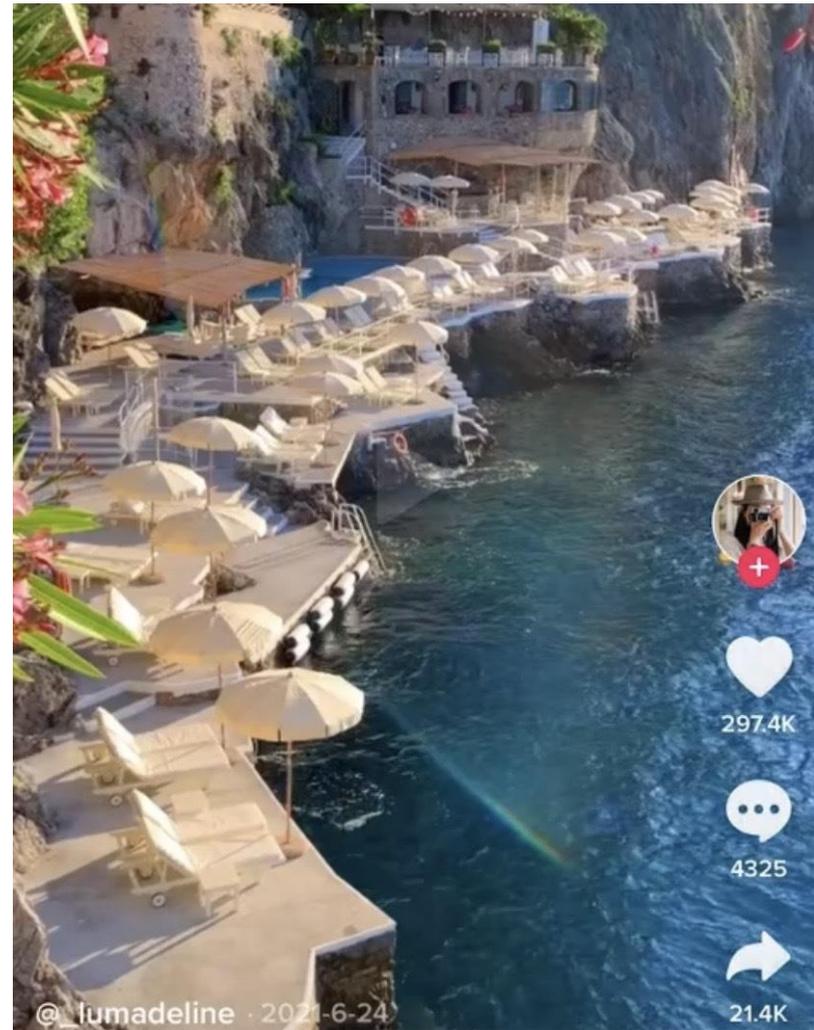




A Crash Course To TikTok Ads

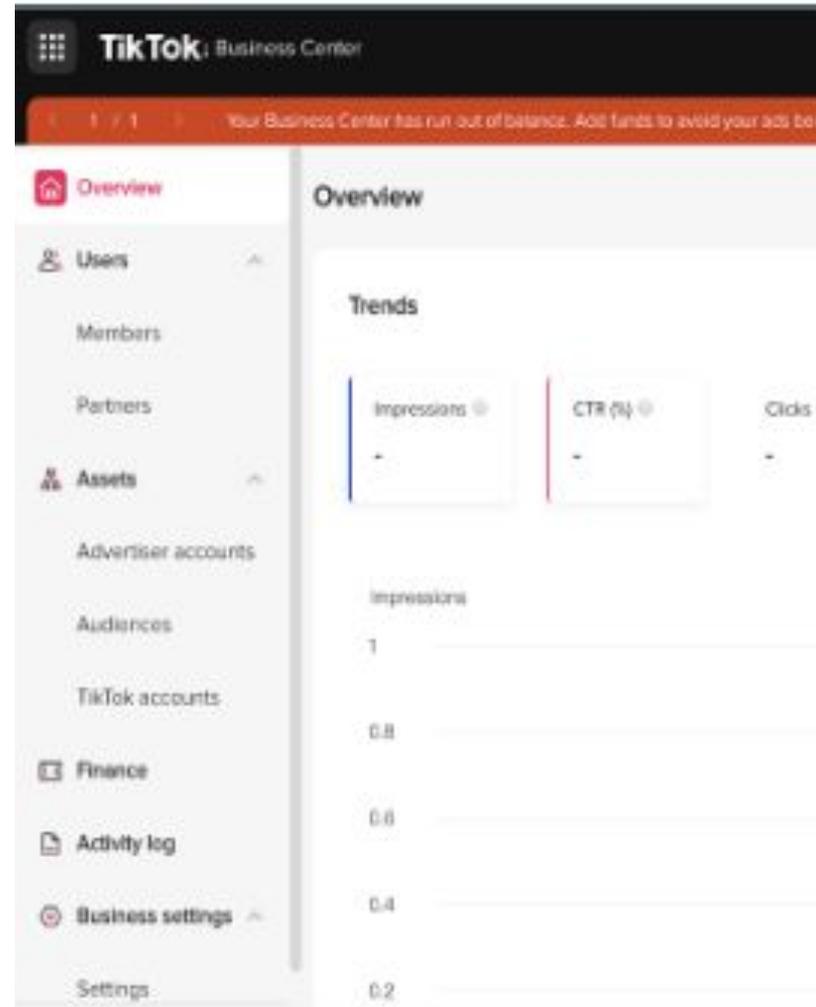
What is TikTok?

