

eBook

Complete Guide to TikTok Spark Ads



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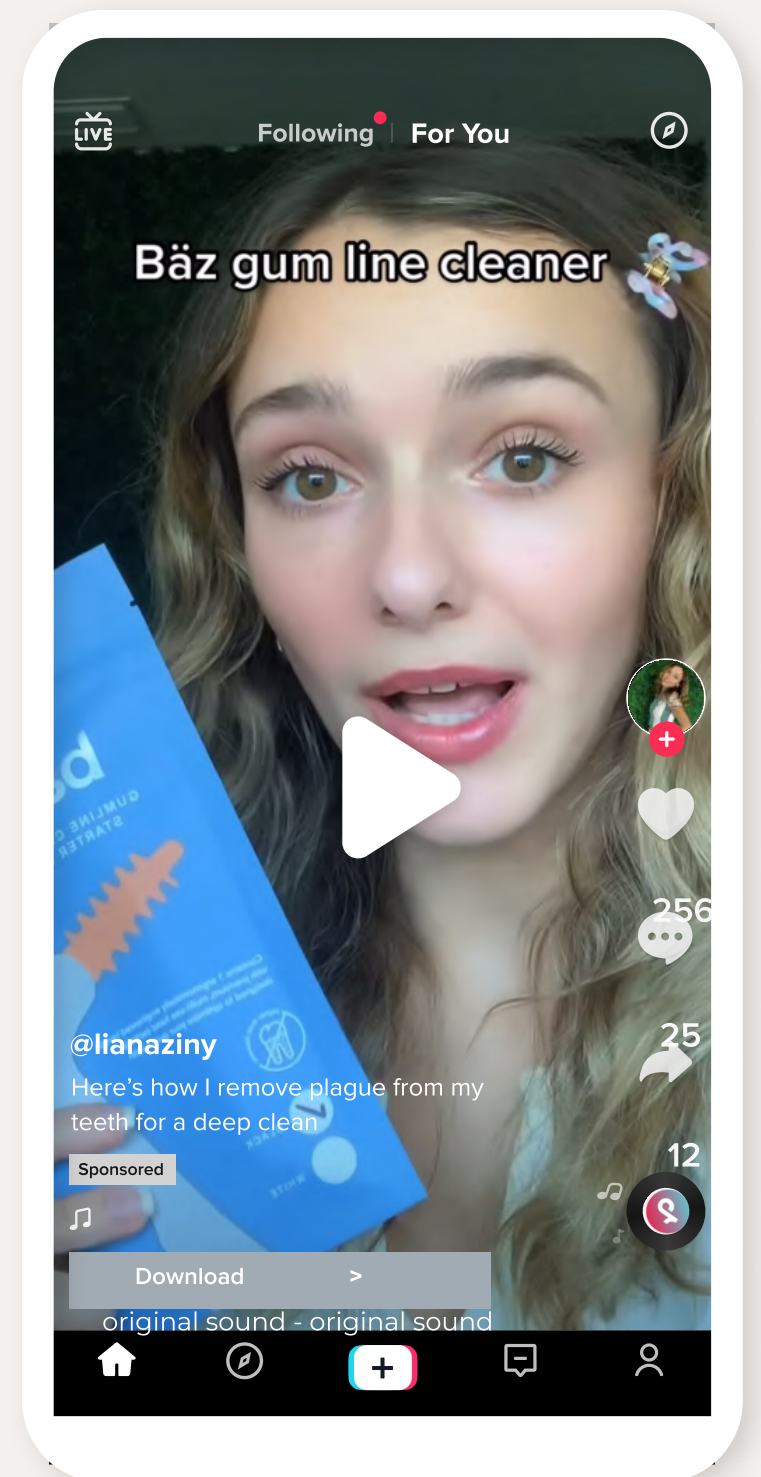
Introduction

TikTok is now one of the most powerful social media platforms for eCommerce brands to be on.

Its growth has been explosive and TikTok is quickly becoming a platform of choice for Gen Zs and millennials, giving it a fresh and quirky edge over some of its more established competitors.

It's easy to use, has a variety of video editing tools and filters, and inspires a lot of creative content, like dancing and lip-syncing to popular songs, beauty tutorials, cooking demonstrations, or inventive challenges. **Which you can use in your ad creatives.**

Content produced in partnership with TikTok creators and influencers can bring your marketing game to a whole new level by introducing your brand to an untapped audience in an ingenious way.



Source: [Insense](#)

With 100+ million monthly active users in the United States alone, TikTok boasts a huge audience for brands that are looking to maximize reach. Needless to say, TikTok is the place for brands to expand their social media advertising.

It is also home to some of the most creative people on social media – your potential **influencers and brand ambassadors.**

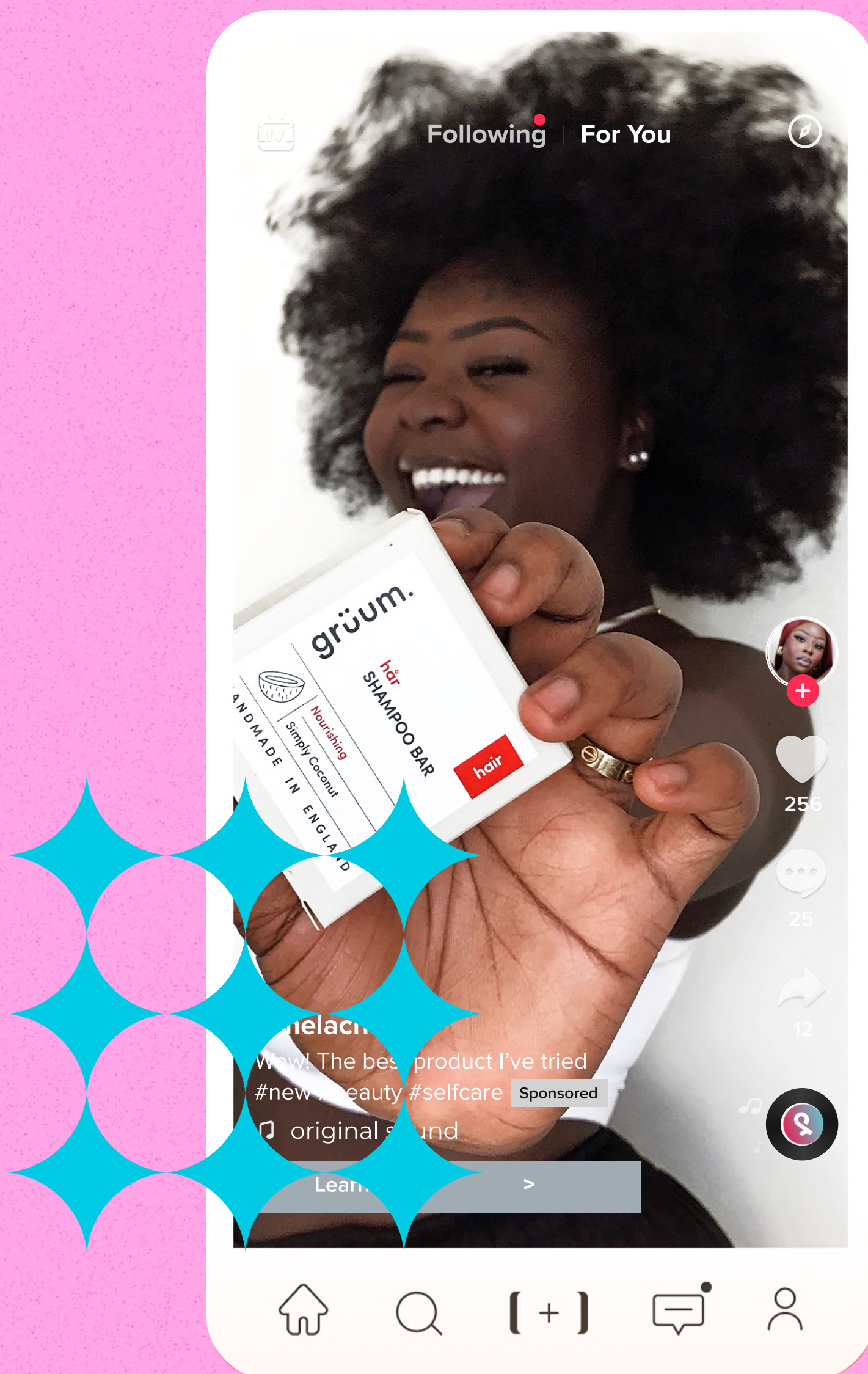
But we will touch on this more later on.

