Top Ads

on TikTok Creative Center

Top Ads is a collection of high-performing ads from around the world, serving as a source of creative inspiration for advertisers to see how others have created TikTok ad content.

What are “Top Ads”?

Top Ads are real TikTok ads that meet performance thresholds and advertiser authorization to appear on Creative Center.

Then, we organize them by region, industry and objective so that you can filter and sort Top Ads based on metrics you care most about.

Dive into creative performance insights in a second by second, frame by frame graph to see engagement at various points in the video.

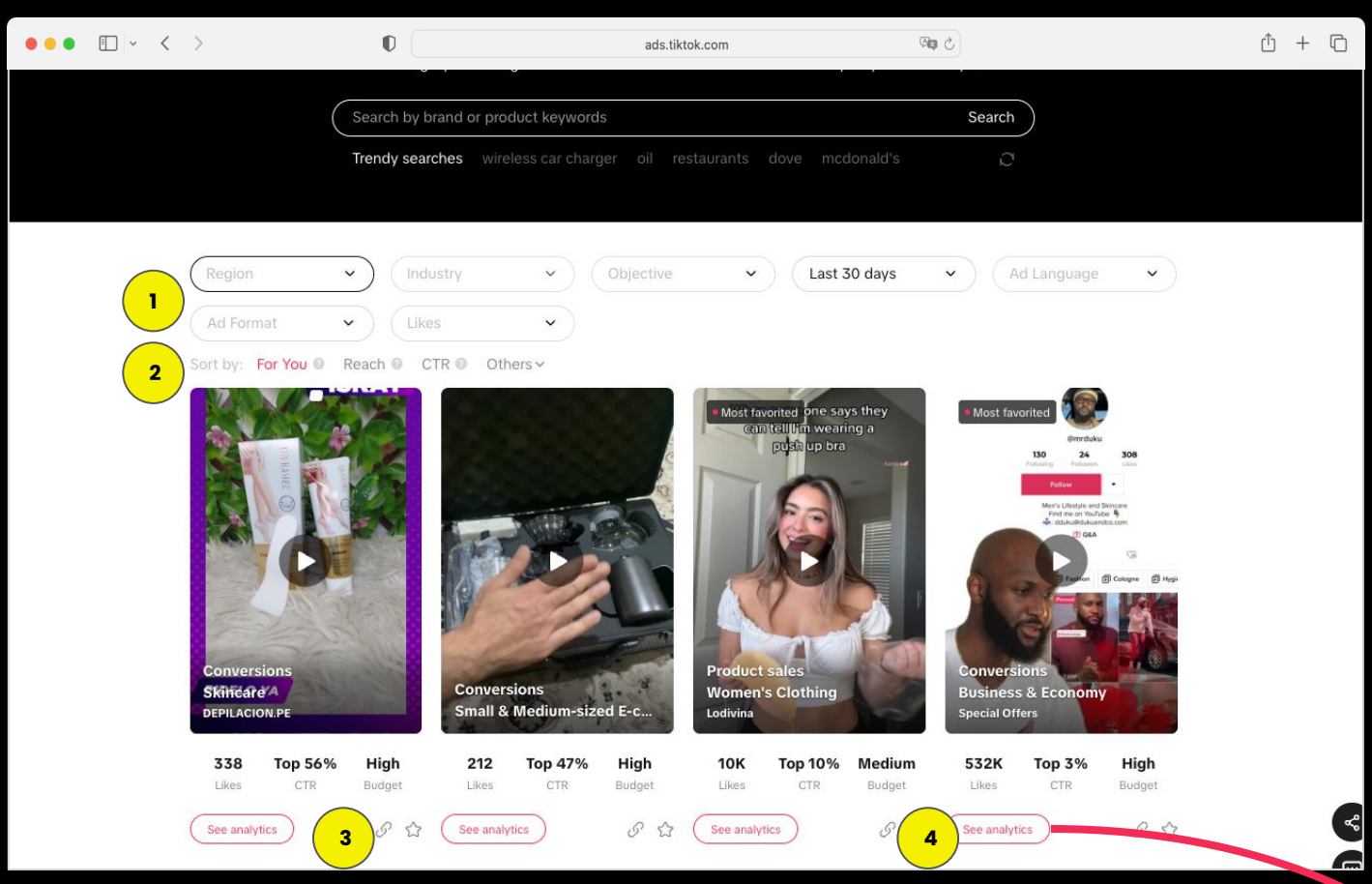
Key Benefits

- 💡 Find creative inspiration from others in your region or industry
- 🎬 Discover new video techniques and approaches so you can test and learn
- 📈 Evaluate a Top Ad’s performance to see what made it tick
- ⏰ Save time ideating for your next TikTok ad

How do I use Top Ads Dashboard?

