Spark conversations With TikTok Instant Messaging Ads

Your next sale could come from a "Hello"

Did you know?

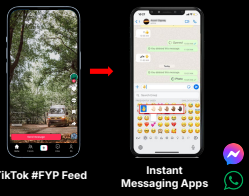
46% of TikTok users have gotten in touch with a business on TikTok via external messaging apps*

And for those who didn't, **2 in 5 stated increased willingness** to contact the business if they saw an Instant Messaging Ads*

Now Globally Available!

TikTok Instant Messaging Ads is now globally available! With this new solution, businesses can address clients' questions quickly, qualify leads immediately and build lasting relationships with new and existing customers for higher lifetime value.

Find and connect with your customers through instant messaging apps like **FB Messenger and WhatsApp.** Provide consultation, book appointments and close sales all within a single chat.



Top Messaging Apps Supported

Find your customers where they are. Choose between starting a conversation **on Whatsapp and Facebook Messenger** and nurture your leads immediately

+

Seamless User Experience

Drive customers directly into chats through **deeplink**, without any intermediary page to reduce drop off

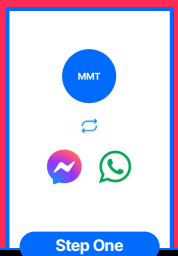
+

More than just Traffic

Achieve meaningful business results by optimizing towards **Conversations**, now available.

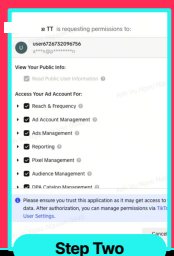
How to Get Started?

To start using TikTok Instant Messaging Ads and chat with customers on Facebook Messenger or WhatsApp, integration with **eligible Message Management Tool (MMT) partners** is required.
The setup process can be completed easily in three simple steps below!



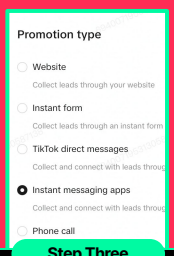
Step One

In the MMT, connect your **Facebook page or WhatsApp Business API.** You need to have a unique phone number which hasn't been used for any WhatsApp account registrations if you register Messaging Partners for the first time



Step Two

Enable TikTok integration on your MMT platform



Step Three

Set up TikTok Instant Messaging Ads campaigns, start running ads and chatting with your customers!

*: TikTok Marketing Science Click-to-X Survey via AYTM, September 2023. Base: TikTok MAUs 18+ [PQ1] (n=360)

Message Management Easier than ever with MMTs

Message Management Tools (MMTs) are platforms that enable businesses to manage their customer-facing instant messaging interactions, including: multi-user permissions, conversation labelling, advance filtering, auto-reply, order and reservation management, and direct connection with CRMs.
TikTok has partnered with the MMT Partners listed below to enable smooth integration and help you run TikTok Instant Messaging Ads - **quickly, easily, and efficiently.**

respond.io

respond.io

Respond.io is an AI-powered platform that helps businesses maximize leads and enable sales over chat.

- **Supported messaging apps:** Messenger, WhatsApp
- **Integration Guide**

Sign up for a free trial

infobip

infobip

Infobip: Track user engagement and measure the effectiveness of Click-to-Chat campaigns.

- **Supported messaging apps:** WhatsApp
- **Integration Guide**

Sign up for a free trial