

Video ad creation made easy

Introducing CapCut for Business, the all-in-one video editing platform that empowers users to effortlessly craft brand videos and ads, regardless of their editing experience.

Save time and produce top-notch content today with our intelligent features that were designed to meet the demands of businesses at every scale!

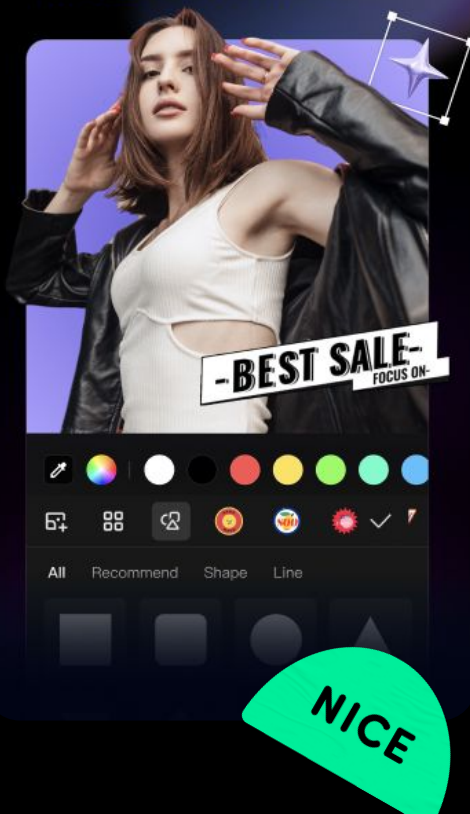
Capcut creates **engaging content** that entertains, educates, and inspires.

49%

Creative quality is responsible for **almost half** of the incremental sales driven by advertising.

Source: NCSolutions, Five Keys to Advertising Effectiveness, 2023

Innovative Features for Brand Content & Ads



Benefits



End to end solution

Address all business content creation needs.



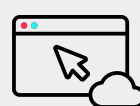
Free and easy to use

Create commercial content in minutes with CapCut for Business for free, with no editing experience required.



Commercially-licensed elements

Empower your ad creation journey with our commercially-licensed elements.



Cross-platform compatibility

Seamlessly integrate CapCut into your existing workflow – whether working on a desktop, mobile, or tablet.

Core Features

Ideation

Spark fresh ideas and concepts with CapCut.

Ad Script

Generate instant tailored scripts. Enter your product info, get customized versions, and take your pick.

Production

Elevate your creativity with CapCut's suite of tools, featuring a video editor and an extensive asset library.

Business Video Templates

Get inspired by our commercial-licensed templates and leverage them to produce videos for your own business needs effortlessly.

AI Characters

Bring your content to life with our AI-generated presenters, who can assist with everything from product demonstrations to explainer videos.

Collaboration

Enhance teamwork and productivity with CapCut's seamless collaboration tools.

Collaboration

Co-create together – access, review, and edit as a team, all in one place.

Smart Ads

Generate ads from product URLs, product information or existing media assets.

*Product URLs currently only available for Shopify or TikTok Shop links

Storyboard Editor

Get inspired, expedite your video creation process and shape your next great story with effective storyboard templates.

WANT

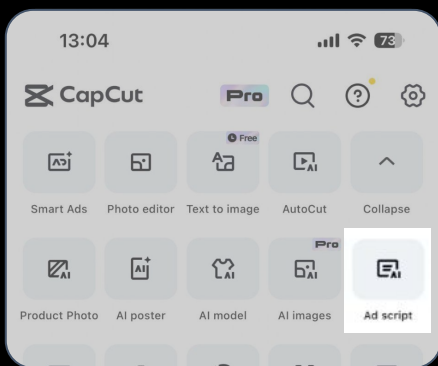
Scan the QR code to download CapCut and start exploring or visit our [website](#) to learn more!



