We are living in an era of content
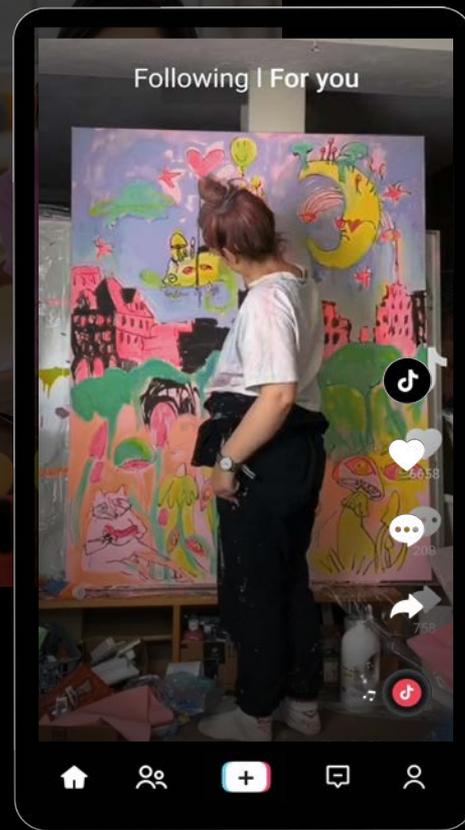
Expectations for content creation are ever increasing

Abundant

Create content often, make more variations & variety

Relevant

Stay on trend, align with cultural moments and be consistent

Personal

Speak to target audiences, interact with the community and customize messaging

TikTok content creators are adapting to these demands

Build TikTok-first using native elements
75% of TikTok users respond positively to TikTok-first creative

Embrace lo-fi production
Ads that are lo-fi see 33% stronger consideration than polished ads

Remix existing content for variety
With just 3 edits, brands will see significant improvements in full funnel performance

Leverage on-screen talent
Ads with creators on TikTok drove a 24% increase in brand favorability among social/video platform users

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Creating for TikTok is *different*, not difficult.

And it's worth it ✨

73%

of TikTok users say they feel a deeper connection to the brands they interact with on TikTok vs. the other sites and apps they use.

TikTok has the solutions you need for *every step* of the creation process.

This playbook will walk you through a roadmap to creative success, highlighting the solutions to help you build impact-driving video content with ease.

Ideation

Production

Optimization
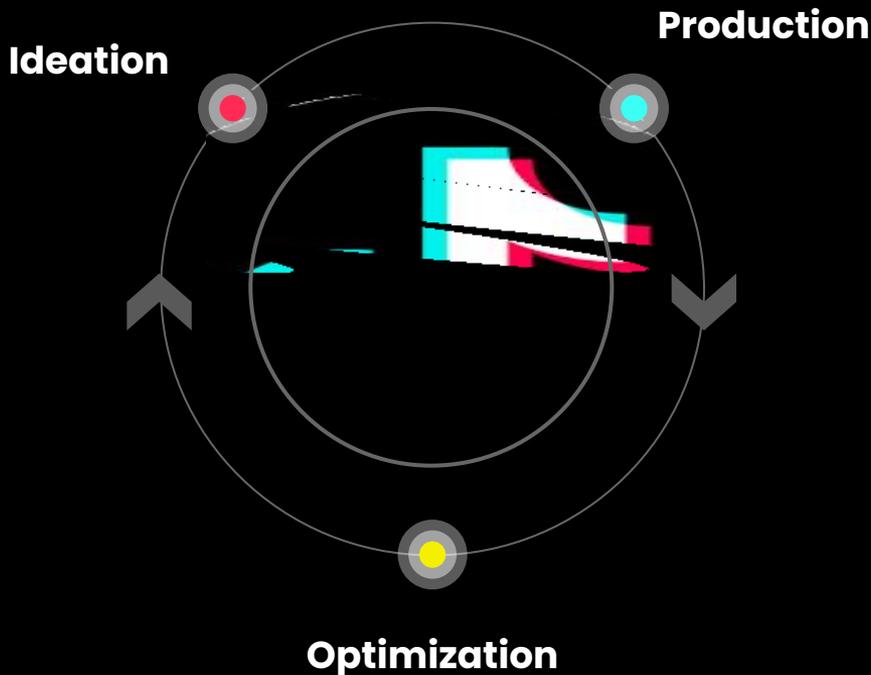
Solutions that supercharge each stage in the TikTok ad creative journey

01 Ideation

Get inspired with Top Ads, Creative Tips, and Trending Music/Keywords/Hashtags.

TikTok: Creative Center

Symphony Assistant Script Generator

Leverage AI tech to be your sidekick when scripting, ideating, summarizing trends and best practices.

02 Production

DIY or work with creators at scale or a creative agency (fully funded)!, or repurpose!

CapCut
TikTok: Creative Challenge
TikTok: Creative Exchange
TikTok: Creator Marketplace

Symphony Creative Studio

Speed up asset creation with new AI-enabled editing features.
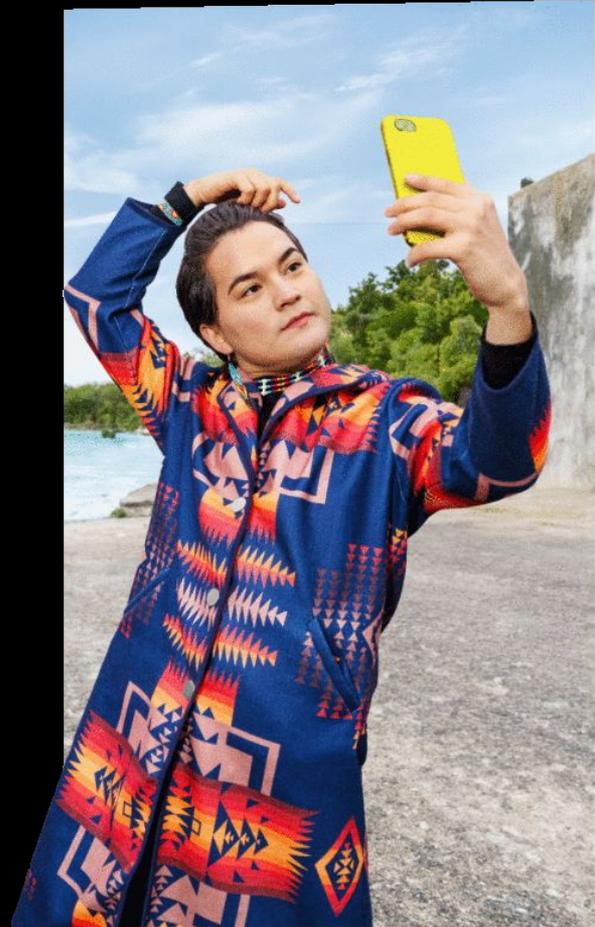
03 Optimization

Smart Fix policy issues. Auto-generate variations with **Smart Creative.** Evaluate performance with **Video Insights.** **Creative Fatigue Diagnosis** to address fatigue.

