

Affiliate Creatives for Ads (ACA)

A must-know Shop Ads update for sellers and affiliates



Did You Know?

TikTok is improving the Shop Ads creation experience for both sellers and affiliates! This update targets both affiliates and sellers partnering with affiliates who are actively leaned into growing their TikTok Shop business.



From our internal study, it's known that a combo of Shop Ads and Affiliate supercharges your TikTok Shop sales. Our key improvements will help you leverage this combination effectively, unlocking more content volume, commission controls, video content controls, and reporting clarity.

1.6x

Sellers who boost Affiliates content with Ads saw 1.6x higher GMV growth vs sellers who didn't*

Unlock **creative volume for ads** by turning your affiliate creatives into ads **at scale**.



Key benefits for sellers

Introducing 3 key feature updates that enable sellers to turn affiliate creatives into ads at scale

1

Affiliate Creatives Authorization



- Allow sellers to spark any of affiliates' videos in VSA.
- Create Video Shopping Ads (VSA) with affiliate content at scale.
- Easily sort and search for videos to use in ads.

Unlock more content volume from affiliates

2

Standard vs Ad Commission Rate



- Full control on commission rates by traffic source.
- Get clarity on GMV reporting between ad & affiliate content.

Have full control over commission rates and clear GMV attribution

3

Product Change Toggle



- Make agreements with affiliates for you to change product links on ads when you use affiliate creatives for ads.

Have full transparency between seller and affiliate

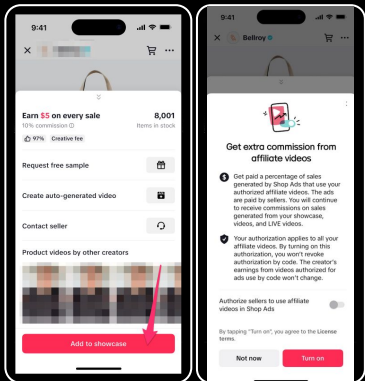
How Affiliate Creatives for Ads work



1 Affiliate Creatives Authorization

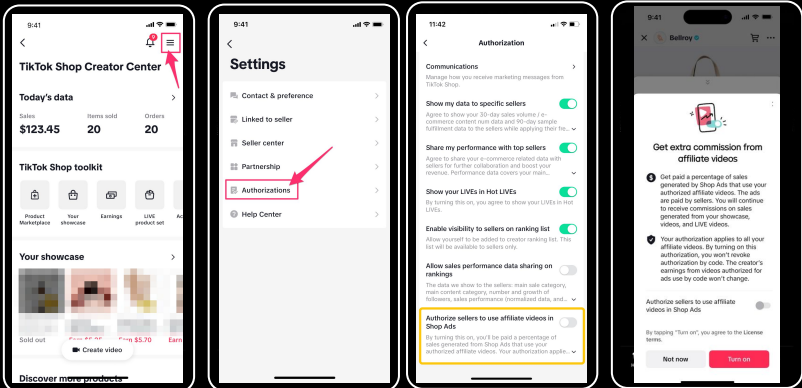
Affiliate POV: Affiliates to mass authorize sellers to use their creatives for ads

Entrance 1



When you add a product to your showcase, you will see a prompt "Get extra commission from affiliate videos". Click on **Turn on**.

Entrance 2



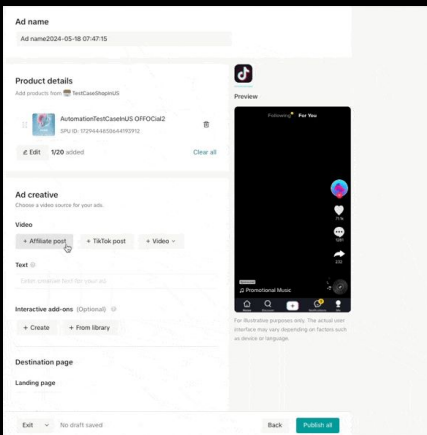
In TikTok Shop Creator Center, navigate to **Settings**.

Click on **Authorizations**.

