TikTok Brand Suitability Solutions

# Empowering Advertiser Choice

With TikTok Inventory Filter and Third-Party Verification

## About TikTok Inventory Filter

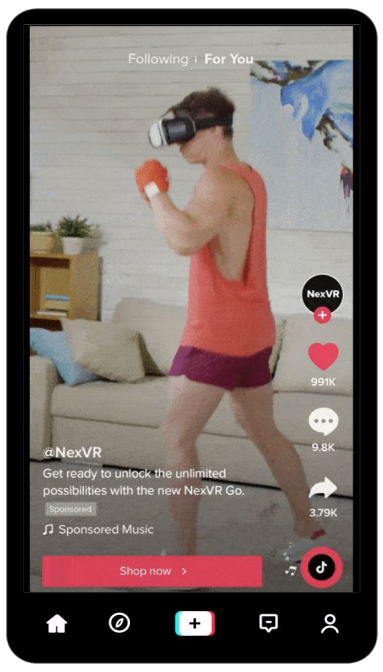
**Our highest priority is creating a safe, positive environment for everyone**. We do this through enforcement of our Community Guidelines with automated moderation systems and human review. Creating a safe, positive environment for people in turn establishes one for brands.

**We respect that brands know their values best.** As such, they may have preferences as to where they show up, especially when it comes to the content next to their ads. That's why we offer brand suitability tools including TikTok Inventory Filter.

Before your campaign begins, choose from 3 distinct tiers of video inventory to run next to your ads.

Benefit from real-time content adjacency placement for your ads based on your chosen inventory tier.

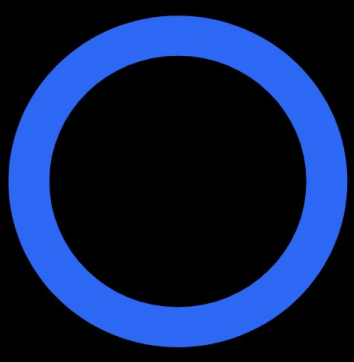
As your ads are running, view brand safety and suitability rates directly from our third-party partners.




Ads in the For You feed provide 100% real-estate for advertisers, with no other ads or content on screen, a brand-safe format by design.

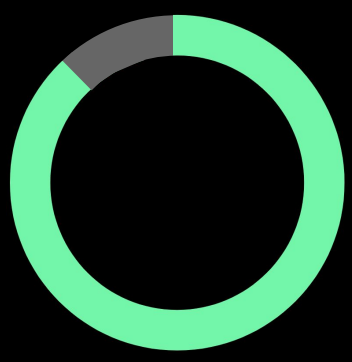
## Distinct Inventory Tiers

Advanced machine-learning technology analyzes and aligns content with our inventory tiers based on sensitivity or risk levels. There are many topics or categories that content could fall under including, for example – to name a few – dramatic depictions of weapons or alcohol use within the context of entertainment, or gratuitous depictions of profanity or obscenity. To view the full list of categories, visit the TikTok Business Help Center.



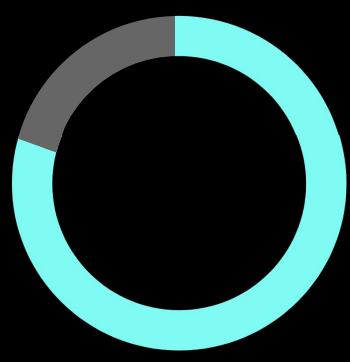
**Full Inventory**

Ads may appear next to some user content featuring mature themes



**Standard Inventory**

Ads will appear next to user content that is appropriate for most brands and may contain some mature themes



**Limited Inventory**

Ads will appear next to content that doesn't contain mature themes

Pie charts above for illustrative purposes only; not representative of inventory volumes

# Broad Availability

**Regions**

TikTok Inventory Filter is now available in every market where TikTok ads are available.

We regularly expand markets and languages as monetization reaches new countries.

**Ad Format**

In-Feed Ads
Live Shopping Ads
Spark Ads
TikTok Pulse
TopFeed
Video Shopping Ads

**Buying Types**

Auction
Reach and Frequency

**Campaign Objectives**

Reach
Video Views
Community Interaction
Traffic
App Promotion
Web Conversion
Lead Generation
Product Sales

# Post-Campaign Measurement

DoubleVerify | Integral Ad Science | Zefr

**We enable advertisers to work with trusted third-party measurement partners for independent assurance that the content next to their ads is brand safe and suitable.** Our partners provide brand safety and suitability rates that align to the Global Alliance for Responsible Media Brand Safety Floor and Suitability Framework. One or more of our partner solutions is available whenever you use TikTok Inventory Filter.

## Case Studies

**See how TikTok scored a 99%+ average brand safety rating.**

Adidas | TikTok
Rexona | TikTok
Sony Pictures | TikTok

# Learn More

For more on third-party, post-campaign measurement, contact our partners DoubleVerify (DV), Integral Ad Science (IAS) and Zefr.

For more on TikTok Inventory Filter, visit the TikTok Business Help Center or contact your TikTok representative.

**To learn about all of our brand safety commitments and resources, visit the TikTok Brand Safety Center.**

**DoubleVerify (DV)**
**Integral Ad Science (IAS)**
**Zefr**
**TikTok Business Help Center**
**TikTok Brand Safety Center**

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