Creative Boost Image Enhancements Content Toggle

Ready your creatives for a proper campaign launch with click-of-a-button AI enhancements.

Sparking TikTok ideas

Ideation

The Ideation Stage is where the creativity begins

This is the stage where you (and your team!) can brainstorm and come up with ideas for the content you want to create.

The ideation phase is crucial for ensuring that your TikTok video is engaging, unique, and able to capture the attention of your viewers. Unlike other platforms, TikTok users embrace joyful authenticity, so feel free to come as you are.

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9

Tips for Ideation

- **Identify & define your target audience:** Understand who your target audience is and what type of content they would be interested in seeing. This will help you create content that resonates with them.

- **Consider your business' unique personality:** Think about the personality and tone of your brand and how you can showcase it in your TikTok videos. Are you quirky, serious, educational, or playful?

- **Use current trends:** Pay attention to what's trending on TikTok, especially among your target audience, and think about how you can incorporate it into your videos.

- **Showcase your products or services:** Use TikTok to showcase your products or services in creative, informative and visually engaging ways.

- **Bring the whole team on board:** Hosting TikTok brainstorming sessions with your team can be a fun and effective way to generate lots of great ideas that reflect your business's personality and values.

Remember, the key to success on TikTok is to be authentic and engaging.

Have fun with the process and experiment with different types of content until you find what works best for your business.

MAIN CHARACTER MAIN CHARACTER

HOT TIP

Think Sound-On

Audio plays a crucial role in content on TikTok. As you ideate your TikTok content, think about how sound can be additive to your videos.

Some ways to use sound on TikTok:

Music

Use music to set the mood and rhythm for the video.

- Explore the Commercial Music Library in-app or on desktop explore thousands of royalty-free tracks cleared for use in paid advertising.

- Get inspired through songs trending on TikTok and filter for songs approved for business use.

Voice-over

Reveal details through voice-over.

- Use in how-to content, reviews, commentary, or narration.

- Be sure to keep it clear and concise.

Creative Center

Creative Center is a free, public-facing website serving as a one-stop shop for TikTok creative resources globally.

It's designed to inspire, spark ideas and provide insight on how to build quality and effective creatives for TikTok.
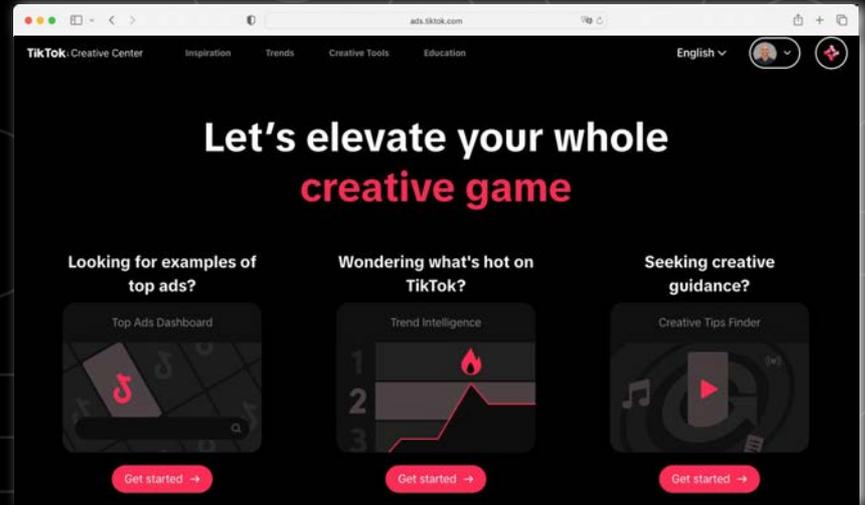
creativecenter.tiktok.com

Creative Center

How to Access: creativecenter.tiktok.com

Inspiration

- **Top Ads Dashboard**
- **Keyword Insights**
- **Creative Insights**
- **Creative Tips Finder**
- **Creative Strategies**
- **Top Ads Spotlight**

Trends

- **Hashtags**
- **Songs**
- **Creators**
- **TikTok Videos**

Tools & Resources

- **Video Editor & Video Templates**
- **Interactive Add-on**
- **Script Generator**
- **Audio Library**

Top Products

- Popular and top-performing products featured in TikTok ads

Get inspired and brainstorm creative concepts with Symphony Assistant

TikTok Creative Center Adobe Express Add-On

How to access: creativecenter.tiktok.com
Availability: All logged in Creative Center Users

A virtual assistant designed to intelligently collaborate with advertisers and partners throughout the creative journey.

Best for

Summarizing	top ads, trends, hashtags, songs,
Extracting	playbooks
Creating	data, patterns
Brainstorming	scripts, attention-grabbers, captions
Advising	ideas, concepts
	solutions, enquiries

Availability: all logged in Creative Center users
Languages supported: EN, VI, PT, TH, JA, ID, ZH, ES, DE
Regions supported: Global

14
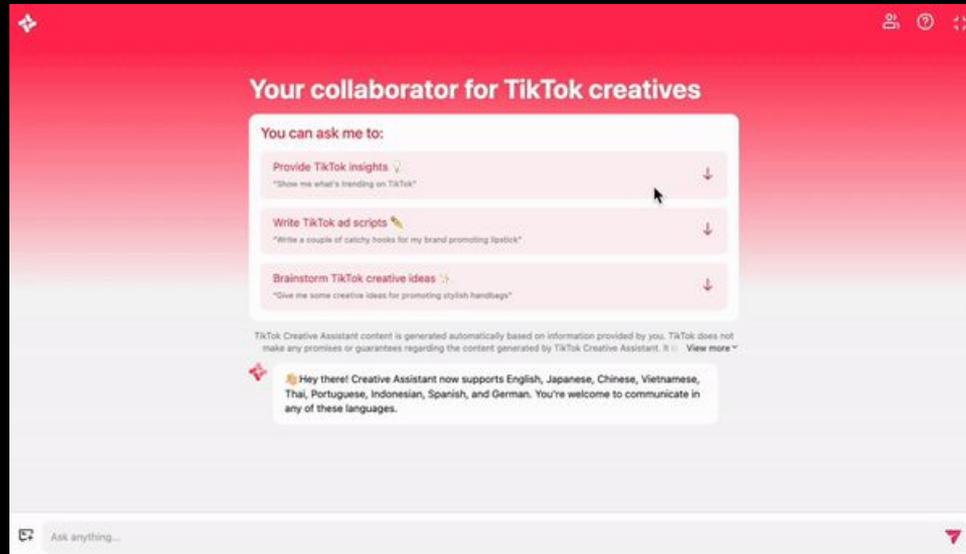
Generate TikTok script ideas in seconds with
# Script Generator

TikTok Creative Center

Build a TikTok-style script in seconds from only a few inputs about the brand or product.