There are 3 main things that brands need to consider for their TikTok marketing strategy: creator and influencer partnerships, branded content, and an experimental mindset.

Boosting a creator's video, through Spark Ads, is a relatively new ad feature on TikTok, but it's incredibly powerful.

Let's dive deeper.

What are TikTok Spark Ads?



Spark Ads are the next big thing when it comes to TikTok advertising. They are essentially **TikTok’s take on Branded Content Ads (BCAs)**.

Branded Content Ads combine the best elements of UGC and targeted ads. They’re organic posts that are created from brand-influencer partnerships which are then boosted as ads. This pushes the content to a larger audience.

On Facebook and Instagram, the post is labelled as “sponsored” but on TikTok they have a slightly different look.

The format and features fit smoothly with TikTok’s interface so they don’t come across as ads at first glance. Which is why they typically have higher **CTRs and CVRs**.

TikTok’s algorithm propels Spark Ad success because it helps get colossal reach with a lower ad spend compared to Facebook and Instagram. Also TikTok’s audience is much more receptive to fun, quirky branded content.

Here’s what they look like.

Regular TikTok (Non-Ad)

Click the profile icon, username, or swipe left to go to the creator's page

The Spark Ad is promoted from the creator's page and displays their username

"Sponsored" is displayed

Source: [Insense](#)

Spark Ads

Appears in the "For You" feed

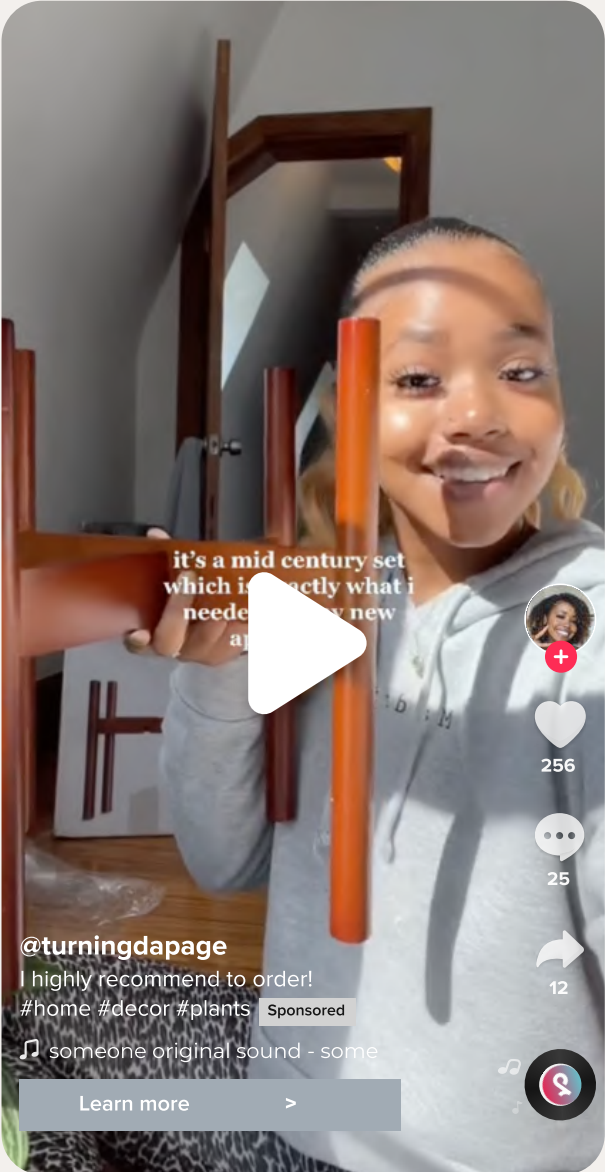
Built-in CTA button appears after 3 seconds that links to your webpage

"Sponsored" is displayed

Source: [Insense](#)

They present new opportunities for brands to level up their presence, start conversations, and build stronger customer connections—while using TikTok creators to produce the ad content for them.

What are the benefits of Spark Ads?



Source: [Insense](#)

1. Higher Performance

See a lift in performance metrics (e.g. engagement and conversions) from Spark Ads.

2. Better Ad Experience

100% native in-feed format to provide users with a better ad experience.

3. Diverse Data

Get data on paid clicks, music clicks, paid likes, paid shares, paid followers + paid profile visits.

4. Quickly Increase Reach

In just a few clicks, turn organic posts into an ad to reach a bigger audience.

5. Boost Traffic

Grow your TikTok audience and increase traffic to your website.

6. More Views

The views you received from the Spark Ads campaign remain on the organic post after the ad finishes.

