



SNS SPOTLIGHT: **TIKTOK SPARK ADS GUIDE**

IGNITE YOUR BUSINESS WITH **SPARK ADS**

At the heart of the TikTok community is authentic, native content that sparks joy.

Spark Ads are powerful native ads that allow you to boost organic content to reach new audiences, build loyal communities and see results. This ad format allows the same user interactions as organic videos: users can comment, like and share; they can visit your brand's profile by swiping left, or clicking the handle name or profile picture.

WHY USE SPARK ADS

1

GET INSTANT AD PERFORMANCE

We are seeing overall positive campaign results from using Spark Ads on Video Views, Engagement Rate, CVR and CPM compared to Non-Spark Ads.

2

MAXIMIZE AD SPEND WITH EFFICIENT BUYING OPTIONS

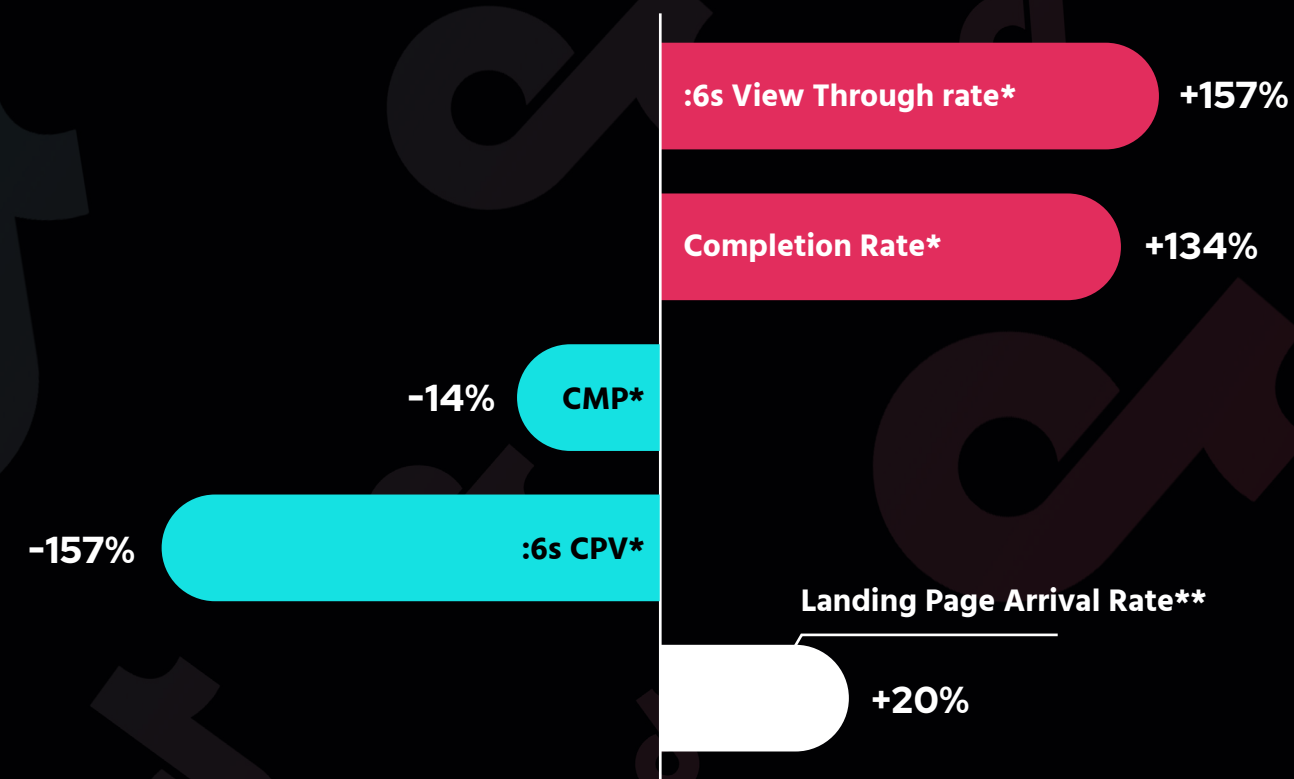
Boost videos in ways that fit your campaign objectives for greater flexibility and efficiency with Spark Ads.

