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 TikTok

FIRST

A step-by-step guide in unifying your paid and organic presence, and getting ready for the next era of marketing on TikTok.

2026



Unlock more by linking your TikTok account

From unlocking Spark Ads to safer controls for your team, your campaigns have access to cleaner and better optimized performance data.

F

Foundation First:

Establish your brand's presence on TikTok.

I

Integrate & Link Accounts:

Authorize account linking in Business Center.

R

Roles & Responsibilities:

Grant the correct permissions and team access.

S

Spark Creativity:

Activate content and Spark Ads using your brand identity.

T

Track & Transform:

View, Evaluate, and optimize based on what performs best.

Foundation First

Set up the right TikTok account for your brand and build it to scale.



Create a TikTok Account that's right for you

If you don't have an account, start by setting up a TikTok account.

Organization Accounts are recommended for most advertisers.



F

Foundation First

I

R

S

T



Recommended



Organization Account

Best for brands and agencies with multiple team members within a verified organization. **Please note Organization Accounts are a type of Verified Business Account (VBA) owned on TikTok Business Center.**



Business Account

Public profiles for businesses and creators that provide access to advanced tools and analytics.



Personal Account

Ideal for individuals and advertisers who want to create and share content organically.

Why choose an Organization Account?

Keep your team connected, your brand protected, and your operations built to scale.



Centralized Management

Avoid scattered accounts with the ability to manage all activities under one verified structure.



Seamless Collaboration

Assign roles and permissions to multiple team members or partners without relying on one account owner.



Enhanced Security

Use secure logins and one-time verification codes to reduce password sharing and unauthorized access.

Please Note: There is a maximum of 5 organization accounts per TikTok Business Center account per region. Reach out to your TikTok team to increase your capacity to create more OAs.

Get your business **verified** with an Organization Account

Want to create an Organization Account?

To get started, you must obtain a business verification within TikTok Business Center or reach out directly to your TikTok partner to get certified **prior** to creating the Organization Account.

For business or personal accounts, business verification is optional and may be completed later if needed.



STEP 1:

Log in to your Business Center at <https://business.tiktok.com>.

Center

English

Welcome to TikTok Business Center

Meet all your marketing needs with TikTok Business Center. Manage and access advertising, creators, commerce and other marketing solutions in one place for quick collaboration and maximum flexibility.

[Get started](#)

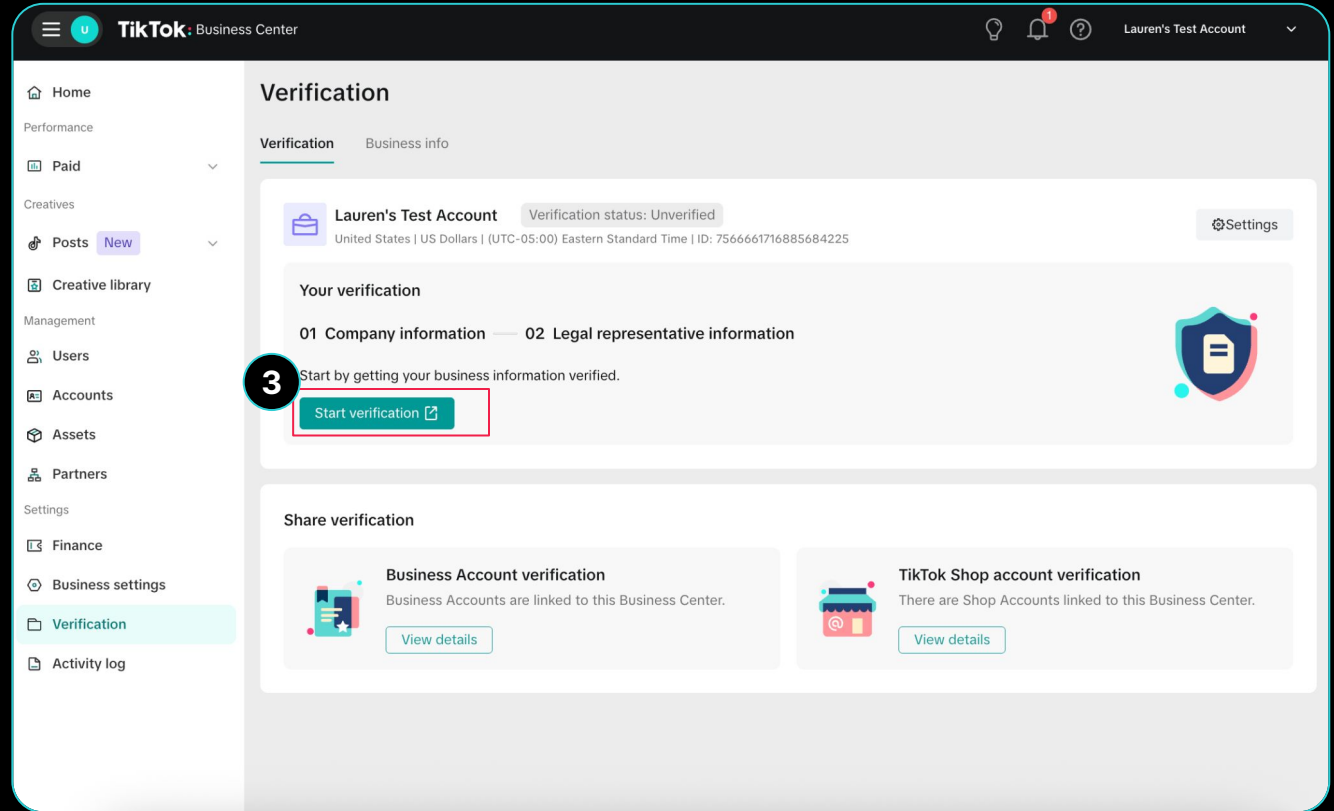
STEP 2:

From the sidebar (left navigation panel), select Verification.