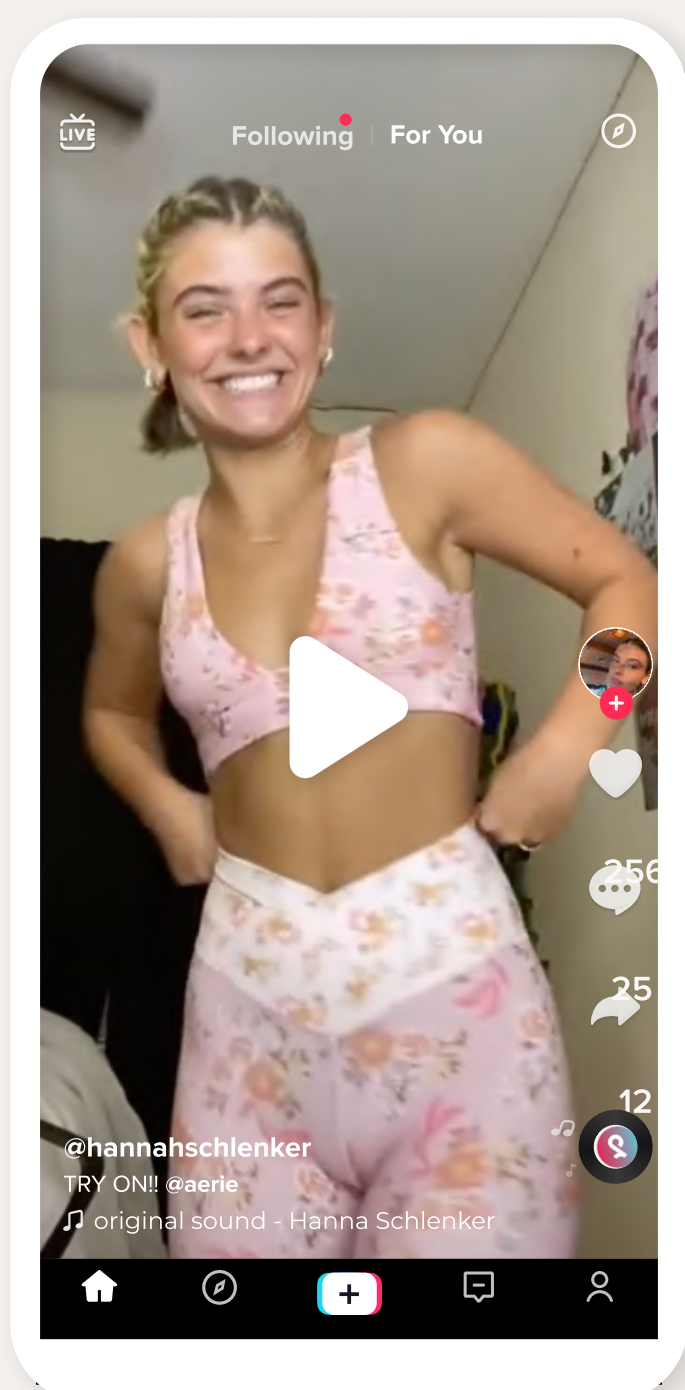


Source: [Insense](#)

For example, a beauty brand worked with a creator to produce a demo video to show the product being used in their skincare routine, for organic posting.

After the creator posted the video to their account, the brand observed its performance. **If the video started to trend, they quickly turned it into a Spark Ad to reach a larger audience while maintaining the appearance of an organic post.**

However, this isn't to say that you have to post it organically first. Videos can also work **AMAZINGLY** well as a Spark Ad without being a trending organic post. So you need to test different videos and options to see what works best for your brand.



Source: [TikTok](#)

Check out this TikTok of Hannah Schlenker trying on different Aerie outfits. **This post led to 700,000 searches for the product on Aerie's website and a 200,000% increase in Google searches.**

To activate Spark Ads to drive higher conversions, Aerie got an [authorization code](#) from Hannah to turn this already trending post into a Spark Ad.

Note: Organic posts can only be turned into Spark Ads if they were posted with ad permissions switched on.

So if you are considering using Sparks Ads, you need to ask the creator to make sure the ad permissions toggle is turned on when let post the video organically.

TIP - TikTok also provides a solution to run creator ads that don't need to be organically posted first. This is called Ads Only mode.

It means that you can still partner with creators for Spark Ads campaigns without them needing to post anything to their page. It's fantastic for creators who don't want ads posted to their accounts, and for brands that don't want to pay more for organic posting.

What's the difference between regular TikTok Ads vs. Spark Ads?

1 Regular TikTok Ads (or non-Spark Ads) can be created directly in the TikTok ads manager, however Spark Ads must be videos that have been already posted (either organically or in ads only mode).

2 TikTok Ads and Spark Ads can be created without the brand ever needing their own TikTok page. However, Spark Ads are only run using personal TikTok profiles - for example the profile of creators and influencers.

3 The appearance of Spark Ads compared Non-Spark Ads have small differences - but boy do these differences have a HUGE impact.

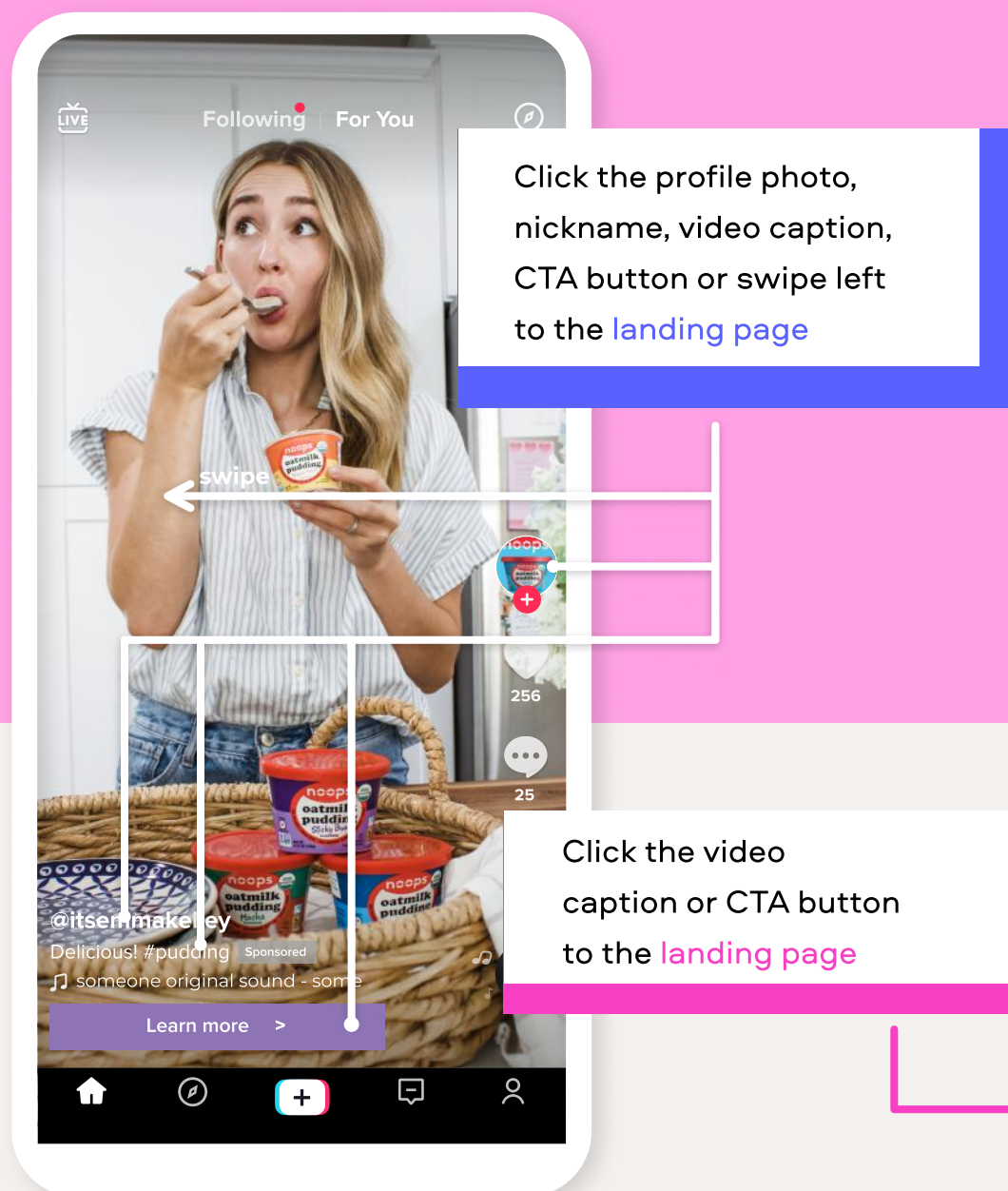
4 As you can see, the appearance looks very native to the TikTok "For You" page, which is why TikTok ads are so fantastic.

