

PRODUCT INFO

TikTok Advertising

Reach highly engaged users with your video advertisements.

TikTok is a social media platform for highly engaging, full-screen, vertical video content. Its users enjoy viewing genuinely authentic videos compared to other platforms prioritizing more polished content.

TikTok Advertising Benefits

- **Budget-friendly video creative.** No need for expensive video production costs. TikTok's emphasis on authentic content means ads can be as easy as a video shot with your phone of an enthusiastic employee talking about your business.
- **Reach your audience on the go.** With this mobile-first video format that takes over the entire screen, your message can always reach your audience, even when they're out commuting or traveling.
- **An exciting platform for exciting messaging.** TikTok is powerful for flashy or intriguing businesses or brands that can create emotionally appealing video ads.
- **Viral potential.** TikTok is famous for its high potential for virality and organic sharing. If your ad hits the right audience with the right message, it could spread quickly by word-of-mouth.
- **TikTok video creative creation services available.** If you want, leave the video to the experts. Our creative team will build a custom-made vertical TikTok video ad using your brand's assets.

Ad Types

- Vertical video
- Display carousel

TikTok Stats

- One hundred fifty million Americans from all demographics are active on TikTok.
- The average TikTok user uses the platform **58 minutes per day**.
- Forty-seven percent of the U.S. TikTok audience engaged with content without distractions or multiple screens, **increasing your brand's chances of being noticed**.
- The TikTok audience also skews younger, with 55% of users between 18 and 34.

You need a TikTok business account to advertise on TikTok.

**Sources: TikTok, eMarketer*