The screenshot displays the TikTok Business Center interface. On the left, a sidebar contains navigation options: Home, Performance, Paid, Creatives (Posts, Creative library), Management (Users, Accounts, Assets, Partners), Settings (Finance, Business settings, **Verification**, Activity log), and Activity log. The 'Verification' option is highlighted with a red box and a circled number 2. The main content area is titled 'Verification' and includes tabs for 'Verification' and 'Business info'. Under the 'Verification' tab, the account 'Lauren's Test Account' is shown with a 'Verification status: Unverified' badge and a 'Settings' button. Below this, a section titled 'Your verification' lists two steps: '01 Company information' and '02 Legal representative information', with a 'Start verification' button. At the bottom, a 'Share verification' section contains two cards: 'Business Account verification' and 'TikTok Shop account verification', each with a 'View details' button.

STEP 3:

Click the Start
Verification button



TikTok Business Center

Home
Performance
Paid
Creatives
Posts **New**
Creative library
Management
Users
Accounts
Assets
Partners
Settings
Finance
Business settings
Verification
Activity log

Verification

Verification Business info

Lauren's Test Account Verification status: Unverified [Settings](#)
United States | US Dollars | (UTC-05:00) Eastern Standard Time | ID: 7566661716885684225

Your verification

01 Company information — 02 Legal representative information

3 Start by getting your business information verified.

[Start verification](#)

Share verification

Business Account verification
Business Accounts are linked to this Business Center.
[View details](#)

TikTok Shop account verification
There are Shop Accounts linked to this Business Center.
[View details](#)

TikTok · For Business

English

u

Verify your business

Account verification is encouraged in all regions to build trust with TikTok users. [Learn more](#)



Business information

Account type

☒ Business ☐ Individual

Country/region

United States

Business name

To get verified, the business name needs to be an exact match with what's on your verification documents. Your business name can't be changed after it had been verified.

Test Account

Submit

STEP 4:

Fill in the information

Fill in the Verification documents section.

From the dropdown menu, select the document type you will upload for verification and upload the chosen document.

Click Submit

TikTok · For Business English u

Verification documents

Proof of identity (ID) ?

Only JPEG, PNG, PDF, and JPG are supported. File size cannot exceed 10 MB. The acceptable maximum value of PDF file page is 30.

Certificate of registration or incorporation ^

Certificate of registration or incorporation

Business license

Articles of association

Make sure the number you enter here is the same with number on the document. It can't be changed after submission.

Please enter the accurate certificate number.

State

Select state v

Additional documents Optional

You can provide an advertiser invoice as a supporting document.

Upload

Submit

STEP 6:

You will return to the Verification main page, where the status will show as Pending.

The screenshot displays the TikTok Business Center interface. The top navigation bar includes the TikTok logo, 'Business Center', and user information 'Asad_T'. A left sidebar lists various management tools like Home, Analytics, Creative library, Users, Accounts, Assets, Partners, Finance, and Activity log. The main content area is titled 'Verification' and shows a 'Pending' status for the user 'Asad_T'. Below this, a section titled 'Your verification' indicates that company and legal representative information has been submitted and is under review. At the bottom, a 'Qualification share' section provides links to view details for business and shop account verifications.

TikTok Business Center

Verification

Verification Business info

Asad_T Pending

United States | US Dollars | (UTC-05:00) Eastern Standard Time | ID: 7540882650672807937

Settings

Your verification

Company information — 02. Legal representative information

The business information you submitted is being reviewed. This process may take up to 2 business days.

Continue verification

Qualification share

Business Account verification
Business Accounts are linked to this Business Center.
View detail

TikTok Shop account verification
There are Shop Accounts linked to this Business Center.
View detail

STEP 7:

Once reviewed and approved, the status will update to Approved.

The screenshot displays the TikTok Business Center interface. On the left is a navigation sidebar with options: Home, Performance, Analytics, Creatives, Creative library, Management, Users, Accounts, Assets, Partners, Settings, Finance, Verification (highlighted), and Activity log. The main content area is titled 'Verification' and 'Business info'. It features a 'Business Center verification' section with a status of 'Approved' (highlighted with a red box) and a 'Deactivate account' button. Below this, there's a 'Business verification (Optional)' section with a list of benefits: 'Build trust on TikTok', 'Reduce billing-related issues', and 'Access more benefits like being able to create more advertiser accounts'. A 'View verification info' button is present. At the bottom, a 'TikTok Shop account verification' section indicates 'There are Shop Accounts linked to this Business Center' with a 'View details' button. The top right of the interface shows the user 'KWAN LLC'.

Set-Up your Organization Account

Now you're ready to set up your organization account! Follow the step by step guide below, or check out the demo on [TikTok Help Center](#).



STEP 1:

Log in to your Business Center at <https://business.tiktok.com>.

Center

English

Welcome to TikTok Business Center

Meet all your marketing needs with TikTok Business Center. Manage and access advertising, creators, commerce and other marketing solutions in one place for quick collaboration and maximum flexibility.

