


 TikTok For Business  
 Creative Toolkit

# PLAY




# AY



# BOOK



-  **TikTok For Business**
-  **Creative Toolkit**



# AGENDA



**Creative Tool Overview**

**Smart Video**

**Video Template**

**Smart Video Soundtrack**

**Quick Optimization**

**Smart Text**

**Asset Analysis Report**

**FAQs**



- What are the
- TikTok For Business creative



# Toolkit?

TikTok For Business Creative Toolkit are a series of tools or capabilities to make it easier for advertisers to create videos, to analyze the video performance, to build compelling ad content, elevate and scale their creative production for TikTok For Business.

We have introduced an array of video creation tools for different advertisers' needs, including "Video Templates", "Smart Video" and "Smart Video Soundtrack", etc., and in the process of developing a set of creative analysis tools and capabilities, such as "Assets Analysis Report" and "Creative Diagnosis Tool", etc.

**Global TikTok For Business advertisers are able to use these creative creation and analysis tools directly on TikTok For Business platform.**





- There are three
- keywords for creative



# Creation Tool



**Technology** – Powered



**Money** – Reducing



**Time** – Saving



● What are the types of

# Creative Toolkit



Creative  
**Creation** Tool



Creative  
**Analysis** Tool





Current available ones:

Creative

# Creation Tools



## Smart Video

TikTok style videos in few steps



## Smart Video Soundtrack

Smart technology to generate background music



## Video Template

Up to 58 customizable templates to optimize assets



## Quick Optimization

TikTok style videos in just few clicks



## Smart Text

Massive popular ad titles generated based on only 1 keyword





Current available ones:

Creative

# Creation Tools



## Asset Analysis Report:

All-in-One reporting tool for TikTok for Business platform creatives

## Upcoming Tool:

## Video Editor Lite:

An online video editor for advertisers to accurately edit assets (Q4, 2020)



- What is the scenario
- of using

# Creative Toolkit

## What if...



...I only have some photos, but no videos?

**Video Template tool or Smart Video tool**



...I only have a few videos and a few photos?

**Smart Video tool**



...I have videos and music but lack of popular ad texts inspirations

**Smart Text**



...I have videos but not sure what music to use?

**Smart Video Soundtrack tool**



...I have videos but not sure what is the quickest way to make it TikTok styled?

**Quick Optimization**



...I have ads in delivery but not sure the performance of distinctive creatives?

**Asset Analysis Report**



● Details  
● about Tools

# Smart Video



## What is Smart Video?

Smart Video is a creative tool built for those with little or no experience in making video ad campaigns. Advertisers can easily create ads by uploading images, videos, and texts to generate a variety of videos with different transitions, visual effects and soundtracks.

## Why use Smart Video?



### Create effective ads seamlessly

Automatically edit video clips, add transitions and match images to the beat of the music.



### Expand your video creative inventory

Generate multiple videos with different styles to expand your creative assets.



### Enhance effectiveness and CTR

Improve your ad performance. Videos using Smart Video achieve an increase in CTR.





● Details  
● about Tools

# Smart Video

## How to use?

This section is divided into to Non E-commerce Clients and E-commerce Clients, detailing the tool's accessibility and creation process for each client type.

### Non E-commerce Clients

#### Accessibility

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##### Default entrance:

General (Industry) tab on Smart Video

\*New Option for E-Commerce Clients to use Dynamic Video Generator (DVG)\*

##### Option 1:

- At the ad creation process, click on Create a Video - Smart Video

##### Option 2:

- In the Assets - Creative section, select Create video and select Smart Video





● Details  
● about Tools

# Smart Video

## How to use?

### Non E-commerce Clients

#### Upload image or video material; define video settings

---

##### Step 1.1 - Select the ratio of the video you want to generate:

- Vertical 9:16 or horizontal 16:9 or square 1:1

##### Step 1.2 - Upload original video and image material:

- Support uploads of up to 10 videos and 20 images and the ability to remix images and videos
- Maximum 10MB for single image; Maximum 500MB for single video. No video duration limit
- Support upload material or choose from your creative assets
- The order of your material will be the flow of your video, you are able to drag to adjust the order
- Tick the box "Smart Image Cropping" (optional) for non-standard size pictures to be optimized to achieve the best video effect.

##### Step 1.3 - Set the video style and duration:

- Select 10s, 15s, 20s, 30s video duration
- Select dynamic, peaceful video style, or custom soundtrack
- Dynamic: The generated video is fast-paced and dynamic
- Peaceful: The generated video is slower paced and more soothing
- Custom soundtrack: Select up to 9 pieces of music for your videos or upload by your own





● Details  
● about Tools

# Smart Video



## How to use?

Non E-commerce Clients

Upload image or video material;  
define video settings

### Step 2.1 - Add Opening Frame (optional)

- Option 1: Upload your own opening frame and end frame.
- Option 2: Use the one generated by Smart Video

### Step 2.2 - Enter subtitles (optional):

- If you want to generate a video with subtitles, enter the content of the subtitles in the text box
- If you choose to generate 10s video, you need to enter 0-50 half-angle characters (full--angle characters 0-25)
- If you choose to generate 15s video, you need to enter 0-75 half-angle characters (full--angle characters 0-37)
- If you choose to generate 20s video, you need to enter 0-100 half-angle characters (full--angle characters 0-50)
- If you choose to generate 30s video, you need to enter 0-150 half-angle characters (full--angle characters 0-75)

### Step 2.3 - Add Sticker (up to 3 stickers)

Step 2.4 - Set or upload final frame (3 seconds);  
or use 3 different final frame effects  
to generate

Step 3 - Click on the "Generate" button to start  
automatically generating for you

The video will be synthesized after 10-30s.  
Once successful, you can preview the video.



● Details  
● about Tools

# Smart Video

## How to use?

### Non E-commerce Clients

#### Preview, adjust and confirm video

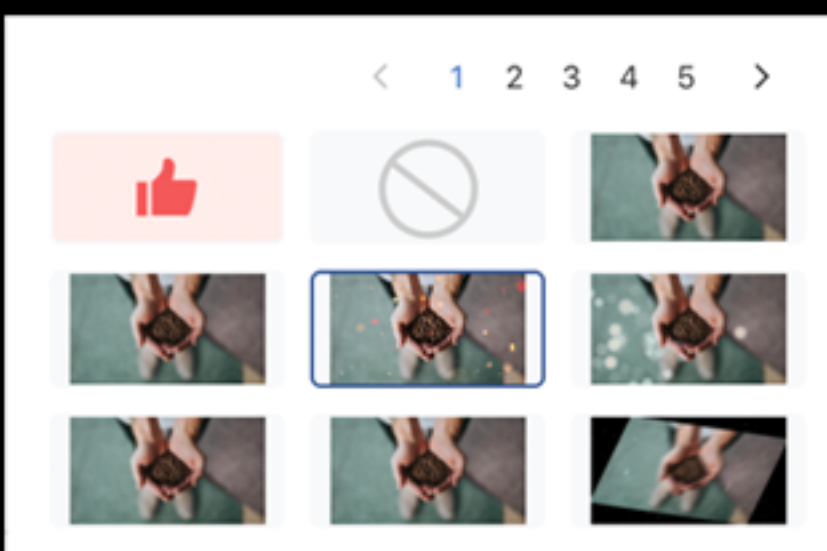
##### Step 4.1 - Generate Video Preview

- The generated videos are shown at the right of the section, you are able to generate at most 4 videos at a time by clicking on "Create More"

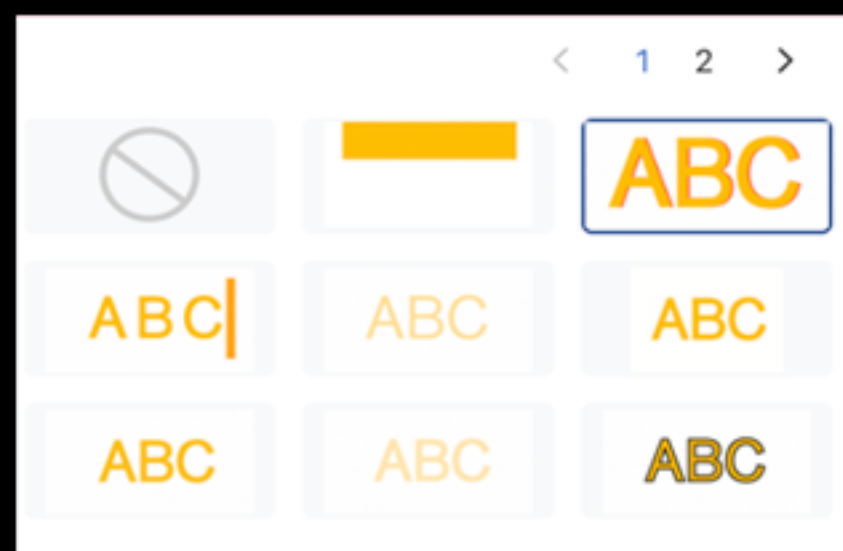
##### Step 4.2 - Make Adjustments if Needed

- You are able to preview your videos and make corresponding adjustments with "Adjust Settings" (Special Effects, Sticker Style, Subtitle Style, Subtitle Color). In total, advertisers could choose up to adjust 38 special effects, 9 sticker styles, 11 subtitle styles, and 11 subtitle colors (see below). The adjustment will be auto-refreshed to video at the time you make it.

