

Tik Tok

What is TikTok?

TikTok is a short-form, video-sharing app that allows users to create and share 15-second videos, on any topic. TikTok is now available under our **Single View solution**.

There are 500Mln active users worldwide using TikTok. While there were 850Mln downloads during 2020.

Available Geos

Australia, Austria, Bahrain, Belarus, Belgium, Brazil, Cambodia, Canada, Czechia, Denmark, Egypt, Finland, France, Germany, Greece, Hungary, Indonesia, Ireland, Israel, Italy, Japan, Korea, Kuwait, Malaysia, Mexico, Morocco, Netherlands, New Zealand, Norway, Oman, Pakistan, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, Ukraine, United Arab Emirates, United Kingdom, United States, Vietnam.

Important note: Check the available geos before offering the solution to clients.

What are TikTok benefits?

New Addition To Single View: TikTok API integration is a new addition to Eskimi single view solution which enables clients to see performance from different channels under one unified umbrella.

Innovation: Our clients are seeking for constant innovation. TikTok integration provide just that.

Market Trend: TikTok is the most downloaded app out there. More and more people are going to TikTok. So this is where the customers are now spending most of their time.

Creatives

Only Video.

Format: .mp4

File Size: Up to 500 MB (minimum of 516KB)

Aspect Ratio Requirements for All Placements: Horizontal(16:9) / Square(1:1) / Vertical(9:16)

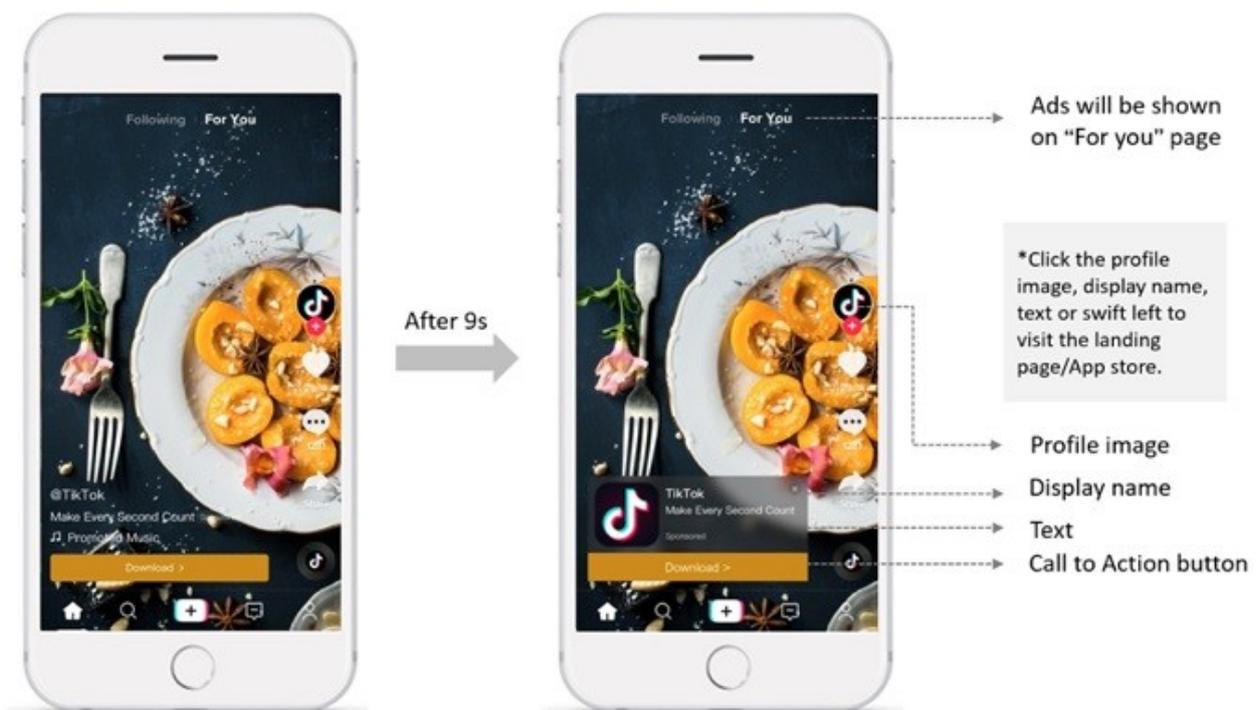
Video dimensions: 720x1280px, 640x640px, or 1280x720px. or similar which follows the above aspect ration, however, not lower than 540x960px, 640x640px, or 960x540px.

Video duration should be between 5 and 16 seconds.

Video will be displayed in the **feed placement**.

3rd party trackers are supported.

Additional required information: Display Name; Text; Call to Action; Landing page; Profile picture.



Targeting

TikTok provides rich **variety of targeting** that will help advertisers to **reach their goals**.

Audience	Include	Create a Lookalike or Custom Audience (Customer file, Engagement, App Activity, Website Traffic).
	Exclude	Exclude Lookalike or Custom Audiences.

Demographics	Gender	Male, Female
	Age	13-17, 18-24, 25-34, 35-44, 45-54, 55+
	Location	Country/Region > State/Province
		Select a Designated Marketing Area (DMA®) when targeting the United States.
	Language	Delivery to users based on app language.
	Interest	Target users based on the videos they're interested in.
Behavior	Target users based on how they've interacted with videos	
	Target users based on how they've interacted with creators.	

More targeting capabilities: <https://ads.tiktok.com/help/article?aid=14011>

V1: Targeting can be chosen in TikTok's UI. On Eskimi dashboard only age, gender targeting can be selected.

Policies

Prohibited Products or Services: Adult sexual products, services, and entertainment, Casinos and gambling games, Cigarettes and tobacco products, Counterfeiting & piracy, Drugs and paraphernalia, Police/military gears and equipment, Political Ads, Protected animal species and parts or products derived from protected animals, Unacceptable Business Practices, Unsuitable Businesses.

Budget

Minimum daily budget: 40\$

Minimum total budget: 300\$ (minimum daily budget should be reached)

Bidding: Cost per 1000 video views (2-second)

Valuable Recourses

Ads: <https://ads.tiktok.com/help/category?id=9536>

Basic info: <https://ads.tiktok.com/help/category?id=9524>

Revision #7

Created 23 July 2021 11:13:26 by Gabriele

Updated 23 April 2024 13:13:57 by Justina