In our content release tests, we conducted basic placements, using an amount of 100 RMB as an example, and analyzed playback and interaction data. We found that different content types have different playback and interaction effects. Based on the analysis, we derive Table 6, which provides some reference for calculating ROI during the streaming process.

Table 6. Test Target Costs

Content Objective	Content Type	Unit Price
Followers	General Entertainment	10 followers / 1 RMB
	Vertical Field	0.5 followers / 1 RMB
Likes	General Entertainment	10 likes / 1 RMB
	Vertical Field	4 likes / 1 RMB

In the account operation test direction, we tried different operation strategies, such as randomly hailing ride-hailing cars, interviewing ride-hailing drivers, visiting various brand 4S shops for meals, providing simple introductions of multiple cars, and observing what cars people drive in specific scenarios. For example, by randomly hailing ride-hailing cars and interviewing ride-hailing drivers, we can obtain more authentic user feedback, which helps in building account tags and provides important references for ad placement.

Table 7. Existing Problems and Solutions

Operation Strategy	Effect
Randomly Hailing Ride-Hailing Cars	Obtain authentic user feedback
Interviewing Ride-Hailing Drivers	Obtain authentic user feedback
Visiting Various Brand 4S Shops	Obtain brand information
Simple Introductions of Multiple Cars	Improve user knowledge base
Observing Cars in Specific Scenarios	Obtain authentic user feedback

After conducting a series of tests, we need to summarize

the test content and analyze the test results. According to the first phase of simulated test results, the formula for factors affecting playback volume is:

$$\text{Volume} = \alpha * 0.4 + \beta * 0.3 + \gamma * 0.2 + \delta * 0.1 \quad (1)$$

In the formula, α represents the completion rate, β represents the comment rate, γ represents the like rate, and δ represents the share rate. These factors serve as the basis for traffic placement, and subsequent continuous measurements will be made based on the project. Additionally, we further optimize the test model based on the test results.

Through these tests, we have drawn some important conclusions. First, we need to develop different placement strategies based on different account types and content types. Second, we need to accurately determine the timing for additional placements to improve our advertising effectiveness. Finally, we need to try different operational strategies to find the most effective one.

5. Conclusion

Through the study of constructing a paid traffic test model for TikTok automotive accounts, we can better understand advertising strategies in the new media environment. We found that different account types and content types significantly impact the effectiveness of ad placements, providing important references for our advertising efforts.

When placing ads on the TikTok platform, we need to understand and master the placement logic and strategies of DOU+, including the selection of placement timing and strategies targeted at specific users. Additionally, a series of preparatory steps are necessary, including account positioning, creative planning, viral marketing, short video creation, additional pushes at key points, and live streaming training. Establishing benchmarking works through viewing profile models is also possible by searching for videos with the most likes in the past day using tags or keywords. These steps are essential to ensure that our ad placements achieve the best results.

In the new media environment, continuous learning and exploration are required to adapt to the ever-changing market conditions. We need to understand the behaviors and

preferences of new media users, comprehend the recommendation algorithms and traffic distribution mechanisms of new media, and develop effective advertising strategies. Additionally, continuous testing and optimization are necessary to ensure that our advertising strategies consistently perform well to achieve optimal results. Through ongoing learning and exploration, we can achieve more effective advertising in the new media environment, creating greater value for brands and advertisers.

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