#### Special Effects



#### Sticker Style



#### Subtitle Style



#### Subtitle Color



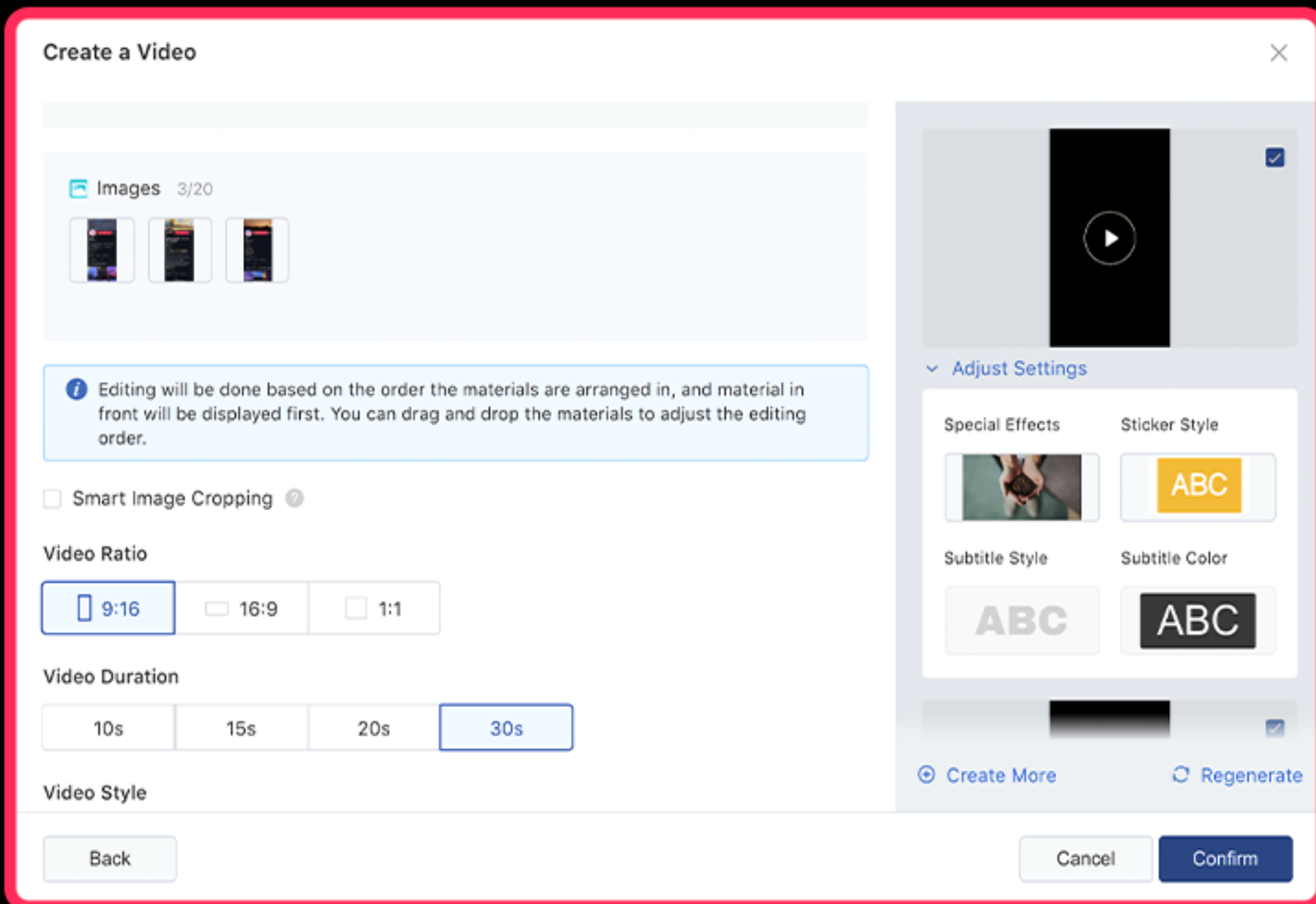


# Smart Video

## How to use?

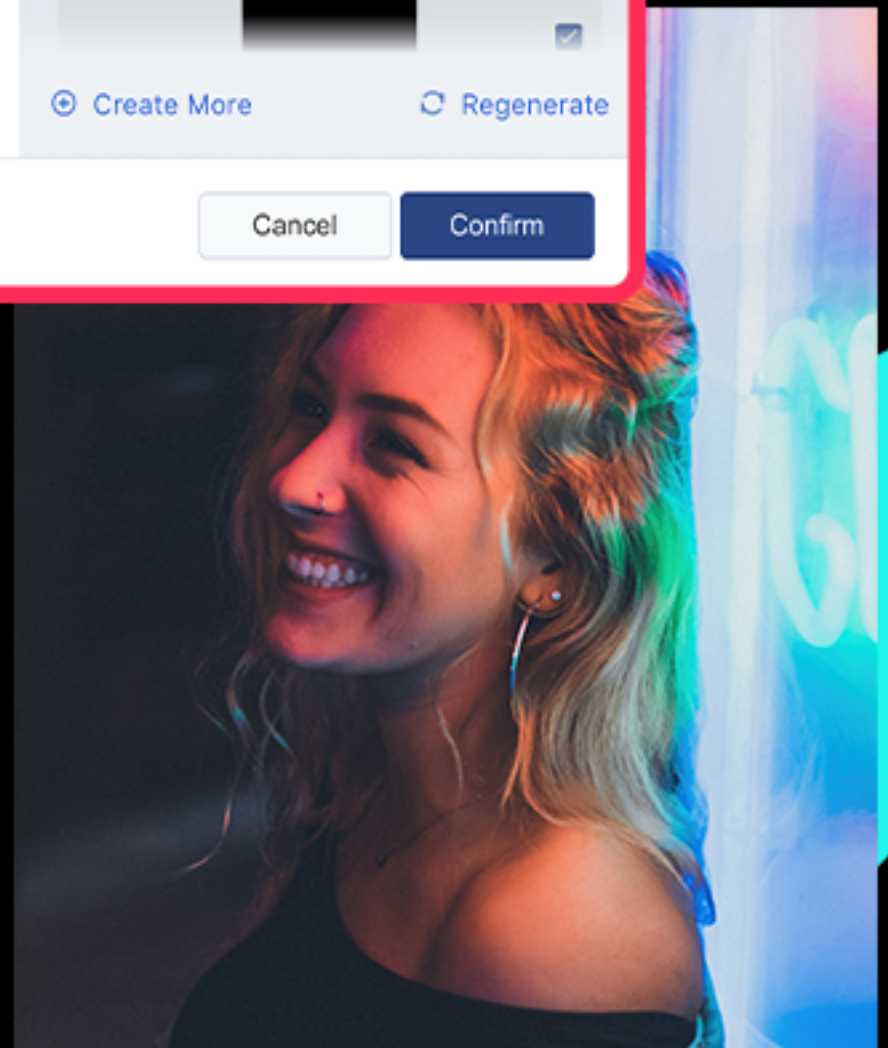
### Non E-commerce Clients

You are also able to click "Regenerate" to start the adjustment from the beginning.



## Best Practices

- To ensure that your video clips and video narrative flow are as expected we recommend that you keep your materials in the order in which they are expected
- When selecting a video, it is recommended that you upload multiple images or videos, or a long video. Raw videos or screen recordings are recommended.





● Details  
● about Tools

# Smart Video

## How to use?

### E-commerce Clients

Recommended: Smart Video 2.0 with Dynamic Video Generator (DVG)

#### What is DVG?

DVG is a one-stop-shop for creative ad solutions. Driven by state-of-the-art technology and based on TikTok ad data, DVG improves efficiency and further enhances ad performance. Smart Video is the only channel on Ads Manager through which advertisers can experience DVG features.

Available for all,  
recommended for E-commerce Advertisers

DVG is a one-stop-shop for creative ad solutions. Driven by state-of-the-art technology and based on TikTok ad data, DVG improves efficiency and further enhances ad performance. Smart Video is the only channel on Ads Manager through which advertisers can experience DVG features.

