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*** Remove before sharing ***

Sales Presentation

Purpose: Create immediate awareness of Custom Identity (CID) depreciation and drive action from clients to link their TikTok accounts ahead of migration deadline.

Audience: Brands operating in restricted verticals

Use Case: Designed for 1:1 conversations with small businesses and brands operating in restricted verticals who need a clear, concise overview of the CID transition, with added proof points and reasons to act now.

Duration: 30-minutes

TikTok

FIRST

A step-by-step guide in unifying your paid and organic presence, and getting ready for the next era of marketing on TikTok.

2025



Unlock more by linking your TikTok account

From unlocking Spark Ads to safer controls for your team, your campaigns have access to cleaner and better optimized performance data.

F

Foundation First:

Establish your brand's presence on TikTok.

I

Integrate & Link Accounts:

Authorize account linking in Business Center.

R

Roles & Responsibilities:

Grant the correct permissions and team access.

S

Spark Creativity:

Activate content and Spark Ads using your brand identity.

T

Track & Transform:

View, evaluate, and optimize based on what performs best.

Foundation First

Set up the right TikTok account for your brand and build it to scale.



Create a TikTok Account that's right for you

Verified Business Accounts are recommended for advertisers to unlock business verification.



F

Foundation First

I

R

S

T



Recommended



Verified Business Account

Best for small businesses and brands to achieve business verification and unlock additional organic capabilities.



Business Account

Public profiles for businesses and creators that provide access to advanced tools and analytics.



Personal Account

Ideal for individuals and advertisers who want to create and share content organically.

Why choose an **Verified Business Account**?

Choosing a VBA unlocks a comprehensive suite of features designed to build trust, engage your audience, and drive business results.



Secure and Scale

Gain priority access to analytics and dedicated support to make smarter, data-driven decisions and scale your business with confidence.



Power Business Growth

Access advanced Business Suite too, including a professional business page, destination links, and lead generation features to grow and manage your presence.



Unlock Verification

Establish your official business identity with a verified business status and an enhanced business profile.

Verified Business Accounts for Sensitive Industries

Brands in sensitive industries are subject to different compliance requirements to post organic content on TikTok.

Creating a **Verified Business Account** and completing sensitive industry attestation details confirms compliance requirements such as age and geo-fencing policies.

Q. Does your brand intent to publish organic content on TikTok?

A. Verified Business Accounts are **required for brands in sensitive industries** to publish organic content

Set-Up your Verified Business Account.

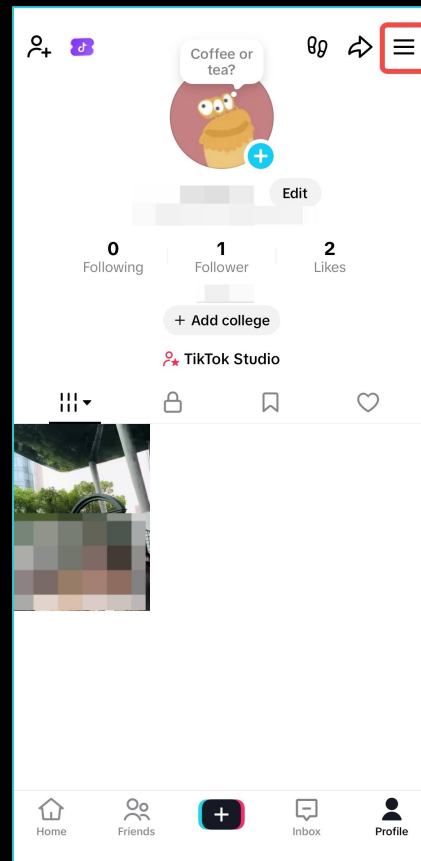
Follow the step-by-step guide to easily set-up your Verified Business Account.

Start by switching your Personal Account to a Business Account.



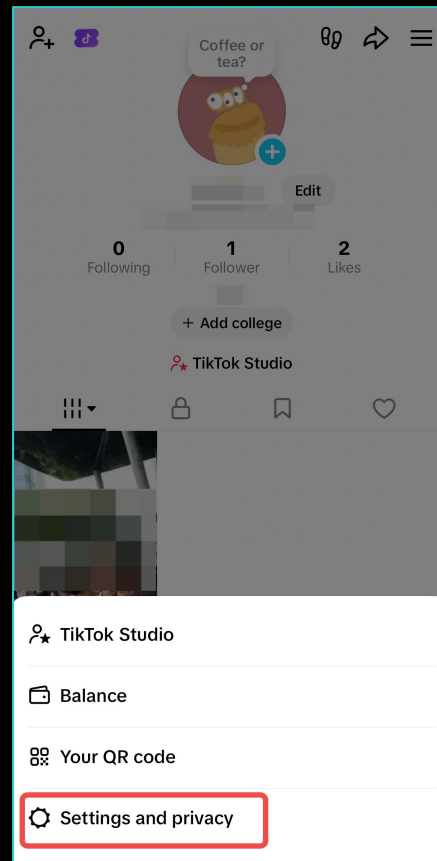
STEP 1:

Navigate to your profile on the TikTok app and tap the menu icon in the top-right corner.



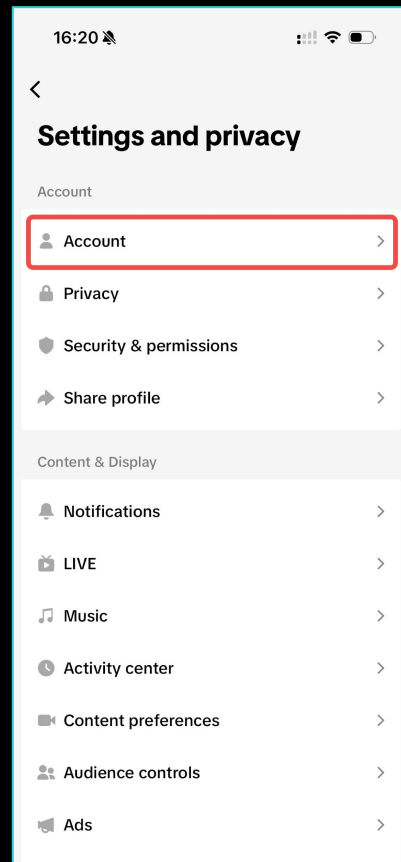
STEP 2:

Tap **Settings and privacy**.