Best for
🔘 Sparking new TikTok creative ideas
🔘 Structuring ideas in a TikTok-first style
🔘 Voiceover, text overlay and visual recommendations

Availability: All users
Languages supported: English
Regions supported: Global

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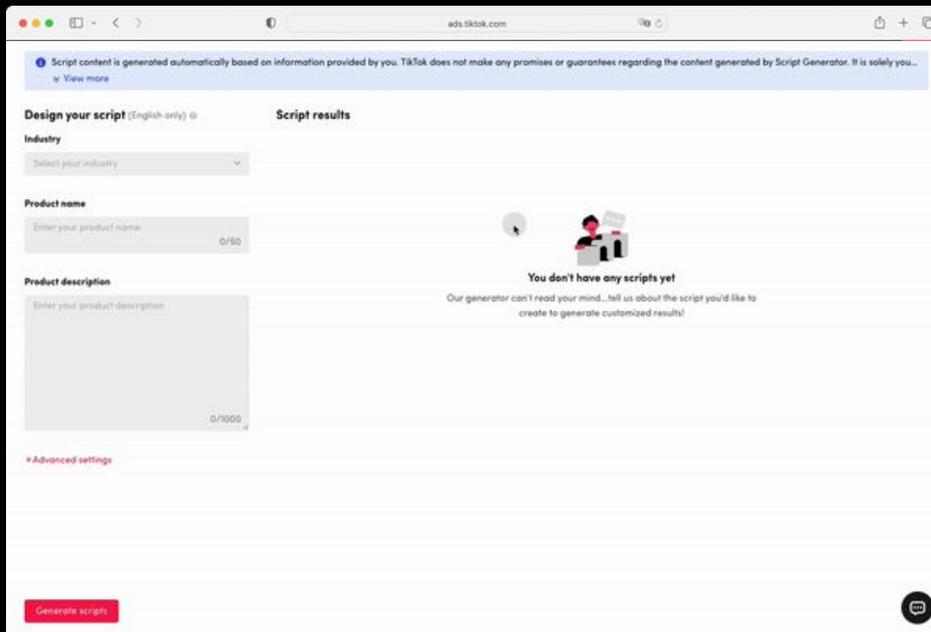
HOT TIP

Get the Most Out of <u>Creative Assistant</u>

Creative Assistant can help with summarizing, extracting, creating, and brainstorming. Follow these sample prompts to get started.

Learn how to create on TikTok

- **Prompt:** "I am new to creating ads on TikTok. What are some best practices I need to know before starting?"

Gather inspiration with a research companion

- **Prompt:** "Show me some top-performing [industry] ads in [market.]."

Create a TikTok ad script

- **Prompt:** "Write a TikTok ad script for my [industry] brand named [name], targeting [market] and [target audience]. Highlight these benefits in the script – [benefits].

Brainstorm unique content ideas

- **Prompt:** "Come up with ad ideas for my business named [name], promoting [topic]."

Obtain synthesized insights and takeaways.

- **Prompt:** [On Creative Center] "Summarize this page."
- **Prompt:** "Tell me why this ad on the page performs well."

Consult the expert

- **Prompt:** Recommend me creative solutions I can use to create this [video idea.]"

Create
Content
Structures
That Sell

The Hook

The first 3-6 seconds of your video are crucial.

Captivate your potential customers with a powerful, attention- grabbing hook, related to your message and narrative.

Unique Selling Points

After the hook, highlight your product's selling points and key narrative in a clear & memorable way to build trust around your product's benefits & brand promise.

Call-to-Action

End with a clear CTA.

Keep the momentum and motivate them to take the next step. Leverage text, voiceover, and/or graphics.

Narrative Flow

The Hook

The first 3-6 seconds are critical.

TikTok is a fast-paced platform, and users scroll through content quickly. A hook is one way to grab users' attention and keep them engaged. Here are a few ideas to kick-start your ideation:

Highlight the popularity of a product. For example:

- Everyone on TikTok is talking about this [product]
- The [product] that sold out 3x is back in stock
- There's a reason we have 500 5-star reviews on Google

Provide tips and hacks for a specific problem. For example:

- I have the perfect solution for anyone who has [problem]...
- I know I am not alone when I say [problem] is such a struggle
- My [problem scenario] must-haves...

Highlight price and/or promotional info. For example:

- We never do this: Ally [product/service] are X percent off this weekend only
- This [product/service] costs just $X
- Free gift with purchase in [month]

Call out the target audience. For example:

- Calling all sustainable fashion lovers! You need to try this [product/service].
- Are you a homeowner? This [product/service] is for you.
- Attention #BookTok! Have you heard of [product/service]?

List out your key selling points. For example:

- 3 reasons why I use this [product/service] every day
- 5 ways to use [product/service]
- 3 signs you NEED [product/service]

Call-To-Action

Remember: Every hook needs a payoff. Follow your hook with key selling points and close out with a strong call-to-action (CTA). Including a CTA is key because it prompts the viewer to take a specific action, such as visiting a website, following a brand on TikTok, or making a purchase. Here are some examples to get you started:

WANT

Swipe to try it out yourself!

You have to check this out for yourself!

Click below to order!

Try this and never have to buy [product] again!

Click the link below to learn more👇!

Buy from [retailer] Link in bio.

Buy from [this link] for a discount

Create TikTok-fit Content

Production

The Production Stage is where your creative vision comes to life

This is the stage where you put your ideas into action, and begin filming and editing your content.

There is no *one* right way to produce great video content for TikTok. In fact, **78% of users agree that it's ok for brands to try different ways to create content.*** To help you find the right approach for your business, this section outlines three easy production paths to follow.

Source: TikTok Marketing Science Global Community and Self-Expression Study, 2021, conducted by Flamingo.

We've outlined two easy production paths

Explore the paths below to discover what works best for your business. Pick one or mix and match.

1

2

Do it myself (leverage AI!)

Do it for me (Creator ads)
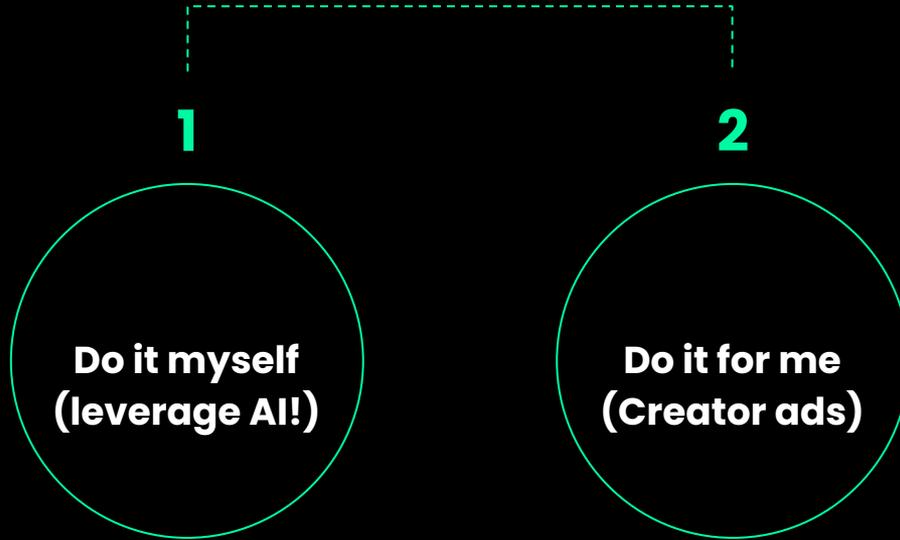
PRODUCTION PATH

1

Do it myself

Production Best Practices

Create natural feeling content that's authentic to TikTok.