[Get started](#)

STEP 2:

From the sidebar (left navigation panel), click **Accounts**.

STEP 3:

Under the top tab bar, select **Add a TikTok Account**.

TikTok Business Center

< 1 / 1 > 20 ad accounts have almost run out of balance. Add balance to keep your ads running.

Accounts

All accounts Account groups

Advertiser accounts TikTok accounts TikTok One accounts Shops Market Scope accounts

Add a TikTok account 3 by account name or ID

Account	Account level	Permissions	Linked accounts	Linked assets	Location
demo_bc test12323wangjun	Verified Business Account	Manage account Existing posts +7	Advertiser accounts: 2 Shops: 2	-	BG
demo_bc testzhugang123	Verified Business Account	Manage account Existing posts +7	-	-	KH
demo_bc wangjun123999	Verified Business Account	Manage account Existing posts +7	-	-	BE
testkickvryyal testkickvryyal	-	Deliver ads Existing posts +2	Advertiser accounts: 1	-	-
Wanting XU user194930989	Business Account	Manage account Existing posts +8	Advertiser accounts: 1	Forms: 1	US
zhanghe.ink zhanghe.ink	-	Deliver ads Existing posts +8	Advertiser accounts: 2	-	-
melatiktok tt_melatestact	-	Deliver ads Existing posts +2	Advertiser accounts: 1	-	-
demo_bc test_share_4	Verified Business Account	Manage account Existing posts +7	Advertiser accounts: 3	-	EG
demo_bc test_share_3	Verified Business Account	Manage account Existing posts +7	Advertiser accounts: 1	-	FR
demo_bc test_share_2	Verified Business Account	Manage account Existing posts +7	Advertiser accounts: 1	-	NL

STEP 4:

A pop-up window will appear with several options. Select **Create a new TikTok account** to start creating an Organization Account.

STEP 5:

Click **Create new**

Add a TikTok account**Select method****Link an existing TikTok account**

Link an existing TikTok account to your Business Center to manage assets in one place and deliver ads on TikTok.

4**Create a new TikTok account**

Create a new TikTok account that will automatically be linked to your existing Business Center as a Verified Business Account.

Select account creation method**Create account owned by Business Center**

When you create a new TikTok account, it will be owned by this Business Center. It will have all the Verified Business Account privileges, since your business has already been verified. Admins will be able to log in using the username and verification code on both the TikTok app and TikTok webapp.

Create new**5**

STEP 6:

A new pop-up window will open titled Create an Organization Account.

STEP 7:

The top row will be auto-filled with your Business Center Name and Country/Region.

Business Center

Accounts

All accounts

Advertiser accounts

Add a TikTok Advertiser account

Business Accounts

Account

testCNorg312 user653

testCNorg312 user738

testCNorg312 user673

testCNorg312 user713

Ad delivery assets

Enter text

Create an Organization Account

Organization name: testCNorg312

Country or region: CN

Add a photo (Optional)

Username (Optional)

Name: testCNorg312

Account operating region

Argentina

Australia

Austria

Bangladesh

Belgium

Users who access this account are 18 or older, agree you have read our [Partner Privacy Policy](#). Certain organization Accounts. [Learn more](#)

Create

Account	Access type	Linked accounts	Members	Action
testCNorg312 user653	0	Request add	View	Get login code
testCNorg312 user738	0	View	Get login code	
testCNorg312 user673	0	View	Get login code	
testCNorg312 user713	0	View	Get login code	

(Optional)

Enter your desired username if you want one, subject to availability.

(Required)

Enter a name for your Organization Account and confirm the Account Operating region.

STEP 10:

Once completed, the new Organization Account will appear alongside your other accounts on the Accounts Page.

Tip: All Organization Accounts are a type of Verified Business Account owned on TikTok Business Center. Accounts with a Get login code option in the Action column indicate an Organization Account.

The screenshot displays the 'Accounts' management interface. At the top, there are tabs for 'All accounts' and 'Account groups'. Below these are filters for 'Advertiser accounts', 'TikTok accounts' (which is selected), 'TikTok One accounts', 'Shops', and 'Market Scope accounts'. A search bar is present with the placeholder 'Search by account name or ID'. The main content is a table with the following columns: 'Account', 'Account level', 'Permissions', and 'Linked accounts'. One account is listed: 'demo_bc' with ID 'test123123wangjun', labeled as a 'Verified Business Account'. The permissions for this account are 'Manage account' and 'Existing posts +7'. The linked accounts section shows 'Advertiser accounts: 2' and 'Shops: 2'. A callout box highlights the 'Action' column, showing a 'Get login code' button with a help icon, and a 'View' link below it.

Account	Account level	Permissions	Linked accounts
demo_bc test123123wangjun	Verified Business Account	Manage account Existing posts +7	Advertiser accounts: 2 Shops: 2

Action

Get login code

View

What's Coming

Advertisers will now be able to create organization accounts and tie them to Business Centers directly through API

Benefit

Scalability, the ability to quickly create organization accounts for scenarios where agencies or scaled advertisers/API users need to create a large number of organization accounts.



Integrate & Link Accounts

Link your TikTok account in Business Center so you're one step closer to running more native, credible, and engaging ads.



Link your TikTok Accounts as **Ad Delivery** assets

In **Business Center**, you'll request access to the TikTok account you'll use for paid delivery.