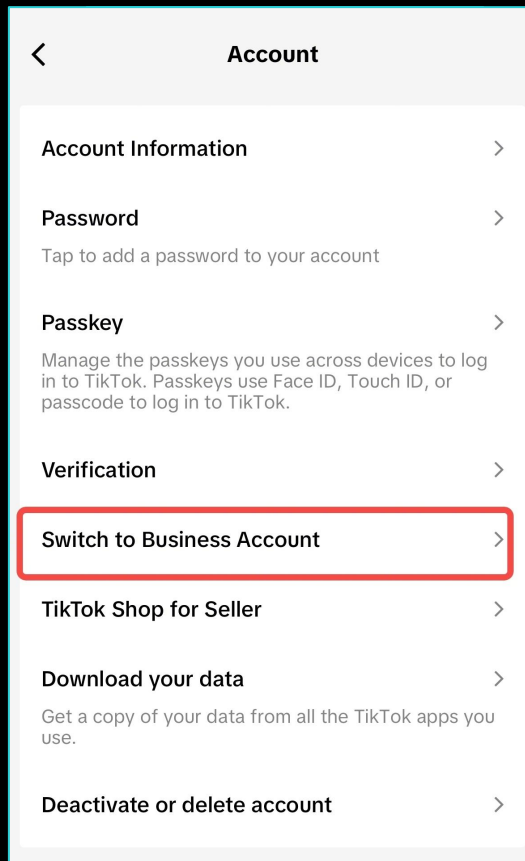
STEP 3:

Tap **Account**.



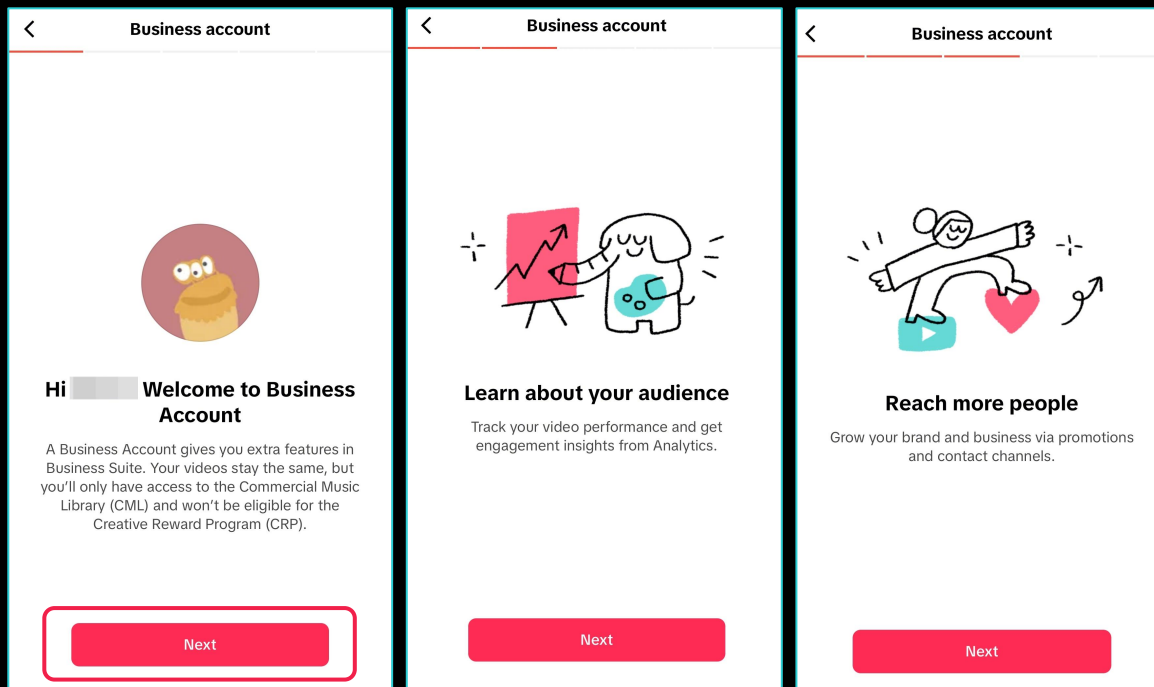
STEP 4:

Tap **Switch to Business Account**.



STEP 5:

Select **Next** on the Business Account Welcome Screen messages.



STEP 6:

Add your email and tap **Add**, or
tap **Skip**.

Add your email

Add an email to your profile to connect with your customers directly. You can always change this later.

Email address

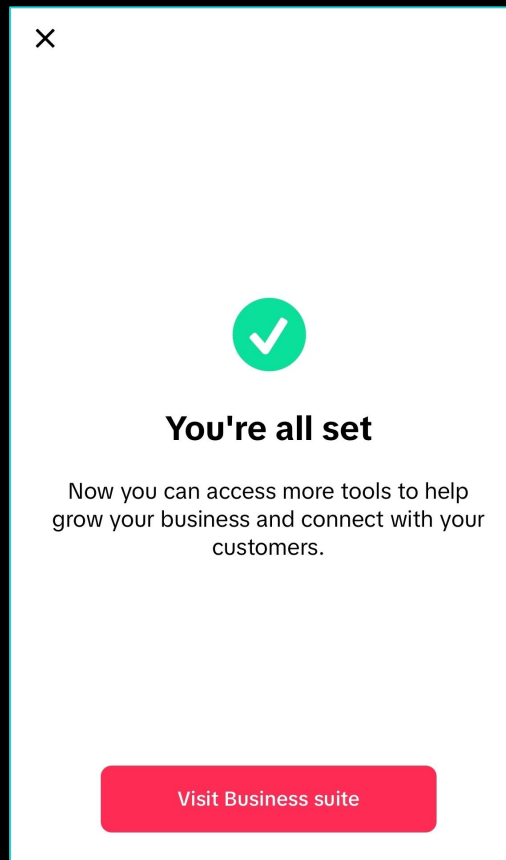
Add

Skip

STEP 7:

A confirmation screen will appear.