When to use Capcut features & Where to find them



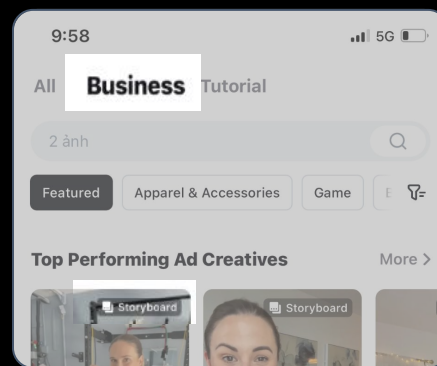
Ad Script



When:
I don't have a strong idea for a video ad.
I don't know how to develop a compelling video ad script!

Where:
Find **Ad script** within the **Edit** user interface, and input the necessary information to start.

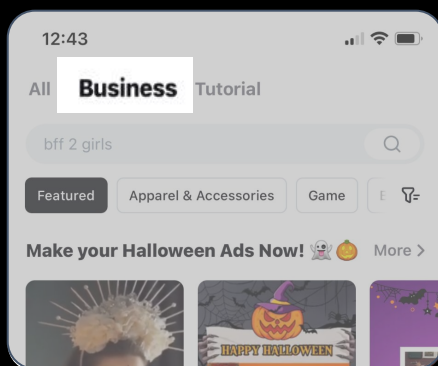
Storyboard Editor



When:
I don't have a strong idea for a video ad.
I need hands-on guidance to create a video ad.

Where:
Find or filter the templates with the **Storyboard** label under **Business** tab and follow the guide to create on your own.

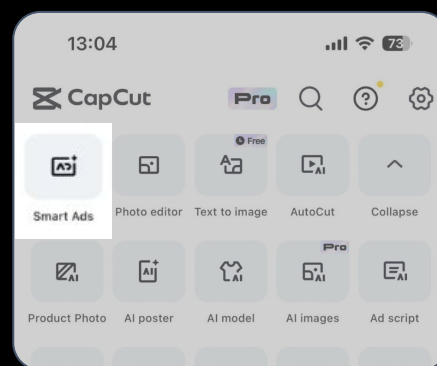
Business Video Templates



When:
I want to create video ads more easily and in less time.

Where:
Find **Templates** under the **Business** tab that best suit your needs and unlock your imagination.

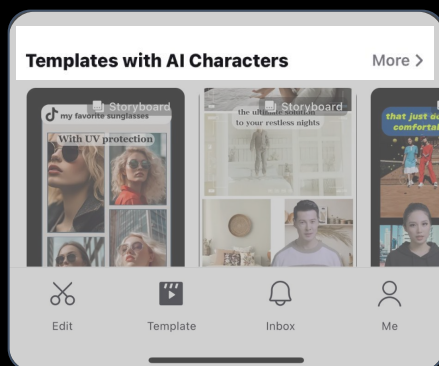
Smart Ads



When:
I want to create video ads easily and in less time.

Where:
Find **Smart Ads** right within the **Edit** user interface, select the option that suits you most and follow the steps.

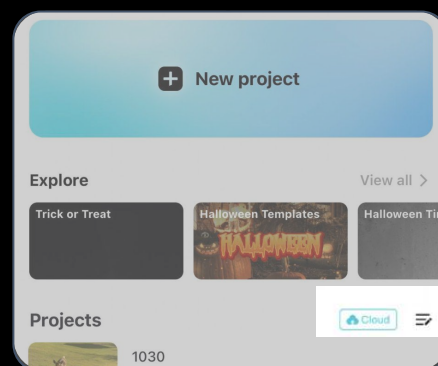
AI Characters



When:
I don't have a presenter to demonstrate our products in front of the camera.

Where:
Find **Templates with AI Characters** under the **Business** tab and follow the steps to create on your own. Or find it under **Text** in the multitrack editor directly.

Collaboration



When:
I want to collaborate with others effectively during the video creation process.

Where:
Go to the **Cloud** space to collaborate on tasks together with others.



Customers Love US

"We could not speak higher of the CapCut platform as a whole and will continue to use it daily for our content. It's AMAZING, and only getting better!"

JT Barnett @jtbarnett
Creator and Founder of BarnettX & CreatorX

"CapCut For Business has refined my content, expanded my reach, and revolutionized my content game. Video views increased by 179% compared to our previous content creation methods."

Tatiana Londono @tatilondono
Real Estate Coach and Investor



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