## Accessibility

### Default entrance:

E-commerce tab on Smart Video





● Details  
● about Tools

# Smart Video

## How to use?

### E-commerce Clients

Log in and edit creation settings

#### Step 1 - Enter the creation tool 'Smart Video'

Click 'Smart Video' and choose the 'E-commerce' tab

#### Step 2.1 - Edit the creation setting,

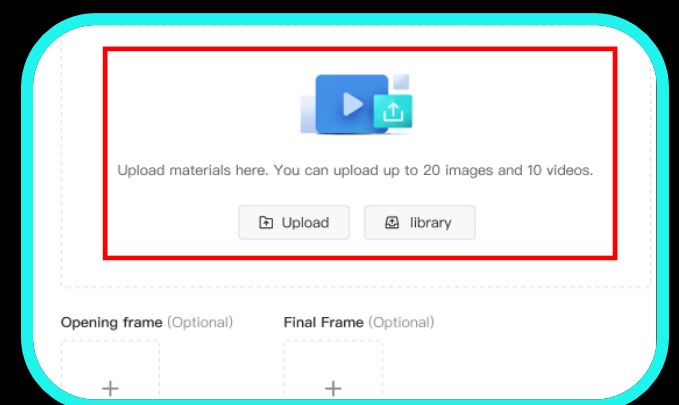
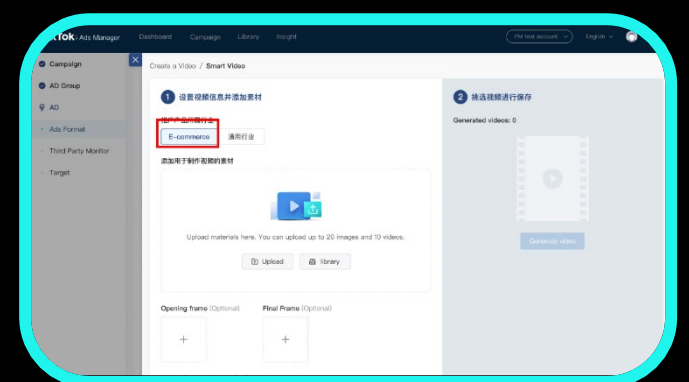
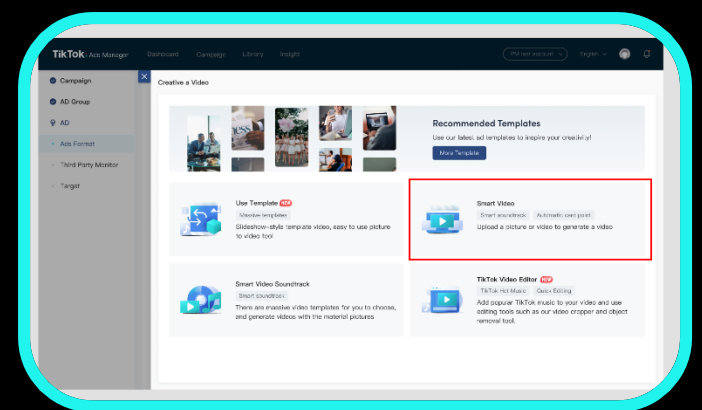
Add visual material for creative production

Add, replace or delete image and video materials by uploading them from a local file or library

#### Step 2.2 - Edit the creation setting

Add opening frame and final frame

- Choose how you wish to add the Opening Frame (OPT) and Final Frame (FF):
  - Generated by the system
    - Add the opening/final frame by machine recommendation
  - Customized generation
    - Add the opening/final frame from an uploaded file





● Details  
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# Smart Video

## How to use?

### E-commerce Clients

Log in and edit creation settings

#### Step 2.3 – Edit the creation setting Add the marketing message & price information

- Insert product information
  - Selling points
  - Promotional information
  - Original price
  - Discount price

#### Step 2.4 – Edit the creation setting Choose the video music genre

- Add your preferred music genre by clicking the style tab
- Choose a specific track by clicking the 'Custom' tab to choose soundtrack

#### Step 2.5 – Edit the creation setting Video size setting Choose the size



● Details  
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# Smart Video

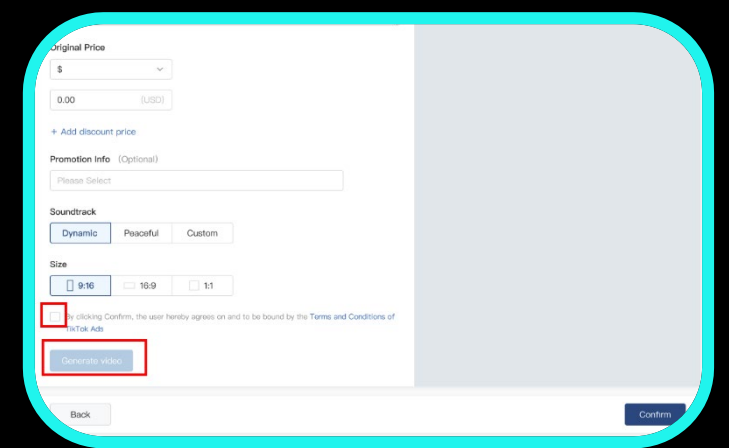
## How to use?

### E-commerce Clients

Generate video, preview, and adjust accordingly before submission

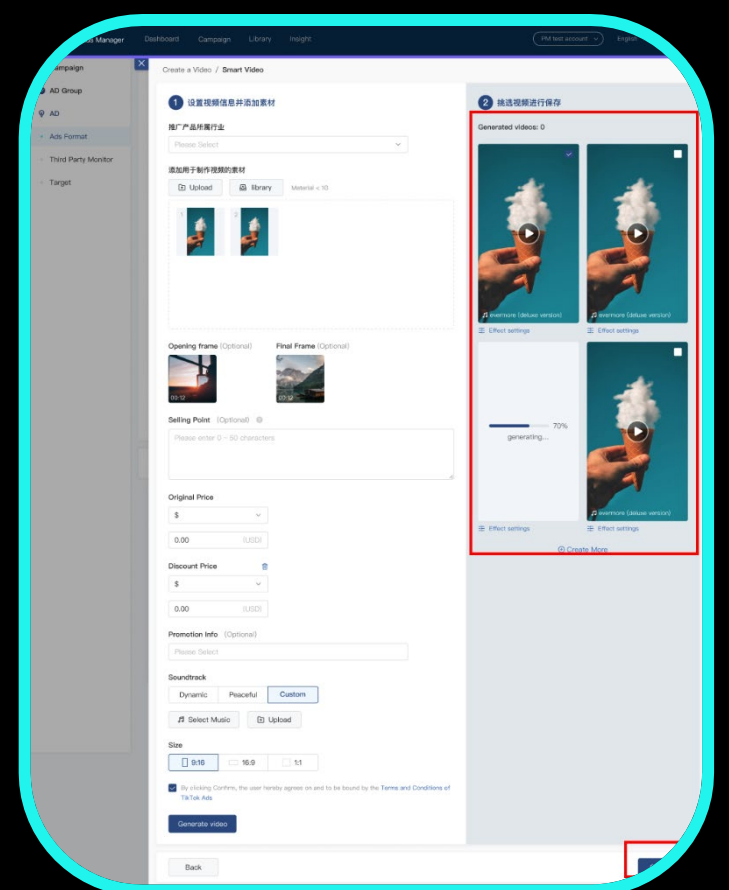
#### Step 3 - Generate the video (creative)

- Agree to the terms to generate the video
- Click the 'Generate video' tab



#### Step 4 - Preview generated video(s) and choose 1 to run ads

- Preview the video by dragging onto the preview window on the right-hand-side
- Check the videos you want to run as ads and click 'Confirm'





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# Video Template

## Introduction

With video template, you can simply create a video ad by selecting a template and uploading your existing photo assets, text, and logos.

We currently offer 58 customizable templates including 52 vertical templates, 3 horizontal templates and 3 square templates.

Whether it is for promoting a new product, telling a brand story or demonstrating your application, there will be a template suitable for your needs.





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# Video Template

## Advantages & Features

### Faster and easier to use

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- Save time & money
- One-step creation - use any pictures you have and edit in 10s

### Multiple templates

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- Diverse & stylish templates to fit your product & marketing goals
- 900+ free background music

### Improve ad performance

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- Immersive video experience (9:16 vertical & 16:9 horizontal & 1:1 square)
- Comprehensive & clear message
- Build a strong brand image





