

# TIKTOK CREATIVE

## Video Ads Specification

<b>Placement</b>	TikTok in-feed ad
<b>Ad Composition</b>	Video creative + ad display image + brand or app name + ad description + <b>CTA button</b>
<b>Aspect Ratio</b>	9:16, 1:1, or 16:9
<b>Video Resolution</b>	Resolution must be $\geq 540 \times 960$ px, $\geq 640 \times 640$ px, or $\geq 960 \times 540$ px.
<b>File Type</b>	.mp4, .mov, .mpeg, .3gp, or .avi
<b>Video Duration</b>	5-60s allowed. TikTok suggests short videos of 9-15s.
<b>Bitrate</b>	$\geq 516$ kbps
<b>File Size</b>	$\leq 500$ MB
<b>Profile Image</b>	<ul style="list-style-type: none"><li>• Aspect Ratio: 1:1</li><li>• File Type: .jpg, .jpeg, .png</li><li>• File size: &lt;50 KB</li></ul>

<b>App Name or Brand Name</b>	<p>For app names, TikTok supports 4-40 characters (Latin) and 2-20 (Asian characters). For brand names, TikTok supports 2-20 characters (Latin) and 1-10 (Asian characters)</p> <p>Note:</p> <ul style="list-style-type: none"><li>• Emojis cannot appear in the app name or brand name.</li><li>• Punctuations and spaces will also occupy characters.</li><li>• Depending on phone model and operating system, longer text can be at risk for not showing completely on the screen display.</li></ul>
<b>Ad Description</b>	<p>For descriptions, TikTok supports 1-100 Latin alphabet letters and 1-50 Asian characters.</p> <p>Note:</p> <ul style="list-style-type: none"><li>• Emojis, "{" and "#" cannot appear in the description.</li><li>• Punctuations and spaces will also occupy characters.</li><li>• Depending on phone model and operating system, longer text can be at risk for not showing completely on the screen display.</li></ul>
<b>Location Targeting</b>	<ul style="list-style-type: none"><li>• States, counties, cities (extremely limited to those heavily populated)</li><li>• DMA</li></ul>

## Spark Ads Specification

<p><b>Ad Creative</b></p>	<p>Organic videos from your own TikTok account's posts Organic posts made by other creators with their authorization.</p> <p>Note: Only one TikTok account can be linked with one TikTok for Business account. This means that clients must allow Coegi to link original account (if previously established) within our Business manager to fully control ads and link them properly to organic page. Note: Spark Ads using creator content needs to be separated into its own ad set.</p>	
<p><b>Ad Specs and Caption</b></p>	<p>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.</p>	
	<p>Non-Spark Ads</p>	<p>Spark Ads</p>
<p><b>User Interaction</b></p>	<p>Click Call-to-Action (CTA), profile photo, nickname, ad caption, swipe-left to landing page/app install page.</p>	<p>Click CTA buttons and ad caption and go to the advertising landing page (if any). 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)</p>

## Metrics

- 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 of a user seeing a paid ad

- 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 followers that were gained within 1 day of a user seeing a paid ad.
- 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.

<p><b>Location Targeting</b></p>	<ul style="list-style-type: none"> <li>• States, counties, cities (extremely limited to those heavily populated)</li> <li>• DMA</li> </ul>
<p><b>Benefits of using Spark Ads</b></p>	<ul style="list-style-type: none"> <li>• Build and cement your brand image and brand trust by allowing you to add organic TikTok pages and posts to your ads.</li> <li>• Increase in ad performance</li> <li>• Long-lasting marketing impact and improved ROI</li> </ul>

### Playable Ads Specification

<p><b>Available Locations</b></p>	<p>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.</p>
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### Collection Ads Specification

<p><b>About Collection Ads</b></p>	<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. This makes it an engaging browsing and shopping experience.</p>
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**About Collection Ads  
(cont.)**

[There are two main steps to create Collection Ads](#), including:

Setting up your Catalog: When you create a Catalog on TikTok Ads Manager, you will be able to automatically import information about your products to your gallery.

- Note: This is not required but highly recommended. You can also Manually Upload Products in the collection editor.

Creating Collection Ads: This is the process of publishing the campaign and building your Instant Gallery Page.

**Note:**

Note: Core functionalities and benefits of Collection Ads have been incorporated into Video Shopping Ads under the [Product Sales objective](#). Additionally, new optimization features and formats are introduced to help you succeed in your marketing campaigns. For more information, refer to [Video Shopping Ads](#).

## Image Ads Specification

<b>Placement</b>	<p><b>NOTE:</b> Image ads are only available when running on Global App Bundle or Pangle</p> <p><a href="#">Global App Bundle</a></p> <ul style="list-style-type: none"><li>• Resso: Take over</li></ul> <p><a href="#">Pangle:</a></p> <ul style="list-style-type: none"><li>• Interstitial Ads:<ul style="list-style-type: none"><li>◦ Normal Interstitial</li></ul></li><li>• Banner Ads:<ul style="list-style-type: none"><li>◦ Normal Banner</li></ul></li><li>• Icon-only Banner<ul style="list-style-type: none"><li>◦ Video thumbnail banner</li></ul></li><li>• Native Ads:<ul style="list-style-type: none"><li>◦ Normal Native</li><li>◦ Video thumbnail native</li></ul></li><li>• App Open Ads:<ul style="list-style-type: none"><li>◦ Normal App Open</li></ul></li></ul>
<b>Ad Composition</b>	Global App Bundle: Image creative, brand or app name (logo), skip ad button and [Landing page URL]+CTA button ( if [half-screen] ) Pangle: Image creative + brand or app name (logo) + ad description + CTA button
<b>File Type</b>	JPG, JPEG, PNG
<b>Image Resolution</b>	Global App Bundle: 720*1280Pangle: 1200*628px / 640*640px / 720*1280px
<b>File Size</b>	≤100MB

<p><b>App Name or Brand Name</b></p>	<p>Global App Bundle only:</p> <ul style="list-style-type: none"> <li>• For app names, TikTok supports 4-40 Latin alphabet letters and 2-20 Asian characters. For brand names, TikTok supports 2-20 Latin alphabet letters and 1-10 Asian characters.</li> <li>• For Display Names, TikTok supports : 1-100 half-width characters (1-50 full-width characters).</li> </ul> <p>Note:</p> <ul style="list-style-type: none"> <li>• Emojis cannot appear in the app name or brand name.</li> <li>• Punctuations and spaces will also occupy characters.</li> <li>• Depending on phone model and operating system, longer text can be at risk for not showing completely on the screen display.</li> </ul>
<p><b>Ad Description</b></p>	<p>Global App Bundle only:</p> <p>For descriptions, TikTok supports 1-100 half-width characters and 1-50 full-width characters.</p> <p>Note:</p> <ul style="list-style-type: none"> <li>• Emojis, "{" and "#" cannot appear in the description.</li> <li>• Punctuations and spaces will also occupy characters.</li> <li>• Depending on phone model and operating system, longer text can be at risk for not showing completely on the screen display.</li> </ul>
<p><b>Location Targeting</b></p>	<ul style="list-style-type: none"> <li>• States, counties, cities (extremely limited to those heavily populated)</li> <li>• DMA</li> </ul>