

TIKTOK VIDEO ADVERTISING

BUILD YOUR BUSINESS USING
THE TOP-DOWNLOADED APP THAT
DRIVES PURCHASE DECISIONS

Target a community of users who crave entertainment and authenticity. TikTok is a trendsetting video-sharing app. With TikTok, users are engaged making it easy to drive consumer advocacy. Plus, TikTok's audience is massive and still growing.

Make a connection with prospective customers by increasing your video views, boosting your reach, and driving traffic to your website.

**95 MINS/
DAY**

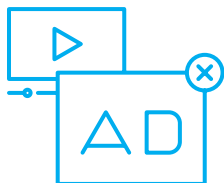
TikTok users love the app, spending an average of 95 minutes a day in the platform.

#1

TikTok was the most downloaded application of 2022 with 672 million global downloads.

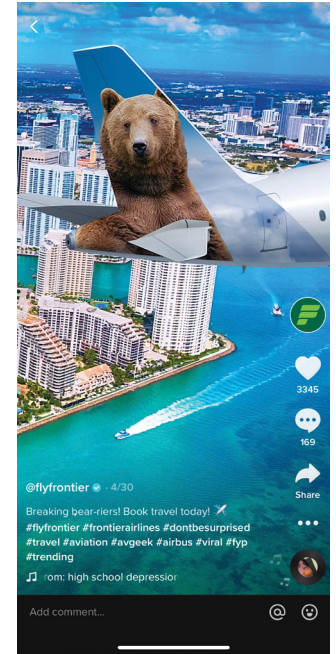
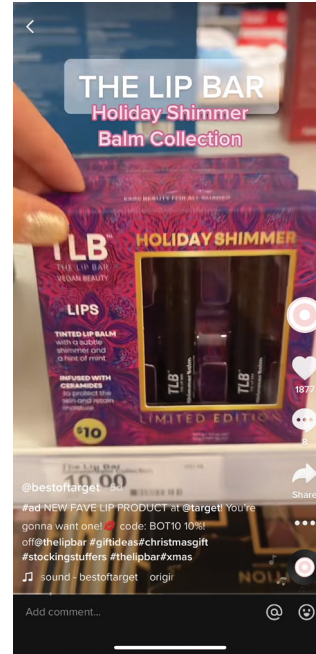
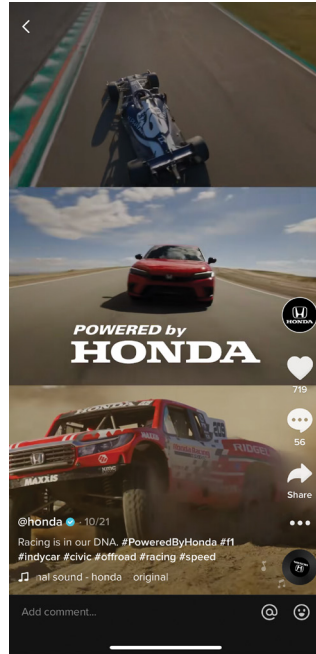
8 X/DAY

The average TikTok user opens the app 8 times per day.



VIDEO ADS ARE AVAILABLE!

They run as 5 - 60 second full-screen videos in the user's For You feed. Recommended duration is between 9-15 seconds. Target just the right audience using age, gender, location, interests, and more. You can also create custom audiences and lookalike audiences to reach people like your existing customers.



WHY ADVERTISE ON TIKTOK?



EFFECTIVE REACH AND ENGAGEMENT

TikTok's audiences span over 154 countries around the world and is one of the most downloaded apps worldwide. The US is one of the top countries on TikTok.



TARGET GEN Z AND MILLENNIALS

46% of TikTok users are between the ages of 20 - 39. If a business has a young target market, TikTok would be perfect.



VIDEO-ONLY FORMAT ENCOURAGES ENGAGEMENT

TikTok's video ad format encourages engagement. In 2023, the average TikTok user is expected to spend 55.8 minutes per day on the app.