- TikTok supports video lengths ranging from 15 sec to 3min. Any video length within this range can find success. However, research shows that regardless of format, the **first six seconds are vital for impact**.*

- **Lean into lo-fi video.** You don't need fancy cameras. Smartphone camera quality is perfect for TikTok, but be sure to avoid pixelated or blurry videos; videos should not be below 720P.

- For an optimal viewing experience, keep videos full screen at a **9:16 vertical aspect ratio**

- To capture attention, videos should **always include sound**.

NICE

Tips for Capturing Footage

Plan and prepare. Once you have a concept, plan out the details of your videos, such as the script, the props, the location, and the timing.

Make sure you have all the **necessary resources and equipment** ready.

Capture a variety of footage from different angles, use good lighting, and record clear audio.

Have a photo or video shoot coming up? Capture behind the scenes footage that you can edit into TikTok videos.

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*Source: TikTok, "Creative Guide: Driving Brand Equity", 2020 (TikTok "Value of View" Analysis

HOT TIP

Perfecting the TikTok Aesthetic

Create content that feels authentic to the platform

- **Feature people** such as creators, employees, and customers for more engaging content

- **Live action:** Showcase your product's benefits by sharing the experience of using it

- **Transition:** Elevate your content with creative transitions between video clips

- **Text overlay**: Emphasize key messages and visually engage your customers with text

- **Stickers & graphics:** Highlight key information you want your audiences to remember with eye-catching stickers or graphics.

25

✂ CapCut

Editing your
Videos with CapCut

How to Access: CapCut on desktop or mobile

1. Simple Drag & Drop Video Editor

Trim, crop and change the speed of your video clips. Add visual elements including text, overlays, stickers and effects. Vivify your videos with music and voiceover with voice effects. The drag & drop UX and UI design allows you to edit with ease all in an intuitive timeline format.

2. Library of Business Templates

Repurpose your existing media assets with our 450+ ready-made business templates cleared for commercial use to create your TikTok First video ads with just a few clicks.*
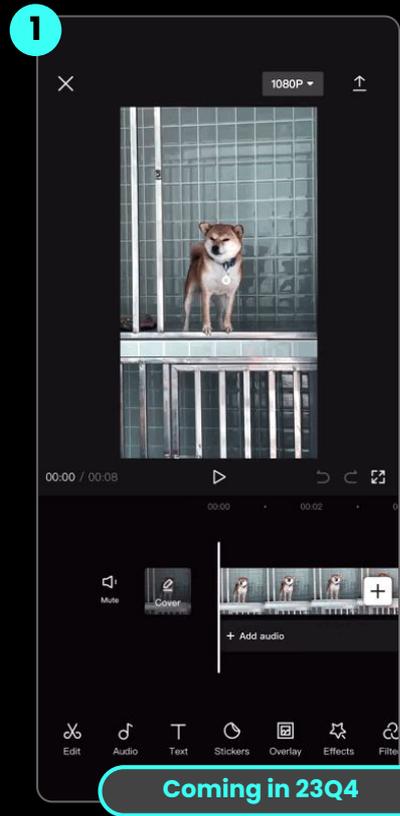
Currently only available in US.

Coming in 23Q4

26

Editing your Videos with CapCut

How to Access: CapCut on desktop or mobile

3. TikTok-Styled Elements for Commercial Use

640k+ commercially licensed music & sounds, 600+ fonts & text templates, 3600+ stickers and other TikTok elements, all cleared for commercial use, to empower you during the ad creation journey.*

4. Smart Features to Help with Quick Creation

Auto-adjust aspect ratios, add auto-captions and smart voiceover (text-to-speech), edit green screen, generate script from keywords (ad script) and more to further boost your efficiency.
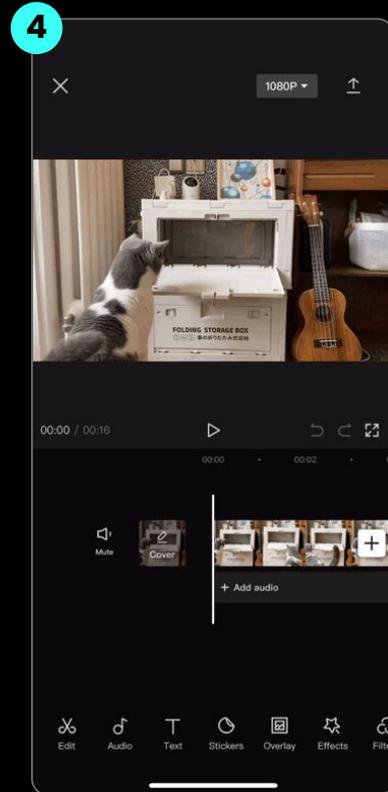
*Elements available for commercial use will be marked with tags (coming in Q2) indicating commercial availability.

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⊠ CapCut

Editing your
Videos with CapCut

How to Access: CapCut on desktop or mobile

5. Collaborate with your team and beyond

Align your team members and creators to your projects through our collaborative experience. Collaborators can access, review, and modify, all in one place.