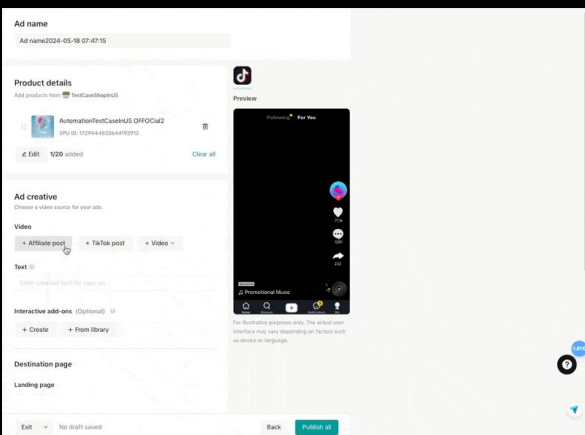
Toggle on **"Authorize sellers to boost my videos"**.

[Learn More](#) about this feature.

Seller POV: Sellers create Video Shop Ads with affiliate videos



Go to [TikTok Ads Manager](#). Create a Shop VSA by **selecting a product**. Click on **Affiliate Post** video source.



You'll be able to see all available ACA videos. You can hover over the thumbnails to preview the videos, search by post ID / caption / username, sort the posts by GMV / likes / etc. You can also search by TikTok username, post ID or post caption to find specific content.



Select as many videos as you like, and **publish the ads**.

How Affiliate Creatives for Ads work



2 Standard vs Ad Commission Rate

Sellers set the Standard Commission and Ad Commission rates in Seller Center.

- In Seller Center, go to the Affiliate Center.
- Create or edit an **Open Collaboration**.
- Turn on the "**Shop Ads commission rate**" toggle.
- Enter an ad commission rate, and confirm.

IMPORTANT NOTES

- If a seller does not specify an ad commission rate, the standard commission rate will be used to calculate the commission generated by orders of ads which use affiliate posts.
- **Standard Commission vs Ad Commission has been launched for Open Collaboration only.** For Target/TAP Collaboration, sellers can continue to set a common commission rate per plan, which will be used to calculate the commission generated by orders of ads which use affiliate posts.
- If an affiliate creator does not agree with the commission rates offered, they will not want to showcase and create content for the product. So sellers need to be reasonable when setting commission rates.

• **Standard commission rate** ⓘ

1-80 %

Suggestion: 15%
Based on average 15% commission rate on Clothing referrals, a rate at or above it will attract more creators.

Shop Ads commission rate ☒

Turn this on to offer a separate commission to creators only on orders that come from ads. It'll apply if you decide to run ads using authorized creator videos of this product. When this is turned off, creators will earn a standard commission on orders that come from ads.
[Check details](#)

1-80 %

The commission cost isn't part of the ad budget. Authorized shoppable videos from creators will show up in TikTok Ads Manager. You can create ads and set budgets in TikTok Ads Manager.

Impact: Clarity over GMV attribution

Moving forward, GMV attribution for Shop Ads and Affiliates will be clearly defined without overlap, enabling sellers to clearly understand the impact of ad-only and affiliate-only performance and inform budgeting decisions.

✓ New

Ads GMV will only incur Ad Commission if affiliate posts were used in ads.

Ads GMV will not incur any commission if the ads did not use affiliate posts.

IMPORTANT NOTES

- An affiliate creator can still receive commission on ads GMV if their affiliate posts were used in ads.
- An order will not be attributed to multiple ads, only attributed to the last clicked or viewed ad.
- An order will not be attributed to multiple affiliates. Only attributed to the last clicked affiliate.

✗ Before

The same GMV is attributed to both **ad and affiliate** if the buyer did both of the following before submitting the order:

- **Ad**
 - When buyer **clicks** on an ad belonging to Shop X and purchases a product sold by Shop X within **7d**.
 - When buyer **views** an ad belonging to Shop X and purchases a product sold by Shop X within **1d**.
- **Affiliate**
 - When buyer clicks on an affiliate link belonging to Shop X and purchases a product sold by Shop X within **14d**.

How Affiliate Creatives for Ads work

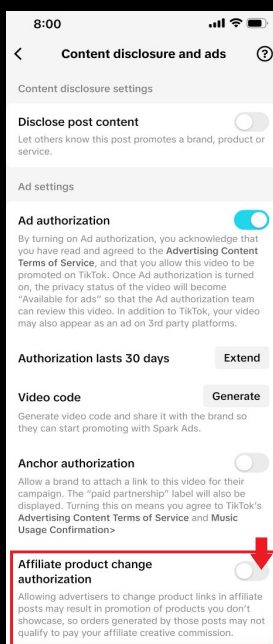


3 Product Change Toggle

Affiliate POV

Affiliates can decide whether or not to allow Sellers to change product link

- In the TikTok app, on the TikTok post, under **Ad settings**, turn on the "**Ad authorization**" toggle.
- Turn on the "**Product change authorization**" toggle.
- Copy and **send video code** to seller.