● Details  
● about Tools

# Video Template

## Where to use

### Where to use Video Template

#### Option 1:

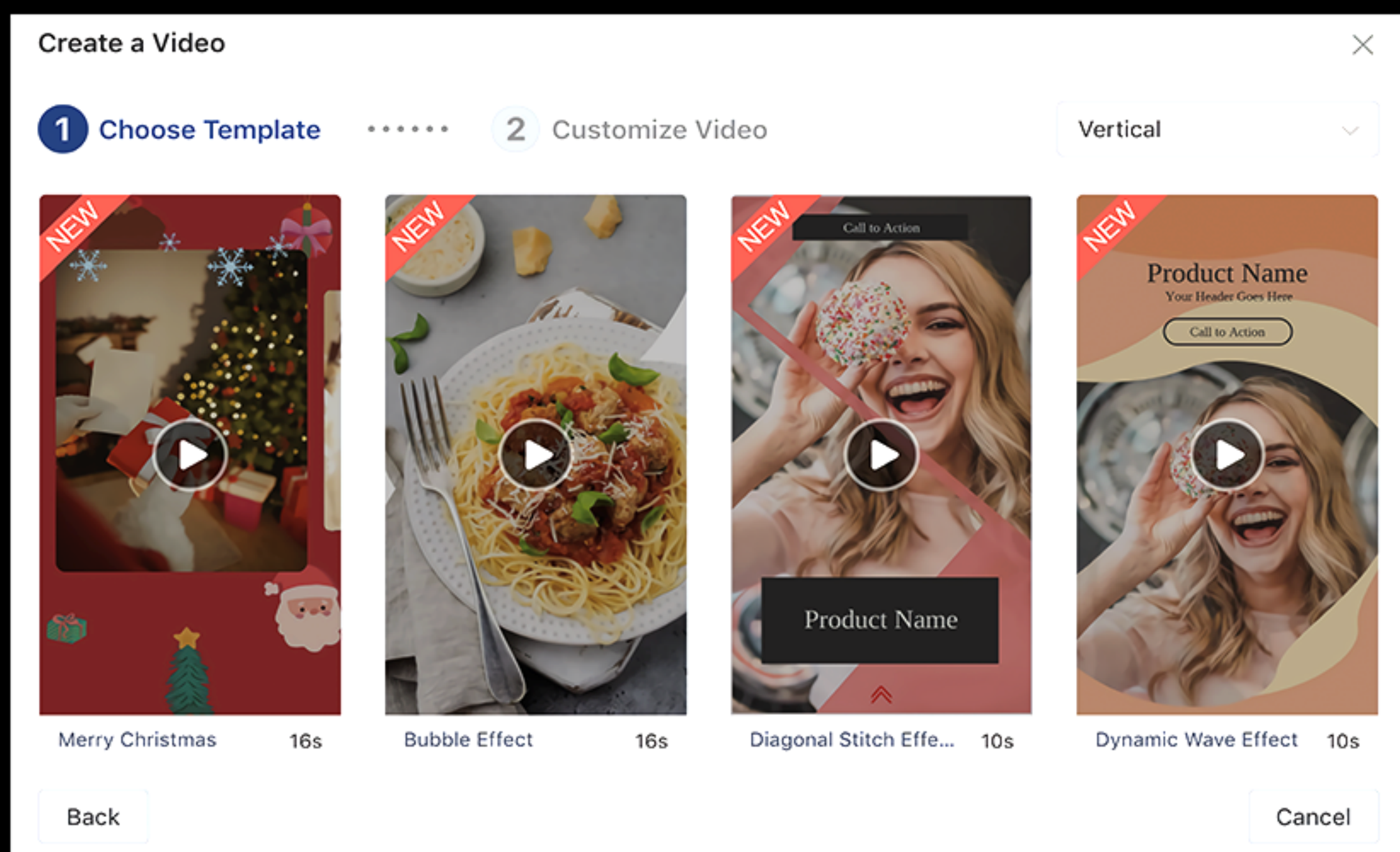
At the ad creation process, click on Create a Video - Use Video Template

#### Option 2:

At the Assets - Creative section, select Create video and select Use Video Template

### Choose video template

Upload image or video material and preview the video





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# Smart Video Soundtrack

## Introduction

Music is a vital part of TikTok's video ads. The rhythm, melody, style, and mood of music can help you convey your brand image or product information to your target customers in just the right way, leaving a strong brand impression and attracting potential customers. Selecting the right background music, combined with the visuals and theme of your ads, will greatly improve your ad performance.

To help you choose the right background music to create beautiful video ads, TikTok For Business have developed the "Smart Video Soundtrack" tool. You are able to upload videos with one click, and the system will automatically select appropriate music material based on your videos. You can also change the "Music", adjust "Video Volume" and "Music Volume" to adjust the soundtrack of your video, thus producing more creative ads. Smart Video Soundtrack provides 900+ pieces of music in 10 genres (Teen, Classic, Country, Ambient, Pop, EDM, MIX, Symphony, Rock, and Folk) for you to choose from.





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# Smart Video Soundtrack

## Advantages & Features

Resolving the issue of lacking copyrighted music for your video ads

- 900+ pieces of high-quality copyrighted music for free
- Support customize "Video Volume" and "Music Volume"

Better video effects with background music

- 10 music styles available. You are able to choose the music that suits your brand image to resonate with your target customers







Details  
about Tools

# Smart Video Soundtrack

## Where to use

### Where to use Smart Video Soundtrack

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- **Option 1:**  
At the ad creation process, click on Create a Video – Smart Video Soundtrack
- **Option 2:**  
At the Assets – Creative section, select Create Video and select Smart Video Soundtrack.



### You can drag or click to upload your videos

---

Upload videos without sound and use smart technology to generate background music

- Supported file size: Up to 500 MB
- Recommended ratio: 9:16
- Recommended formats .mp4, .mov, .mpeg, and .avi
- Recommended resolution: >720\*1280 px
- Recommended bitrate: >516 Kbps
- Recommended duration: 5-60s

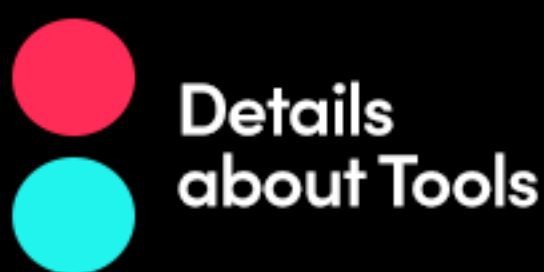
### After your video has been successfully uploaded

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you will be directed to the Smart Soundtrack section. There are 900+ pieces of copyrighted music for you to choose from, with customizable video volume and music volume

Insert the Video Name and confirm the video.





# Smart Video Soundtrack



## Best Practice

The background music should be consistent with the brand image

Try different background music to test their effect on ad delivery performance

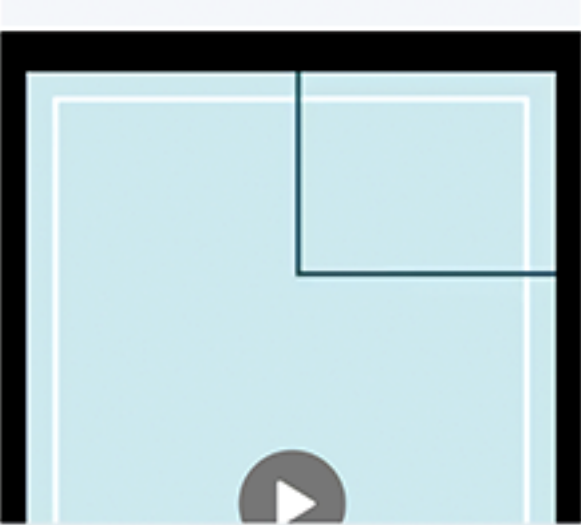
- For a casual game, it is recommended to choose lively, cheerful, and youthful music
- For RPG/SLG games or applications, it is recommended to choose impactful music with a strong rhythm
- For apparel or other products, it is recommended to choose delightful music with a strong rhythm

### Create a Video

Video Generator   Landing Page to Video   **Smart Video Soundtrack**

✓ Upload Video   .....   **2 Smart Soundtrack**

Video: download.mp4 [Replace](#)



Music: Epic Emotional ▾

Video Volume  50%

Music Volume  50%

[Back](#) [Confirm](#)

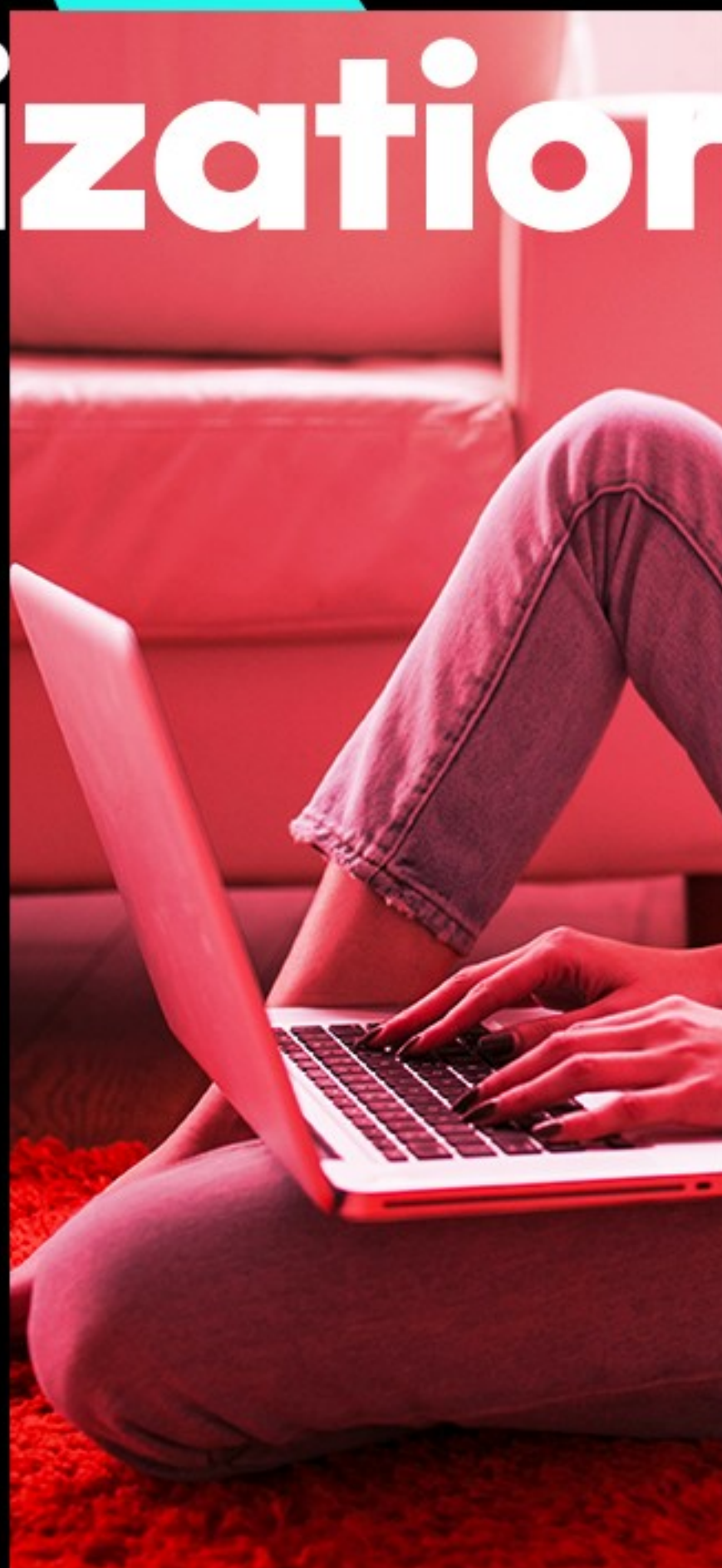


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# Quick Optimization

## Introduction

Quick Optimization is a solution-based ad creative creation tool, built for the TikTok Ads Manager platform. The tool is free to use and will help advertisers quickly create TikTok style ad-creative by letting them combine openings, visual effects, music and more. In total, there are 12 automatically generated solutions for advertisers can use. .