On a Non-Spark Ad, if you click the profile photo, nickname, video caption, CTA button or swipe left, you are taken to the advertiser's/ brand page. Whereas a Spark Ad behaves more like a regular TikTok.

On a Spark Ad, if users click the profile photo, nickname or swipe left, they head to the creator's account. **But if they click on the video caption or CTA button, they are taken to the advertiser's chosen landing page.**

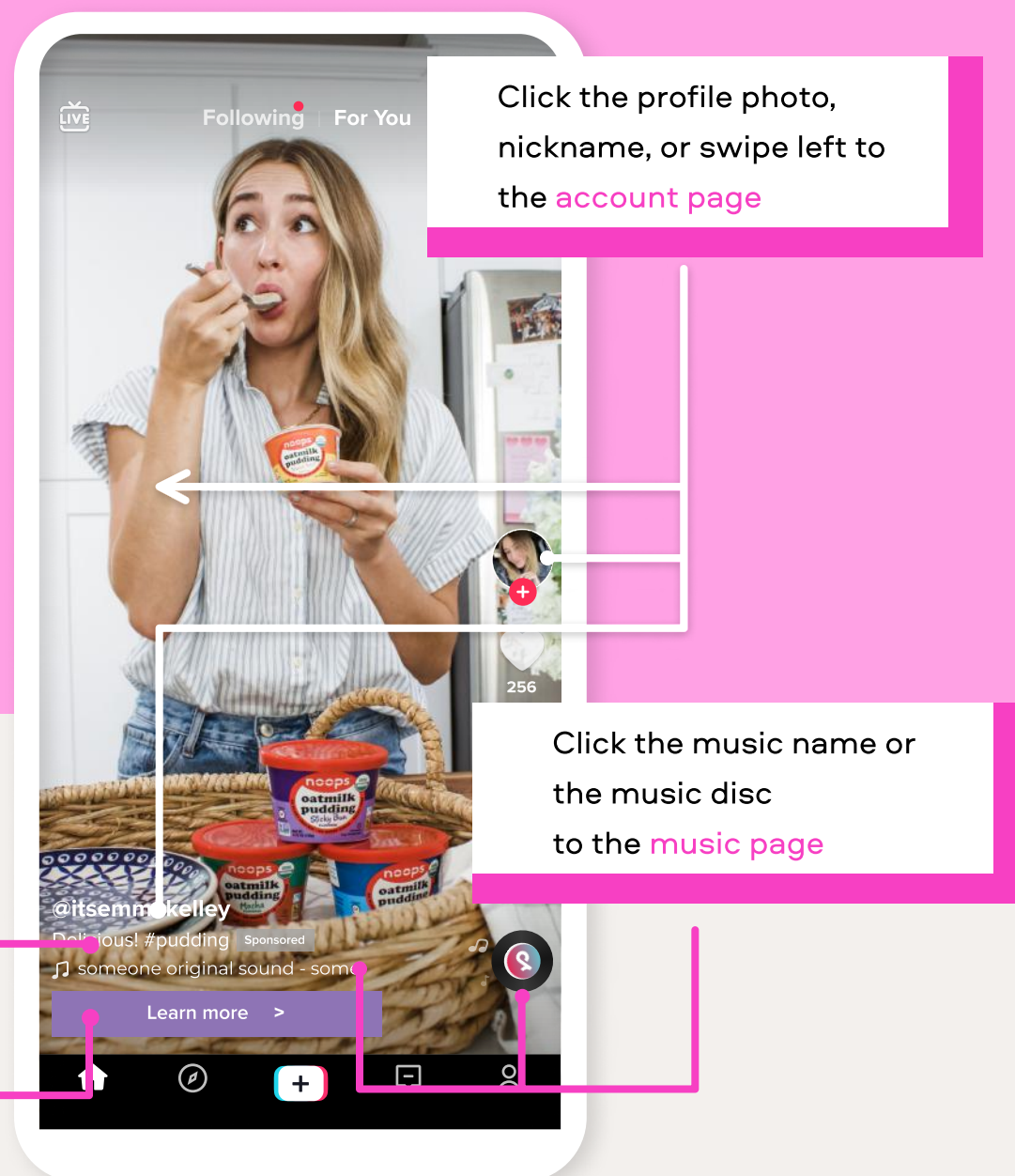
Or click the music name and music disc to be taken to the audio's page (this is especially useful if the post uses your own branded audio).

Regular TikTok Ad



Source: Insense

TikTok Spark Ad



Source: Insense

Spark Ads give a more organic functionality to users in the For You Page (FYP), helping the ad to look and work more natively to the TikTok feed.

Spark Ads blend into the users normal feed which makes them look pretty much the same as regular content on the app.

Most social media users instinctively swipe past paid ads when they pop up because it's so obvious that they are an ad. But Spark Ads are far more engaging.

Authentic videos that are made by TikTok creators match the vibe and energy of the platform which produces stop-scrolling ad content.

Let's take a look at the best way to nail TikTok content by working with creators.

Win at Spark Ads by Working with Content Creators

If you had to choose between a recommendation from your friend or from another brand, who would you trust?