Visit CreativeCenter.TikTok.com > Inspiration > Top Ads Dashboard to begin

Find Top Ads in Your Region and Industry



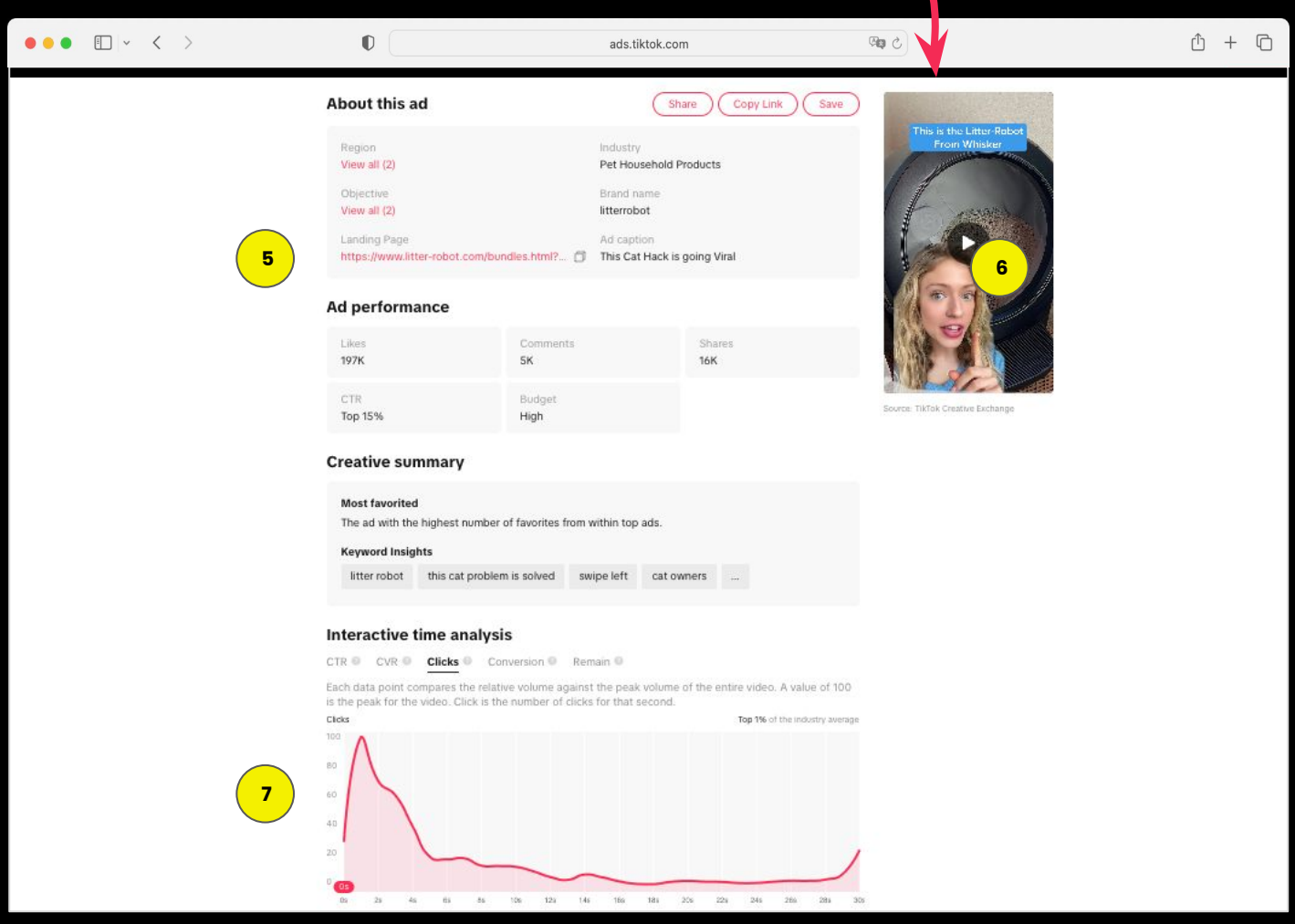
1 Apply Filters
Hone in on more relevant Top Ads

2 Sort by Metric
Sort ads according to the metric you care most about

3 Share or Favorite
Click the Link button to share the Top Ad with others or click the Star to favorite it to your profile.

