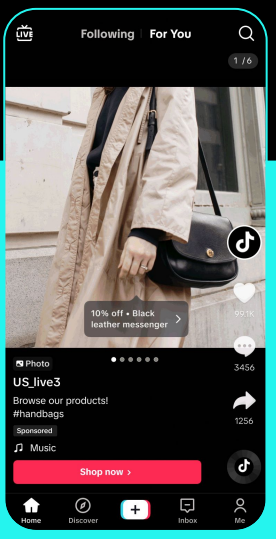
New Video Shopping Ads Format: Image Carousel



Effortless Video Shopping Ads for your next sale, at scale

Exciting news! Image carousel is Video Shopping Ad's (VSA) latest ad format that helps you to dynamically showcase products to potential customers and allows you to leverage catalog images as your creative.

Why use image carousel format?

Reduce creative production load

Use product images directly from your catalog, unlocking creatives at scale

+

Combat creative fatigue

Using product images from catalog creates constant creative supply

+

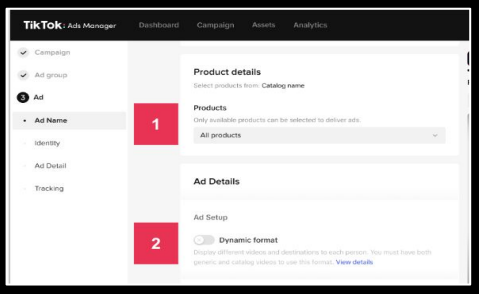
Achieve better performance

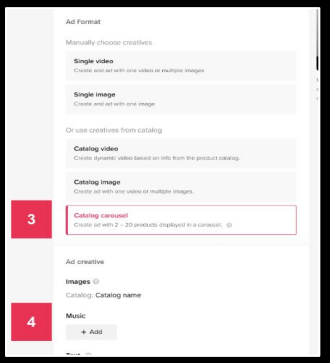
2.9X ROAS uplift*
when advertisers use Carousel + Video format in a shared ad group, compared to video alone

How to Get Started?

New VSA campaign will have Carousels turned-on by default, while existing campaigns will have to be opt-in manually. Follow these instructions for ad setup for existing VSA campaigns.







Step One

Select the products you would like to include for your ad. We recommend **'All products'**

Step Two

Ensure "**Dynamic format**" is toggled off

Step Three

Under Ad Format, select "**Catalog carousel**"

Step Four

Upload or select a **music** of choice that will accompany your Carousel ad format

*Source: TikTok data Dec 2023 - Jan 2024, analysis on VSA retargeting campaigns

Basics for VSA with Image Carousel format



Specifications

Number of assets	• Multiple images directly taken from your Catalog • Minimum images shown: 2 • Maximum images shown: 20 • Note: Each ad may show between 2 ~ 20 products
Image size & resolution	• Dependent on the images that advertiser uploads to their catalog (can be any dimension e.g. 1×1 or 9×16)
Music	• Music is a must (will play loop playback) • Duration >=2s, Supported type: .mp3, .wav, .m4a, .flac • Can support both CML music and music upload • File size: Up to 10M; Music format: Mp3
Ad Caption & CTA	• 1 ad caption and call-to-action button for all images
URL	• Each image will lead to a unique product URL • Product's corresponding offsite PDP/landing page in the catalog
Feature compatibility	• Image carousel format is NOT supported with Smart Performance Campaign, Cost Budget Optimization, Automated Creative, Interactive Add-ons, Spark Ads and Pangle

Campaign set up

Campaign Objective	Product Sales
Ad Type	Video Shopping Ads
Product Source	Catalog
Optimization Location	Web or App
Targeting	Prospecting or Retargeting
Optimization Goal	Web Events (View Content/ Add to Cart/ Purchase) / Clicks / Landing Page Views
Product Selection	All Products / Product Set / Specific Products



