



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

An efficient,
all-around
player

Flexible
to use

!!!



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

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

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.