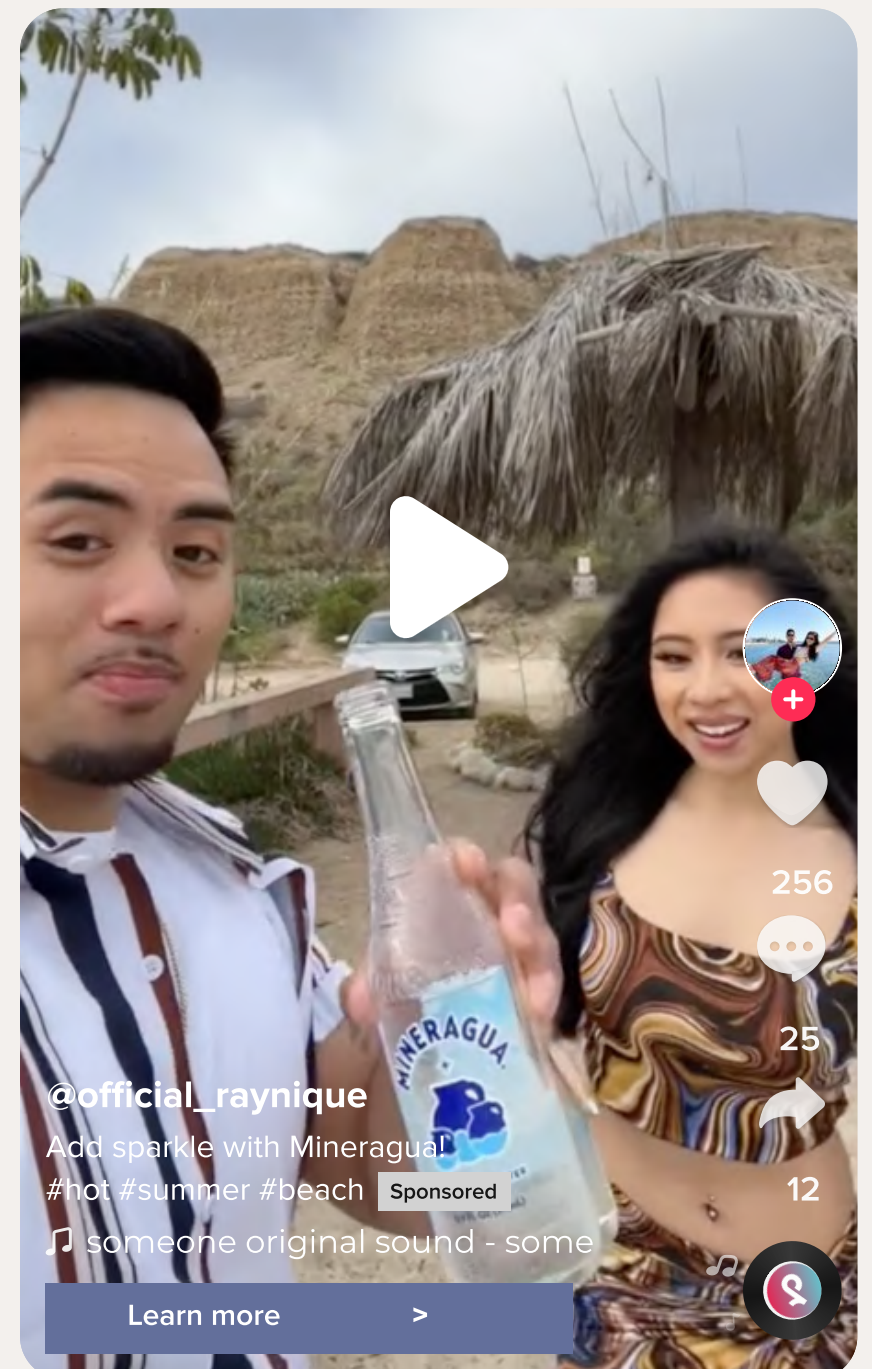
You'd most likely go with your friends, right?

That's one of the reasons **user-generated content** on social media, in general, is so effective.

It's content from people that know how to communicate to the platform users. And it gives consumers a peek into what a brand is all about while providing social proof.

And with a social media platform like TikTok expanding its video length, creators have more room to try out different types of creatives.

According to statistics, it's the most engaging social media platform with the average user spending about 10.85 minutes per session.



Source: [Insense](#)

“84% of millennials say UGC influences what they buy”

A good example of how engaging TikTok can be is seen in this video by Zach King.

The video has over 1 billion views, 9 million likes, and 18.7k comments.

Talk about engagement!

UGC helps your brand harness the power of word-of-mouth marketing to raise awareness for your brand.

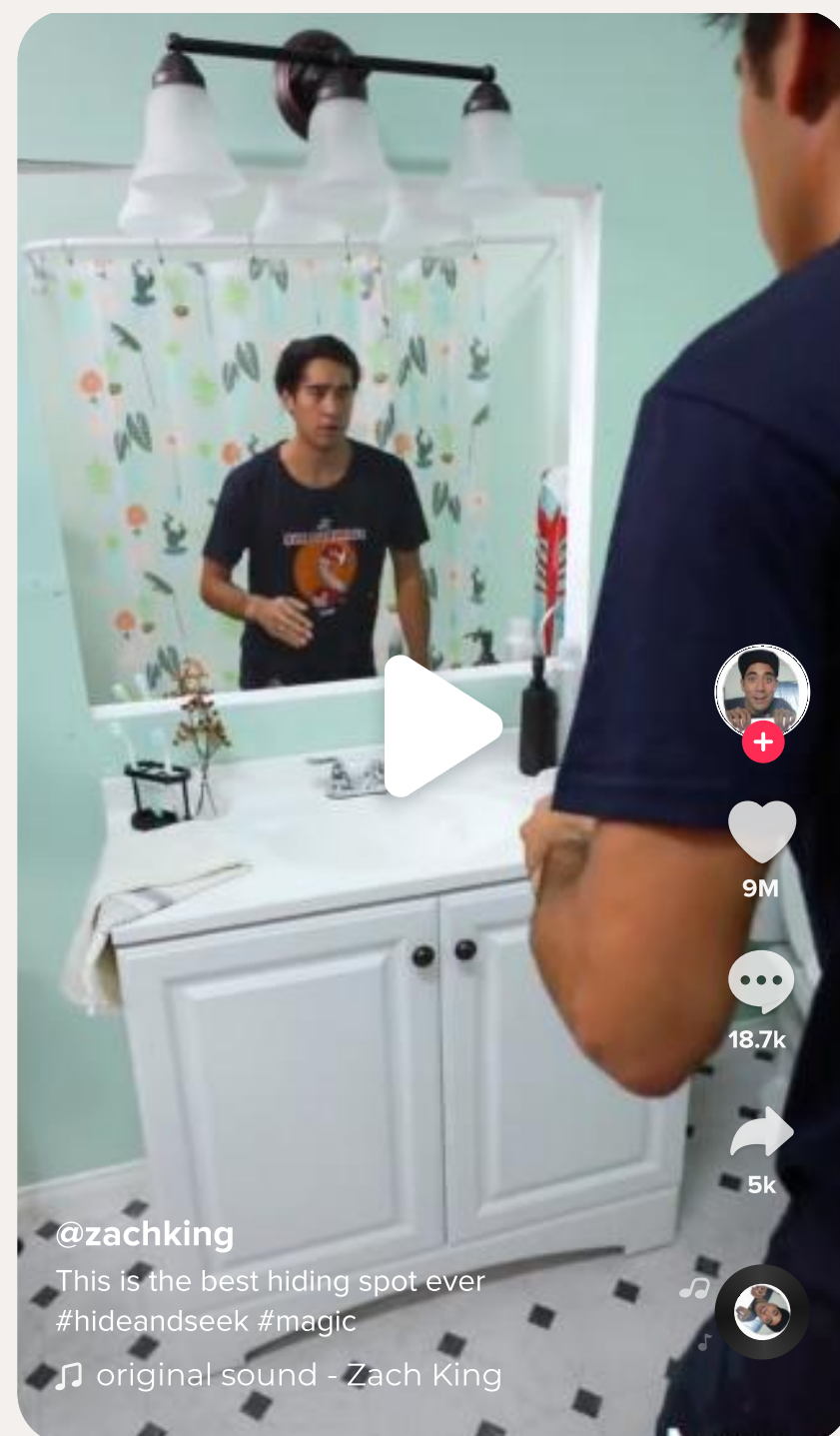
The more creators you get onboard your campaigns, the more “For You Pages” you’ll appear on, and the more visibility you’ll get.