- TikTok is a short-form, video-sharing app that allows users to create and share 15-second videos on any topic
- Recently, this 15-second video limit has been extended and TikTok videos can now be up to 10 minutes long!



TikTok Business Center

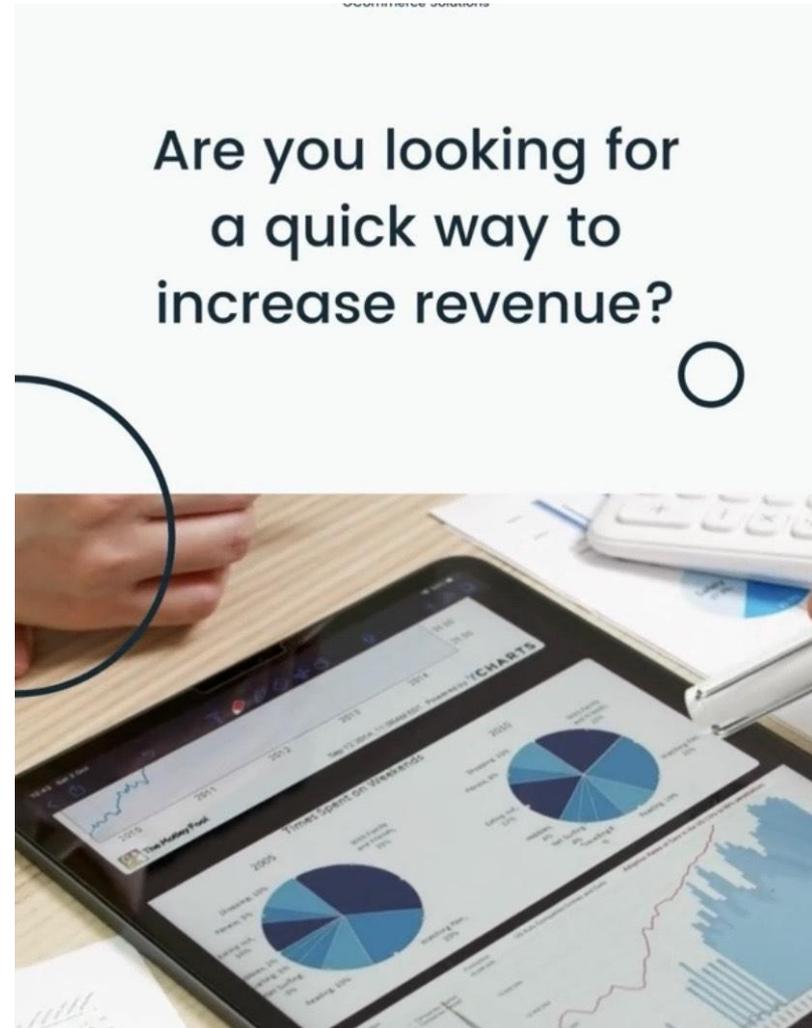
- Very similar to Facebook – Manage multiple accounts, assets, and users in a single place
- Create advertiser accounts and grant access to other partners
- Create audience segments and track performance