⑤

28
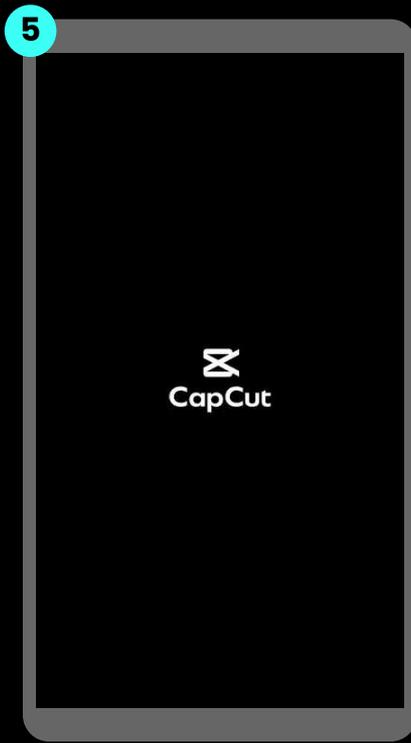
CapCut

Get a Head Start with CapCut Templates

How to Access: CapCut on desktop or mobile

01 Storyline-based templates

1-4 SECONDS

20 SECONDS

1-4 SECONDS

Hook
Create the anticipation

Unique selling points
Reward their attention

Call to action
Set the intention
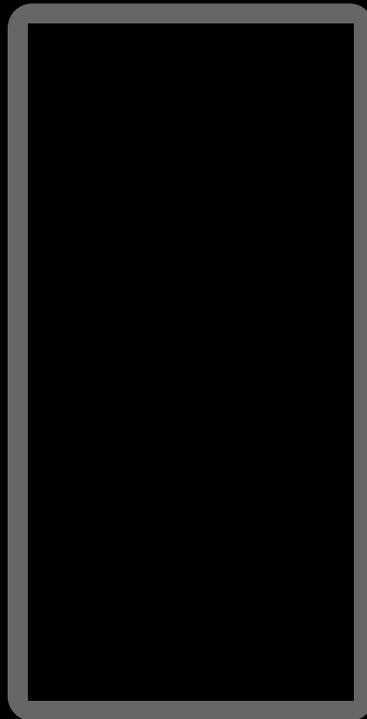
CapCut

Get a Head Start with CapCut Templates

How to Access: CapCut on desktop or mobile

02 Plug-and-play template

Upload your existing brand media assets (pictures and/or video clips) to generate your new video ads for TikTok.
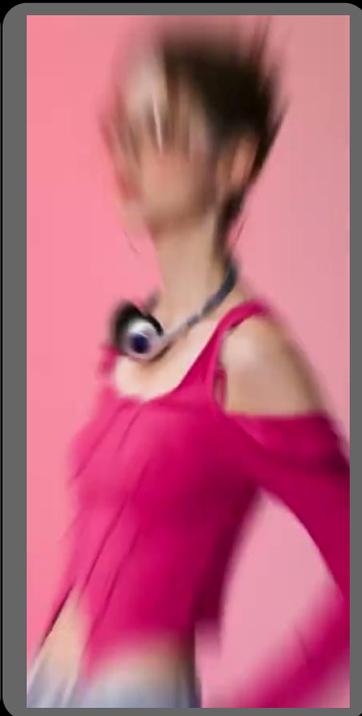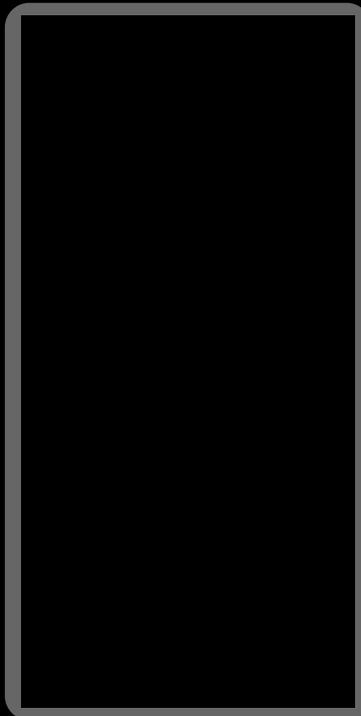
Create TikTok-fit content with
Symphony Creative Studio

Symphony Creative Studio

Symphony Creative Studio is an AI-powered video generator that creates TikTok-fit content in minutes.

Symphony Creative Studio can help with:

- Simplifying the creative production process
- Bridging the gap between ideation & production
- Creating quality TikTok content effortlessly, even for beginners
- Personalizing content for diverse audiences
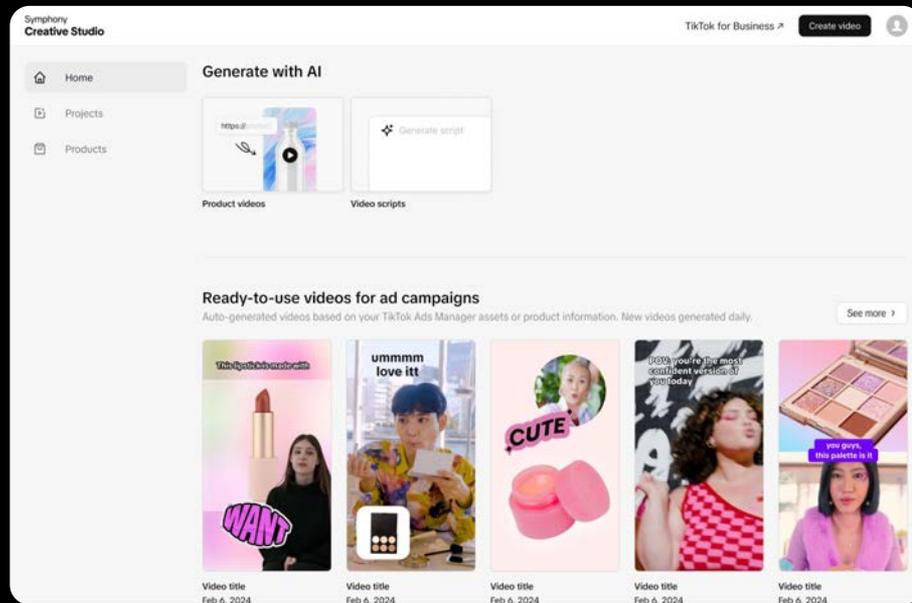
Turn your product info or URL into a TikTok video

Aimed at supporting brands and content creators to easily turn product assets or a product URL into a TikTok-fit video.

The Process:

1. Import product imagery and info from a product URL
2. Set your video settings
3. Generate video previews
4. Select a video to edit
5. Edit the video script, avatar, music, and other assets
6. Export to TikTok Ads Manager or download to computer
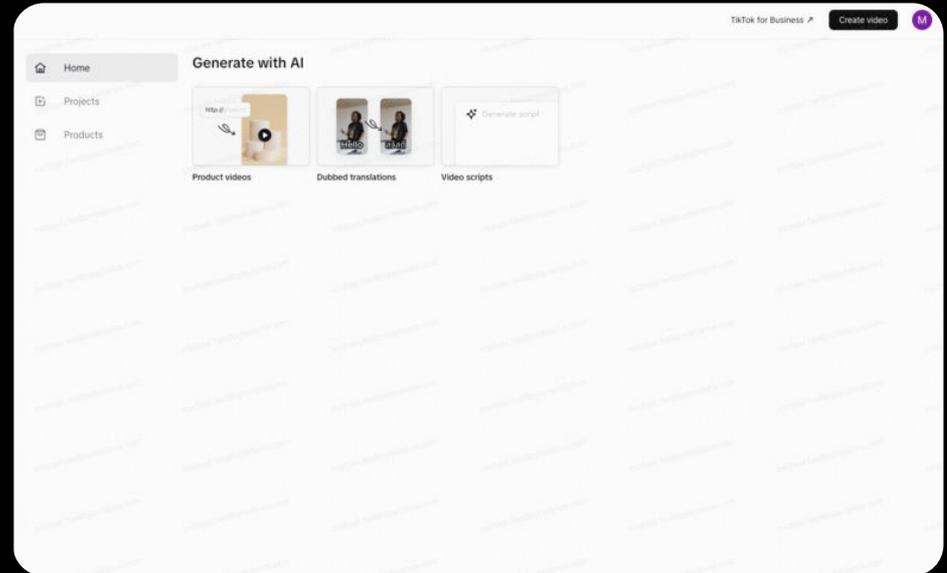
Availability: Closed Beta
Regions supported: All
Languages supported: UI is EN only but all ad languages supported

Remix your existing videos into TikTok-fit varieties

Turn your existing video content into new TikTok-fit variations leveraging the power of AI.