4 Click “See analytics”
Click to learn more about the Top Ad’s performance.

See the Top Ad’s Performance Details



5 View Ad Details & Performance
Find background about the ad and it's all-time performance metrics.

6 Watch the Top Ad
Play the ad to see when performance metrics peaked during the video.

7 See Key Frame Analysis
Click on the ad metrics to see a second by second, frame by frame graph. Performance is indexed 0-100, with 100 being the peak point in the video and 0 being the lowest for the selected metric.

Need help finding some standout Top Ad examples? Check out Top Ads Spotlight! 👇

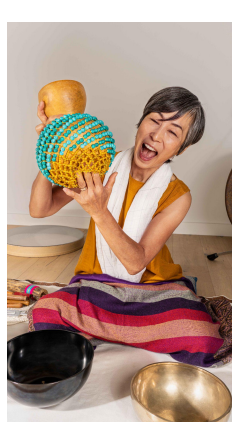
TikTok for Business

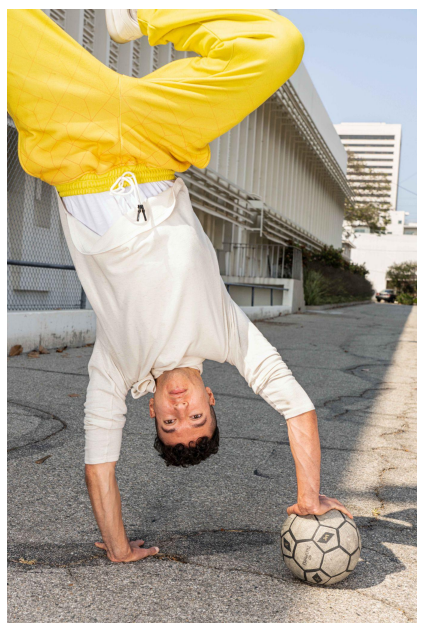
Top Ads Spotlight

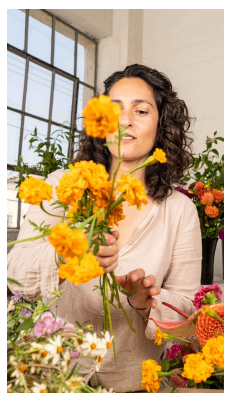
We want to make it simple to find the best examples of Top Ads, that's why we've curated some standout cases in **Top Ads Spotlight**.

Gain more context why these Top Ads excelled by reviewing their key metrics and a description of techniques and approaches they took to level up.

Visit the page regularly to view the latest spotlights!