[Optional] You may Visit Business suite.



Get your business verified

Now that you have set up your Business Account, the next step is to get it verified!

Business verification must be obtained through TikTok Business Center or the TikTok platform. You'll need a valid business license that matches the regions where the business operates.

Please reach out directly to your TikTok partner if you have any questions.



STEP 1:

Log in to your Business Center at <https://business.tiktok.com>.

Center

English

Welcome to TikTok Business Center

Meet all your marketing needs with TikTok Business Center. Manage and access advertising, creators, commerce and other marketing solutions in one place for quick collaboration and maximum flexibility.

[Get started](#)

STEP 2:

From the sidebar (left navigation panel), select Verification.

2

Business settings

Verification

Activity log

u

TikTok

Business Center

Lightbulb

1

?

Lauren's Test Account

Home

Performance

Paid

Creatives

Posts

New

Creative library

Management

Users

Accounts

Assets

Partners

Settings

Finance

Business settings

Verification

Activity log

Verification

Business info

Lauren's Test Account

Verification status: Unverified

United States | US Dollars | (UTC-05:00) Eastern Standard Time | ID: 7566661716885684225

Settings

Your verification

01 Company information — 02 Legal representative information

Start by getting your business information verified.

Start verification

Share verification

Business Account verification

Business Accounts are linked to this Business Center.

View details

TikTok Shop account verification

There are Shop Accounts linked to this Business Center.

View details

STEP 3:

Click the View details button under Business Account verification.

The screenshot displays the TikTok Business Center interface. The top navigation bar includes the TikTok logo, 'Business Center', and user account information for 'Lauren's Test Account'. The left sidebar lists various management options, with 'Verification' highlighted in light blue. The main content area is titled 'Verification' and shows the account's verification status as 'Unverified'. It provides details about the account, including location and ID. The 'Your verification' section lists two steps: '01 Company information' and '02 Legal representative information', with a 'Start verification' button. The 'Share verification' section contains two cards: 'Business Account verification' and 'TikTok Shop account verification'. The 'Business Account verification' card has a red box around its 'View details' button, which is also indicated by a large black circle with the number '3'.

Verification

Verification status: Unverified

United States | US Dollars | (UTC-05:00) Eastern Standard Time | ID: 7566661716885684225

Your verification

01 Company information — 02 Legal representative information

Start by getting your business information verified.

[Start verification](#)

Share verification

Business Account verification

Business Accounts are linked to this Business Center.

[View details](#)

TikTok Shop account verification

There are Shop Accounts linked to this Business Center.

[View details](#)

STEP 4:

Fill in the information

ads Center

has almost run out of balance. Add balance to keep your ads running. View i

Demo for GBS (KA&MM)

Registration

01 Basic information — 02 Verify business — 03 Verify your access

Contact information

Country or region

Select the country or region exactly as it appears on the business qualifications.

Select

Phone number (Optional)

Select Enter business phone number

More information

Website (Optional)

Enter website

Industry with audience restrictions (Optional)

Select the industry your business belongs to

Select

ⓘ For certain industries, additional qualifications may be required for review. Upon successful verification, you'll be able to publish marketing videos and run ads through this account with age and geographic targeting restrictions. If you do not select an industry or fail the verification, related content will not be eligible for promotion.

Next

STEP 5:

If you are operating in a sensitive industry, please select an industry from the drop down menu.

More information

Website (Optional)

Industry with audience restrictions (Optional)

Select the industry your business belongs to

^

Not applicable

Alcohol

OTC

Dating app

Financial services

[Back](#)[Next](#)

STEP 6:

Please confirm the
Industry attestation.

Industry with audience restrictions (Optional)
Select the industry your business belongs to

Alcohol

 For certain industries, additional qualifications may be required for review. Upon successful verification, you'll be able to publish marketing videos and run ads through this account with age and geographic targeting restrictions. If you do not select an industry or fail the verification, related content will not be eligible for promotion.

 **Industry attestation**

[Advertiser] confirms and attests that any alcohol product, service, or sponsored events it desires to advertise on TikTok, including any associated URL(s), complies with all applicable laws and regulations in those jurisdictions where the product can be accessed, and upon request, can provide relevant supporting documentation.

☐ I confirm that I have read, understood, and agree to all the attestations and requirements stated above. I acknowledge that I am legally responsible for ensuring compliance with all applicable laws and TikTok policies.

Back

Next

STEP 7:

Next, verify your business.

Fill in the business information.



Basic information — 02 Verify business — 03 Verify your access

Verify your business



Notes:

Check the accepted doc types. [See more.](#)

Each file must be less than 10 MB.

Images must be clear, in full-color, and contain the business legal name and required information.

Documents must be valid and can't be expired or modified.

Files must be JPEG, JPG, or PNG.

Legal business name

Enter the legal business name exactly as it appears on the business qualifications.

Business license ID

Enter the business license ID exactly as it appears on the business qualifications. [Learn more](#)

Back

Next

STEP 8:

Lastly, verify your access.

Select a method to verify your access.

Click Submit.

balance to keep your ads running.

Registration

✓ Basic information — ✓ Verify business — 03 Verify your access

Select a method to verify your access to the business

☐ Voice call ⓘ

☐ SMS

☒ Skip

Back Submit

STEP 9:

Review your registration
and click Submit.

Business Center

account has almost run out of balance. Add balance to keep your ads running.

Registration

✓ Basic information ✓ Verify business 03. Verify your access

Submit registration

You can only change registered business information every 3 months.

Legal business name
Tiktok

Country or region
United States

Phone number

Business license ID
123456

Industry with audience restrictions
Alcohol

Website

Back Submit

Cancel Submit

STEP 10:

Your business verification
will be listed as under
review.

🕒 Your Registration information is under review

[🗑 Delete](#)[✎ Edit](#)

The registration is under review. We'll notify you via TikTok Inbox or email once the review is complete.