The Process:

1. Provide your product name and price
2. Upload your existing videos to remix.
3. AI will splice your videos into clips, rearrange them, and adjust/add video elements like voiceovers and music to generate new videos for you.
4. Export to Ads Manager or download to your computer.

Availability: Closed Beta
Regions supported: All
Languages supported: EN language assets only

Coming Soon

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PRODUCTION
PATH

2

Do it for me

- Work with Creators at scale
- Work with a Creative Partner

LOVE IT!

Best Practices for Creator-Led Content

TikTok creators are experts in creating engaging and entertaining content that resonates with their audience.
By collaborating with a creator, you can tap into their creative expertise and ensure that your ad is tailored to the TikTok platform and its unique culture.

SHARE

- **Ditch the Script:** Creators know their community the best. When content is delivered in a creator's own, natural voice, it can drive stronger engagement. Trust them to create content in their style.

- **Pick the Right Community:** Choose a Creator who's familiar with a subculture that's relevant to your business. This gives you a built-in audience to work with.

- **Be Strategic with Trends:** Think beyond viral trends. Utilize longer-term trends, like shopping hauls, unboxing, "get ready with me" and more. Don't feel boxed in by trends with a specific style or tone.

- **Build Trust:** Be open and transparent about expectation and ownership of content.

- To learn more, check out this simple **Creator campaigns guide** for advertisers.

TikTok Creator Marketplace makes Creator collaboration easy

How to Access: creatormarketplace.tiktok.com

Through the Creator Marketplace is the official all-in-one platform for brand and creator collaborations on TikTok. It's a self-serve tool that connects brands with our community of 800K+ creators of all follower-counts to fit any marketing budget and needs.
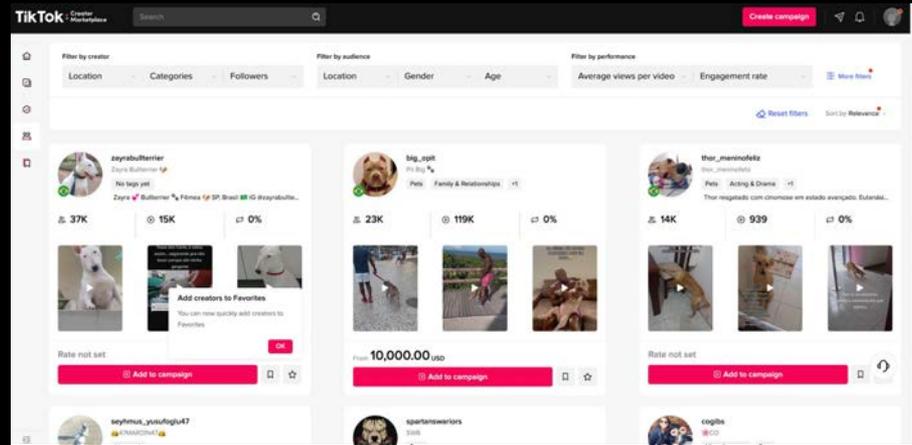
- **Discover the right creators** by leveraging Keywords search

- **Invite Creators to collaborate** by reaching out directly

- **Access Insights** across reach, audience data, deeper view & engagement insights

- **Seamlessly make payments** and track invoices

Connect with Trusted Creative Agency Partners through TikTok Creative Exchange

How to Access: creativeexchange.tiktok.com

Benefits of TikTok Creative Exchange:

- Access a variety of trusted TikTok Creative Agency partners that specialize in your category, market and type of campaign.

- Select the creative partner of your choice to select talent and concepts for your ads.

- Receive quality assets by trained creative partners vetted by TikTok.

- Sync your videos directly to TikTok Ads Manager to launch campaigns.x

TTCX Starter Package:
Receive 2 unique TikTok videos with 1 Creator from a partner agencies, when you spend at least $1K/mo in media within 30 days of asset delivery.

For managed clients in NA only. Reach out to your Account Manager to get started.

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Get creator generated ads at scale with TikTok Creative Challenge

How to Access: creativechallenge.tiktok.com

TikTok Creative Challenge provides high-performance and easy-to-use creative content, at scale, for performance-driven advertisers. By simply creating a creative challenge on the platform, advertisers can receive up to 30 ad creatives generated by creators within 10 days for non physical product) and 16 days for physical product. The videos are directly synchronized to their TikTok Ads Manager accounts for ad delivery.

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TikTok Creative Challenge: What's the Value?

01
Maximize Creatives with Minimal Effort
- Minimal effort: all advertisers need to do is launch a brief (and shipping products if needed). No heavy lifting back and forth communications with agencies or creators.
- High volume: up to 30 creatives per batch (TTCC+) or per week (TTCC standard), creative fatigue problem is easily solved.
- Fast turnaround time: 7-10 days for apps and web, 14-16 days for commerce.

02
Creator-led ad creatives for any campaign objective
Our TTCC creators are trained and knowledgeable on creating good quality ad creative at scale and are prepared for any client objective.

03
TikTok Funded
Video production costs are 100% subsidized. Advertisers only pay for their ad spend.

TikTok Creative Challenge: from Start to Finish

TikTok: Creative Challenge

Advertiser	Creative Challenge	Creator

Start here!

Login to TTCC & Submit Brief → **Review Brief** → **Join Creative Challenge**

Creator Matching

Receives, orders or picks up product

If promoting a physical product!