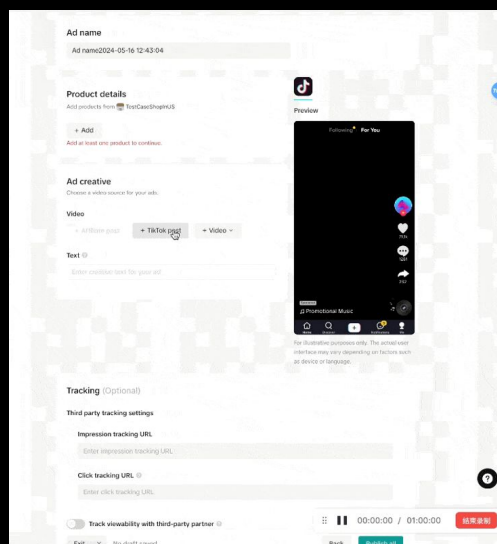


Seller POV

Select products and videos

- Create ad under Product Sales Shop objective, **Video Shopping Ads**.
- Click "**TikTok post**".
- Click "**+Authorized posts**".
- Paste the affiliate's **video code**, click "**Search**".
- **Publish** the ads.

Note: Product(s) can be selected before or after selecting the video.



IMPORTANT NOTES



- For video codes generated after this feature was launched, the default status of the toggle is turned off. Affiliates can turn on the toggle at any moment.
- Video codes of posts which only have non-affiliate organic product links, will not have this toggle, since these posts anyway do not generate affiliate commission. Ads can replace the product links.
- Video codes of posts which do not have any organic product link, will not have this toggle, since these posts anyway do not generate affiliate commission. Ads can apply product links.

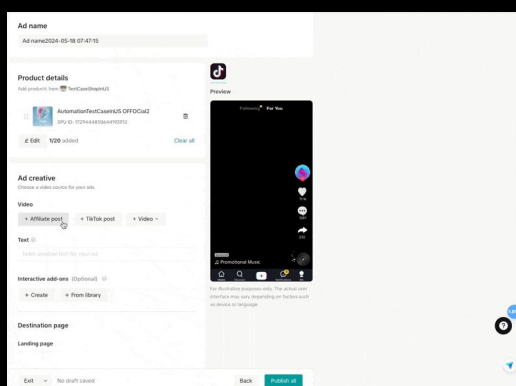
More Details



Organize your videos in TikTok Ads Manager

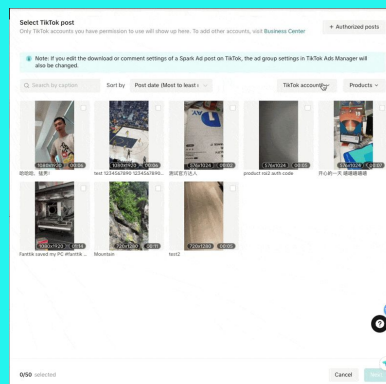
Affiliate post

- View all authorized affiliate videos with your products linked, in the "**Affiliate post**" library.
- To view all content from specific affiliates, search by TikTok username.
- To find exact video content, search by post ID or enter keywords to search by post caption.



TikTok Post

- View videos authorized at account level or through individual video codes, in the "**TikTok post**" library.
- View authorized videos from specific TikTok accounts by selecting that specific account under the "TikTok accounts" dropdown.
- To find exact video content, search by post ID or enter keywords to search by post caption.



FAQ (Q&A)

1. For video code, will there be commission applied? If product links are changed in ads, what is the commission rate?

- If the post which does not have any affiliate product link, then no commission will be applied. Otherwise, commission will be applied to the ads GMV of products which have active affiliate plans. Even if product links are changed in ads, commissions will still be applied to the ads GMV if the products have active affiliate plans.

2. Will Affiliate Creatives for Ads (ACA) be used in GMV Max, and if so which commission rates will be used?

- ACA will automatically be used in GMV Max. The commission will similarly be applied depending on the traffic source. For organic traffic source, Standard Commission rate will be applied. For ads traffic source, Ad Commission rate will be applied only if the ads use affiliate posts.

3. If an affiliate authorizes sellers to use all videos, can they turn off authorization for specific videos?

- No. However, if the affiliate wishes to only provide authorization for some of their videos, they can still do so by sharing individual video codes.