Basic information

Legal business name

Tiktok

Contact information

Country or region

United States

Phone number

More information

Business license ID

123456

Website

Industry with audience restrictions

Alcohol

Qualification



STEP 11:

You will return to the Verification main page, where the status will show as Under review.

Once approved, the status will show up as Verified.

Manage Business Account verification

All

Unverified

Verified



Account info

Verification status



Demo for GBS (KA&MM Direct)
user2518257019657 | ID: 7553084980235173905

Under review



Demo for GBS (KA&MM Direct)
user6313144781668 | ID: 7559701411888119825

Verified



Demo for GBS (KA&MM Direct)
user7709192681023 | ID: 7563847589888802833

Verified

Question

"What if I don't see the **industry attestations field in the business verification form?"**

Answer

Please reach out to your TikTok partner to complete the industry attestations and to confirm the creation of your Verified Business Account.



Review your verified information

After completing Business Account verification, advertisers can check the **Verification Badge** and the verified **Sensitive Industries** information on their profile.



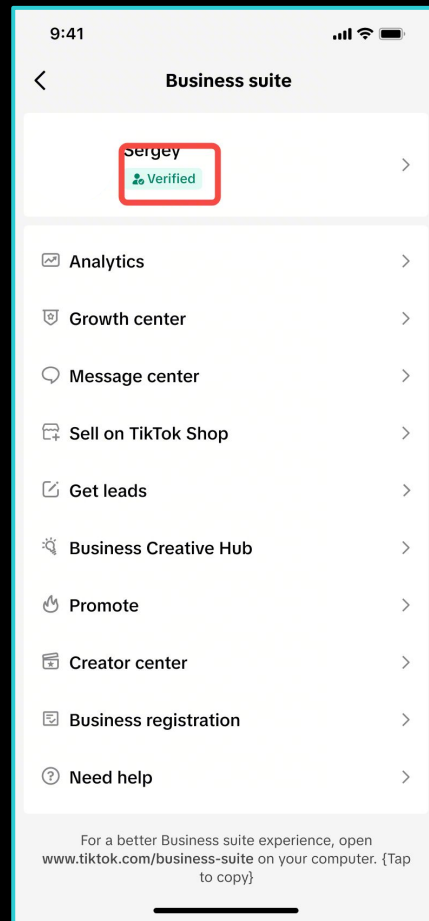
Verification Badge Display

Mobile Business Suite

After completing Business Account verification, advertisers will see a verification badge on their profile.

The badge signals that the account is officially verified and meets all regulatory and TikTok guidelines for operating in a sensitive industry.

**This badge is not visible to customers.*

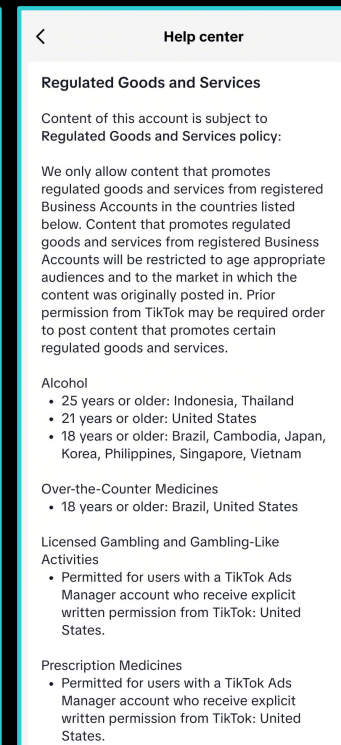
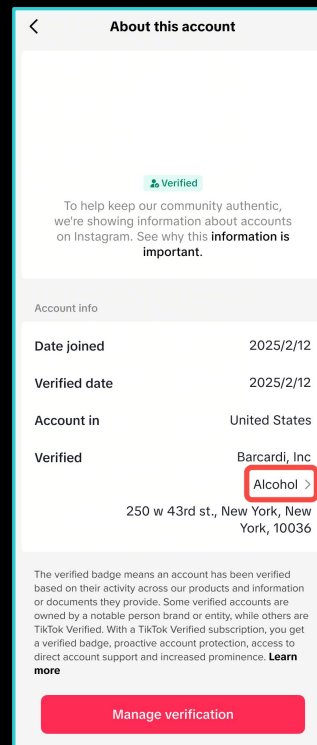
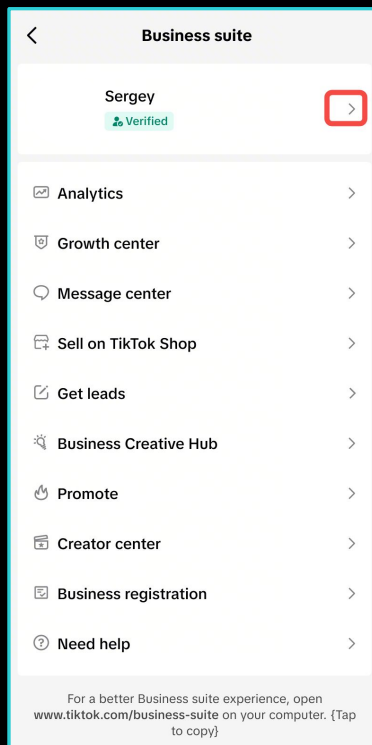


Sensitive Industry Display

Mobile Business Suite

Tap the arrow next to the verification badge to open the **About This Account** page, which displays key brand details and the listed industry category.

For sensitive industries, tap the arrow next to the industry name to view full details on regulated goods and industry requirements.



Integrate & Link Accounts

Link your TikTok account in Business Center so you're one step closer to running more native, credible, and engaging ads.



Link your TikTok Accounts as **Ad Delivery** assets

In **Business Center**, you'll request access to the TikTok account you'll use for paid delivery.



STEP 1:

On TikTok Business Center, navigate to the Accounts tab in the left-hand menu.

