



Spark Ads: Don't make ads, make TikTok videos.

Spark Ads helps businesses like yours get discovered and make more sales. It can help you boost organic posts and create in-feed ads that don't feel like ads at all.

What are the benefits of Spark Ads?

**It feels real
and
authentic**

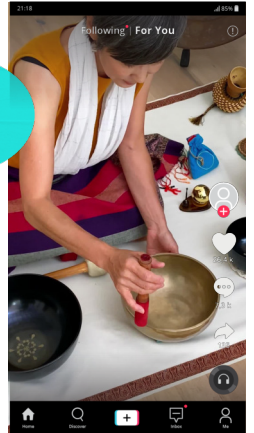
To the TikTok community, Spark Ads look and feel like native TikTok videos, not ads.

**An efficient,
all-around
player**

Spark Ads can help you meet all your business goals: reach, engagement and conversion.

**Flexible
to use**

Choose from multiple creation methods with or without linking your TikTok account to TikTok Ads Manager.



Get results with Spark Ads

+30%
Views
Completion Rate

+142%
Engagement
Rate

+43%
Conversion
Rate

Get Started!

There are two ways to get started creating Spark Ads:

Method 1: Use your own linked TikTok Business Account.

Method 2: Use authorized accounts (authorize via Business Center) or Posts (authorize via video codes).

Method 1: Your own linked TikTok Business Account

Step 1: Choose Use TikTok account to deliver Spark Ads.

Step 2: Choose Use account owned by you.

Step 3.1: [Pull] Choose the existing post under your linked account using +TikTok Post.

Step 3.2: [Push] Create/upload/add a video* as a Spark Ads creative and publish it under your linked Business Account using +Video

Method 2: Authorized accounts or other creators' posts

Step 1: Make sure that Authorized Posts are allowed in creator's TikTok account.

Step 2: Authorize the organic post for promotional use.

Step 3: Enter the authorization code of this post in TikTok Ads Manager.

* Videos follow standard ad specifications and video length should be within 1 min.

Get detailed instructions in the [Spark Ads Creation Guide](#) and start growing your business on TikTok today.