

TikTok Creative Specifications 2023

Video Ads Specification

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| Placement | TikTok in-feed ad |
| Ad Composition | <ul style="list-style-type: none">- Video creative + ad display image + brand or app name + ad description |
| Aspect Ratio | <ul style="list-style-type: none">- 9:16, 1:1, or 16:9 |
| Video Resolution | <ul style="list-style-type: none">- Resolution must be $\geq 540 \times 960$px, $\geq 640 \times 640$px, or $\geq 960 \times 540$px. |
| File Type | <ul style="list-style-type: none">- .mp4, .mov, .mpeg, .3gp, or .avi |
| Video Duration | <ul style="list-style-type: none">- 5-60s allowed. We suggest short videos of 9-15s. |
| Bitrate | <ul style="list-style-type: none">- ≥ 516 kbps |
| File Size | <ul style="list-style-type: none">- ≤ 500 MB |
| Profile Image | <ul style="list-style-type: none">- Aspect Ratio: 1:1- File Type: .jpg, .jpeg, .png- File size: <50 KB |
| App Name or Brand Name | <p>For app names, we support 4-40 characters (latin) and 2-20 (asian characters).</p> <p>For brand names, we support 2-20 characters (latin) and 1-10 (asian characters)</p> <p>Note:</p> <ul style="list-style-type: none">- Emojis cannot appear in the app name or brand name.- Punctuations and spaces will also occupy characters.- Depending on phone model and operating system, longer text can be at risk for not showing completely on the screen display. |

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| Ad Description | <p>For descriptions, we support 1-100 Latin alphabet letters and 1-50 Asian characters.</p> <p>Note:</p> <ul style="list-style-type: none">- Emojis, "{" and "#" cannot appear in the description.- Punctuations and spaces will also occupy characters.- Depending on phone model and operating system, longer text can be at risk for not showing completely on the screen display. |
| Location Targeting | <ul style="list-style-type: none">- States, counties, cities (extremely limited to those heavily populated)- DMA |

Carousel Ads Specification

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| | <p>Note: Carousel Ads are only available for Traffic/Conversion/App Install Objectives.</p> |
| Ad Composition | <p>Carousel supports advertisers to upload multiple images:</p> <ul style="list-style-type: none">• Minimum Number: 2• Maximum Number: 10 |
| Aspect Ratio | <ul style="list-style-type: none">- 9:16, 1:1, or 16:9 |
| Image Size | <ul style="list-style-type: none">- There is no specific requirement for image size. When advertisers upload images on the platform, the system will tailor the image in the center when users choose the square format (640*640px) / horizontal format (1200*628px) <p>Note:</p> <ul style="list-style-type: none">• Each image can be set for different ad captions on the platform.• Each image can be set with a different URL page. |
| File Type | <ul style="list-style-type: none">- .JPG or .PNG |

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| File Size | <ul style="list-style-type: none"> - No specific restrictions, ≤500 KB is suggested |
| Character limit of Title | <ul style="list-style-type: none"> - Text needs to be between 12 and 40 characters (20 Japanese characters) in order to ensure an appropriate content display. - The ad captions will show only one line with a maximum of 20 characters (JP or Latin). - Depending on the phone model and operating system, longer text can be at risk for not showing different lengths and incomplete display on the screen showing "...". - Half-width characters will be counted as 1 character. - Full-width characters will be counted as 2 characters. - Punctuations will be seen as occupying characters. - Space at the beginning and the end will not be counted as a character, other positions of space will be recognized as characters - Doesn't support Emojis |

Spark Ads Specification

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| Ad Creative | Organic videos from your own TikTok account's posts Organic posts made by other creators with their authorization. | |
| Ad Specs and Caption | <ul style="list-style-type: none"> - No restrictions on Video Ratio/Video Resolution/File Type/Video Duration/Bitrate/File Size. - Ad captions can be left blank. - Account tagging, Emoji, and hashtags are allowed in Spark Ads' captions. - The ad Display Name and Text will reflect the chosen organic post and cannot be edited during the ad creation process on TikTok Ads Manager. | |
| | Non-Spark Ads | Spark Ads |
| User Interaction | <ul style="list-style-type: none"> - Click Call-to-Action (CTA), profile photo, | <ul style="list-style-type: none"> - Click CTA buttons and ad caption and |