3

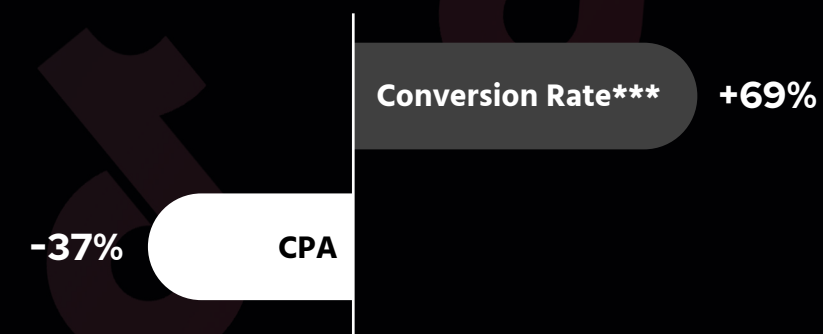
OPTIMIZE FOR CONVERSIONS

Spark Ads continues to optimize itself with the new profile landing page UI and various product solutions to enhance lower-funnel ads delivery performance to help drive conversion.

SPARK ADS VS NON-SPARK ADS



NEW SPARK ADS UI VS OLD SPARK ADS UI



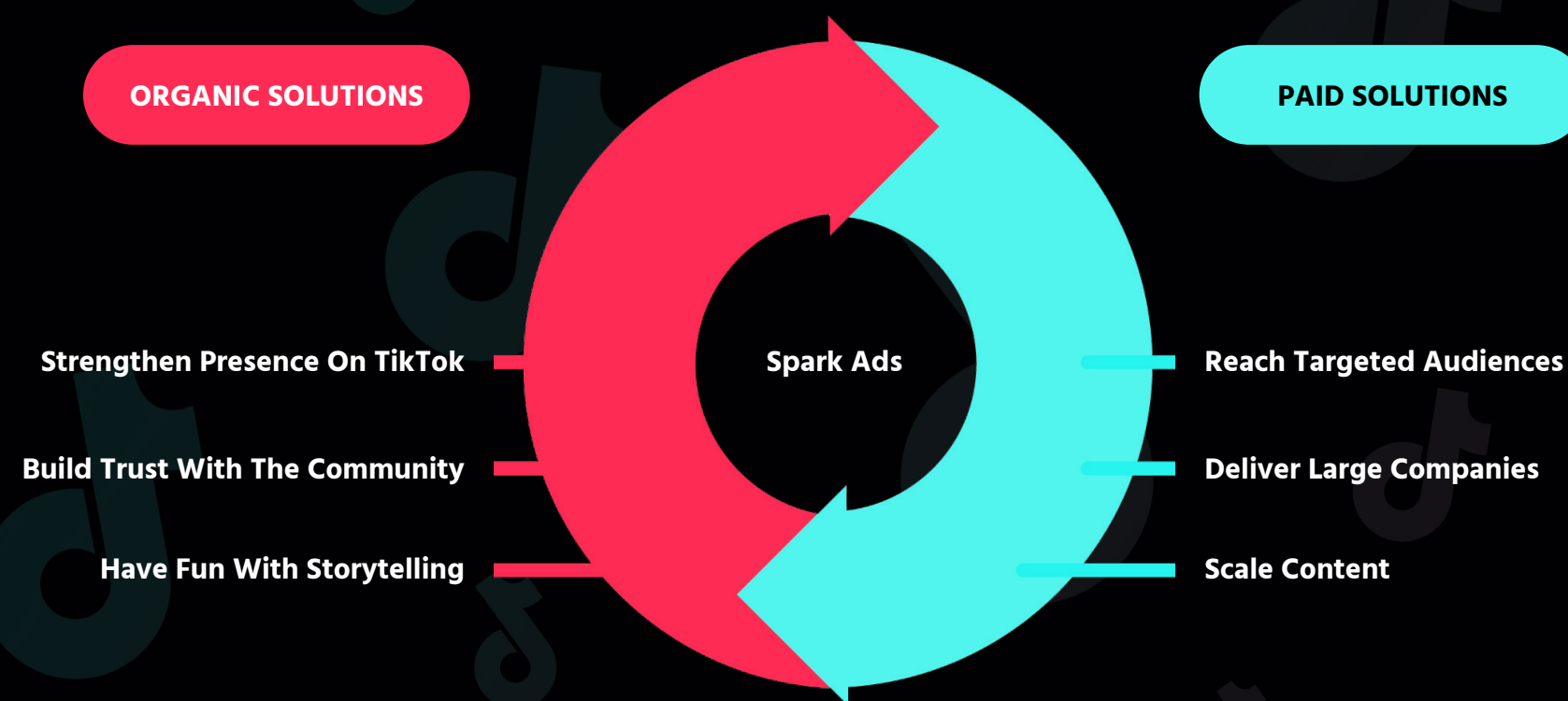
*Source: 2022 Spark Ads Internal AB Test Result Data - Brand Auction

**Source: 2022 Spark Ads Internal AB Test Result Data - Performance Auction

*** in Aug 2022 we optimized Spark Ads with a new profile landing page UI to enhance lower funnel delivery and performance.