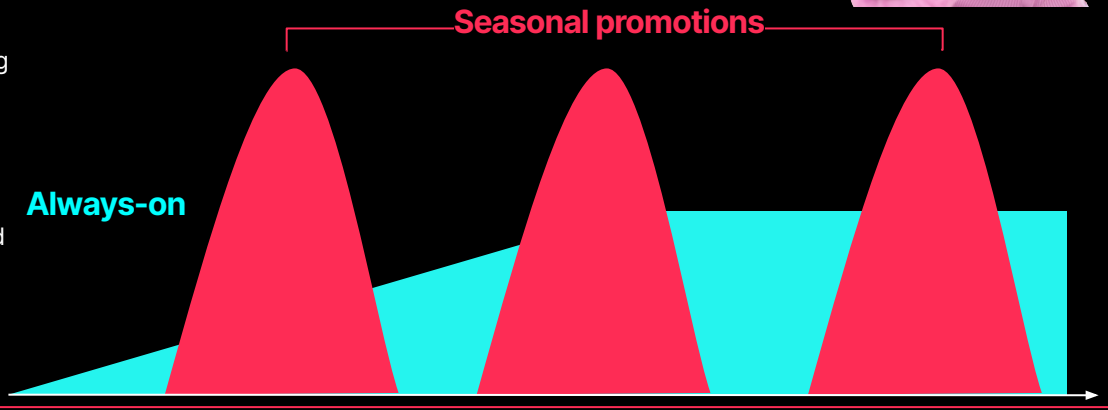
Best Practices for VSA with Image Carousel format



Make VSA an always-on sales channel leveraging image carousel + single video formats

Single Video
Supplement always-on ads during peak with Single Video ads to tap demand spikes. Enhance VSA with dynamic cards

Carousel or Catalog Video
Drive always-on engagement and conversion using these formats to deliver dynamic ads with personalized product recommendations



Best Practices for lower CPA/ ROAS

Attribution window	CTA (Click Through Attribution): 28 day | VTA (View Through Attribution): 7 day
Budget allocation	50% Prospecting, 50% Retargeting. If retargeting audience size is too narrow, more budget can be allocated to prospecting (e.g. 20% Retargeting/80% Prospecting)
Audience	**[Prospecting]** Broad audience related to all products/ product set/ selected products **[Retargeting]** At least 100K users. To start, retarget users who have *"viewed or added to cart but have not purchased in the past 30 days"*
Creatives	**[Prospecting]** "Specific products" to arouse interest for new users; "All products" for branding **[Retargeting]** "All products" for best performance
Dynamic destination	**[Prospecting]** On | **[Retargeting]** Off
Catalog match rate	**[Prospecting]** At least 50% (>70% recommended) | **[Retargeting]** At least 70% (>90% recommended)

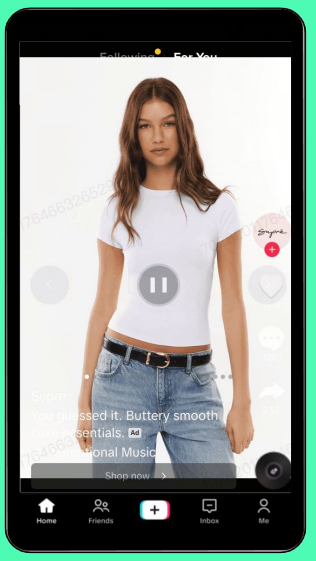
Success Story

Supré combined 2 VSA formats to achieve higher ROAS and CVR

Supré, part of the Cotton On Group, is a go-to fashion destination for on-trend clothing. The brand wanted to understand the effectiveness of combining two different Video Shopping Ads (VSA) ad formats: single video (with product cards) and image carousel.

Supré ran a creative A/B split test in TikTok Ads Manager for VSA carousel only, which ran alongside a separate ad group with VSA carousel plus a single video with a product card add-on. The test ran for 2 weeks and was supported with sufficient budget to reach statistical significance.

Supré saw the best results when both ad formats were working together, confirming the hypothesis that a mix of ad format works best for VSA campaigns.



Results

-42%*
Reduced CPA

+77%*
Higher ROAS

+57%*
Higher CVR

**when comparing results from VSA carousel only and VSA carousel + single video with product cards. Results are 90%+ Statistical Significant*

TikTok for Business