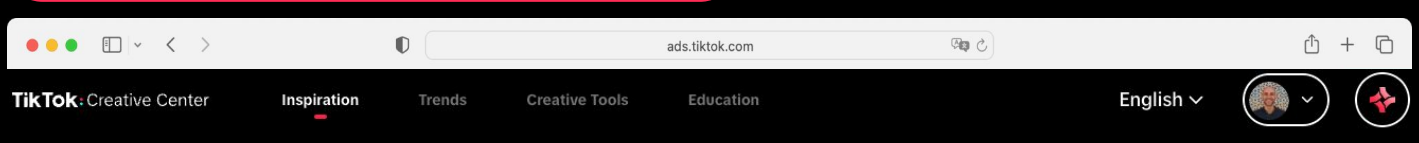


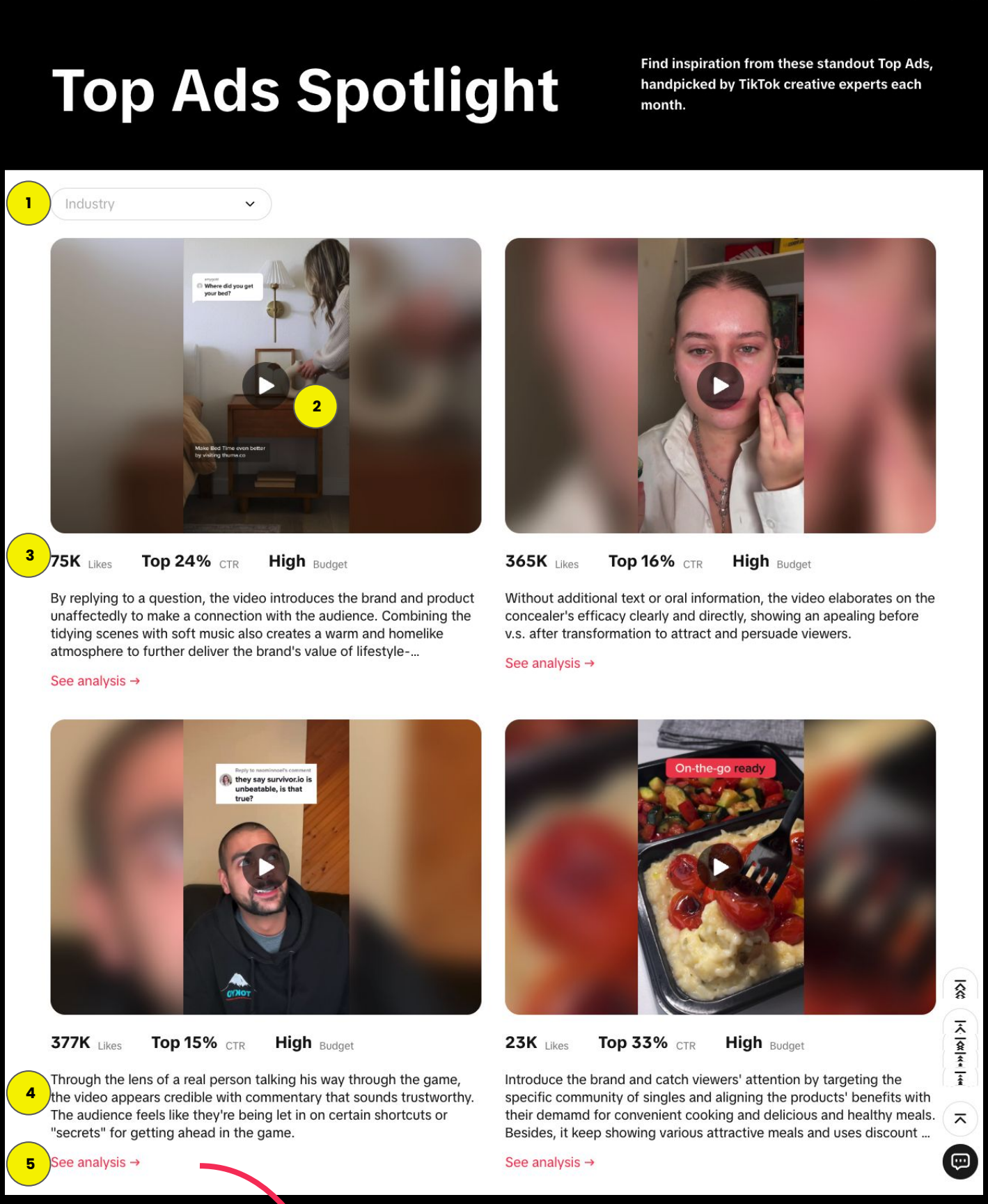


How do I use Top Ads Spotlight?

