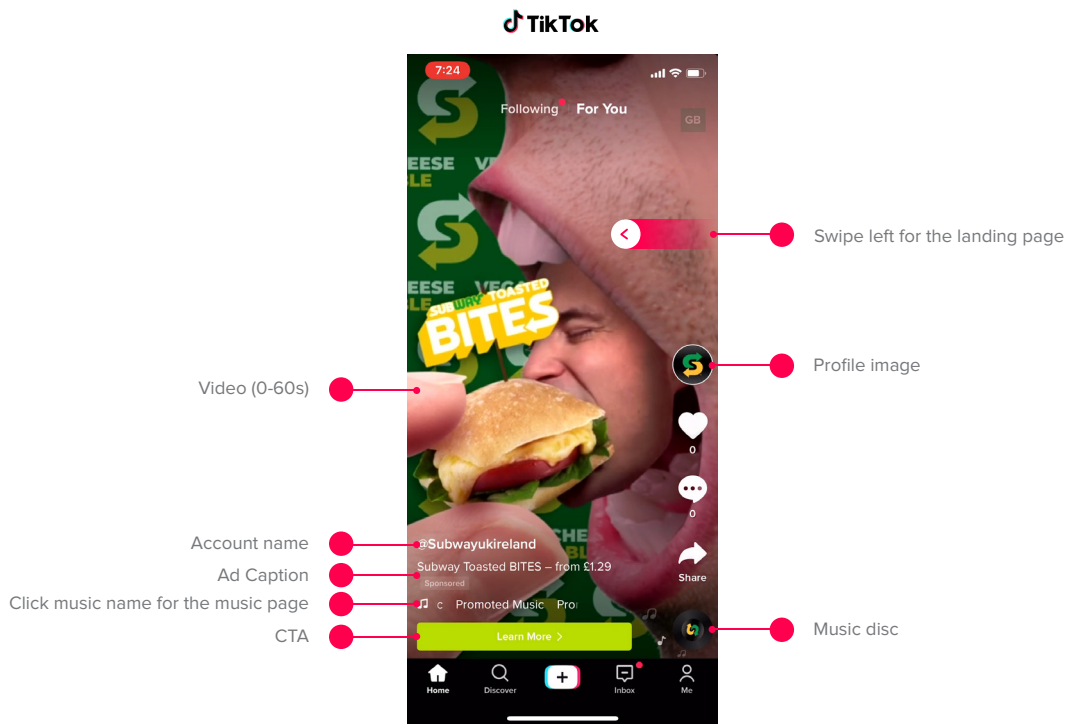










In-Feed Ad



Required

- 
Video (0-60s)
 MP4/MPEG/3GP/AVI/MOV, 9:16 aspect ratio.
- 
Ad Caption
 100 characters max.
- 
CTA Banner Copy
 See Creative Requirements for the options.
- 
Profile Image
 JPG, 9898px, 50kb max.
- 
Landing Page
 External link or in-app page

Optional

- 
TikTok Handle
 Can direct users to brand's TikTok account.
- 
3rd Party Tracking Tags
- 
 See **Specifications** and **Creative Requirements** for further information on minimum and recommended specs.

Disclaimer: Failure to provide assets in the noted ad specs or not adhering to the timelines shared may result in late deployment and/or negatively impact delivery or quality of the ad. No modification of ad assets is allowed after the asset-delivery deadline - TikTok is not liable or at fault for any changes made to assets per the direction of the client after the asset-delivery deadline. The creative assets for TikTok's ad will be reviewed by our ad review team in 2 days. TikTok is not responsible for any issues caused by delayed submission and it is suggested that two creatives are provided for each ad placement. If using any, Client is responsible for obtaining appropriate licensing rights for fonts, emojis and creative tools.