The Quick Optimization tool can help advertisers improve their ad creative performance by reducing the cost and time require to make TikTok styled content



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# Quick Optimization

## Advantages & Features

**Faster and easier to improve your creative**

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- Save time & budget
- One-step optimization with up to 12 high-quality solutions

**Multiple solutions & assets to use**

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- Diverse & stylish assets to fit your product & marketing goals
- Effective combination of background music and visual effects

**Improve ad performance**

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- Intelligently transform horizontal videos into vertical format
- Optimize ad videos with wow effects
- Build a stronger brand image and enrich the brand awareness





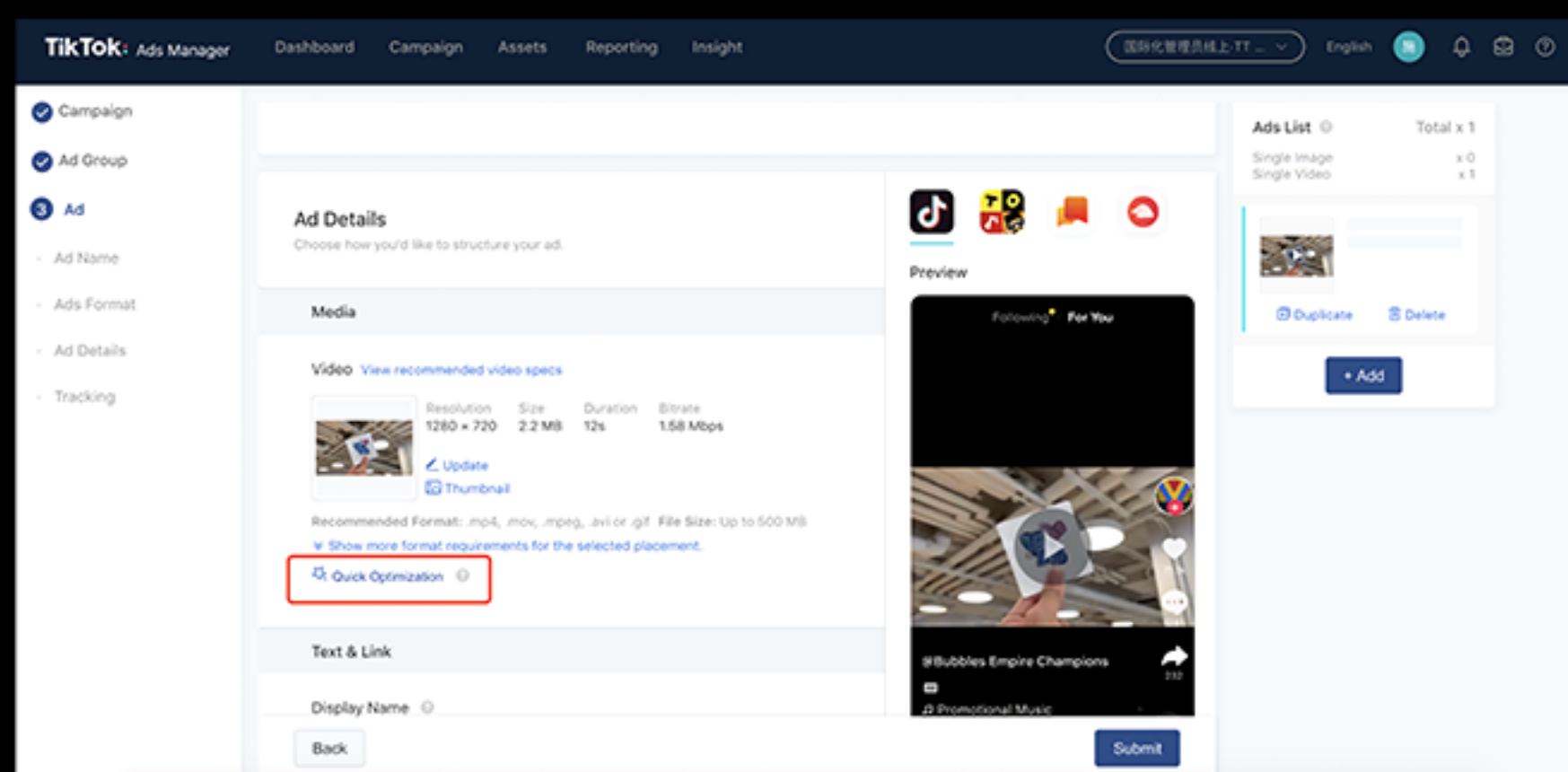


# Quick Optimization

## How to Use

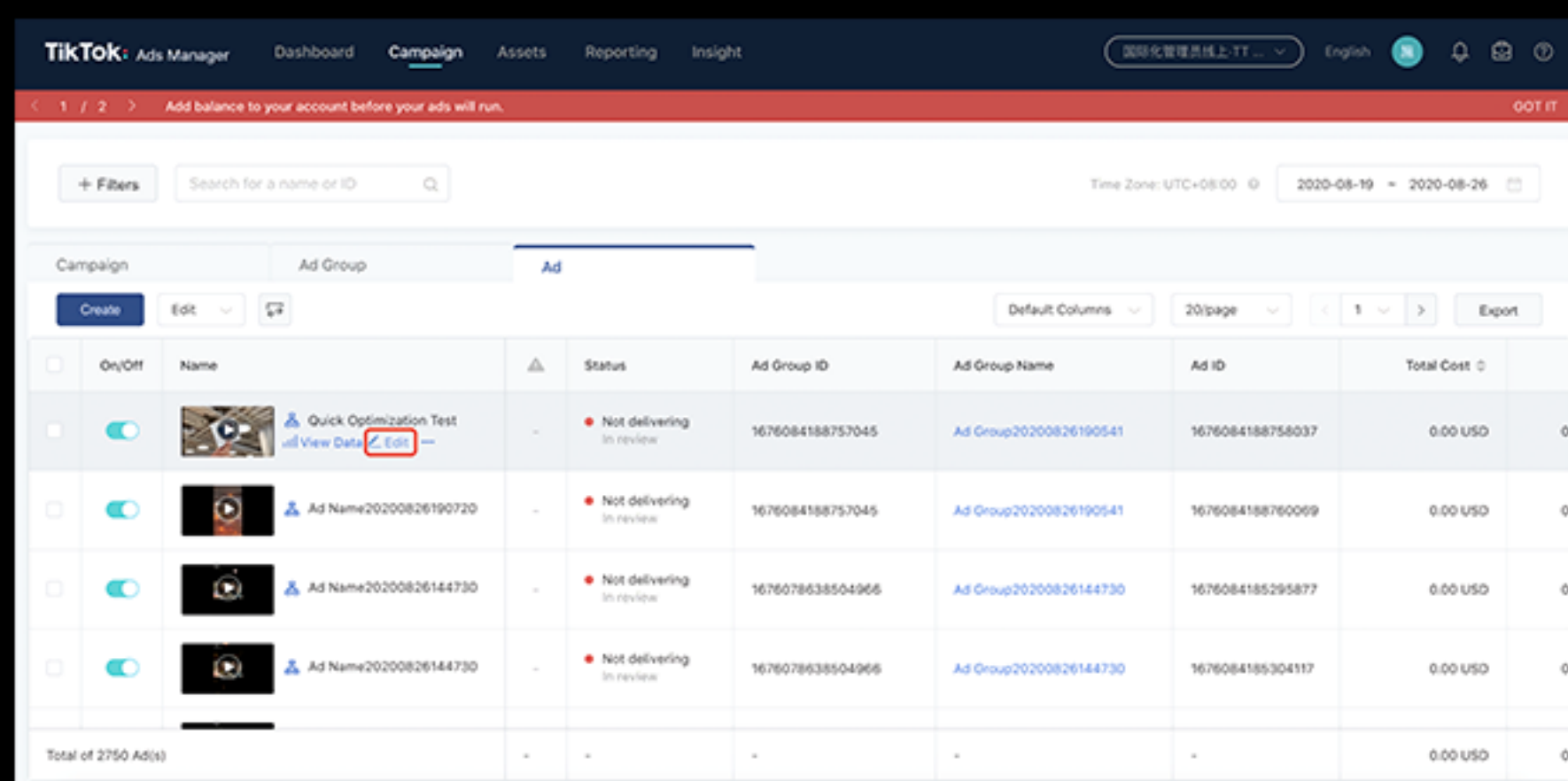
### Scenario 1: Create a new ad

At the ad creation process, click on Single Video – Upload/Choose from Library – Ad Details – Quick Optimization