STEP 2:

Click on TikTok Accounts then Add a TikTok Account

TikTok Business Center

Accounts

All accounts Account groups

Advertiser accounts TikTok accounts TikTok One accounts Shops Market Scope accounts

Add a TikTok account Search by account name or ID

Account	Account level	Permissions	Linked accounts	Linked assets
demo_bc test123123wangjun	Verified Business Account	Manage account Existing posts +7	Advertiser accounts: 2 Shops: 2	-
demo_bc testzhugang123	Verified Business Account	Manage account Existing posts +7	-	-
demo_bc wangjun123999	Verified Business Account	Manage account Existing posts +7	-	-
testkickrvryai testkickrvryai	-	Deliver ads Existing posts +2	Advertiser accounts: 1	-
Wanting XU user194930989	Business Account	Manage account Existing posts +8	Advertiser accounts: 1	Forms: 1
zhanghe.ink zhanghe.ink	-	Deliver ads Existing posts +8	Advertiser accounts: 2	-
melatiktok tt_melatestacct	-	Deliver ads Existing posts +2	Advertiser accounts: 1	-
demo_bc test_share_4	Verified Business Account	Manage account Existing posts +7	Advertiser accounts: 3	-
demo_bc test_share_3	Verified Business Account	Manage account Existing posts +7	Advertiser accounts: 1	-
demo_bc test_share_2	Verified Business Account	Manage account Existing posts +7	Advertiser accounts: 1	-

STEP 3:

Click on Link an existing TikTok account, send a QR code and click Next.

Add a TikTok account

Select method

Link an existing TikTok account

Link an existing TikTok account to your Business Center to manage assets in one place and deliver ads on TikTok.

Create a new TikTok account

Create a new TikTok account that will automatically be linked to your existing Business Center as a Verified Business Account.

Select linking method

Send a QR code

Ask the TikTok account owner to scan a QR code to approve your link request.

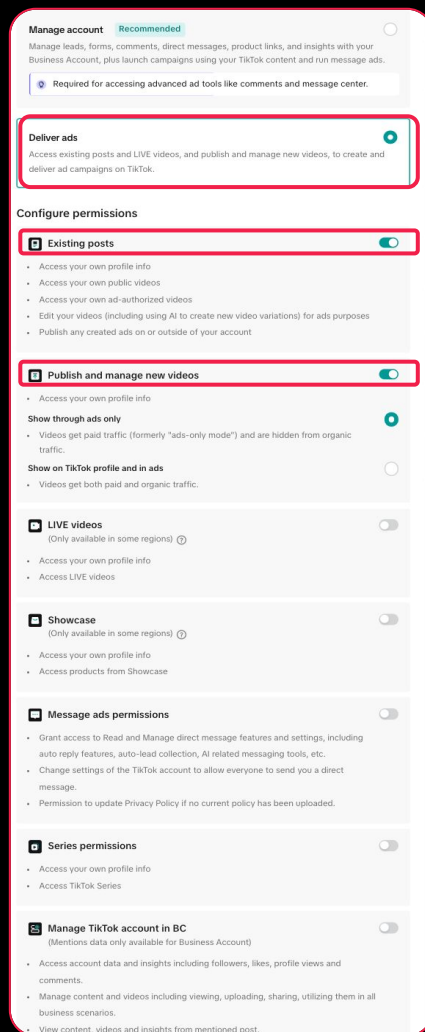
Next

STEP 4:

Select Deliver ads, then configure permissions related to Ad Delivery Assets.

Turn on 'Existing posts' and 'Publish and manage new videos' to ensure that your TikTok account can deliver Spark Ads.

Click Next to generate the QR code.



STEP 5:

Ask the user with access to the TikTok Account you need access to to scan this QR code with their TikTok App to approve your request.

Add a TikTok account

Ask any TikTok account owner to scan this QR code to approve your request. After it's approved, the account will appear in your assets and you'll be able to give access to your members.

 Copy QR code

**Authorize Business Center "demo_bc"****Existing posts**

- Access your own profile info
- Access your own public videos
- Access your own ad-authorized videos
- Edit your videos (including using AI to create new video variations) for ads purposes
- Publish any created ads on or outside of your account

Publish and manage new videos

- Access your own profile info
- Show through ads only

 Please make sure you are using the latest version of the TikTok app to scan the code.

How to scan the code

1. Open the TikTok app and tap "Profile"
2. Tap "Add friends"
3. Tap [-] at the top right corner to scan the code

Note

- Make sure you're logged into TikTok first.
- You can cancel access any time in Business Center, or in the TikTok's app permission page if no active ad campaigns are using the account's content.
- If you're unable to complete the authorization, you can contact Customer Support to resolve the issue.

Got it

STEP 6:

Once approved by the TikTok Account holder, you will see the TikTok Account linked with 'Deliver ads' permissions in the account tab.

Accounts

All accounts Account groups

Advertiser accounts TikTok accounts TikTok One accounts Shops Market Scope accounts

Add a TikTok account

Account	Account level	Permissions ?	Linked accounts
 melatiktok tt_melatestacct	-	Deliver ads Existing posts +2	Advertiser accounts: 1

