



PXLSTAR<sup>+</sup>M

expands to

TikTok





## Limited targeting granularity

Interest-based segments are often too broad, causing ads to reach massive but loosely relevant audiences.

This leads to wasted spend, low signal quality, and inconsistent performance that's hard to scale.



## Difficulty reaching high-value audiences

High-intent or niche audience groups are difficult to isolate using platform-level categories alone.

Brands struggle to consistently reach users who are most likely to convert.



## Performance gaps between audience reach and meaningful engagement

Going viral doesn't automatically translate into business outcomes.

Many campaigns hit reach KPIs but fall short on landing engagement, clicks, and post-view intent signals that actually drive revenue.

# PXLSTRM Solution for TikTok:

PXLSTRM goes beyond traditional interest-based targeting. It analyzes behavioral affinities inside video content, **understanding what people resonate with**, not just what they watch.



Converts video context into audience behavior signals



Enables precise, brand-safe targeting



Optimized for full-funnel performance, not just awareness

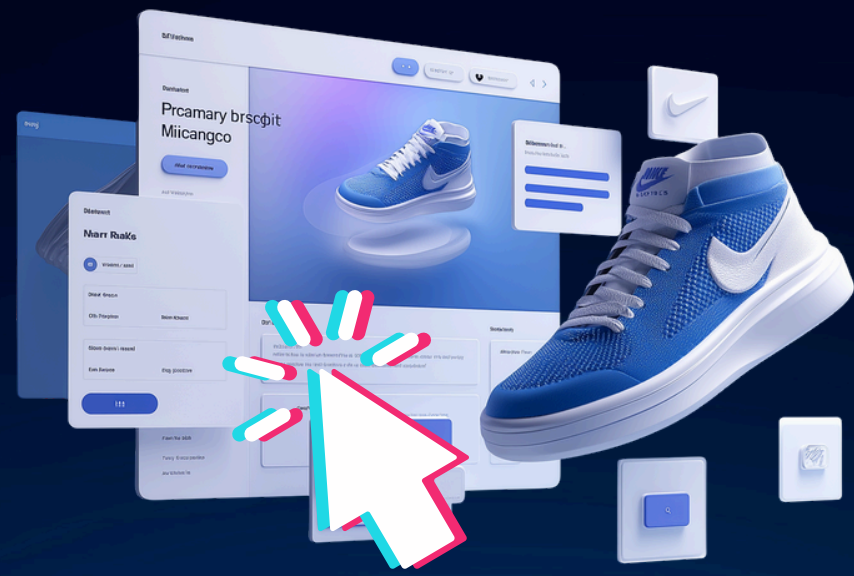




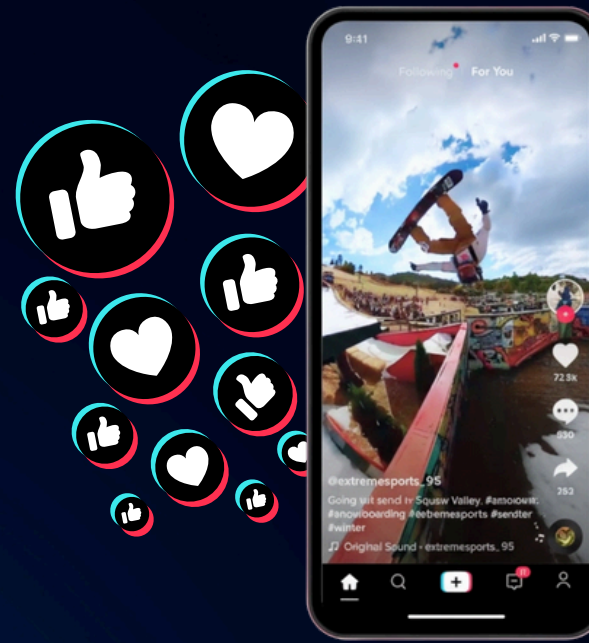
# Why It Matters:



TikTok is no longer just entertainment - it's a conversion engine. But only if your targeting understands behavioral intent, not surface-level interests. PXLSTRM delivers:



**2-3x uplift in landing page engagement during tests**



**Higher targeting accuracy + relevancy.**

**As a result, stronger engagement across the funnel**



**Same proven core tech already powering results on YouTube**

**Get in touch with us today:**



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