3 Types of TikTok Ads

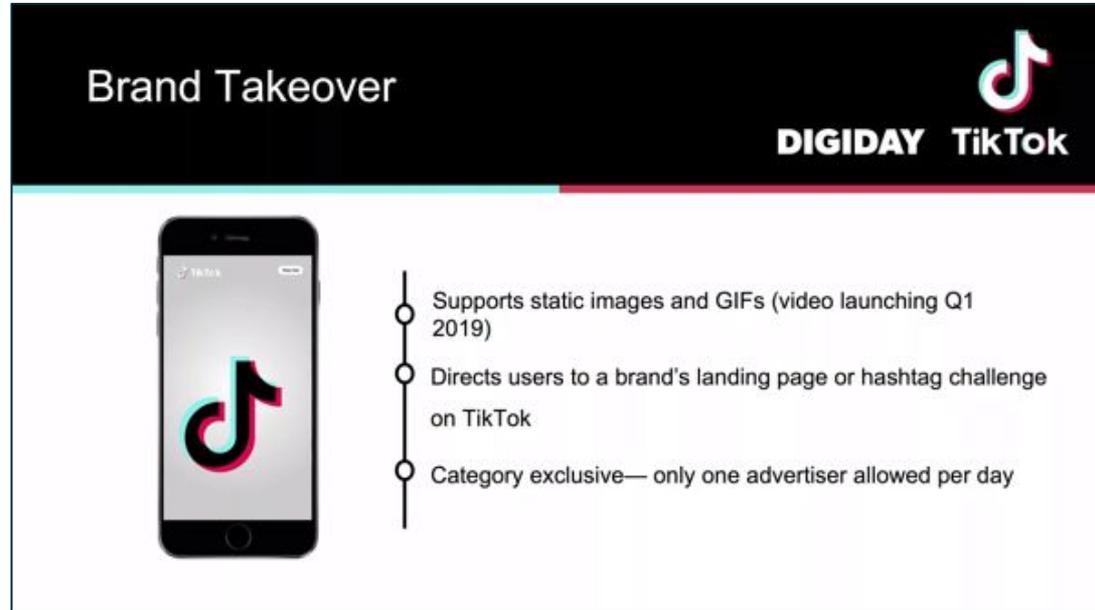
In-feed Native Ads (most common) - \$10/CPM

- You have to bid for spots for your ads to serve them to targeted users – can bid based on CPM, CPV, or CPC
- Through TikTok's regular advertisement model, you can insert your video promotions to automatically play on your intended beneficiaries' 'For You Page'. These commercials offer the capacity for customers to show their approval, comment, share, follow, and record videos with the same TikTok audio.



Brand Takeover Ads - \$50,000/day

- Ad will play as soon as a targeted TikTok user opens their app
- Interested users will click on the ad, and you will redirect them to a page on your website
- TikTok ensures that no users see more than one brand takeover ad per day
- If you do manage to use a brand takeover ad, make sure that the landing page is of high enough quality to warrant the cost



The image is a presentation slide titled "Brand Takeover". It features a black header with the text "Brand Takeover" in white on the left and the "DIGIDAY TikTok" logo on the right. Below the header, there is a white background. On the left side of this white area is a smartphone displaying the TikTok logo. To the right of the phone is a vertical line with three circular markers, each followed by a bullet point. The first bullet point says "Supports static images and GIFs (video launching Q1 2019)". The second bullet point says "Directs users to a brand's landing page or hashtag challenge on TikTok". The third bullet point says "Category exclusive— only one advertiser allowed per day".

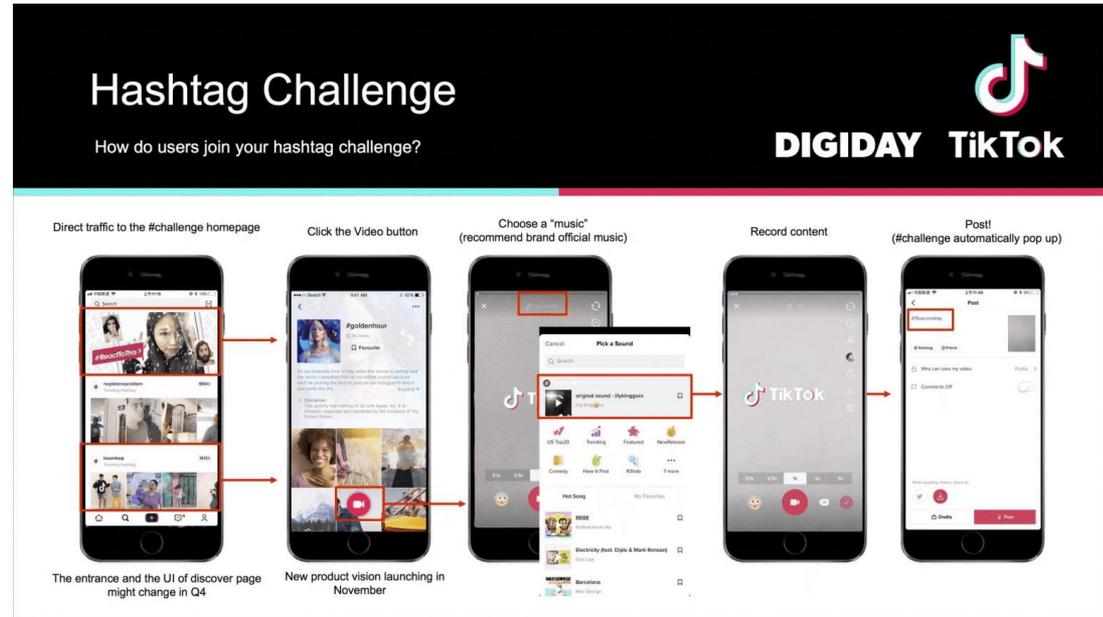
Brand Takeover

DIGIDAY TikTok

- Supports static images and GIFs (video launching Q1 2019)
- Directs users to a brand's landing page or hashtag challenge on TikTok
- Category exclusive— only one advertiser allowed per day