### Scenario 2: Edit an existing Ad

Campaign – Ad – Edit – Quick Optimization





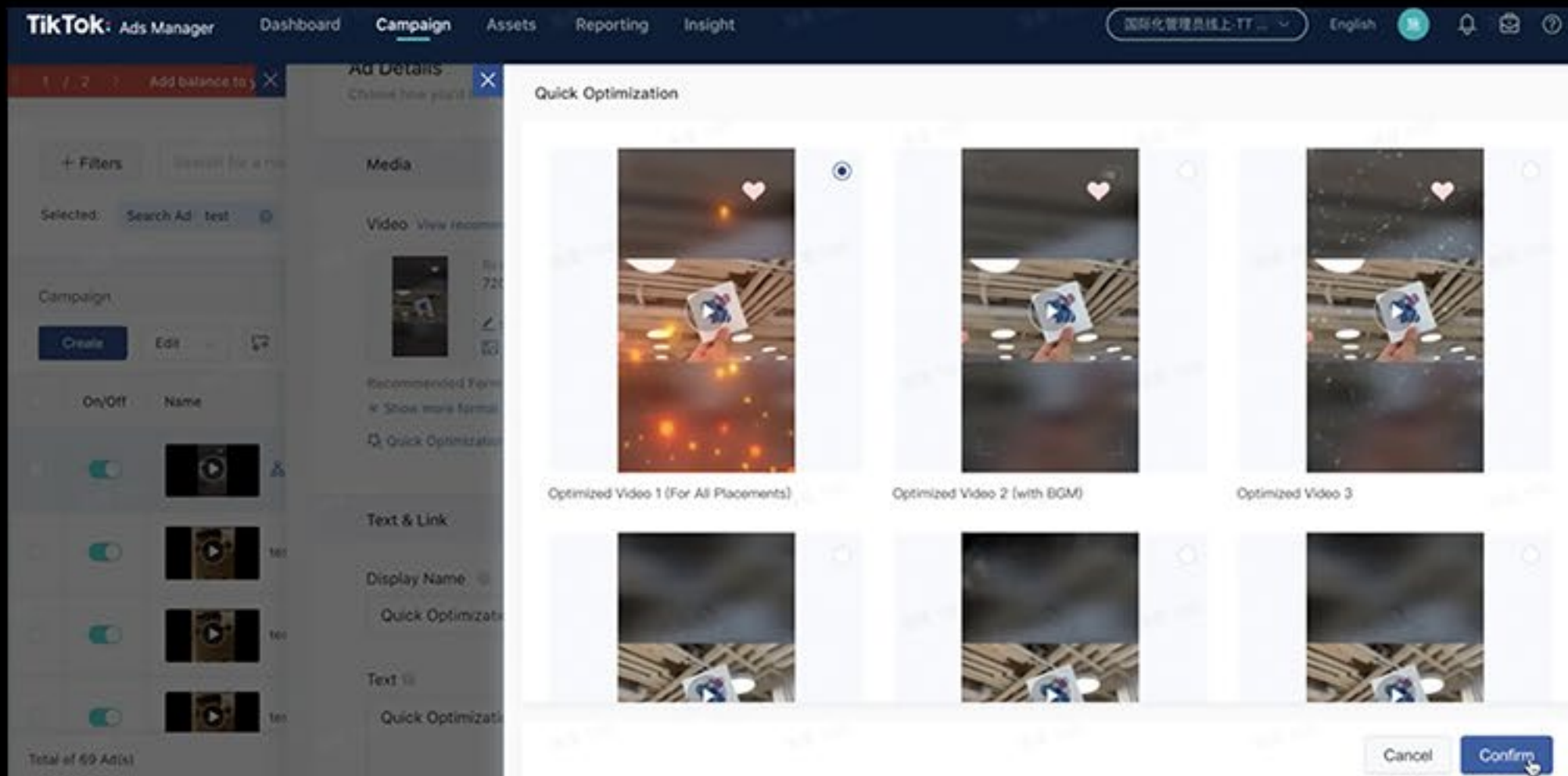
● Details  
● about Tools

# Quick Optimization



## How to Use

What does the tool look like?





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# Smart Text



## Introduction

Smart Text is a data-based ads title creation function on the TikTok For Business platform.

This function will help advertisers quickly create TikTok style ad-title/description, for free. Currently, Smart Text can generate 10 different popular ads titles per time for clients to choose from.



- Details
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# Smart Text

## Advantages & Features

### Faster and easier to generate lots of ad titles with one keyword

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- Given a keyword, the advertising title can be automatically generated according to the keywords with one click
- Every time you refresh the result, there will be ten different titles appeared.

### Quickly capture popular expressions in the market based on powerful back-end database

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- Our database will be updated in real time to capture popular texts/expressions/titles data from the market.

### Customize the generated ad texts/expressions/titles in your own style

---

- If you are not satisfied with the directly produced ad texts/expressions/titles, you can edit any word based on your needs







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# Smart Text

## How to Use

When do you use Smart Text?

Some preparation settings need to be done\ before\  
using Smart Text:

Select "App Install" in Advertising Objective

The screenshot shows the TikTok Ads Manager interface. The top navigation bar includes 'TikTok Ads Manager', 'Dashboard', 'Campaign', 'Assets', 'Reporting', and 'Insight'. The main content area is titled 'Auction' and displays the 'Advertising Objective' selection screen. The 'Advertising Objective' section is highlighted with a red box. Below it, there are three columns of options: 'Awareness', 'Consideration', and 'Conversion'. Under 'Awareness', there is 'Reach'. Under 'Consideration', there is 'Traffic' and 'App Installs' (which is selected and highlighted with a red box and a 'New Structure' label). Under 'Conversion', there is 'Conversions' and 'Catalog Sales'. A 'Continue' button is visible at the bottom right.





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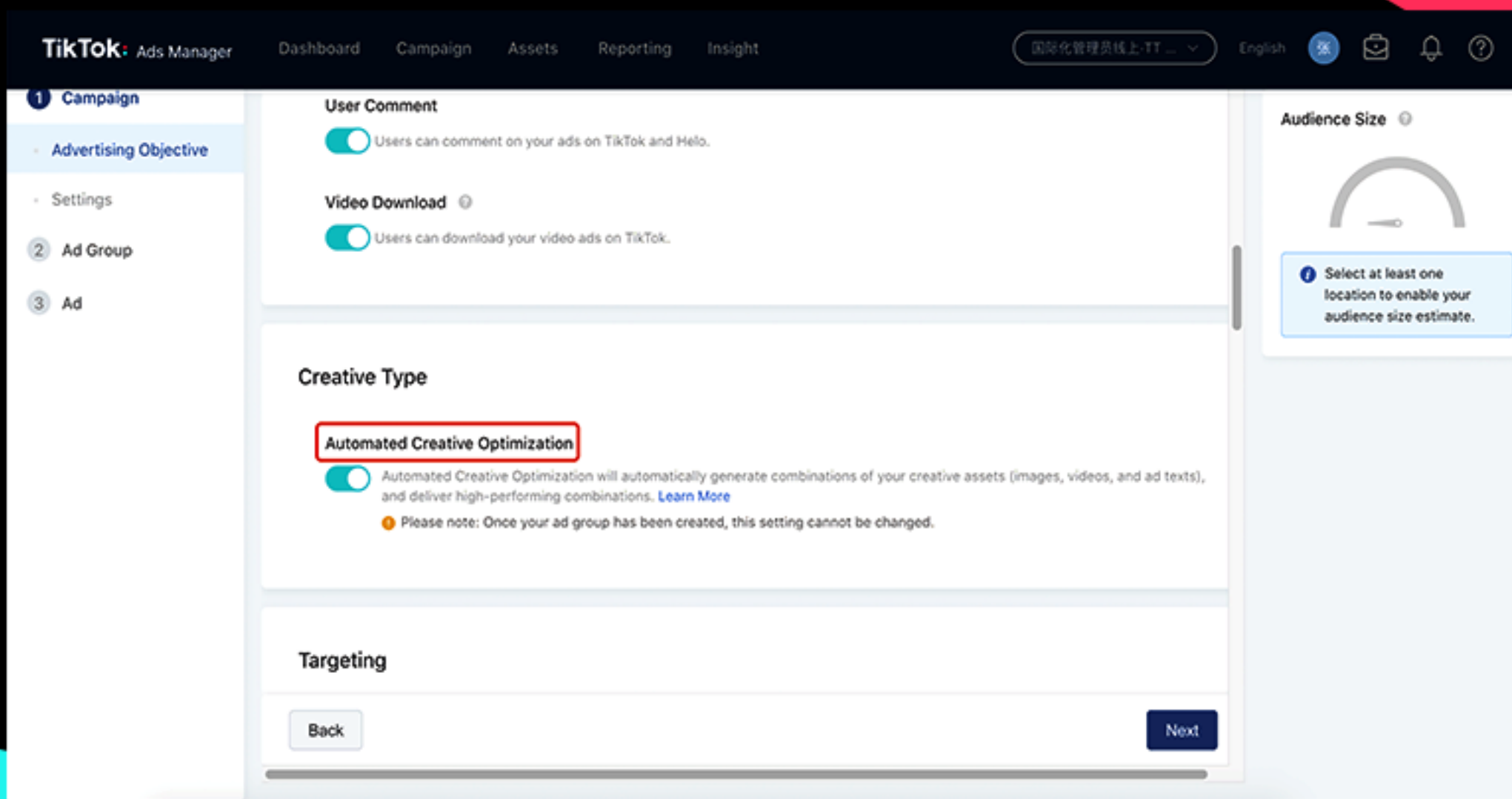
# Smart Text