Launch Ads
If advertisers are satisfied with the ad creatives

Review Videos
Approved videos will be synchronized to TikTok Ads Manager automatically

Pre-review Video
MI* will pre-review videos to ensure them comply with US ads policy & your restrictions

Submit Videos

Request Revision to Creators
If advertisers are unsatisfied with the ad creatives → **Revise**

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TikTok Creative Challenge: Brief

Advertiser View

*MI: TikTok's Global Monetization Integrity (MI) team aims to make TikTok the world's most trusted ecosystem and the easiest to advertise on.
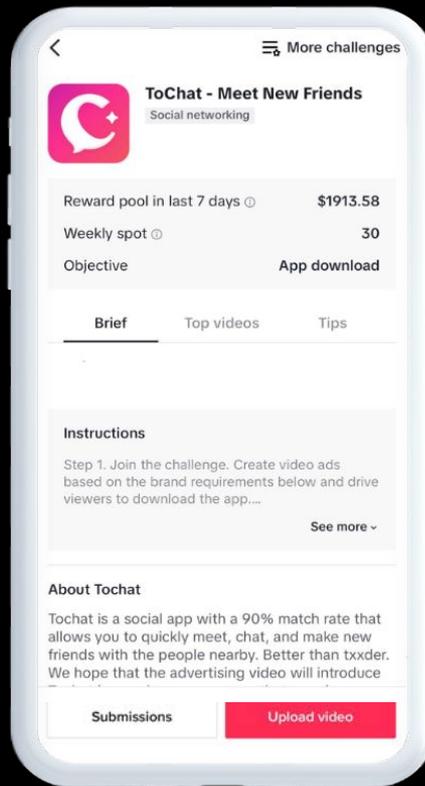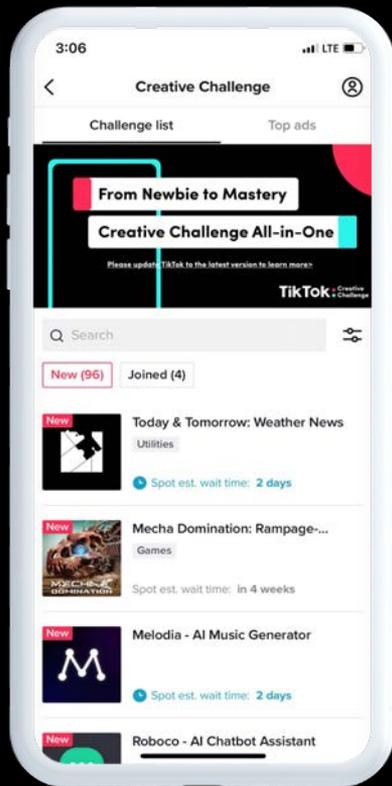
TikTok Creative Challenge:
Review Videos & Request Revision

Advertiser View

TikTok Creative Challenge

Creative View

Fine-tuning for launch

Optimization

The Optimization Stage is where you set your ads up for success

Once your videos are produced, it is important to continue ensuring your success by focusing on optimization.

TikTok's optimization solutions allow you to refresh current assets with quick edits to combat **creative fatigue** and proactively address any potential issues with your ads.

*

Creative Fatigue: When an audience has seen the same ad too many times and become less likely to engage.

Smart Fix
Auto-fixes. Fewer rejections.

How to Access: TikTok Ads Manager
(turned on by default)

Built into the ad creation flow on TikTok Ads Manager, Smart Fix automatically analyzes ads during ad creation to diagnose potential ad review issues and provide fixes with the click of a button. Features include:

1 **Ad analysis and notification**
The system analyzes your ad and sends you a notification when it detects potential ad review issues.

2 **One-click fix or manual edit**
You can resolve detected issues with a single click or be directed to TikTok Video Editor for a more hands-on editing process.
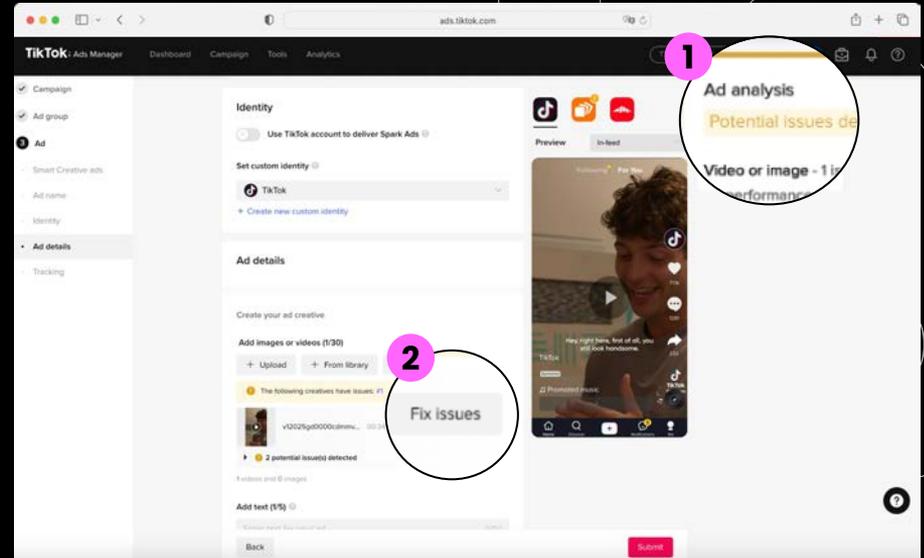
Smart Creative
The all new anti-creative fatigue solution.

How to Access: TikTok Ads Manager

Smart Creative is TikTok's new cutting-edge automated creative solution that simplifies ad creation while boosting performance with anti-creative fatigue features.
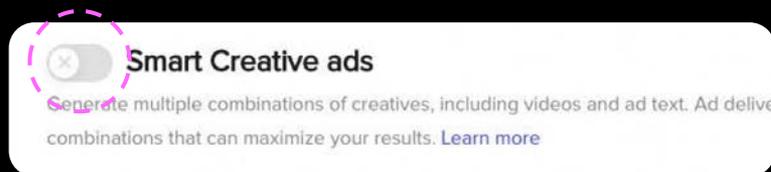
Smart Creative ensures that the potential of ad combinations in your ad group are maximized, prolonging the lifespan of the ads and enabling you to achieve efficient cost per results for an extended period of time.

A hands-off solution

Smart Creative is a fully-automated product. All you need to do is turn on the Smart Creative toggle in Ads Manager to activate its features:

1. **Creative Combination Auto-Generation:** Increase the number of assets by automatically generating variations of the ads in the ad group by combining text and video inputs.

2. **Fatigue Detection:** Automatically identify early signs of creative fatigue.

3. **Auto Refresh:** Rotate different creative assets in and out of auction after early signs of creative fatigue have been detected, tackling fatigue in a timely manner and controlling rising costs.

Toggle on "Smart Creative ads"

Smart Creative ads
Generate multiple combinations of creatives, including videos and ad text. Ad delive combinations that can maximize your results. Learn more

Video Insights

How to Access: TikTok Ads Manager

Video Insights allows you to analyze your video creative performance and understand your audience through video interactions to inspire the next high-performing video. Features include:

Keyframe analysis

Leverage keyframe analysis to identify the exact moments audiences are clicking / converting / dropping.

Industry benchmarks

With the new Industry Ranking filter, you can see how your videos perform in comparison to leading videos within the same industry.