When user-generated content is used for your TikTok video, your audience gets to see real-life scenarios of your product being used.

Finding creators to work with has never been easier.

On Insense, you can easily brief creators, request the type of creators you want, and get matched with those profiles.

You can get 80+ monthly high-quality UGC ad creatives. Collaborate with 100+ creators at once. Starting from \$100 per video. Easily managed by 1 marketer.



Source: [Insense](#)



Start working with TikTok creators on Insense

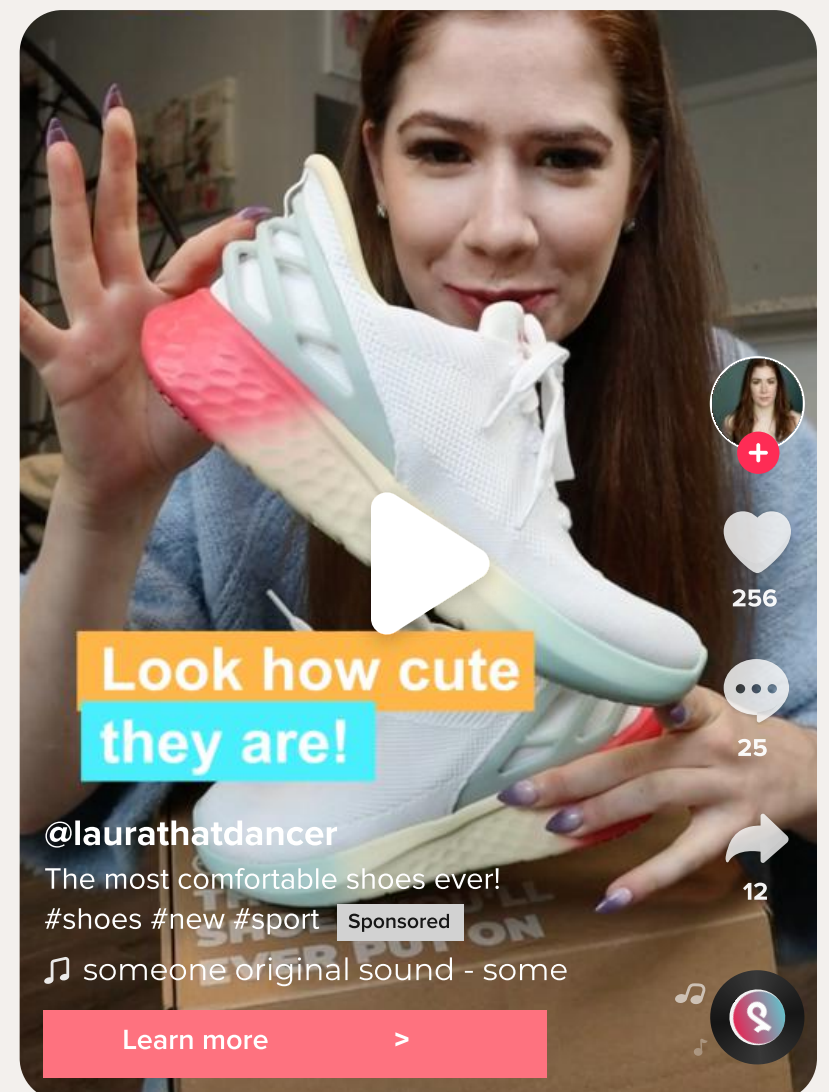
[Get started](#)

Why should your brand leverage Spark Ads?

1. Your brand will generate better performance results

Of course, this is the first and number one benefit. It all goes back to how Spark Ads are native and blend in easily with the TikTok vibe.

So they also perform better than other ad types. In fact, data from TikTok shows that when Spark ads are used, there is a boost in video views, engagement, and conversion metrics.



Source: [Insense](#)

2. The impact is for the long term

Did you know that when an organic post gets turned into a Spark ad, the paid video views are added on top of the organic video views? This makes the video even more popular in reach and visibility.

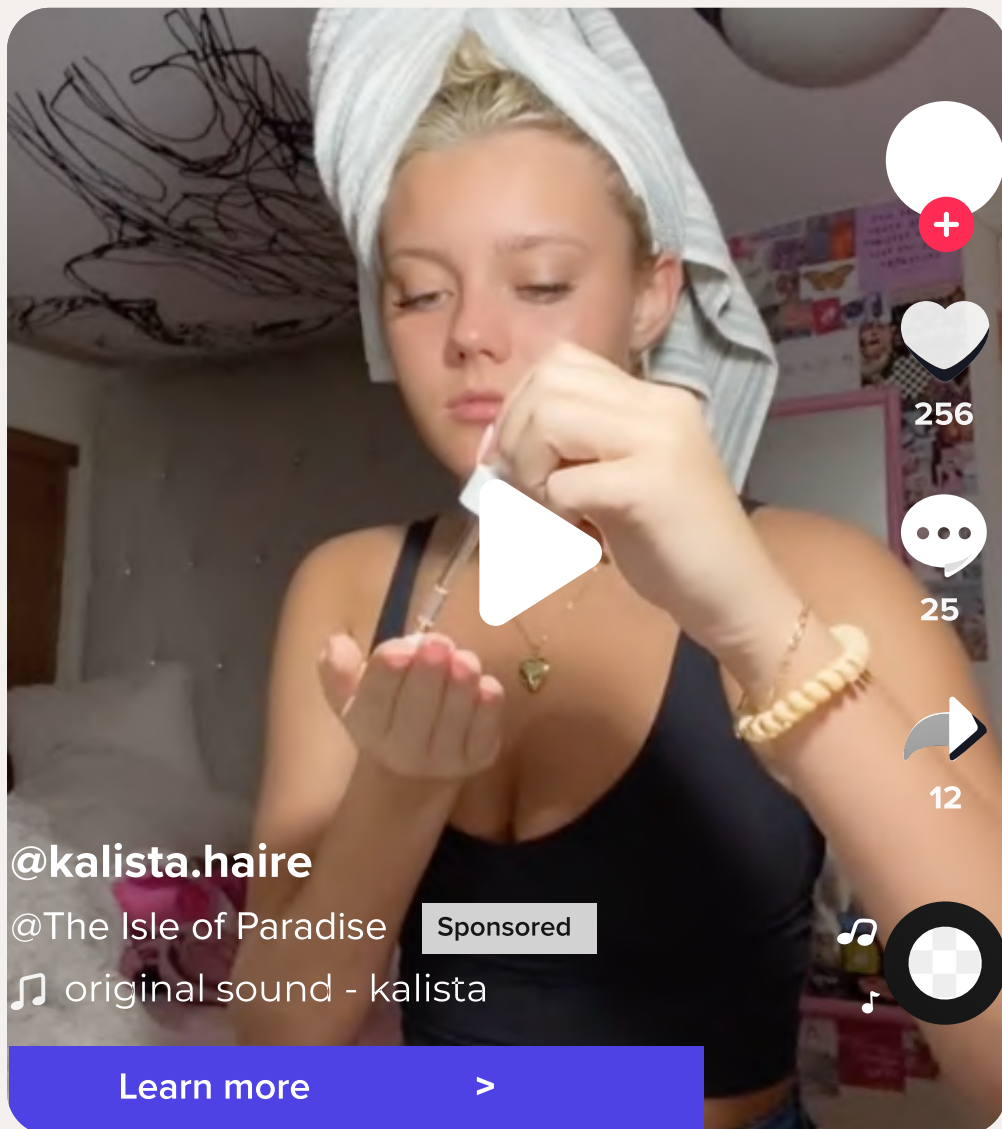
Plus, a Spark Ad drives users to both the poster's profile and your landing page. This is a great opportunity to grow your creator's community and fanbase on TikTok, which helps to form stronger brand-creator relationships for future campaigns.



