

01

Request Information

Business License / Certificate

(please share one soft copy with us)

Target Market:

Contact Name:

Department:

Job Title:

Contact Mobile:

Contact Email:

02

Contract Signing

Contract types

- a. Insertion Order
- b. Framework Agreement (recommended)

Payment methods

- a. Prepay
- b. Post-pay

03

Media Plan and Assets Preparation

a. A template of media plan

Agency:

Brand:

Target market:

Total budget:

TikTok Ads

Campaign								
Ad Product	Placement Details	Ad Format	Buying Model	Estimated Impressions	Flight date	CPM (USD)	Total Price	Total Net Price (USD)
Campaign Booster	This ad will be randomly placed among the first 130 videos in the feed video.							
Total:								

* In terms of the pricing for different markets, please refer to our rate card for more details.

b. Creative assets preparation

In terms of assets preparation, please refer to our ad specs for more details.

TikTok has collaboration with the following third party vendors: AppsFlyer, DoubleClick, Kochava, Singular, Tune, Sizmek, Adjust and FlashTalking.

* Due to GDPR issues, ads running in Europe market are only allowed to use DoubleClick, Sizemek and FlashTalking as impressions/clicks tracking vendor.

04

Preview and Kick Off

We will share with advertisers a mock up/preview before the campaign goes live. Please confirm it at your earliest convenience and we will be ready to kick off

* We usually share the final data report in three business days after the campaign.

A Step by Step Guide to Advertising on TikTok

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!

Think big with every opportunity!