## How to Use

### When do you use Smart Text?

Some preparation settings need to be done\ before\  
using Smart Text:

Select Automated Creative Optimization (ACO) in Ad Group-Creative Type





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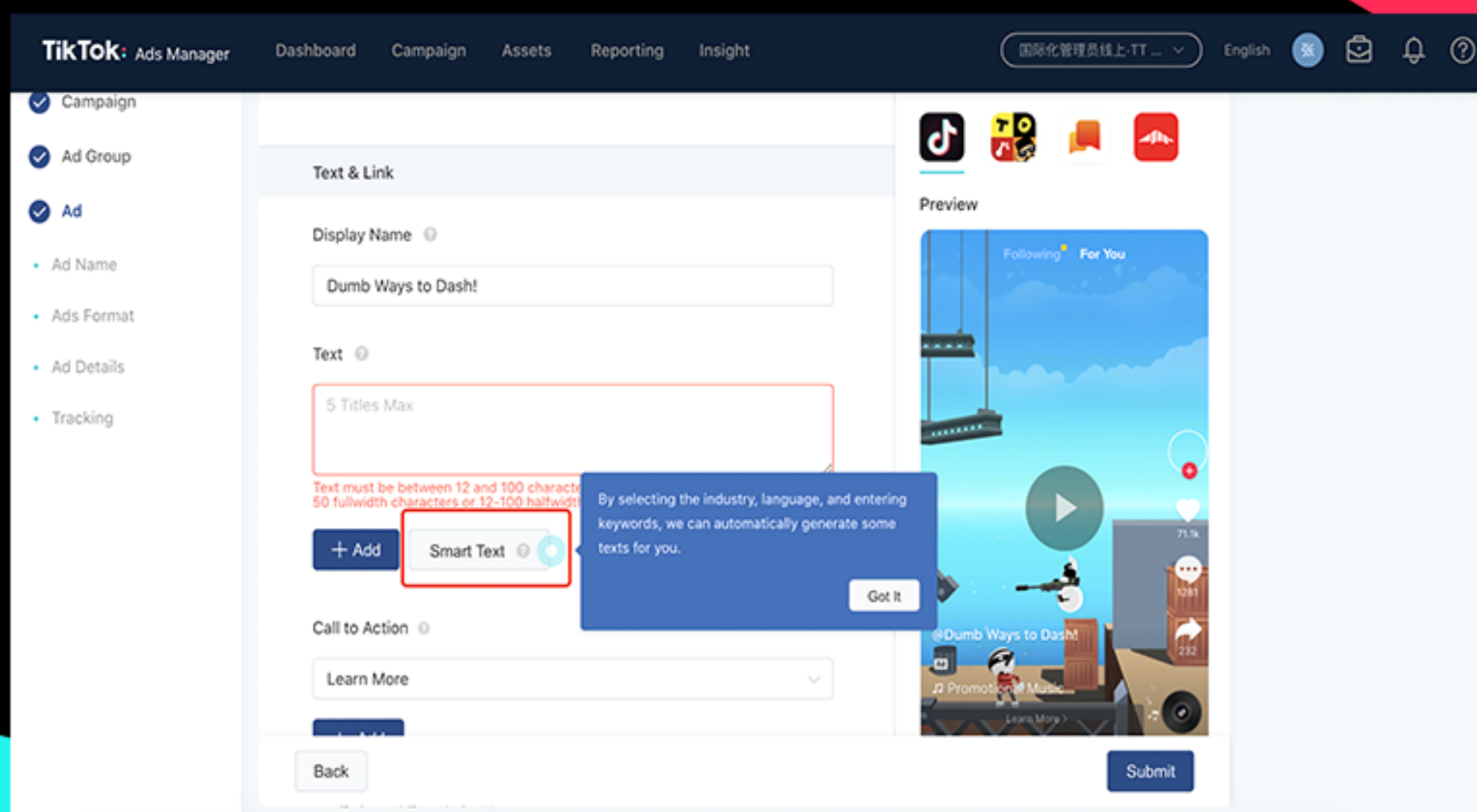
# Smart Text

## How to Use

### When do you use Smart Text?

#### Scenario 1: Creating a new ad

After you have completed the above settings, the "Smart Text" button will automatically appear under the Text editing area.







Details  
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# Smart Text

## How to Use

When do you use Smart Text?

### Scenario 2: Editing an existing Ad

Enter the secondary editing page from the "Edit" button under Ad in the Ad group using ACO

The screenshot shows the TikTok Ads Manager interface. At the top, there are navigation tabs: Campaign, Assets, Reporting, and Insight. Below the navigation, there's a search bar and a date range selector (2020-10-05 to 2020-10-12). The main content area displays a table of ads. The table has columns for On/Off, Name, Status, Ad Group ID, Ad Group Name, Ad ID, and Total Cost. The first row is highlighted, and the 'Edit' button in the 'Name' column is circled in red. The status of the first ad is 'Not delivering In review'. The total cost for all ads is 0.00 USD.

On/Off	Name	Status	Ad Group ID	Ad Group Name	Ad ID	Total Cost
<input type="checkbox"/>	Ad Name20201012112813... View Details Edit	Not delivering In review	1680316515020850	Ad Group20201012112216	1680316521863218	0.00 US
<input type="checkbox"/>	Ad Name20201012112813...	Not delivering In review	1680316515020850	Ad Group20201012112216	1680316521868338	0.00 US
<input type="checkbox"/>	Ad Name20201012112813...	Not delivering In review	1680316515020850	Ad Group20201012112216	1680316521861138	0.00 US
Total of 966 Ad(s)						0.00 USD



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# Asset Analysis Report

## Introduction

The Asset Analysis Report is the first ever creative analysis tool on the TikTok For Business platform. It consolidates all the information related to ad-creative in one place. It will help advertisers and TikTok creative experts analyze creative performance by aggregating core ad metrics like View-through-Rate, View Views, Engagement, etc. for each unique creative asset.





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# Asset Analysis Report

## Key Positioning and Advantages

### Key Positioning:

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- The first analytical tool on the TikTok for Business platform made to analyze creative content
- Open to all advertisers

### Key Advantages:

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- All-in-One data reporting on the asset page.
- Accumulated performance data for all distinctive creatives (images/Videos).
- Filter functionality to create custom reports and views.
- Reports can be exported to XLS.





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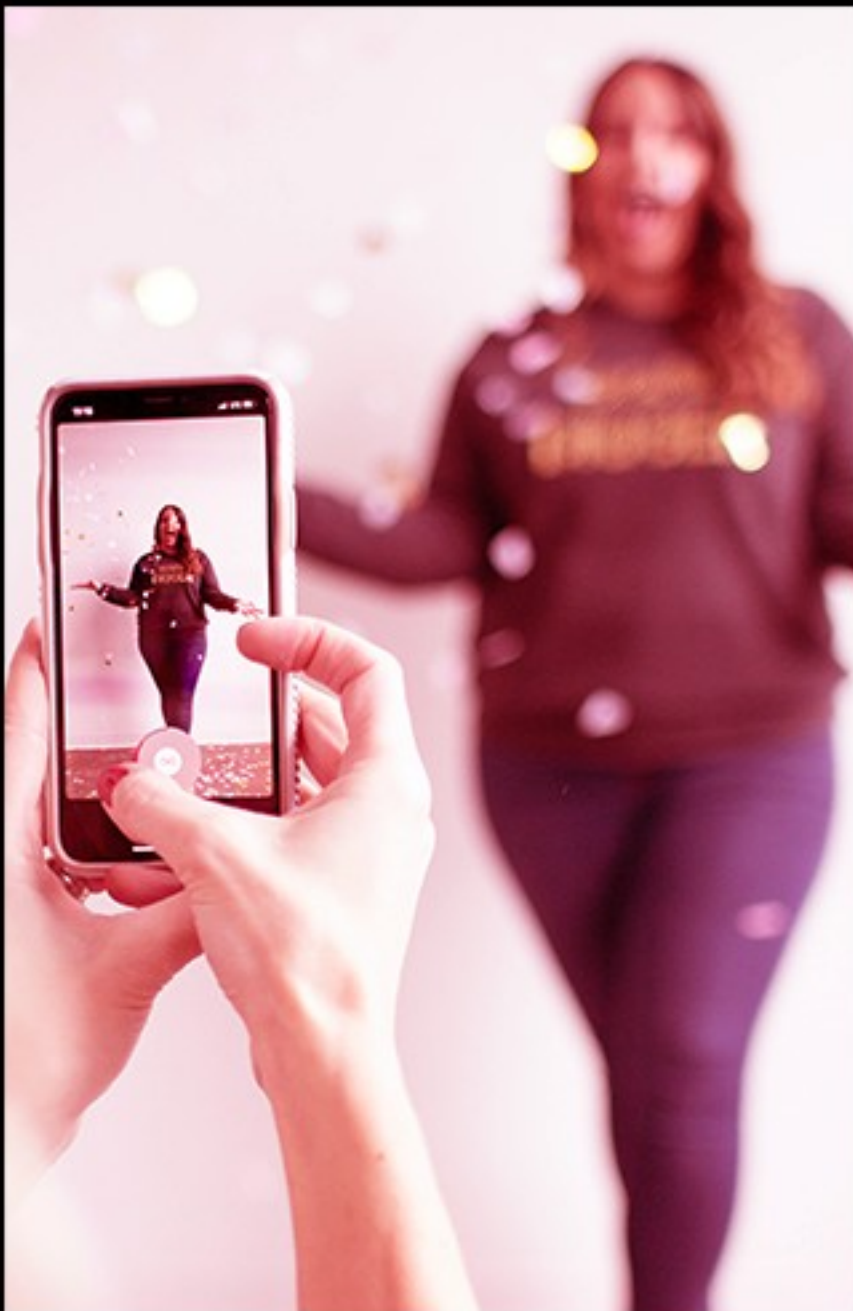
# Asset Analysis Report

