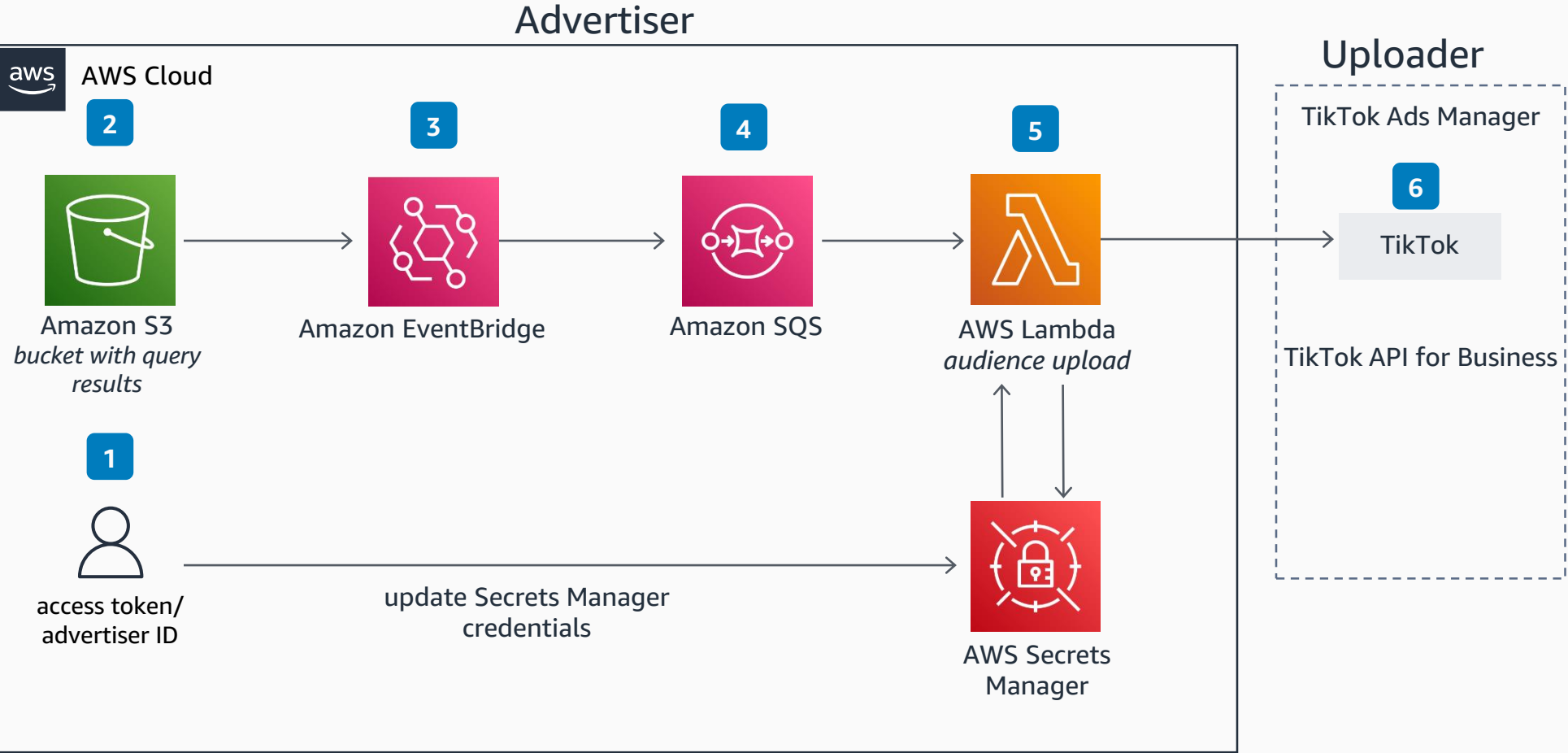


Guidance for Uploading Audiences Created in AWS Clean Rooms to TikTok Ads

This guidance provides a reference architecture for the uploader for TikTok Ads marketing campaigns.



- 1** The TikTok access token and advertiser_id are securely updated in **AWS Secrets Manager**.
- 2** After an **AWS Clean Rooms** collaboration, custom audience data such as emails, phone numbers, or mobile advertiser IDs are hashed, encrypted, and stored in designated prefixes in an **Amazon Simple Storage Service** (Amazon S3) bucket. The **Amazon S3** bucket is encrypted using **AWS Key Management Service** (AWS KMS).
- 3** **Amazon EventBridge** routes the **Amazon S3** object event to **Amazon Simple Queue Service** (Amazon SQS), enabling support for API retry, replay, and throttling.
- 4** **Amazon SQS** queue events initiate the **AWS Lambda** audience upload function.
- 5** The **Lambda** audience upload function retrieves the access token and advertiser_id from **AWS Secrets Manager** and uploads the target custom audience data to TikTok Ads using TikTok API for Business.
- 6** TikTok Ads direct advertisers and agencies or companies leverage this custom audience data for audience targeting.