Roles & Responsibilities

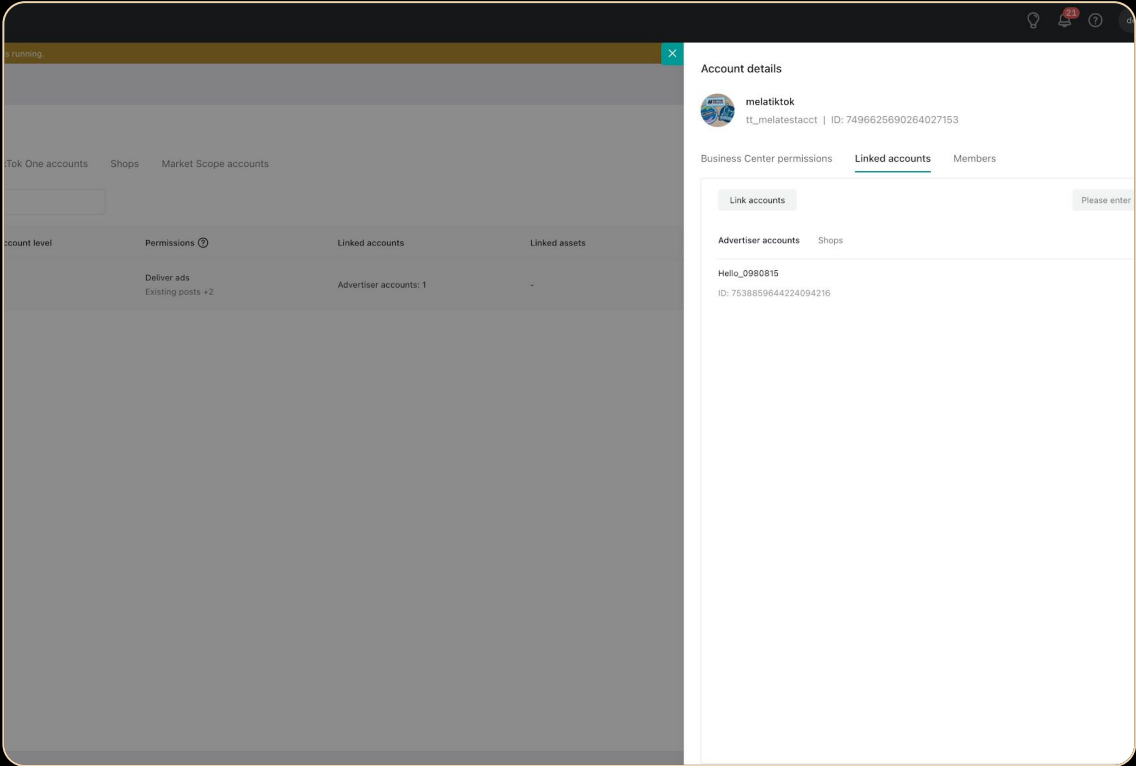
Grant account access to the right people and stay secure and in control.



Share TikTok Accounts with TikTok Ads Manager Accounts



Now that you've linked your TikTok Account, you may now share the linked TikTok Account with Advertiser Accounts:



Sharing with Advertiser Accounts

To share with an Advertiser Account, click on **View → Link Accounts → Advertiser Account** and choose the Advertiser Accounts you want to link the TikTok account with.

All members who have access to both the ad account (either operator or admin access) and Business Center (either standard or admin access) can use the TikTok account for delivery from the same ad account

i Add one type of account at a time. If you switch between account types, your first selection will be lost.

Advertiser accounts 1

Shops

🔍 Please enter



All

1 / 48 Selected



1



duplicate data fix online regression 1

Account ID: 7543188028689350664



adv invitation test1

Account ID: 7554978349318078480



regression1224-agency

Account ID: 7587306877034283024



test_ebc_m4_online_regression

Account ID: 7601049693657120775



Hello_0980815

Account ID: 7538859644224094216



LySyY

Account ID: 7597266502653083649

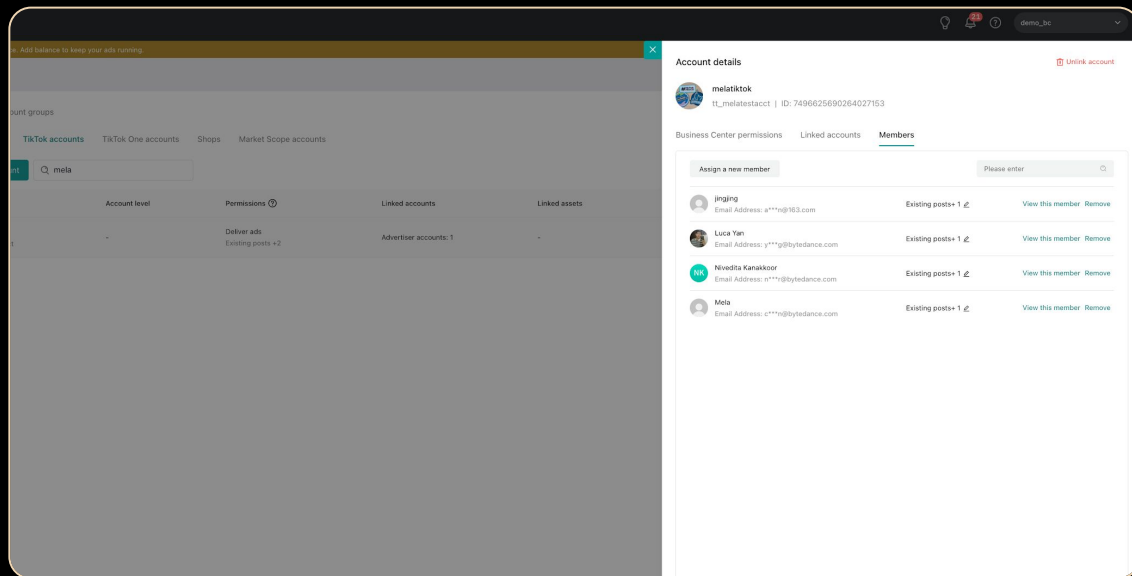


zyz_test_company

Account ID: 7595555481159122945

Sharing with Specific Members on Business Center

Now that you've linked your TikTok Account, you may now also share the linked TikTok Account with Specific members on your TikTok Business Center account



To share with specific users on **TikTok Business Center**, click on **View → Members → Assign a member and choose the members you want to assign the TikTok account to.** You can also choose which permissions specifically to give this user.

Assign members to TikTok account

Select members from your Business Center account and set the access permission you'd like to give them.

demo

All

1 / 9 Selected

<

1

>

☒

WBS Demo 1

User ID: 7541296924708783122

☐

slx_demo

User ID: 7439665301790458881

☐

zyp-test-demo-bc

User ID: 7359098761844704273

☐

Demo BC

User ID: 6862369393331782662

☐

demo_bc

User ID: 6970502708575863809

☐

Cheri Demo

User ID: 7272470355368674306

Ad delivery permissions

Existing posts

- Access your own profile info
- Access your own public videos
- Access your own ad-authorized videos
- Edit your videos (including using AI to create new video variations) for ads purposes
- Publish any created ads on or outside of your account

Publish and manage new videos

- Access your own profile info

Show through ads only

- Videos get paid traffic (formerly "ads-only mode") and are hidden from organic traffic.