STEP 1:

On TikTok Business Center, navigate to the Accounts tab in the left-hand menu.

STEP 2:

Click on TikTok Accounts then Add a TikTok Account

TikTok Business Center

Accounts

All accounts Account groups

Advertiser accounts TikTok accounts TikTok One accounts Shops Market Scope accounts

Add a TikTok account Search by account name or ID

Account	Account level	Permissions	Linked accounts	Linked assets
demo_bc test123123wangjun	Verified Business Account	Manage account Existing posts +7	Advertiser accounts: 2 Shops: 2	-
demo_bc testzhugang123	Verified Business Account	Manage account Existing posts +7	-	-
demo_bc wangjun123999	Verified Business Account	Manage account Existing posts +7	-	-
testkickrvryai testkickrvryai	-	Deliver ads Existing posts +2	Advertiser accounts: 1	-
Wanting XU user194930989	Business Account	Manage account Existing posts +8	Advertiser accounts: 1	Forms: 1
zhanghe.ink zhanghe.ink	-	Deliver ads Existing posts +8	Advertiser accounts: 2	-
melatiktok tt_melatestacct	-	Deliver ads Existing posts +2	Advertiser accounts: 1	-
demo_bc test_share_4	Verified Business Account	Manage account Existing posts +7	Advertiser accounts: 3	-
demo_bc test_share_3	Verified Business Account	Manage account Existing posts +7	Advertiser accounts: 1	-
demo_bc test_share_2	Verified Business Account	Manage account Existing posts +7	Advertiser accounts: 1	-

STEP 3:

Click on Link an existing TikTok account, send a QR code and click Next.

Add a TikTok account

Select method

Link an existing TikTok account

Link an existing TikTok account to your Business Center to manage assets in one place and deliver ads on TikTok.

Create a new TikTok account

Create a new TikTok account that will automatically be linked to your existing Business Center as a Verified Business Account.

Select linking method

Send a QR code

Ask the TikTok account owner to scan a QR code to approve your link request.

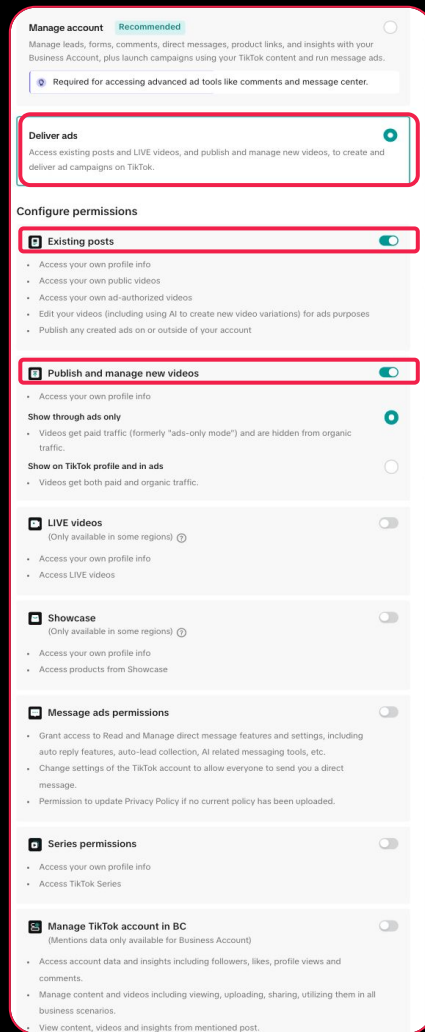
Next

STEP 4:

Select Deliver ads, then configure permissions related to Ad Delivery Assets.

Turn on 'Existing posts' and 'Publish and manage new videos' to ensure that your TikTok account can deliver Spark Ads.

Click Next to generate the QR code.



STEP 5:

Ask the user with access to the TikTok Account you need access to to scan this QR code with their TikTok App to approve your request.

Add a TikTok account

Ask any TikTok account owner to scan this QR code to approve your request. After it's approved, the account will appear in your assets and you'll be able to give access to your members.

 Copy QR code

**Authorize Business Center "demo_bc"****Existing posts**

- Access your own profile info
- Access your own public videos
- Access your own ad-authorized videos
- Edit your videos (including using AI to create new video variations) for ads purposes
- Publish any created ads on or outside of your account

Publish and manage new videos

- Access your own profile info
- Show through ads only

 Please make sure you are using the latest version of the TikTok app to scan the code.

How to scan the code

1. Open the TikTok app and tap "Profile"
2. Tap "Add friends"
3. Tap [-] at the top right corner to scan the code

Note

- Make sure you're logged into TikTok first.
- You can cancel access any time in Business Center, or in the TikTok's app permission page if no active ad campaigns are using the account's content.
- If you're unable to complete the authorization, you can contact Customer Support to resolve the issue.

Got it

STEP 6:

Once approved by the TikTok Account holder, you will see the TikTok Account linked with 'Deliver ads' permissions in the account tab.

