

WAVO

Let's build great TikTok ads together.

Platform Overview, Best Practices, and Creative Specs for TikTok biddable ads (beta access)



August 2019

Platform Overview

What is TikTok? The world's most downloaded social media app for short-form video videos (ranked #1 in both App Stores and Google Play - 2018).

Why advertise on it? TikTok attracts a desirable target audience (Gen Z and young Millennials) and provides deeply engaging yet snackable content in a fast-paced digital world.

Music powers the TikTok platform.

Its users are responsible for starting a number of viral challenges with songs, singing, and dancing at the center.

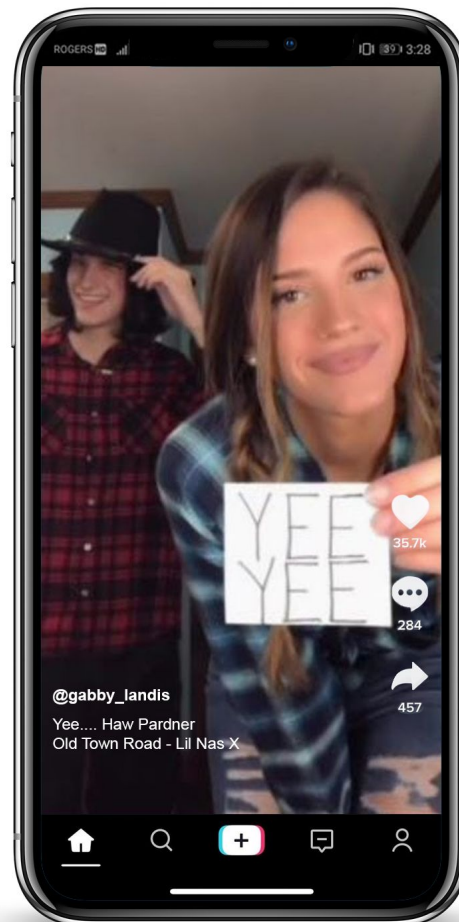
In 2019, TikTok introduced advertising options, which allow for interest-based targeting, custom audience and pixel tracking, as well as age, gender, location, network and operating system targeting.

[Watch current trending videos on TikTok](#)

Viral videos on TikTok helped Lil Nas X's "Old Town Road" break.

Who uses it? 16-34 year-olds who love to create, share, and interact with a global community.

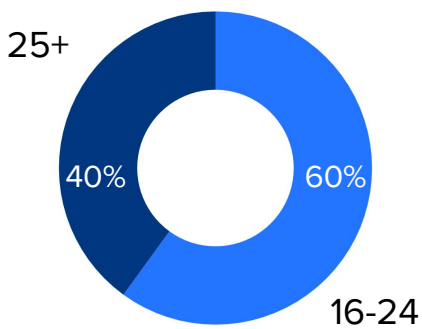
Global monthly active users: 800 million across China, United States, Japan, UK, France, Germany, Italy, Spain, Thailand, Malaysia, Canada, and more.



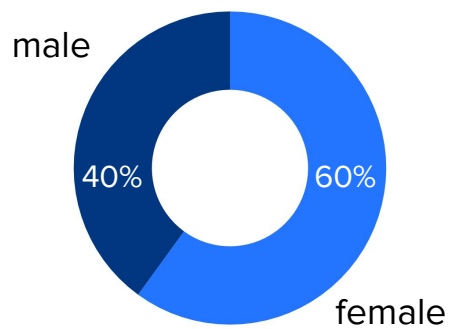
TikTok in the US

27 million monthly active users

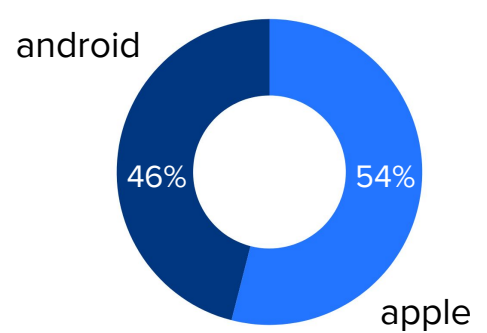
Age



Gender



Device



46 minutes

Average time spent on the app per day



8 times

Amount of times the app is opened everyday



37 billion

Average amount of monthly video views



In-Feed Video Best Practices

Tips for making great TikTok ads

1 Create with Vertical Video in Mind

To maximize user and brand experience, all video assets should look as native as possible and fit the ad specs.

2 Keep Videos Short

The video must be under 15 seconds, but we recommend approximately under 10 seconds to retain user attention.

3 Ensure Important Elements of the Video are Centered

TikTok's app interface partially obscures the outer edges of the video frame.

4 Start with a High-Impact Visual

Be aware that users can quickly swipe to the next video unless there's a clear hook for them to keep watching.

5 Design with a Sound On Environment in Mind

All TikTok videos automatically play with sound on, and no subtitles or captions are required.

6 Write Concise and Informative Captions

Users may not finish watching the entire video, so be sure to include critical information within the caption.

7 Include a Strong Call-to-Action

If you want users to perform a specific action, encourage them to do so clearly and directly in the caption or through the native CTA button.

8 Leverage Influencer Content to Drive Optimal Engagement

Whether or not the influencers are TikTok-exclusive, influencer content generally outperforms other asset types—be sure to include them in the first 2 seconds of your video.

Auction In-Feed Video

Placement

- TikTok "In-Feed Ad"

Ad Composition:

- video + ad display photo + brand or app name + ad description

Recommended Aspect Ratio:

- 9:16/1:1/16:9

Resolution:

- $\geq 720 * 1280\text{px}$ / $\geq 640 * 640\text{px}$ / $\geq 1280 * 720\text{px}$

File Type:

- .mp4/.mov/.mpeg/.3gp/.avi

Bitrate:

- $\geq 516\text{kbps}$

Video Duration:

- 5~60s short video (9~15 seconds suggested)

File Size:

- file size $\leq 500\text{MB}$

Profile Image:

- Aspect Ratio 1:1; file type .jpg/.jpeg/.png; the file needs to be less than 50K.

Ad Caption:

- App name: 4-40 English characters
- Brand name: 2-20 English characters
- Ad text: 12-80 English characters. Emoji, { } and # are not allowed in the ad text; punctuation and space will also occupy characters.
- The characters vary according to different models and operating systems; more than 60 characters could be not showing completely.

Tracking

- 3rd party (Appsflyer, Adjust, Kochava, Tune, F.O.X, Party, Singular, Tenjin, Branch.)
- Pixel implementation instructions [here](#).

CTA Options

- Learn More
- Download
- Shop Now
- Sign Up
- Contact Us

Music

- Text: Promoted Music (not editable)

Safe Zone

- [Here](#)

Video Ads Specs of News Feed App Series and Vigo

- [Here](#)

Image Ads Specs of News Feed App

- [Here](#)