



DIVISION-D YOUR AD, EVOLVED.

TIKTOK ADVERTISING

TikTok is a leading mobile app for short-form video. It boasts over 1 billion active global users in 154 countries and 75 different languages. This social platform is a great media option for awareness, consideration, and conversion campaign goals.

AD FORMATS

In-Feed Native Video

- Full-Screen Interactive Format
- :05 - :60 Video
- Pricing Model: CPM, CPC, CPV

Creative Best Practices

- Vertical Video
- :09 - :15 Video Length
- Emulate TikTok Content

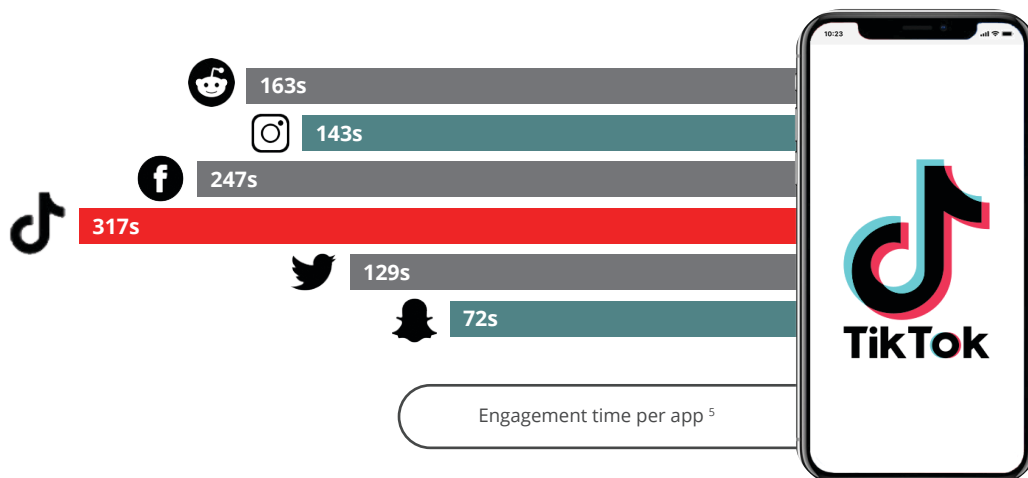
Ask about our premium TikTok ad formats, including Brand Takeover, Branded Hashtag Challenge, and Branded Effect!

TARGETING CAPABILITIES

- Demographic
- Geographic
- Behavior
- Lookalike
- Language
- Interest
- CRM/Device ID
- Retargeting

REPORTING CAPABILITIES

- Impressions
- Clicks & CTR
- Likes
- Conversions
- Comments
- Shares
- App Installs
- Completion Rate



1 BILLION+

Active global users.¹



24.5 HOURS

The average time a user spends on TikTok monthly.²



92% OF USERS

have taken an action after watching a TikTok.³



2.6 BILLION

TikTok has been downloaded over 2.6 billion times.⁴

1. CNBC, Sept. 2021

2. PCMag, July, 2021

3. Marketing Science Global, 2021

4. Sensor Tower, 2020

5. TikTok, 2020