Specifications

	Supported	Recommended
Video File Format	MP4/MPEG/3GP/AVI/MOV	-
Aspect Ratio	Vertical aspect ratio (9:16) Square (1:1)	Vertical Video (9:16)
Dimension	≥540*960px	At least 540*960px (E.g. 1080*1920px)
File Size	Up to 500MB (max)	Highest quality possible within the max limit (E.g. 50-100MB)
Bitrate	≥2,500 kbps	≥2,500kbps
Video Length	0-60s	15s
Profile Image	1:1 Aspect Ratio 98*98px JPG/JPEG/PNG Up to 50KB (max)	1:1 Aspect Ratio Must be 98*98px Highest quality possible within the max limit (50KB)

- No watermarks on the video
- Please place key elements like ad copy and CTA in the center of the video. Otherwise it may be covered by in-app icons.
- All video creative must have sound
- The client is responsible for video quality, and video content should be localized.
- Video assets are subject to change at TikTok's discretion
- Featured influencers must be over 16 years old

Creative Requirements

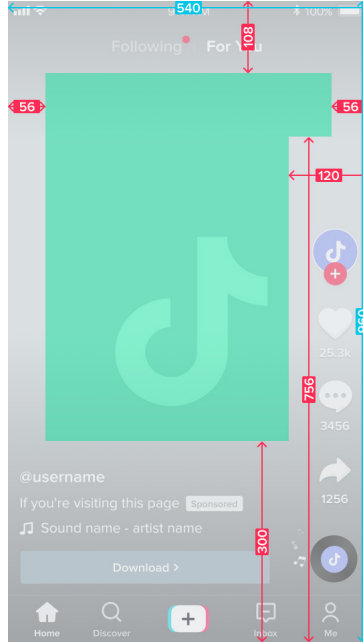
	Specifications	Requirements
Ad Caption	<ul style="list-style-type: none"> Length: it should be within 60 characters (for Indo-European languages), or less than 3 lines, up to 20 characters per line. Hashtags, space or punctuation will all be counted as characters. For other languages such as Japanese/ Mandarin/Korean, please ask your Account Manager for the exact character limit. If client wants to use emoji in the caption, please use emoji v.11. Emoji might look different across different devices and operating systems. <p>*Cannot change captions for boosted in-feed organic posts</p>	Hashtags are not allowed as part of the ad captions, unless client also runs Hashtag Challenge on TikTok.
CTA (Optional)	<ul style="list-style-type: none"> The advertisers will have 25 text options for the Call-to-action button. Customization is not supported. Please select one from the 25 options: Download; Learn More; Shop Now; Sign Up; Contact Us; Apply Now; Book Now; Join this Hashtag; Watch Now; View videos with this effect; Read more; View now; Donate now; Get quote; Order now; Get showtimes; Interested; Subscribe; Get tickets now; Experience now; Pre-order now; Visit store; Listen now; Play game; Install now; <p>*The default text for CTA button will be learn more.</p>	
TikTok Account	<ul style="list-style-type: none"> 0 characters is recommended. Maximum is 20 characters. Space and punctuation will be counted as characters. Emojis are not allowed. For other languages such as Japanese/ Mandarin/Korean, please ask your Account Manager for the exact character limit. 	
TikTok URL	<ul style="list-style-type: none"> In-Feed ads can link out to TikTok internal URL, such as Hashtag Challenge Page/Video Page/Music Page/Account Page/Commercial Effect Page Client needs to provide the internal URL address. To get the URL, please click the 'Share' button on TikTok, and copy the generated link. 	The Video Page can only be an organic UGC; a video ad is not supported.