Visit CreativeCenter.TikTok.com > Inspiration > Top Ads Spotlight to begin

Browse & Filter the Latest Spotlights





1 **Filter by Industry**
See examples from key industries

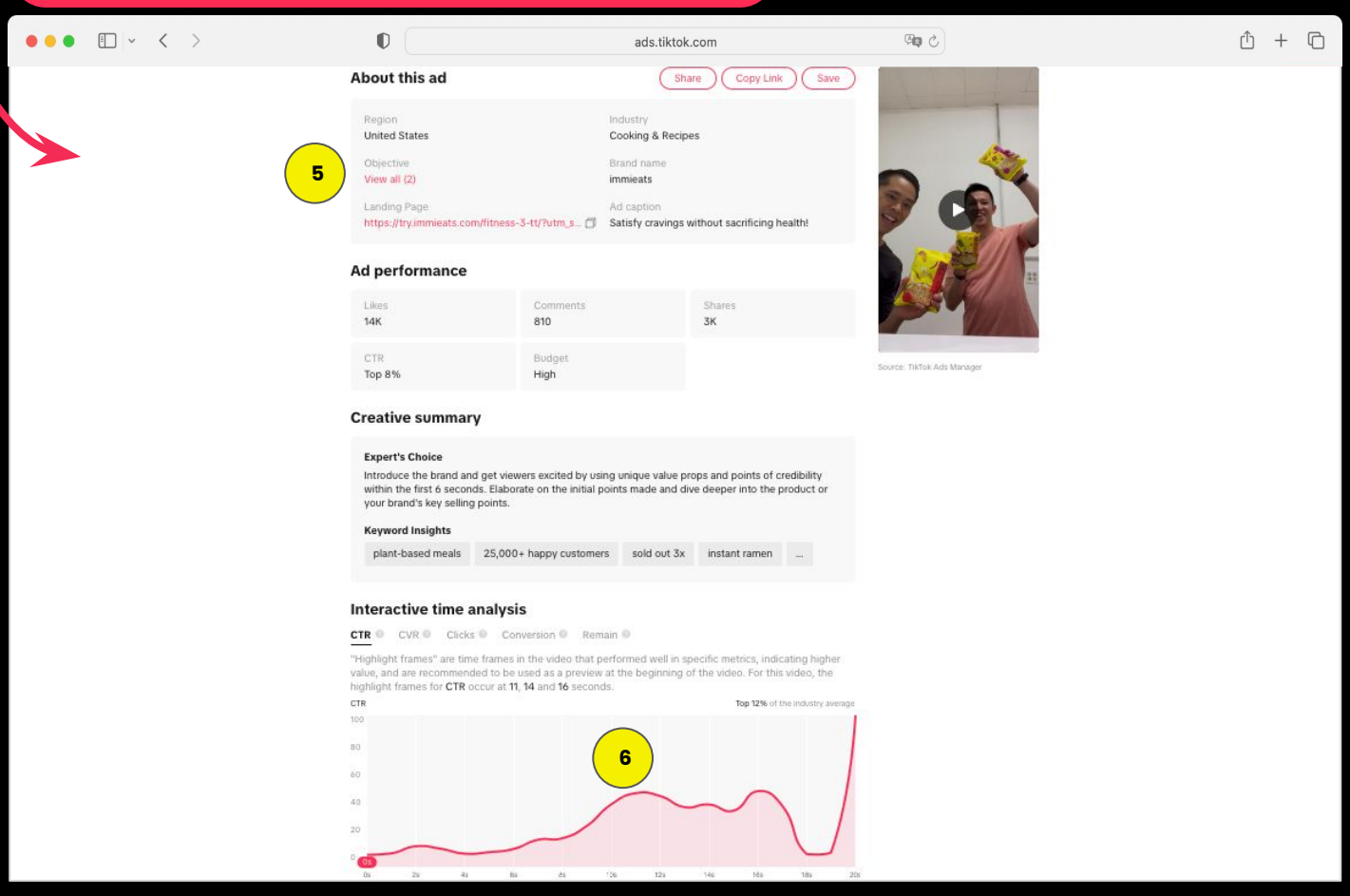
2 **Watch the Top Ad**
View the content directly within the page

3 **View Key Metrics**
See the number of Likes, the CTR benchmark percentile and level of ad budget for each spotlight.

4 **Read Synopsis of the Ad**
Detail explaining why the ad stood out including filming and engagement techniques, delivering value propositions, and tips to consider.

5 **Click "See Analysis"**
Click to learn more about the Top Ad's performance on Top Ads Dashboard.

See the Top Ad's Performance Details



5 **View Ad Details**
Find background about the ad's objectives and top keywords used in the ad's voiceover, text overlay and ad caption.

6 **See Key Frame Analysis**
Click on the ad metrics to see a second by second, frame by frame graph. Performance is indexed 0-100, with 100 being the peak point in the video and 0 being the lowest for the selected metric.

Key takeaways

👉 **Struggling for ideas? Use Top Ads to stay on top of what others in your industry are doing.**

👉 **Find new video techniques, such as 'how-to' or behind the scenes videos, to test out for your next TikTok.**

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