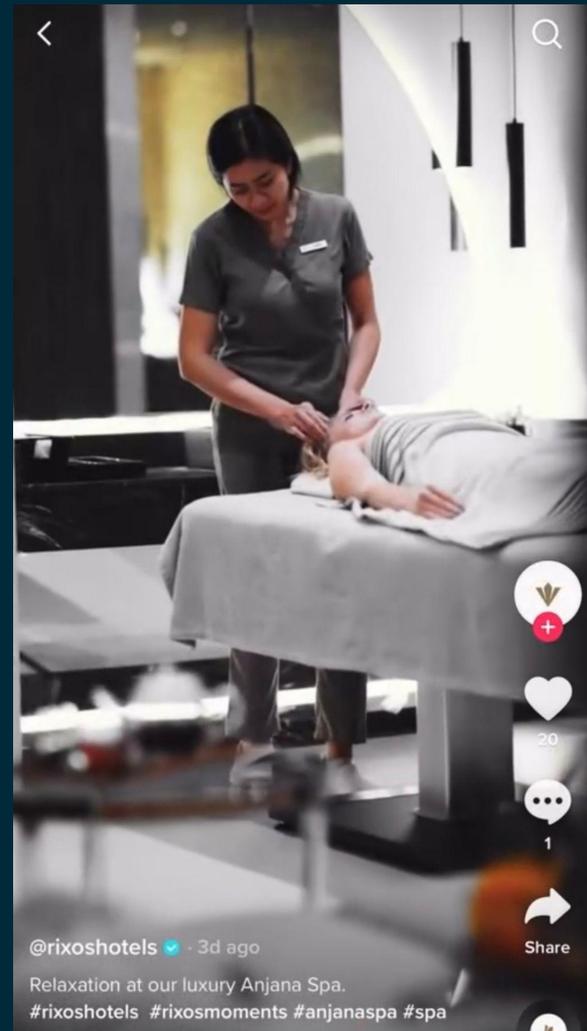
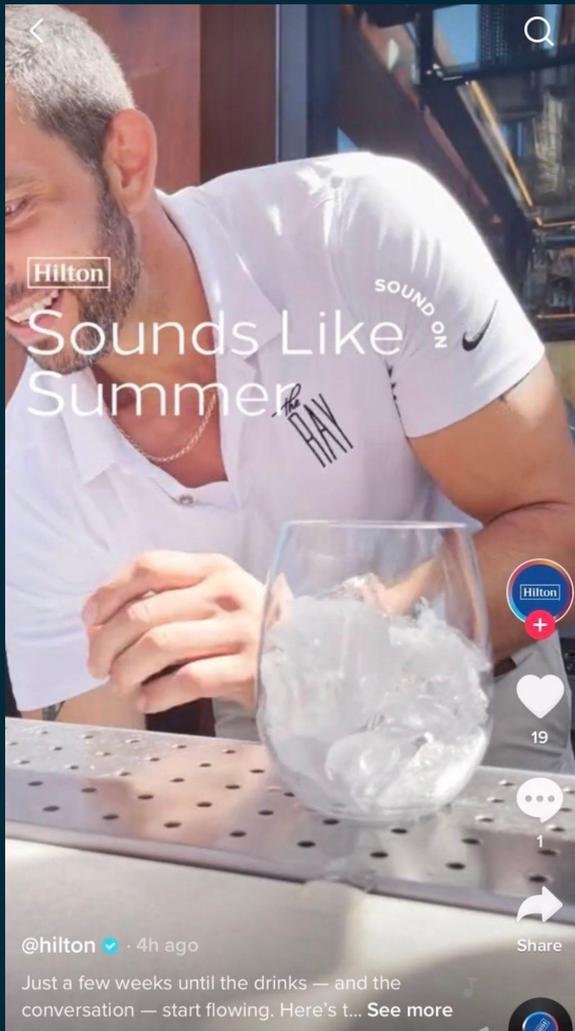
Branded Hashtag Challenge - \$150,000/week

- Brands sponsor a hashtag and, while you have to pay for the hashtag challenge ads that begin this process, the hashtag challenge posts made by participants are effectively free publicity
- Instead of trying to make an organic challenge go viral, you can promote them to help them gain traction early on. Keep them fun and easy to encourage more TikTokers to do them



TikTok Ads start at \$10 per CPM (cost per 1,000 views).

Also, they require you to spend a minimum of \$500 on a campaign.



Thank you for reading

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