LET YOUR ORGANIC CONTENT MEET PAID ADS

With Spark Ads, both social marketing and paid marketing strategies can merge to cement an organic presence, resonate with followers, build communities, and meet your business's goals.



HOW TO MAKE CAPTIVATING CONTENT?

- 1 TRENDS FOR YOUR FRIENDS**
Show off your brand personality with Trends!
- 2 RUN TO COMMENTS**
Read what your customers have to say about your brand and engage with them.
- 3 SHOOT YOUR CONTENT IN-APP**
These in-app features are here to help you drive conversions.
- 4 BREAK THE FOURTH WALL**
Show the human side to your business.
- 5 OVERLAY SHORT CTA TEXT**
Include text on the screen with a call to action or clear offer.
- 6 SOUND ON**
Recommend to use Commercial Music Library of pre-cleared licensed music

LAUNCHING SPARK ADS

TWO WAYS TO FIND CREATIVE

CREATOR CONTENT

Collaborate with TikTok creators and deliver Spark Ads featuring their content posted from the creator's account - Ride a creator's organic wave!

BRAND CONTENT

Boost TikTok posts under your own brand account - Build and cement your own TikTok presence!

HOW TO LAUNCH CREATIVE

EXISTISING CONTENT

PREPARE

1



Select an eisting TikTok post and ask the content owner to generate video code on app.

2



Apply the video code on TikTok Ads Manager to use the post in campaign. Does not require account linkage.

3

Campaign will go live with ads posted from the TikTok account.

NEW CONTENT

1



Create an original video.

2



Upload to TikTok Ads Manager and choose the linked account (Brand's/ creator's).

3

Campaign will go live with ads alongside linked account.

LINKING TIKTOK ACCOUNTS FOR SPARK ADS

WITH TIKTOK ADS MANAGER

WHO

A single TikTok for Business user managers only one TikTok account now or in the future for Spark Ads creations.

HOW

[User Manual](#) | [Help Center](#) | [Video Tutorial](#)

NOTE

One TikTok user account can only be linked with one TikTok for Business user account. It's a 1:1 mapping.

The registered age of TikTok user account must be >18 to successfully link. You can appeal to edit account age and relink.

AUTHORIZE ENTIRE TIKTOK ACCOUNT(S) IN BUSINESS CENTER

WHO

Multiple TikTok for Business users manage one or multiple TikTok accounts, for example:

- Multiple agency users accessing a client's TikTok account in their TikTok Ads Manager
- Multiple marketers or KOLs create Spark Ads for one or multiple brands' TikTok accounts.

One TikTok for Business users manages multiple TikTok accounts and not want to unlink/relink with different TikTok accounts each time.

HOW

[User Manual](#) | [Help Center](#) | [Video Tutorial](#)

TIPS

RUNNING SPARK ADS FOR PERFORMANCE

1

LEVERAGE YOUR BUSINESS ACCOUNTS EVEN IF IT'S NASCENT

- Grow your follower base
- Create Business Account Audience*
- Retarget for future campaigns

2

TURN COMMENTS ON, AND MANAGE COMMENTS EFFICIENTLY

In Spark Ads, there's an ad performance lift in conversion CTR for comments ON.

Conversion CTR **+1.69%**

3

PRO TIP! USE VBO WITH SPARK ADS FOR BETTER CONVERSION

Our internal test data shows that using Value Based Optimization bidding in adgroup level tends to have more conversion counts and/or lower CPA with higher ROAS compared to a non-VBO adgroup***

*Audience size to accumulate to at least 1,000 for targeting in ad groups

**Source: TikTok Data Science AB test experiment analysis on the value of Comment in ads, experiment time period Jan - Feb, 2022

***When running at least 7 days without making any adjustment.



SOCIAL | INFLUENCER | CONTENT

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