

Client Activation Bonus for agencies

New clients = new rewards 🙌

Onboard new advertisers and help them earn ad credits during their first 30 days on TikTok.

Spend (USD)	Credit
\$200	\$200
\$500	\$500
\$1,000	\$1,000
\$4,000	\$4,000
\$6,000	\$6,000



Enrollment window

- November 17, 2025 – December 31, 2025
- A *30-day metering window ("billing period") begins on the advertiser's registration date.*

Participation & Credit fulfillment

- All new advertisers created under your agency's Business Center are automatically eligible.
- Activation takes 1-2 days, and spend tracking begins once the promotional credit appears in the advertiser's account.
- Spend is counted over the first 30 days from registration.
- On day 31, total spend is verified and the ad credit is issued within 1-7 days.
- If the \$6,000 spend cap is reached earlier, the credit will be issued immediately.

Key definitions

- **New Advertiser:** An account newly created by your agency within your Business Center (BC) that meets all eligibility requirements.
- **Agency-Sourced:** Created and owned via your agency's BC and accurately marked in systems as agency-sourced

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Credit expiration

All issued credits expire on February 28, 2026.

Eligibility & Restrictions

1. **Anti-Fraud:** Each new advertiser can participate once. Accounts with highly similar content or identical landing URLs to previously credited accounts within the same BC are ineligible.
2. **Registration:** Must meet all local registration and compliance requirements for their region.
3. **Placement Scope:** Credits apply to campaigns run in TikTok Ads Manager only.
4. **Time Constraint:** The 30-day accumulation window cannot be extended or rolled over.
5. **Compliance Reservation:** TikTok reserves the right to pause, deny, or revoke credits for any non-compliance with platform policies.

