

Auction Ads Creative Playbook

TikTok offers a suite of seamless and simple solutions, including In-Feed Ads that are auction-enabled. TikTok Auction Ads appear in our unique “For You” feed and drive full funnel marketing solutions. When recommending videos, TikTok uses a Content Graph instead of a Social Graph. The key to scaling on TikTok is creativity. This overview offers creative inspiration for developing your TikTok Auction Ads.



9 Creative tips to drive performance

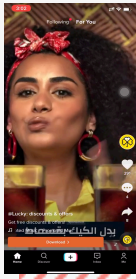
61% of the finest TikTok Auction Ads use half or more of these tips

01 TURN IT UP

– design for sound-on

100% of TikTok Auction Ads have sound on.

Don't stay trapped in old media. TikTok needs you to think in new dimensions — dialogue, music and other sound effects. Keep the beat going with >120 BPM tracks or land a joke with sound to add a twist of humor.



02 FLASH WHAT YOU HAVE

– get your message out early

63% of videos with the highest CTR highlight the key message or product within the first 3s.

Show 'em what you got (right away). The first few seconds in the “For You” feed can make or break a campaign. Start strong by frontloading your story arc and keep the tension thick.

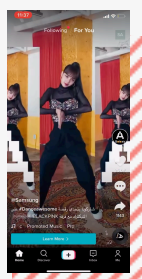


03 TAP THE TALENT

– engage TikTok creators

53% of videos with the highest VTR feature TikTok creators*.

Try out the TikTok Creator Marketplace. TikTok creators don't just keep up with trends; creators set the bar. Their clout can put you up close with your audience in a more authentic and creative way.

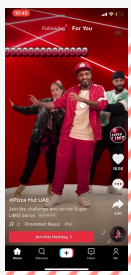


04 CARVE OUT THE LEADING EDGE

– capitalize on popular trends

21% of videos with the highest VTR leverage popular trends/effects/music.

Keep pace with the best — get familiar with what your audience care about. Ride the wave — put your own twist on the hottest trends and even stay ahead of the competition.

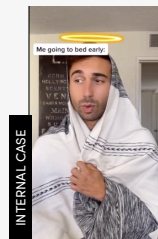


05 ETCH A LASTING IMPRESSION

– appeal with emotions

47% of videos with the highest VTR are emotionally appealing.

Stay authentic. Add a surprising twist. Give your story an unexpected turn. Tell your story in unconventional ways. Keep 'em laughing. Let crows rally around your TikToks and lead your tribe.

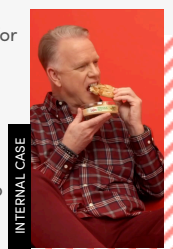


06 TIK(TOK) RIGHT BOXES

– shoot natively for TikTok

Ads shot vertically have a **25%** increase of 6s VTR.

Keep your phone up for more screen space. Add some flawsome sauce to keep it real and raw. Try out pattern interrupts to break monotony and keep viewers glued to your video.



07 BREAK THE 4TH WALL

– talk directly into the camera

33% of videos with the highest VTR address viewers directly.

See eye to eye with the viewer — ask them a question, give them space to react, make them walk with you, give them a dream ticket to let them imagine themselves with your product.

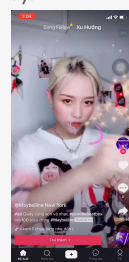


08 MASTER THE CRAFT

– edit natively for TikTok

40% of videos with the highest CTR are edited the TikTok way.

Cut to the chase. Zoom in and out. Overlay supers to embody the essence of your message. Keep them crisp so viewers are zoned in on the information you want them to leave with.

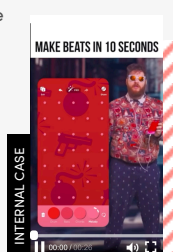


09 FOMENT THE FOMO

– drive urgency with CTA

50% of videos with the highest CTR contain a compelling hook.

Keep it snappy — make sure your language is brief and direct. Make it personal — remind your viewers why they need to act right now. Press all the right buttons — pick the right CTA button for your video.



* TikTok celebrates everyone who create videos a creator.

** The data are derived from TikTok internal research on the global auction ads for the past half a year.

The imperative value of TikTok Auction Ads

THE MOST SUCCESSFUL AUCTION ADS ON TIKTOK DON'T LOOK LIKE ADS.

THEY LOOK, FEEL, AND SOUND LIKE TIKTOKS.

Because they are TikToks...

● they live up to users' expectations

● they can overcome ad avoidance

● their creativity and positivity translate to better performance

Dock your creative game plan with your marketing objectives

To whip up awareness,
tell a story with an unexpected or amusing twist.

To activate consideration,
frame it as a trusted referral.

To skyrocket app downloads,
reveal real-life reactions to in-app dynamics.

To pull in conversions,
show people why they can't miss out.

INTERNAL CASE



- Cast a wide net and then funnel down.
- Try out Automated Creative Optimization.

INTERNAL CASE



- Use "Traffic" as objective if your landing page hosts appealing information.
- Otherwise use "video views" and highlight your product's USP in your TikToks.
- Create lookalike audience who have engaged before.

INTERNAL CASE




- Try out App Event Optimization.
- Design, test, and deduce - try A/B testing with target audience settings and creative directions.

INTERNAL CASE




- Re-target people who have previously added items to carts or engaged before.
- Hands-off and hassle-free: let the algorithm work its magic.

Express your creative streak with TikTok's tool kit




AdStudio

Leverage the shooting and editing functions of TikTok — with original video effects, filters, timers, stickers, etc.




Smart Video

Piece together your clips, images, texts and effects with the help of artificial intelligence.



Video Template

Allow artificial intelligence to synchronize the rhythm of your video with a piece of music that hits the notes you are after.



Smart Soundtrack

Perform magic of transforming on-hand images to TikTok video within 75 seconds.