Accounts

All accounts Account groups

Advertiser accounts TikTok accounts TikTok One accounts Shops Market Scope accounts

Add a TikTok account

Account	Account level	Permissions ?	Linked accounts
 melatiktok tt_melatestacct	-	Deliver ads Existing posts +2	Advertiser accounts: 1

Roles & Responsibilities

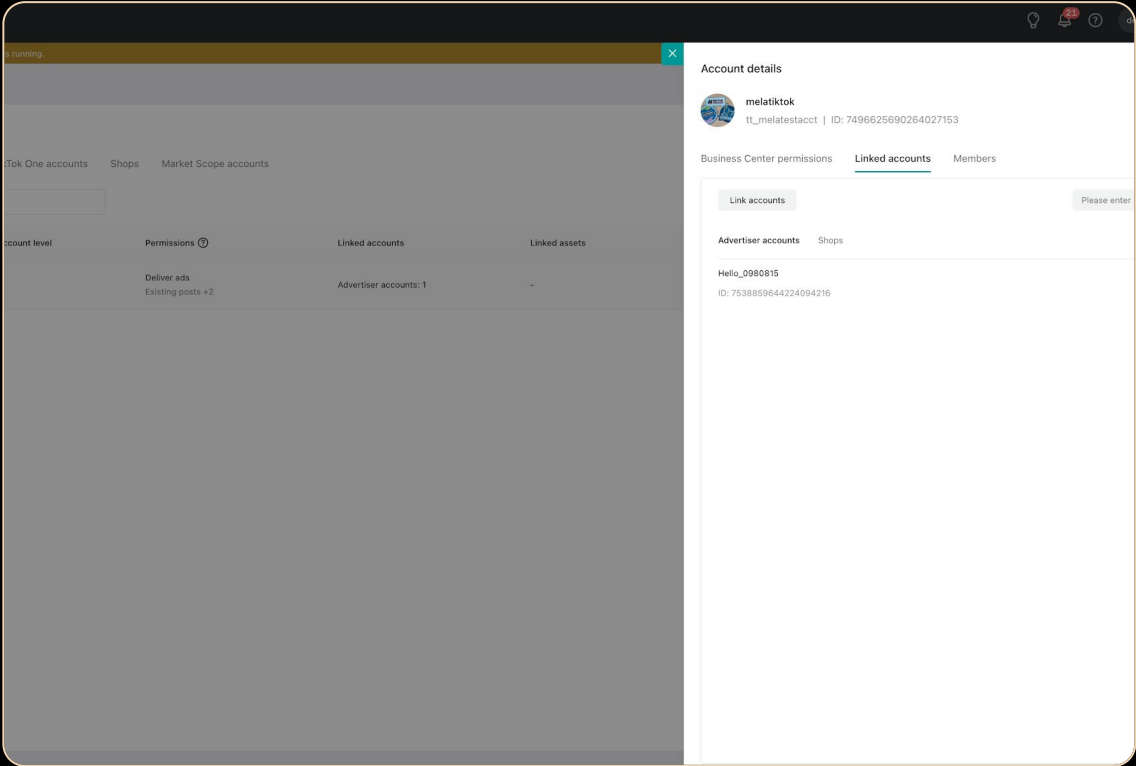
Grant account access to the right people and stay secure and in control.



Share TikTok Accounts with TikTok Ads Manager Accounts



Now that you've linked your TikTok Account, you may now share the linked TikTok Account with Advertiser Accounts:



Sharing with Advertiser Accounts

To share with an Advertiser Account, click on **View → Link Accounts → Advertiser Account** and choose the Advertiser Accounts you want to link the TikTok account with.

All members who have access to both the ad account (either operator or admin access) and Business Center (either standard or admin access) can use the TikTok account for delivery from the same ad account

i Add one type of account at a time. If you switch between account types, your first selection will be lost.