## Where to use

### Where to Find Asset Analysis Report?

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- In the "Assets" > "Creative" page, select "Images" or "Videos" tab.



### How to use the Asset Analysis Report?

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#### To use the "Filter" feature:

- Instruction: Click on the "+Filter" button to add filter dimensions for all existing creatives.
- Available filtering dimensions: Country, Creative Format, Placement and Cost
- Save the customized filter label for next time use: YES (please see \*demo filter 2\*) - then re-access the filter label from the "+Filter" button, choose "Saved Filter Name".

#### With "Search" feature:

Instruction: type in the original asset file name/video name.

#### With "Export" feature:

Instruction: click on the "Export" button and download the customized report in xls. format.

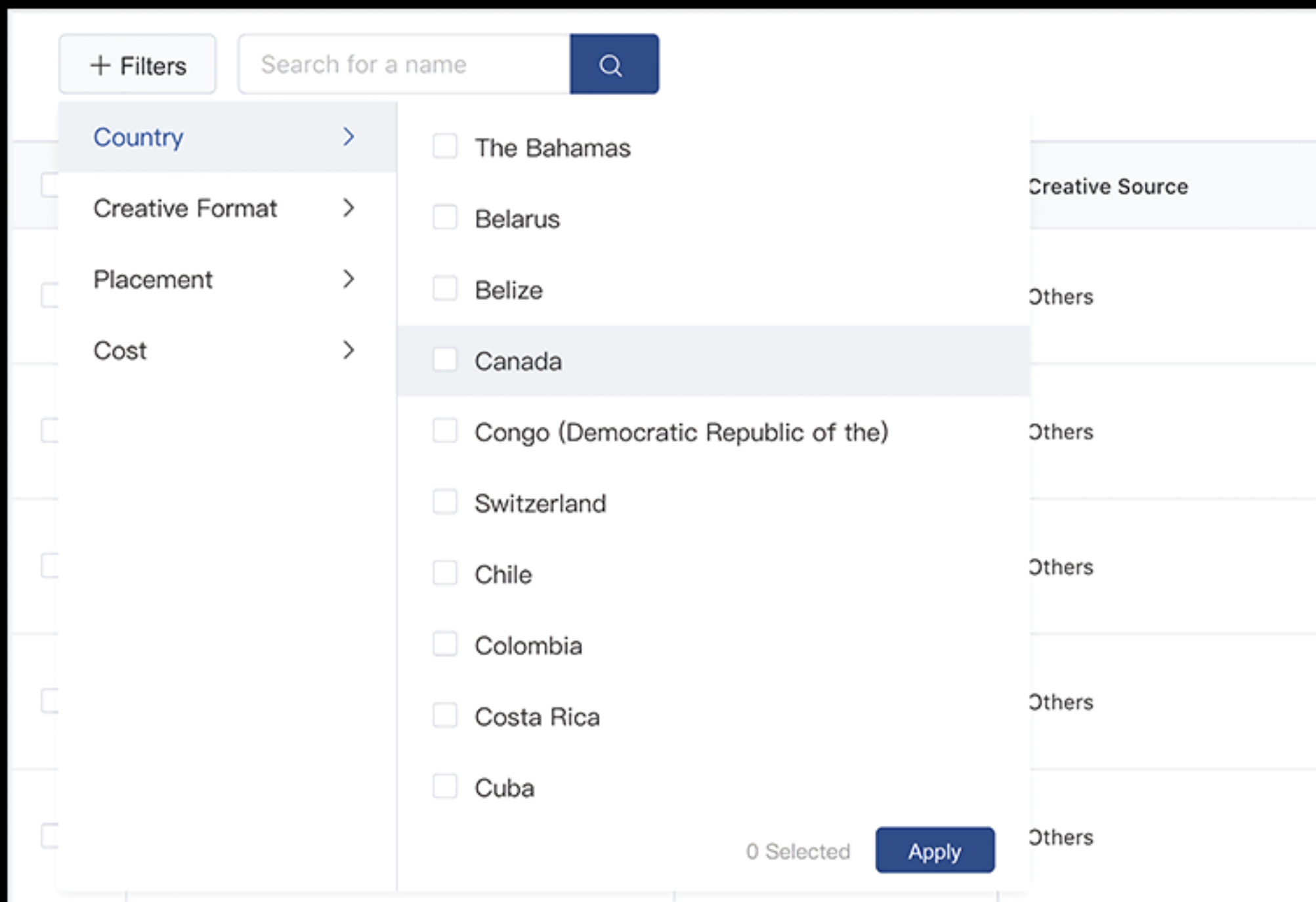


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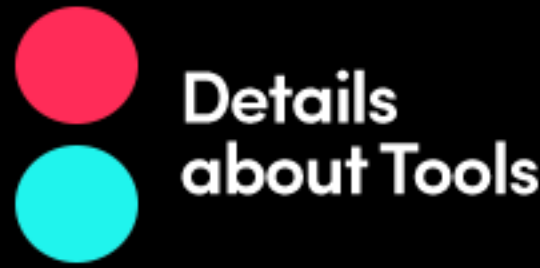
# Asset Analysis Report

## How to Use

How to use the Asset Analysis Report?








# Asset Analysis Report

## How to Use

### How to use the Asset Analysis Report?

Selected: Country: Spain ... Creative Format: Video(16:9) ...

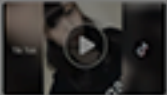
<input type="checkbox"/>	Video	Video ID	Creative Source
<input type="checkbox"/>	 20170818_tik top – JP 18.mp4	v09033960000bg6gfstqa7lr7q4st440	TikTok Ads Platform

No insp

Selected: Country: Spain ... Creative Format: Vid

**Save Filter**

Filter Name

<input type="checkbox"/>	Video	Video ID	Creative Source	Creative Type	Country
<input type="checkbox"/>	 20170818_tik top – JP 18.mp4	v09033960000bg6gfstqa7lr7q4st440	TikTok Ads Platform	Video(16:9)	Hong Kong

Saved Filter Name > Filter 1 
All

<input type="checkbox"/>	Country	Creative Source	Creative Format
<input type="checkbox"/>	Country	Creative Source	Creative Format
<input type="checkbox"/>	Creative Format	ers	Video(9:16)
<input type="checkbox"/>	Placement		
<input type="checkbox"/>	Cost		



# FAQs

## 1. For the music within these creative tools, do we have the copyright?

Yes. Music pieces displayed on the TikTok For Business platform are copyrighted. You could easily choose from and use them for free.

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## 2. Is that possible to download the video made by these creative tools?

No. These videos are only able to use on TikTok For Business.

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## 3. For resolution or video ratio of the video made by these creative tools, is it consistent with TikTok For Business' ad specification?

These video have the same video specification as TikTok For Business; Able to use for ad delivery directly.

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## 4. What are the differences between Smart Video and Quick Optimization?

Smart Video is mostly about the advertisers could use manually selected creative elements (i.e. stickers, visual effects, music) to make tailor-made videos while Quick Optimization is AI-powered and automatically generate videos for clients (no need to select specific elements).

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## 5. What file format does "Export" button offer via Asset Analysis Report?

Once you click the "Export" button, the file will automatically download in xls. format to your local device.

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## 6. Do we include engagement metrics in the Asset Analysis Report?

Yes, we do. We have included creative engagement data in this report. Specifically, we have the following metrics: Likes, Post Shares, Post Comments, Like Cancel.





Want to test out the  
magic of

# TikTok For Business Creative Toolkit?

Contact your dedicated TikTok For Business team for more details.