

TikTok Growth Max: Mini Games

Unlock frictionless play and faster monetization - turning engagement into scalable game growth, all inside TikTok

What are Mini Games?

Mini Games brings instant gameplay directly to TikTok. Supercharge your Mini Games with TikTok's new ad solution, **Growth Max** to grow your on-platform business and maximize ad performance.

Key Benefits

Drive monetization form Day0 with precise ROAS control

Enables immediate IAA monetization with high-intent players, powered by onsite signals to optimize and scale Day0 ROAS with greater bidding control,

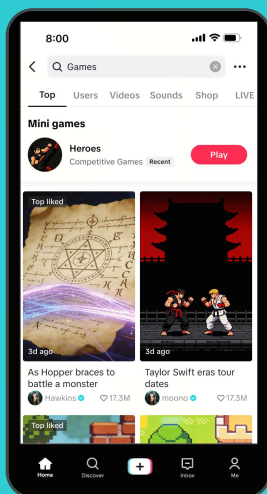
Unlock new distribution channel to scale monetization

Reach and convert highly engaged players on TikTok, turning discovery to new, scalable monetization channel beyond app install model

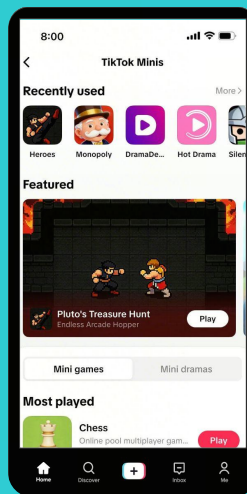
Convert engagement into performance with frictionless gameplay

Instant, native gameplay within TikTok removes barriers to entry and generates strong onsite signals, enabling higher conversion efficiency .

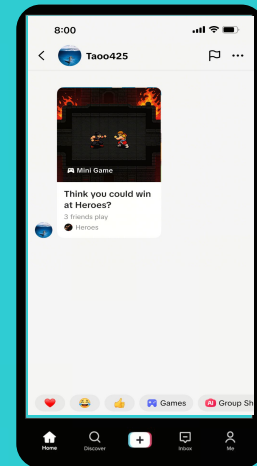
Search



Mini Games Center



Shared among community



Availability

Markets:

United States, Japan, Indonesia, Thailand, Philippines, Vietnam, Malaysia, Brazil, Saudi Arabia, Turkey

Optimization Goal:

Value (Highest Value, D0 tROAS)

Get Started

TikTok Growth Max for Mini Games is currently in testing.

Visit [TikTok Developer Portal](#), or reach out to your [TikTok representative](#) to learn more about Mini Games.