Show on TikTok profile and in ads

- Videos get both paid and organic traffic.

LIVE videos

Take note of the permission scope

Selected members will be able to use this TikTok account in any ad accounts in this Business Center that they have access to.

Take care when managing permissions to ensure your account safety. You can visit our Business Help Center for more information about Business Center permissions.

By continuing, you confirm that you are fully aware of and take responsibility for any risks or consequences related to this action.

Cancel

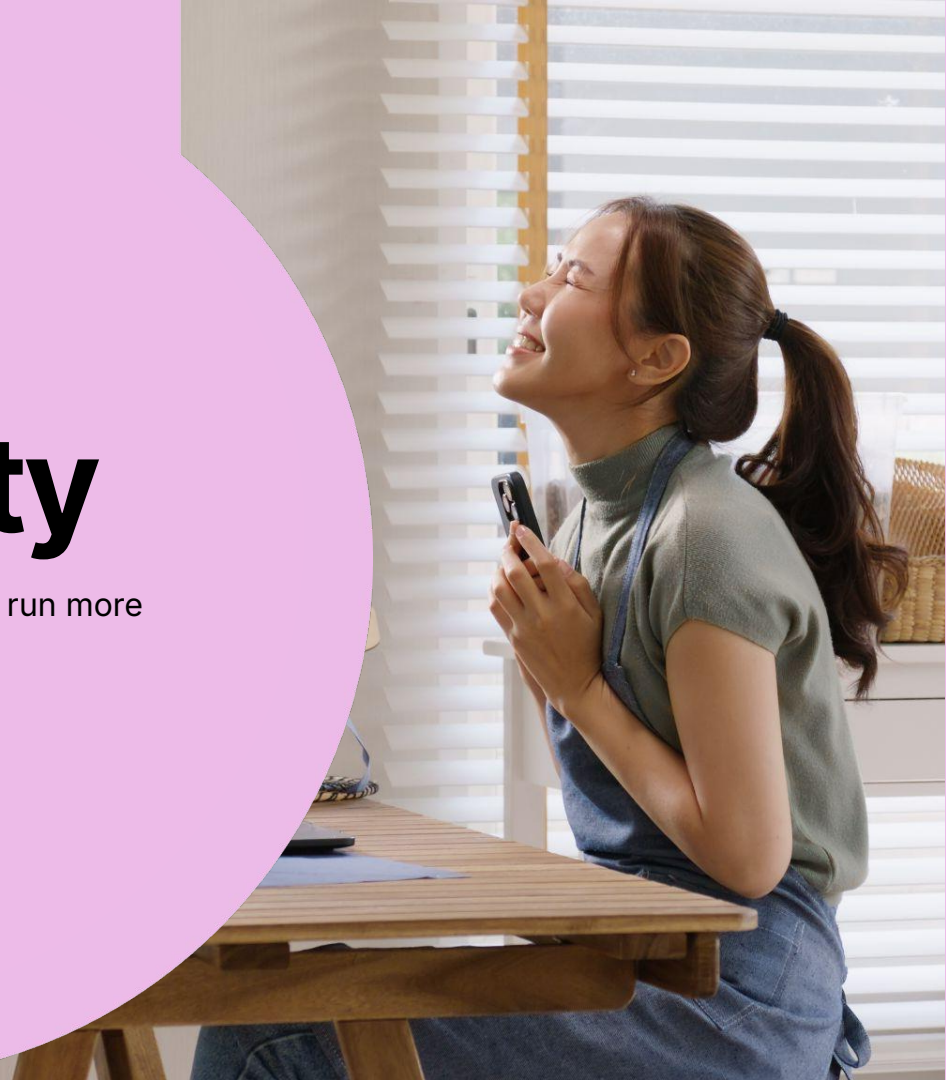
Confirm

CONFIDENTIAL & PROPRIETARY

45

Spark Creativity

Now that your account's linked and permissioned, you can run more engaging ads for stronger performance.



Spark creativity with a strong organic foundation

Once your TikTok account is successfully linked, you're ready to build your organic brand presence and begin creating TikTok-first content.



Core Pillars of Organic Content Strategy



Content Foundations

Build a strong foundation that reflects your brand's voice.



Creative Storytelling

Spark engagement by sharing authentic and memorable stories.



Community Management

Foster meaningful relationships by engaging with your audience.

01

Content Foundations



Set up your profile page

Treat your profile as your front cover. Optimize it to showcase your best content and enable sharing features to maximize discoverability and engagement.

Structure your content

Build a balanced content mix that drives attention and growth. Use tools like [TikTok Creative Center](#) to stay on top of trends.

Tap into Trends

Use TikTok's tools such as the [2026 TikTok Next Trend Report](#) to explore emerging trend signals.

Follow TikTok's Creative Codes

Apply [TikTok's six creative principles](#) to create authentic, effective content that resonates with the For You Page and unlocks creative performance.

02

Creative Storytelling



Work with creators

Use TikTok One's [Content Suite](#) to discover organic content patterns and [Creator Marketplace](#) to find creators who align with your brand.

Be #AlwaysEngaged on TikTok

Amplify creator-led storytelling by combining organic posts with paid reach. Use [Insights Spotlight](#) and [Creative Center](#) to identify trending moments.

Create new content consistently

Leverage [TikTok Symphony](#) to generate and iterate new variations, [Branded Mission](#) to crowdsource UGC, and [Brand Lift Studies](#) to measure impact and optimize over time.

03

Community Management



Understand community mindsets

Create content that aligns with why people come to TikTok to show up natively and build emotional connection.

Fuel co-creation

Invite your community to create with you using TikTok's co-creation tools, Duet and Stitch and Branded Mission.

Tap into conversations using 'Comments'

Use Comments and Reply-with-Video to create a two-way dialogue, showcase brand voice authentically and turn community prompts into high-performing content.

Run Spark Ads on TikTok Ads Manager

Once you've mastered a strong organic presence, you can now run Spark Ads.

Driving engagement and action, Spark Ads let you take content that already looks and feels native to TikTok and gives it paid reach.