Advertiser accounts 1

Shops

🔍 Please enter



All

1 / 48 Selected



1



duplicate data fix online regression 1

Account ID: 7543188028689350664



adv invitation test1

Account ID: 7554978349318078480



regression1224-agency

Account ID: 7587306877034283024



test_ebc_m4_online_regression

Account ID: 7601049693657120775



Hello_0980815

Account ID: 7538859644224094216



LySyY

Account ID: 7597266502653083649

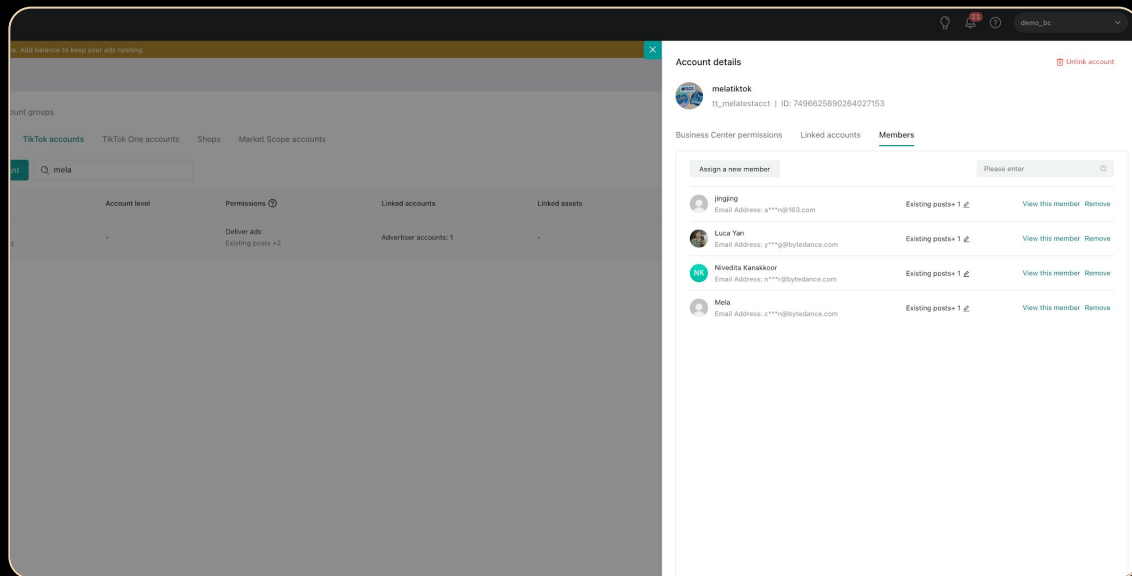


zyz_test_company

Account ID: 7595555481159122945

Sharing with Specific Members on Business Center

Now that you've linked your TikTok Account, you may now also share the linked TikTok Account with Specific members on your TikTok Business Center account



To share with specific users on **TikTok Business Center**, click on **View → Members → Assign a member and choose the members you want to assign the TikTok account to**. You can also choose which permissions specifically to give this user.

Assign members to TikTok account

Select members from your Business Center account and set the access permission you'd like to give them.

demo

All

1 / 9 Selected

<

1

>

☒

WBS Demo 1

User ID: 7541296924708783122

☐

slx_demo

User ID: 7439665301790458881

☐

zyp-test-demo-bc

User ID: 7359098761844704273

☐

Demo BC

User ID: 686236939331782662

☐

demo_bc

User ID: 6970502708575863809

☐

Cheri Demo

User ID: 7272470355368674306

Ad delivery permissions

Existing posts

- Access your own profile info
- Access your own public videos
- Access your own ad-authorized videos
- Edit your videos (including using AI to create new video variations) for ads purposes
- Publish any created ads on or outside of your account

Publish and manage new videos

- Access your own profile info

Show through ads only

- Videos get paid traffic (formerly "ads-only mode") and are hidden from organic traffic.

Show on TikTok profile and in ads

- Videos get both paid and organic traffic.

LIVE videos

Take note of the permission scope

Selected members will be able to use this TikTok account in any ad accounts in this Business Center that they have access to.

Take care when managing permissions to ensure your account safety. You can visit our Business Help Center for more information about Business Center permissions.

By continuing, you confirm that you are fully aware of and take responsibility for any risks or consequences related to this action.

Cancel

Confirm

CONFIDENTIAL & PROPRIETARY

35

Ensure your **Media Agency designation** on TikTok Business Center is accurate



Media Agency Designation with Ad Accounts in Business Center

More visibility and control over the ad accounts managed by a media agency

This designation enables agencies to confirm the ad accounts for which they are the primary media buying and executing agency of record.

Once the "Media Agency" designation is established between the Agency Business Center and their client's ad accounts, that ad account's spend and other performance data will be attributed to the Agency Business Center.



How to establish the Media Agency designation?

Agencies and their clients will be able to self-serve and manage directly in business center, this will include:



Access

Agencies can explicitly state that they are the primary media buying and executing agency for their client's ad accounts as part of their ad account access and partner flows.



Access Approval

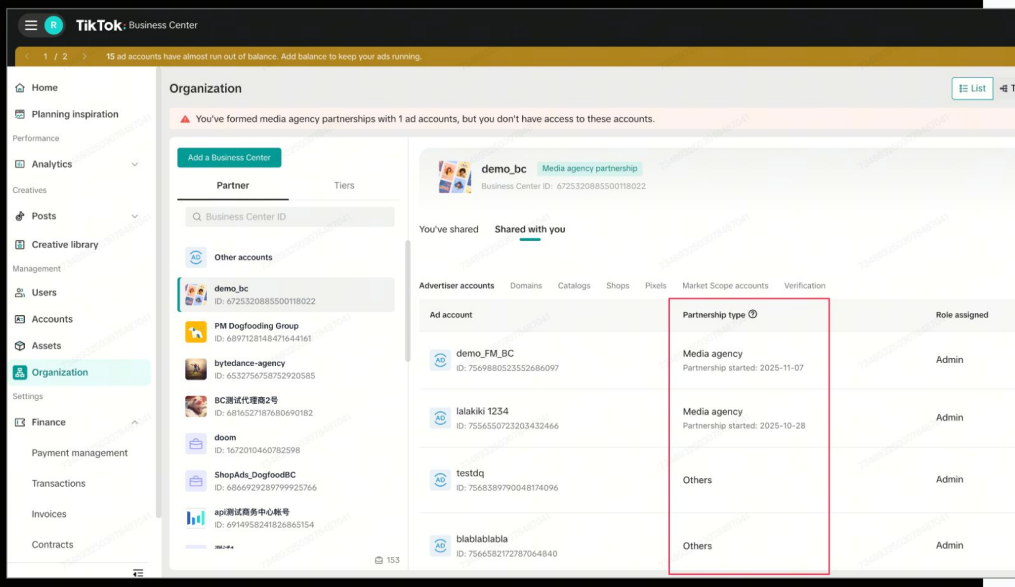
Clients can directly confirm that the agency is their primary media buying and executing agency as part of ad account access or partner approval flows.



