♪ TikTok for Business

Quick tips on ad policy best practices to help get your ad approved on TikTok

Are your ads often rejected on TikTok? This could be because the ads do not comply with our ad creative policies and local regulations. This means that your advertising content could be prohibited or restricted on our platform, or that the product or service you intend to promote might not be acceptable in your desired target region.

We want to create a safe and authentic experience for our users so it's important that your ad content:

1 Respects and adheres to local laws and regulations

2 Considers and respects local social and cultural customs

3 Does not contain misleading information and untrue expressions

Understanding our Ad Review process

In adherence to various laws and cultures, products and services are categorised according to their respective industry. At TikTok, we categorise advertisers' industries under one of the following 3 sections: Prohibited, Restricted and Allowed. Take note of these sections to ensure your ads run smoothly and successfully. Here are some examples for each section:

⊘ Prohibited

Products or services that are illegal, dangerous and/or harmful to the community are not allowed to be promoted in all countries or regions.

- Cigarettes & Tobacco Products
- Adult Sexual Products, Services & Entertainment
- Drugs & Paraphernalia

⚠ Restricted

Due to local regulations and customs, products or services must meet certain conditions to be allowed to be promoted in some countries or regions.

- Media & Entertainment
- Financial Services
- Dating Applications or Services

✅ Allowed

Product or service is allowed to be promoted in all regions but the Ad Review Process will still apply.

- Photography Services
- Shoes
- Computers & Laptops

Once you submit your ads on TikTok, they're reviewed to check if the products or services you intend to promote are acceptable in the desired target region. Then, checks are performed to see if the type of advertising content is prohibited or restricted on our platform. If content is not prohibited or restricted, the ads pass the review process and are run on TikTok.

1 Ad(s) submitted to TikTok ▶ **2** Industry Entry Review ▶ **3** Ad Creative Review ▶ **4** Ad(s) run on TikTok

⚠ Top 4 reasons ads are rejected and how to counter them

✕ Your ad contains prohibited & restricted content

Different countries might have different products and services that are prohibited for advertising so please refer to the specific target country or territory for more information. Do note that the list of countries or territories and the guidelines will be updated in accordance with local laws and requirements from time to time.

⚠ In general, TikTok prohibits the advertising of the following industry and trade of:

1. Animals, animal parts or products
2. Adult sexual products, services and entertainment
3. Casinos & Gambling Games
4. Cigarettes & Tobacco Products
5. Counterfeiting & Piracy
6. Drugs and Paraphernalia
7. Police/Military Gears & Equipment
8. Political Ads
9. Unsuitable Businesses, Products or Services
10. Unacceptable Business Practices
11. Weaponry and Weapon Parts

✅ Tip

Refer to the Industry Entry Guidelines for each industry's detailed information and check the applicable policies for your products or services.

❌ Your ad does not meet landing page requirements

If your ad creatives direct users to a non-functional landing page or one that displays prohibited products or services, it's likely to be rejected.

✅ Tip

Ensure that the landing pages your ad creatives direct users to:

- Are not expired, under construction, or have incomplete content or information.
- Do not automatically download files to a user's mobile phone.
- Do not require users to download additional programs or input personal information in order to access the main content.
- Are mobile-friendly and functional.

❌ Your ad is not consistent with products or services on your landing page

If any part of your ad creative is not consistent with the promoted product or service on the landing page, chances are it'll be rejected. Some examples of ad inconsistency to watch out for include:

- Ad features product A but landing page shows product B.
- Ad features brand A but landing page shows brand B.
- The ad caption says "Up to 50% off", while the corresponding ad image says "Up to 30% off".
- The "Display Name" on your landing page ad says "ABC lotion" while the promoted product on the landing page is "ABC shampoo" or "XYZ lotion".

✅ Tip

Ensure that your ad caption, ad text, images, ad videos, CTAs, Display Name and App Name are consistent with the promoted product, service or app name shown on the Landing Page.

❌ Your ad contains misleading claims

Check out some examples of misleading content that are prohibited:

- Before-and-After comparisons.
  - Showing wrinkles disappearing through "Before" and "After" comparisons by using a cream.
- Exaggerated performance promises and description.
  - Ad creative promoting Lotion says "Get slim legs right away."
- Absolute claims.
  - Ad creative contains claims like "This product is number 1 in the world!"
- Malicious comparisons.
  - Ad creative says "This product is XX cheaper than the ABC website."

✅ Tip

Consider adding disclaimers such as *"Product effectiveness depends on the user's condition."*

Ad Review Checklist

Consider this checklist when creating or modifying your ad and follow these tips to ensure a smoother review process.

1 Landing Page

- Ensure that any products featured in an ad are consistent with those shown on your landing page.
- Avoid using any elements without required permission in both your ad and your landing page. This includes brands, hashtags, copyrighted media, imitations and replicas. If you have proper authorisation, upload your authorisation documentation in the Account Settings under Business Verification.

2 Ad Creative (Image, Video, Audio, Caption, Display Name)

- Remove any symbols, incorrect spelling, or gimmicky use of spelling in your ad creative, ad copy, and display name.
- Make sure that your ad creative and display name are consistent with your landing page.
- Avoid copy or creative which advises users to take actions that aren't supported on the app, like swiping up to download or displaying a mouse cursor.
- Make sure you're using high-quality media that meets our image specifications and video specifications.
- Ensure your video ad includes background audio (music or sound) that is clear and coherent. Audio is required for video ads.

3 Targeting Region Information (Language, Currency, Age, Targeting, etc)

- Ensure language in your ad creative and copy is accepted in your target location(s).

With changing times and regulations, it's important to stay abreast of the latest updates on our advertising policy requirements. Refer to TikTok Advertising Policies on Ad Creatives and Landing Page to double-check that your ads meet these requirements.

Get started now!