With everything linked, you can now create Spark Ads. There are three primary ways to activate your campaigns:

Formally known as Ads-Only Mode, the **'Show through Ads Only'** toggle* allows you to run Spark Ads without the ad content appearing publicly on your TikTok profile page.

Pro-tip: Want to keep your TikTok profile page clean of ads? Run Spark ads on 'Show Through Ads Only' Mode



Publish and manage new videos



- Access your own profile info

Show through ads only



- Videos get paid traffic (formerly "ads-only mode") and is hidden from organic traffic.

Show on TikTok profile and in ads



- Videos get both paid and organic traffic.

** Available on TikTok Ads Manager, TikTok App, and TikTok Business Center*

Why use 'Show Through Ads Only' Mode?

- Run targeted campaigns: Launch multi-language or region-specific campaigns without cluttering your main profile page
- Protect your brand image: Separate organic and paid content strategies to maintain a clean, consistent profile page
- Boost creator collaborations: Collaborate with all creators, including those who may prefer not to display sponsored content on their profile



Publish and manage new videos



- Access your own profile info

Show through ads only



- Videos get paid traffic (formerly "ads-only mode") and is hidden from organic traffic.

Show on TikTok profile and in ads



- Videos get both paid and organic traffic.

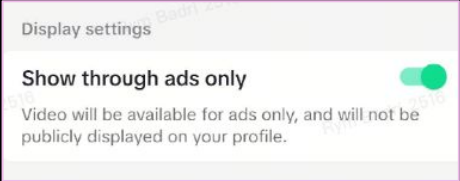
Show Through Ads Only

Now available on TikTok Business center!

This update ensures only authorized members have permission to adjust 'Show Through Ads Only' mode within TikTok Ads Manager.

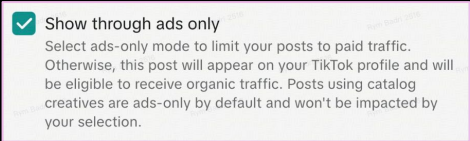
Once permissions are managed through Business Center, the toggle in Ads Manager will appear greyed out for all members without permission to change it.

TikTok App



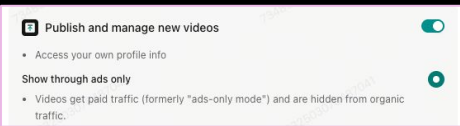
Video-Specific Control

TikTok Ads Manager



Campaign-Specific Control

New! Tiktok Business Center



Scaled Permission Control

Track & Transform

Your campaigns are live! Now, let's continuously view, evaluate, and optimize your strategy.



Access insights on your **content** **performance**



Review different metrics based on your account's business goals.

On the TikTok app, navigate to **Analytics > Profile > Menu > Business Suite > Analytics**

Reach

Impressions

Video Views

Follower growth

Engagement

Comments

Shares

Avg. watch time

Completion rate

Clicks

Saves

Conversion

Lead
submissions

CPA/ROAS

Add-to-cart
orders

Use TikTok tools to track your content performance

01



TikTok Ads Manager

Analyze retention, cost efficiency, and engagement for ads.

02



TikTok Market Scope

Identify top audiences and what resonates at each stage of the funnel

03



TikTok Media Mix Modeling

Measure the impact and ROI of organic-led content strategies across the full marketing mix

04



TikTok Analytics (In-App)

Track organic views, watch time, engagement, and follower growth

Test and Learn

Unify **organic and paid** to create a continuous feedback loop.

Use organic content to see what resonates, then scale top performing ads with **Spark Ads**—driving more efficient, native, and scalable growth.





Let's Keep Your Ads Running Smoothly

You're ready to stay connected and move forward confidently in the next era of TikTok advertising.

Appendix

Verified Business Account availability by Market for Alcohol Industry

Sub-Categories	Organic posting + Spark Ads from <u>brand handle</u> only	Branded Content + Spark Ads from <u>creator handle</u> only
Alcohol	US, CA	US, CA
0% Alcohol	US, CA	US, CA
Beer	US, CA	US, CA
Wine	US, CA	US, CA
Ready-to-Drink Alcoholic Beverages (RTDs)	US, CA	US, CA
Spirits/Liquor	US, CA	US, CA
Sale/Delivery of Alcohol	US, CA	US, CA

Verified Business Account availability by Market for Healthcare & Pharma Industry

Sub-Categories	Organic posting + Spark Ads from <u>brand handle</u> only	Branded Content + Spark Ads from <u>creator handle</u> only
OTC	US, CA	US only
Prescription Medicine	US, CA	US, CA
Vitamins & Supplements	US, CA	US, CA

Verified Business Account availability by Market for Financial Services Industry

Sub-Categories	Organic posting + Spark Ads from <u>brand handle</u> only	Branded Content + Spark Ads from <u>creator handle</u> only
Financial Services	US, CA	US, CA
Cryptocurrencies	US, CA	US, CA

Verified Business Account availability by Market for Dating App Industry

Sub-Categories	Organic posting + Spark Ads from <u>brand handle</u> only	Branded Content + Spark Ads from <u>creator handle</u> only
Dating App	US, CA	US, CA

Verified Business Account availability by Market for Real Money Gaming Industry

Sub-Categories	Organic posting + Spark Ads from <u>brand handle</u> only	Branded Content + Spark Ads from <u>creator handle</u> only
Offline Casinos & Gambling Venues	US, CA	Not Available
Online Casinos	US, CA	Not Available
Rewarded Gaming	US, CA	Not Available
Online Gambling Services	US, CA	Not Available
Horsebetting	Not Available	Not Available

**Note: Not Available indicates that you must use 'Show through ads only' mode in order to post*

Verified Business Account availability by Market for Real Money Gaming Industry (cont.)

Sub-Categories	Organic posting + Spark Ads from <u>brand handle</u> only	Branded Content + Spark Ads from <u>creator handle</u> only
Sportsbooks	US, CA	Not Available
Social Casinos	US, CA	Not Available
Fantasy Sports	US, CA	Not Available
Lotteries	US, CA	Not Available
Prediction Markets	Not Available	Not Available

Note: Not Available indicates that you must use 'Show through ads only**' mode in order to post*