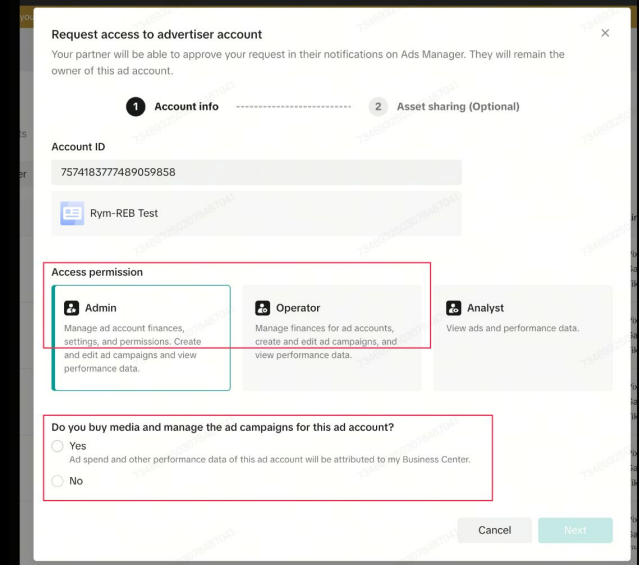
Review

Both Agencies and Clients can verify and correct binding relationships from Business Center.

Media Agency Designation



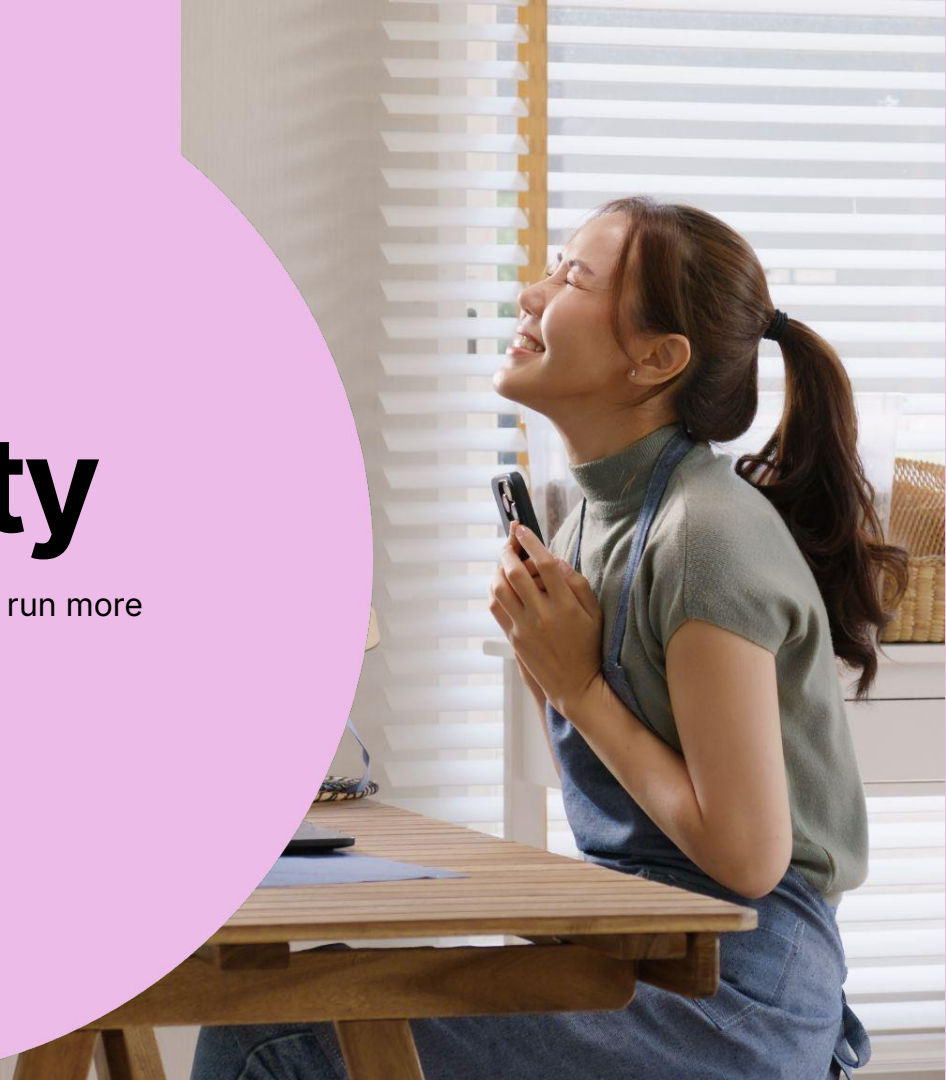
Business Center - Partnership type



Ad Account Access

Spark Creativity

Now that your account's linked and permissioned, you can run more engaging ads for stronger performance.



Spark creativity with a strong organic foundation

Once your TikTok account is successfully linked, you're ready to build your organic brand presence and begin creating TikTok-first content.



Core Pillars of Organic Content Strategy



Content Foundations

Build a strong foundation that reflects your brand's voice.



Creative Storytelling

Spark engagement by sharing authentic and memorable stories.



Community Management

Foster meaningful relationships by engaging with your audience.

01

Content Foundations



Set up your profile page

Treat your profile as your front cover. Optimize it to showcase your best content and enable sharing features to maximize discoverability and engagement.

Structure your content

Build a balanced content mix that drives attention and growth. Use tools like [TikTok Creative Center](#) to stay on top of trends.

Tap into Trends

Use TikTok's tools such as the [2026 TikTok Next Trend Report](#) to explore emerging trend signals.

Follow TikTok's Creative Codes

Apply [TikTok's six creative principles](#) to create authentic, effective content that resonates with the For You Page and unlocks creative performance.