Source: [Insense](#)

Here's a good example.

Isle of Paradise is a beauty brand that created the world's very first 100% vegan and cruelty-free color-correcting self-tan. During an off-season part of the year, they decided to develop a paid campaign strategy that leveraged a combination of branded content and UGC to drive sales for their Glow Drops on Sephora.



Source: [TikTok](#)

The brand identified the top 5 content creators on TikTok who were aligned with the brand. The creators posted original content with the #WakeUpandGlow hashtag. The posts showed how to apply the product. Additionally, Isle of Paradise also reached out to more TikTokers who were already posting organic testimonials about Glow Drops.

They then launched Spark Ads using the original content by the creators and this resulted to a **500% ROI, 45 million video views, and a whopping 68% increase in revenue per week** compared to the prior 9 weeks.

A creator marketing platform like Insense is a perfect place to start

[Get started](#)

Testing Spark Ad Content Performance Beforehand

Aside from these content benefits, TikTok's ad targeting tools will serve you well. It's not just the expanded reach you'll be getting—but a targeted focus to help you hone in on your target market. That way, you're reaching online users who fall under your avatar or target customers.

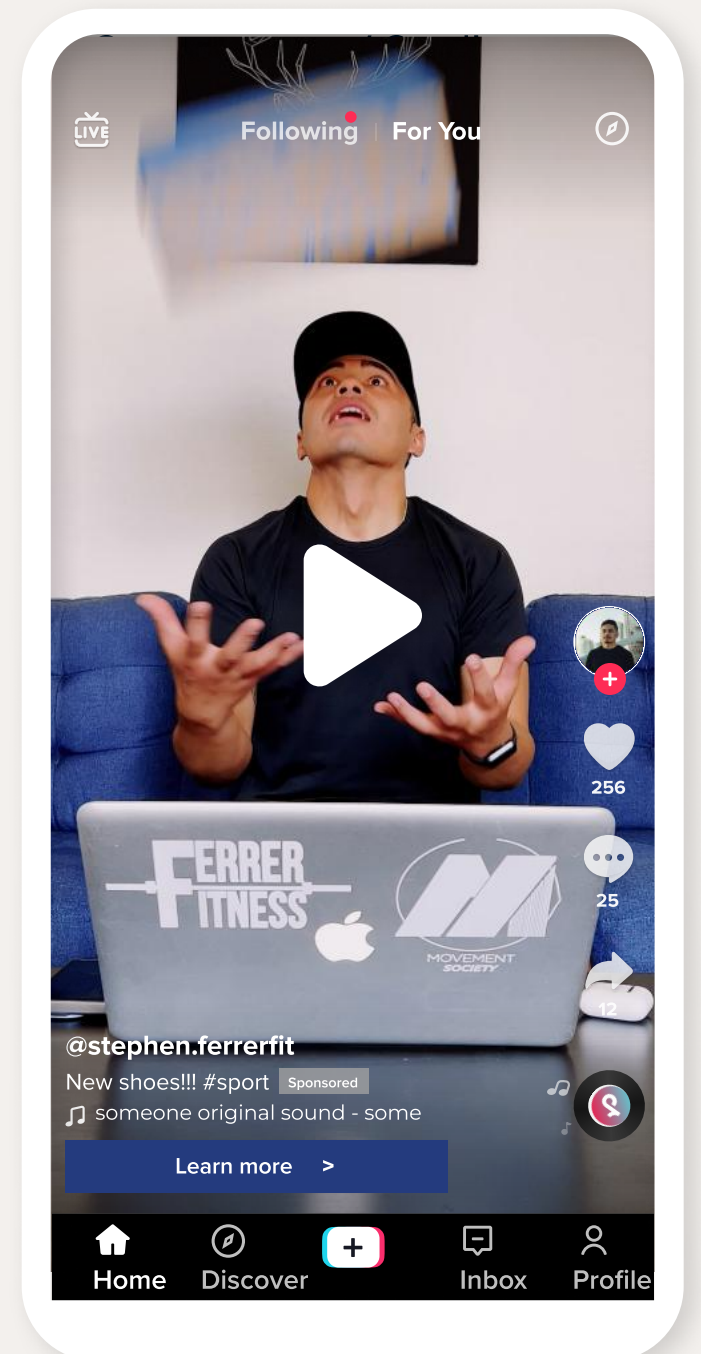
Promoting organic, unbranded videos may seem a bit strange and new to professional brands. But when you think about it, it makes sense—especially on a platform like **TikTok that celebrates realness and life as it is.**

There's no better way to show your target market how your brand can fall into their lifestyle.

Do keep in mind that your Spark Ads will be even more successful when you work with experienced [content creators who can churn out quality TikTok UGC](#). Quality UGC plus Spark Ads will take your brand's success even higher.

One of TikTok Spark Ads' best features is that you can create a Spark Ad from the creator's page without it being visible on their page. We talked about it briefly earlier - it's called Ads Only Mode.

This is a highly effective technique. It allows brands to use the creator's page to target new audiences that would be interested in the content to generate greater performance.



Source: [Insense](#)



How do Spark Ads compare to BCA?

