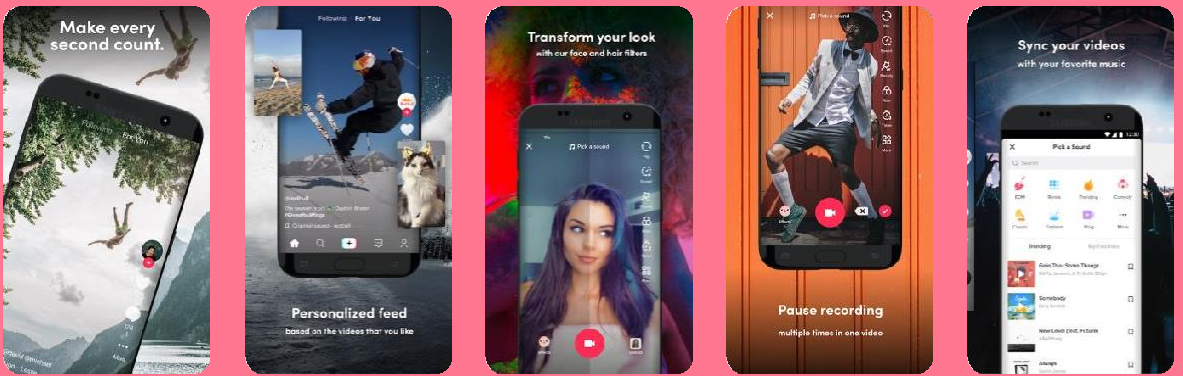


Real. Short. Video.

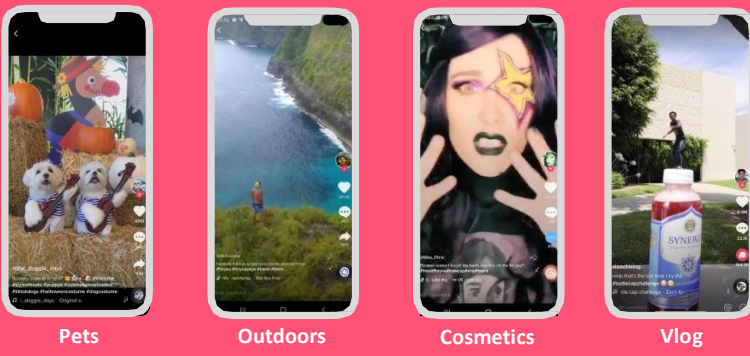


Who we are and what makes us different



TikTok is a destination for **short-form videos on mobile phones**. Our mission is to present the world's creativity, knowledge and moments that matter, directly from the mobile phone. TikTok enables everyone to be a creator and encourages users to share their passion and creative expression through their videos.

If video marketing is the future, then the future is here.



- More Personalized
- More Accurate
- More Diverse

For You, From You

TikTok opens directly to the For You feed — an immersive, full-screen feed of auto play videos catered to the interests of each individual user. No extra clicks required.
53.62%* of videos are consumed on the For You Feed
Source: internal data for closed-door meetings only, from Jan. to May 2019

Get Started to advertise on TikTok!

In-feed Ad Options

In-feed Diversion: Shows a video with a 'Download' button overlay.

In-feed Account: Shows a video with a 'Follow' button overlay.

Profile Page: Shows a user profile with 'Follow' button.

Landing Page: Shows a promotional page for 'A variety of pose guidance'.

Music Page: Shows a music selection page.

Brand Takeover: Shows a full-screen ad for 'Clean & Clear' with a challenge.

Landing Page: Shows a product landing page for 'our products'.

A 3 second image or 3-5 second video splash page - the first ad users can see when opening the app.

TikTok Ads aims to provide advertising solutions based on demands of your business, website or application. We provide faster and better customized services for businesses worldwide.

We are trying to get your ads in front of users who will find them interesting and happy to share their passion or creative ideas through different kinds of engagement.

Our mission is: meet global customers in their loved apps, successful ads drive your business forward!

Media Kit to Advertising on TikTok

TikTok Ads