02

Creative Storytelling



Work with creators

Use TikTok One's [Content Suite](#) to discover organic content patterns and [Creator Marketplace](#) to find creators who align with your brand.

Be #AlwaysEngaged on TikTok

Amplify creator-led storytelling by combining organic posts with paid reach. Use [Insights Spotlight](#) and [Creative Center](#) to identify trending moments.

Create new content consistently

Leverage [TikTok Symphony](#) to generate and iterate new variations, [Branded Mission](#) to crowdsource UGC, and [Brand Lift Studies](#) to measure impact and optimize over time.

03

Community Management



Understand community mindsets

Create content that aligns with why people come to TikTok to show up natively and build emotional connection.

Fuel co-creation

Invite your community to create with you using TikTok's co-creation tools, Duet and Stitch and Branded Mission.

Tap into conversations using 'Comments'

Use Comments and Reply-with-Video to create a two-way dialogue, showcase brand voice authentically and turn community prompts into high-performing content.

Run Spark Ads on TikTok Ads Manager

Once you've mastered a strong organic presence, you can now run Spark Ads.

Driving engagement and action, Spark Ads let you take content that already looks and feels native to TikTok and gives it paid reach.



With everything linked, you can now create Spark Ads. There are three primary ways to activate your campaigns:

- You can push new posts from TikTok Ads Manager directly to your TikTok profile to use as Spark Ads
- You may pull from available creatives that have already been published on your TikTok profile page
- If a creator has already published the post, they can choose to provide a video code to authorize using their post in your Spark Ad.



Publish and manage new videos



- Access your own profile info

Show through ads only



- Videos get paid traffic (formerly "ads-only mode") and is hidden from organic traffic.

Show on TikTok profile and in ads



- Videos get both paid and organic traffic.

With everything linked, you can now create Spark Ads. There are three primary ways to activate your campaigns:

Formally known as Ads-Only Mode, the **'Show through Ads Only'** toggle* allows you to run Spark Ads without the ad content appearing publicly on your TikTok profile page.

Pro-tip: Want to keep your TikTok profile page clean of ads? Run Spark ads on 'Show Through Ads Only' Mode



Publish and manage new videos



- Access your own profile info

Show through ads only



- Videos get paid traffic (formerly "ads-only mode") and is hidden from organic traffic.

Show on TikTok profile and in ads



- Videos get both paid and organic traffic.

** Available on TikTok Ads Manager, TikTok App, and TikTok Business Center*

Why use 'Show Through Ads Only' Mode?

- Run targeted campaigns: Launch multi-language or region-specific campaigns without cluttering your main profile page
- Protect your brand image: Separate organic and paid content strategies to maintain a clean, consistent profile page
- Boost creator collaborations: Collaborate with all creators, including those who may prefer not to display sponsored content on their profile



Publish and manage new videos



- Access your own profile info

Show through ads only



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Show on TikTok profile and in ads



- Videos get both paid and organic traffic.

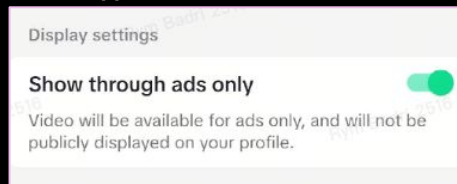
Show Through Ads Only

Now available on TikTok Business center!

This update ensures only authorized members have permission to adjust 'Show Through Ads Only' mode within TikTok Ads Manager.

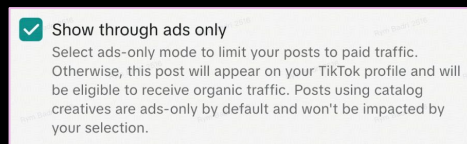
Once permissions are managed through Business Center, the toggle in Ads Manager will appear greyed out for all members without permission to change it.

TikTok App



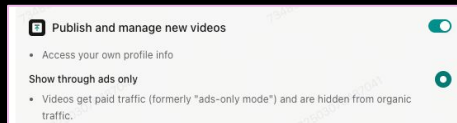
Video-Specific Control

TikTok Ads Manager



Campaign-Specific Control

New! Tiktok Business Center



Scaled Permission Control

Track & Transform

Your content is live! Now, let's continuously view, evaluate, and optimize your strategy.



Access insights on your **content** **performance**



Review different metrics based on your account's business goals.

On the TikTok app, navigate to **Analytics > Profile > Menu > Business Suite > Analytics**

Reach

Impressions

Video Views

Follower growth

Engagement

Comments

Shares

Avg. watch time

Completion rate

Clicks

Saves

Conversion

Lead
submissions

CPA/ROAS

Add-to-cart
orders

Use TikTok tools to track your content performance

01



TikTok Ads Manager

Analyze retention, cost efficiency, and engagement for ads.

02



TikTok Market Scope

Identify top audiences and what resonates at each stage of the funnel

03



TikTok Media Mix Modeling

Measure the impact and ROI of organic-led content strategies across the full marketing mix

04



TikTok Analytics (In-App)

Track organic views, watch time, engagement, and follower growth

Test and Learn

Unify **organic and paid** to create a continuous feedback loop.

Use organic content to see what resonates, then scale top performing ads with **Spark Ads**—driving more efficient, native, and scalable growth.





Let's Keep Your Ads Running Smoothly

You're ready to stay connected and move forward confidently in the next era of TikTok advertising.