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| | <p>nickname, ad caption, swipe-left to landing page/app install page.</p> | <p>go to the advertising landing page (if any).</p> <ul style="list-style-type: none"> - Click profile photo, nickname, swipe-left, and go to the video owner's profile page. - Click "+" sign on the profile photo to follow the account. - Click the sound and artist's name and the music disc icon, and go to the music page (This music capability is not available to all users yet, please come to your sales representative for more information) |
| Metrics | <ul style="list-style-type: none"> - Paid clicks = clicks recorded to CTA button, ad caption, nickname, profile picture, and swipe-left. - Paid likes: The number of likes the video creative received within 1 day of a user seeing a paid ad. - Paid shares: The number of times your video creative was shared within 1 day of a user seeing a paid ad. - Paid comments: The number of comments your video creative received within 1 day | <ul style="list-style-type: none"> - Paid clicks = clicks recorded to CTA button and ad caption. - Music clicks = clicks recorded to Music Disc icon and Music title. - Paid likes: The number of likes the video creative received within 1 day of a user seeing a paid ad. - Paid shares: The number of times your video creative was shared within 1 day of a user seeing a paid ad. - Paid followers: The number of new |

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| | of a user seeing a paid ad | <p>followers that were gained within 1 day of a user seeing a paid ad.</p> <ul style="list-style-type: none"> - Paid profile visits: The number of profile visits the paid ad drove during the campaign. - Paid comments: The number of comments your video creative received within 1 day of a user seeing a paid ad. - Anchor clicks: The number of clicks on the anchor in your Spark Ads video in the for-you feed. - Anchor click rate: Anchor clicks/anchor impression. |
| Location Targeting | <ul style="list-style-type: none"> - States, counties, cities (extremely limited to those heavily populated) - DMA | |
| Benefits of using Spark Ads | <ul style="list-style-type: none"> - Build and cement your brand image and brand trust by allowing you to add organic TikTok pages and posts to your ads. - Increase in ad performance - - Long-lasting marketing impact and improved ROI | |

Playable Ads Specification

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| Available Locations | This ad format is only available in certain countries. It is not currently available in the United States. Please see the TikTok website for more information. |
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Collection Ads Specification

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| About Collection Ads | <p>Collection Ads are a type of in-feed video ad on TikTok that leads your customers to an instant storefront, where they can browse for your products, without ever leaving the app.</p> <p>Compared to regular ads that require your customers to leave TikTok and visit a website, Collection ads allow retailers to show off their inspirational branded video with a few key product tiles at the bottom that lead to an Instant Gallery Page.</p> <p>This ad format requires a catalog which can be built in TikTok or imported.</p> |
| Catalog Partners | <p>Create a catalog and sync your product directly from a partner platform, including:</p> <p>BASE, BigCommerce, Ecwid, Kyte, Loja Integrada, OpenCart, Prestashop, Salesforce Commerce Cloud, Shopify, Square, TRAY, VTEX, WooCommerce</p> |
| Manually Creating A Catalog: Product Images | <p>Image Size: Minimum 500×500 pixels (Ratio 1:1)</p> <p>Format: JPG or PNG</p> <p>Maximum File Size: 500KB</p> |
| Manually Creating A Catalog: Other Fields | <ul style="list-style-type: none">- Title (product name)- SKU ID:- Description- Link- Price- Brand- Availability- Condition |

Image Ads Specification

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| Placement | <p>NOTE: Image ads are only available when running on Global App Bundle or Pangle</p> <p>Global App Bundle:</p> <ul style="list-style-type: none">- Resso: Take over <p>Pangle:</p> |
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| | <ul style="list-style-type: none"> - Interstitial Ads: <ul style="list-style-type: none"> - Normal Interstitial - Banner Ads: <ul style="list-style-type: none"> - Normal Banner - Icon-only Banner <ul style="list-style-type: none"> - Video thumbnail banner - Native Ads: <ul style="list-style-type: none"> - Normal Native - Video thumbnail native - App Open Ads: <ul style="list-style-type: none"> - Normal App Open |
| Ad Composition | <p>Global App Bundle: Image creative, brand or app name (logo), skip ad button and [Landing page URL]+CTA button (if [half-screen])</p> <p>Pangle: Image creative + brand or app name (logo) + ad description + CTA button</p> |
| File Type | JPG, JPEG, PNG |
| Image Resolution | <p>Global App Bundle: 720*1280</p> <p>Pangle: 200*628px / 640*640px / 720*1280px</p> |
| File Size | ≤100MB |
| App Name or Brand Name | <p><u>Global App Bundle only:</u> For Display Names, we support : 1-40 half-width characters (0.5-20 full-width characters).</p> <p>Note:</p> <ul style="list-style-type: none"> - Emojis cannot appear in the app name or brand name. - Punctuations and spaces will also occupy characters. - Depending on phone model and operating system, longer text can be at risk for not showing completely on the screen display. |
| Ad Description | <p><u>Global App Bundle only:</u> For descriptions, we support 1-100 half-width characters and 1-50 full-width characters.</p> |

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| | <p>Note:</p> <ul style="list-style-type: none">- Emojis, "{" and "#" cannot appear in the description.- Punctuations and spaces will also occupy characters.- Depending on phone model and operating system, longer text can be at risk for not showing completely on the screen display. |
| Location Targeting | <ul style="list-style-type: none">- States, counties, cities (extremely limited to those heavily populated)- DMA |