	Specifications	Requirements
<p>WebView URL</p>	<p>Please provide WebView URL of the landing page. (WebView link is an in-app browser that delivers web content, and opens within TikTok)</p>	<ul style="list-style-type: none"> • Universal link is not supported in the in feed ads. • Landing page dimensions should be compatible with all mobile devices. • The Client is responsible for testing and improving landing page load time. • Video or other elements on the landing page should be compatible with both iOS and Android. • Preloading or autoplay on the click-through landing page is not supported. • TikTok does not provide tests or previews of the landing page. TikTok is not responsible for any problems caused by the provided landing page during campaign. • If a well-known person is featured in the creative, the Client must provide proof of endorsement, related authorization, or related third-party reports. If the above requirements cannot be met, the agency is required to issue relevant guarantees and take corresponding responsibilities. • The URL is not allowed to access the phone's native functionalities (i.e. camera, photo gallery, or microphone) • The URL is not allowed to collect any TikTok user information such as username without their knowledge. • After TikTok reviews the ad, no revision of the URL content is allowed. Otherwise the ad will be shut down and TikTok won't provide any make-good. • Clients need to use the https to protocol on the landing page. If http or other protocols are used, there may be a small probability that the jump is unsuccessful. • As the background color of TikTok is black, landing pages using the transparent background color will be automatically changed into white. • Swipe left or right on landing page has no effect.
<p>App Download URL</p>	<p>Please provide two links for app download: one is for iOS, and the other one is for Android:</p> <ul style="list-style-type: none"> • The iOS link should be the link coming from App Store, starting with https://itunes.apple.com. • The Android link should be the link coming from Google Play, starting with https://play.google.com. 	<ul style="list-style-type: none"> • The download link must be a direct link to App Store or Google Play. Links rewritten by 3rd-party tracking partners are not supported. • The Android device will prompt whether to jump sometimes. This prompt is the security protection mechanism of the Android device, and TikTok cannot change that. • The Client must provide both links (iOS + Android) at the same time.
<p>3rd-Party Tracking</p>	<p>TikTok-supported 3rd-party tracking partners: Kochava/Sizmek/DCM/Appsflyer/Adjust/Singular/Tune</p>	<p>TikTok accepts tracking links in specific formats provided by the 7 mentioned partners (listed in the left cell).</p>

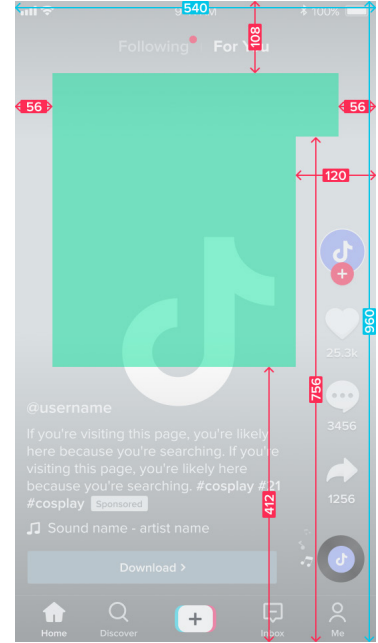
Safe Zones

Vertical (Recommended)

Note: The bottom measurement adapts to the number of lines of text. For further guidance see [In-Feed Ad Templates](#).



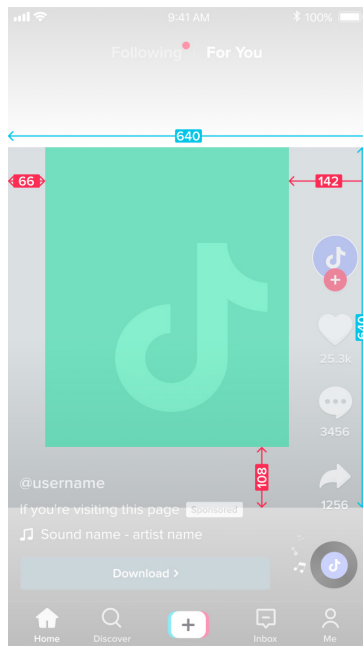
One line of text:
108px (top), 56px (left), 120px (right), 300px (bottom)



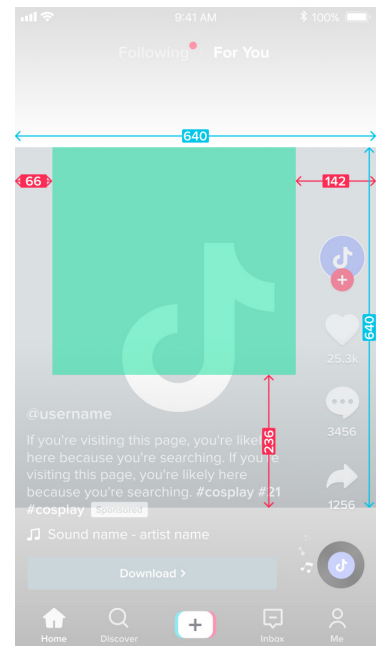
Five lines of text:
108px (top), 56px (left), 120px (right), 412px (bottom)

Square

Note: The bottom measurement adapts to the number of lines of text. For further guidance see [In-Feed Ad Templates](#).



One line of text:
66px (left), 142px (right), 108px (bottom)



Five lines of text:
66px (left), 142px (right), 236px (bottom)

Profile Photo