Video comparison analysis

With the video group and keyframe comparison features, you can create video groups and compare them in aggregate or by key frame.
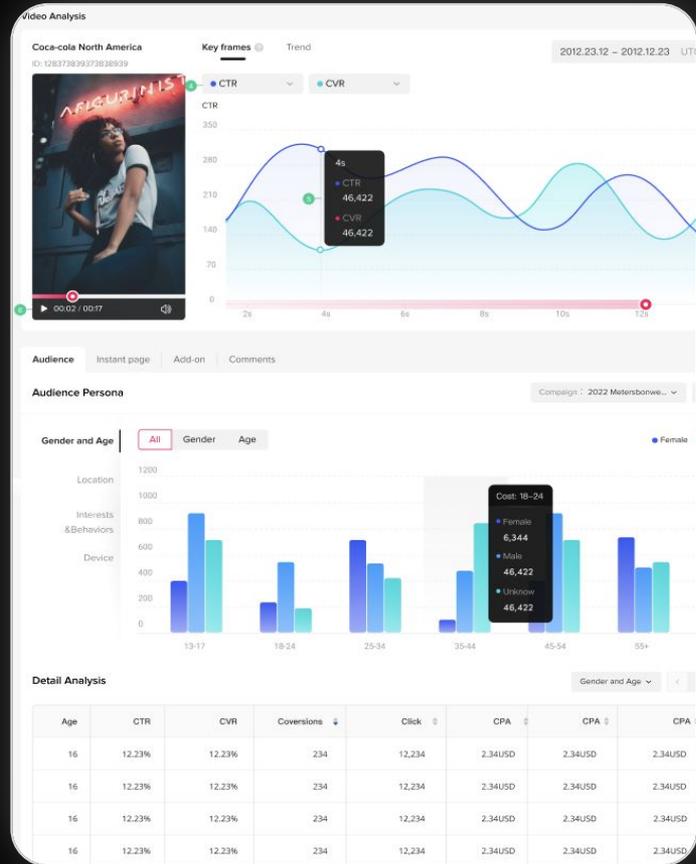
Creative Fatigue Diagnosis

Troubleshoot your underperforming ads

Tackle creative fatigue through developing more targeted and timely optimization strategies and improve campaign performance.

1. Creative Fatigue Notification

Clear overview of the ad groups that contain ads impacted by creative fatigue as well as identify ads that have already been flagged for creative fatigue.

2. Creative Fatigue Index Metric

On ad level, compare **creative fatigue index** against other performance metrics to measure extent of creative fatigue and / or identify creative fatigue patterns.

3. One-Click Fix or Manual Edit

Resolve detected issues with a single click or edit manually with Video Editor.

Diagnose and make last-minute fixes with
Creative Boost

TikTok Ads Manager

Creative Boost embeds into the creative process to automatically generate, fix, and optimize videos.

Best for
🟠 Final touches to ensure TikTok-fit assets
🟠 Flagging spec issues and quick-fixing them
Scaling your video production to generate variations

Availability: Closed beta
Regions supported: Global

< Creative Boost
Activation page

Creative Boost >
Optimization page

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Creative Boost **Features**

TikTok Ads Manager

Auto Video Diagnosis

An automated evaluation system that scans your video to ensure compliance while identifying opportunities for enhancement

Best for

Complying with TikTok ad guidelines easily while uncovering opportunities for improved performance and audience engagement

Auto-Fix

Fix compliance issues with just one-click

Best for

Eliminating manual optimization efforts and getting your video ready for ad placement

Auto-Optimization

Auto-optimization will add scripts, generate subtitles, and voiceovers with just one click

Best for

Increase campaign success rate by offering you a diverse selection of creative assets, all optimized for maximum impact

Auto-Generation

COMING SOON

Auto-generate videos from 0 to 1 by using abstract key information

Best for

Advertisers that need assistance with creative sufficiency

CONFIDENTIAL & PROPRIETARY

Generate Display Cards to compel user action

TikTok Ads Manager

Supercharge your TikTok videos by auto-generating a Display Card interactive add-on from a text prompt and/or existing imagery.

Best for:

- Brands looking to drive a specific user action

- Improving ad performance (Display Card tests saw CTRs up 9% and PVRs up 5.9%)

Availability: Open Beta
(TTAM users with English language settings; Objectives: Reach, Traffic, App Installs, Video Views, Lead Generation, or Conversions for auction ads, any objective for R&F ads to use the card feature.)

Display Card Editor

AI-generate   Upload Image   Template

✨ Hi there, welcome to the image generation editor. Please select info or tell me what kind of poster you want to generate.

Describe your key selling points

Please input your selling point or click to add

0/100

+ Generate a pink sales poster   + Show 25% off
+ Free shipping for all items   + Shop now Button
+ 7 days no reason to return

Generate from images (0/4)

Drop files here, or click to upload

Clear   Generate

Following   For You

Home   Discover   Inbox   Mo

Cancel   Confirm

Optimize your Video Shopping Ads catalog imagery

TikTok Ads Manager

Optimize product images from your catalog with our AI tools to crop, extend, and outpaint backgrounds to fill and fit TikTok's catalog image specs

Best for:

- Video Shopping Ads advertisers with existing catalogs
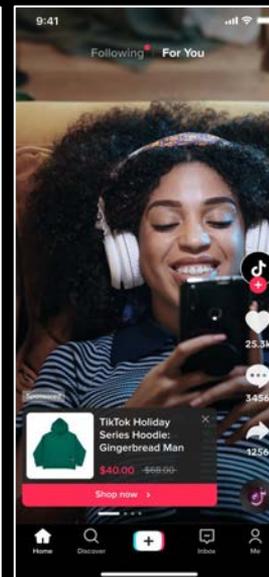
- Optimizing product images without manual editing

Availability: Closed Beta
Regions supported: Global
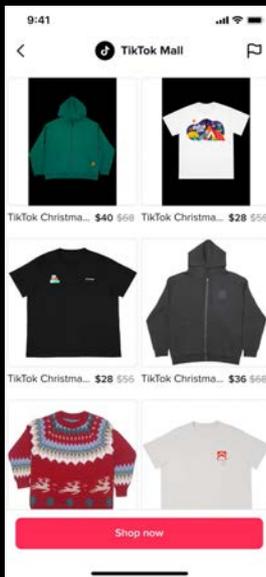
PLP (Before)
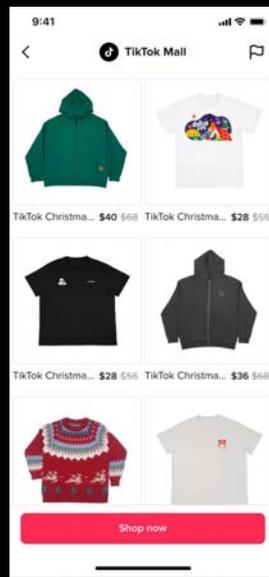
PLP (After)

Card (Before)

Card (After)

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How do advertisers start?

Simply fill out this survey form

We will follow up with information!

Scan QR code

THANK YOU!!