While there are similarities between TikTok Spark Ads and Facebook's Branded Content Tool, they differ on several levels.

With Facebook's Branded Content tool, influencers with verified profiles can tag the brands they are featuring in their organic posts. The brand can then promote the content and put money behind it.

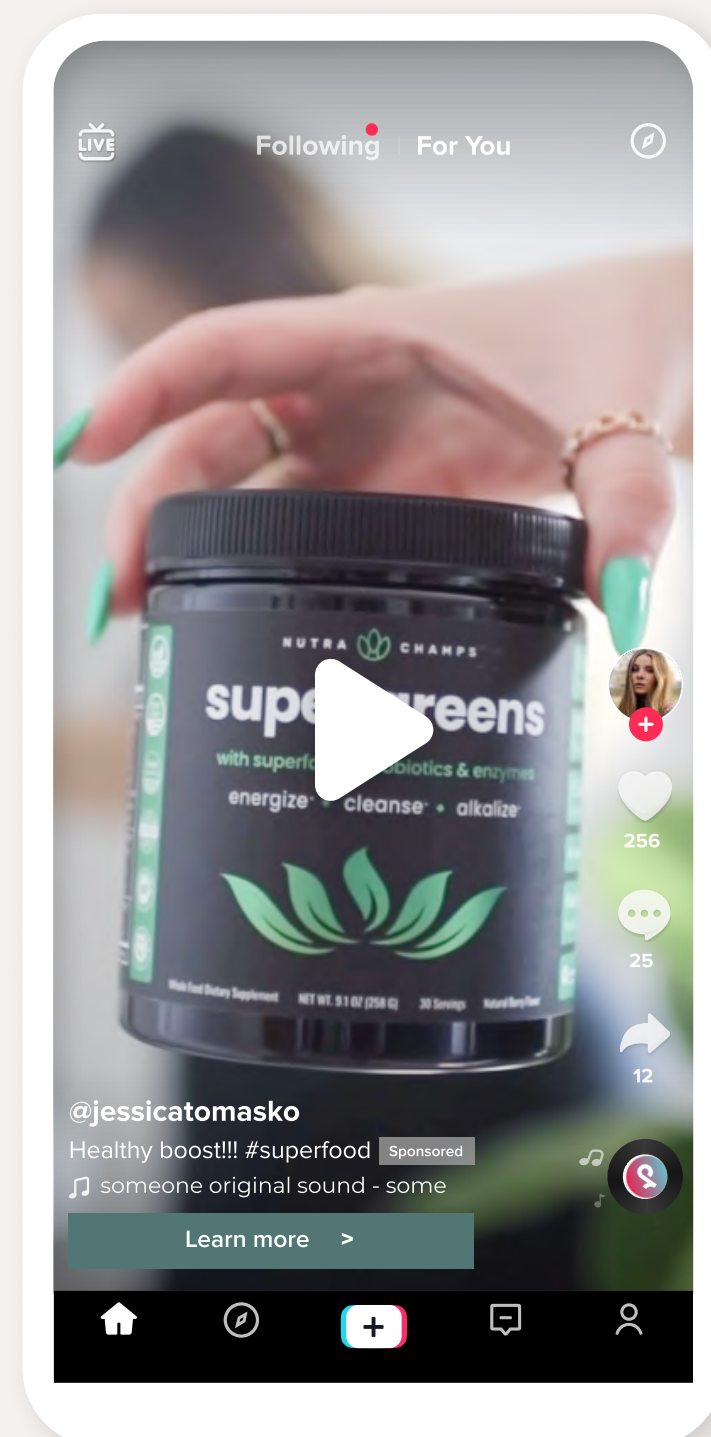
While Facebook's Branded Content Tool does serve its purpose, there are still some limitations when it comes to how marketers can optimize the content:

1. Instagram BCAs are limited to “boosting” the post

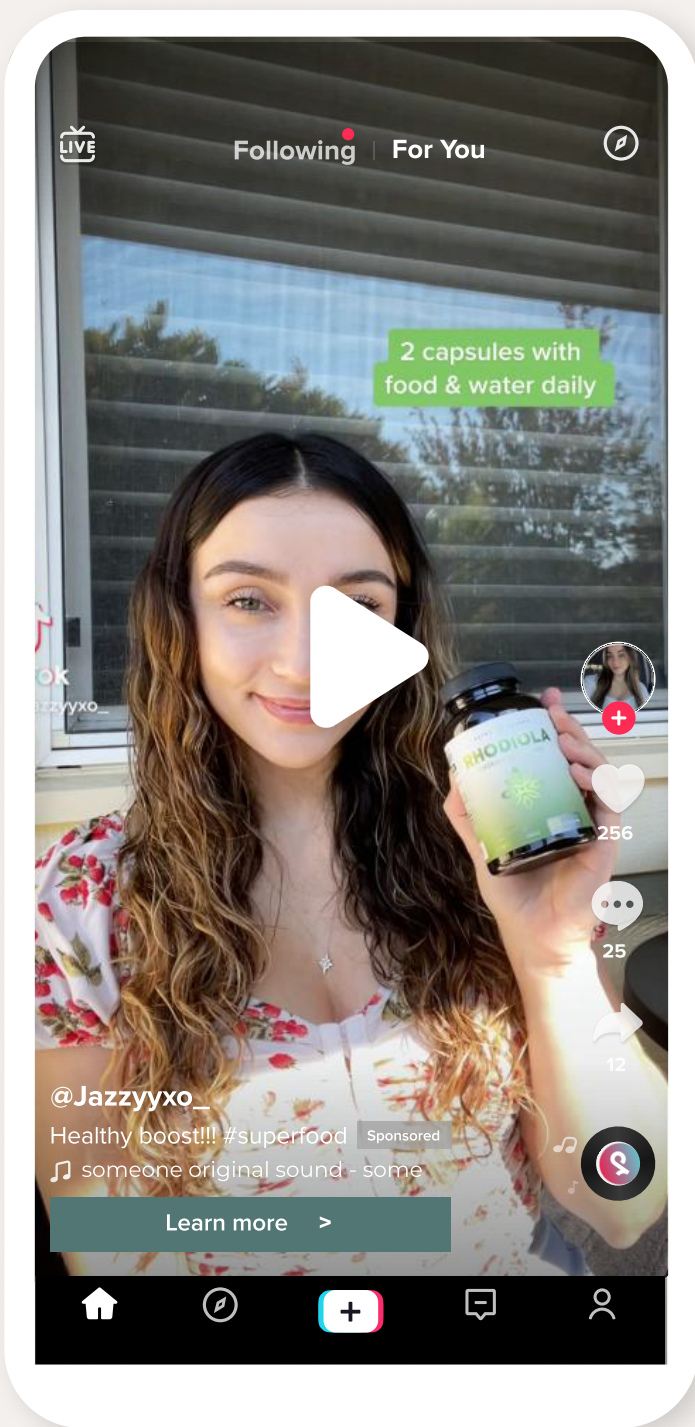
This is another way of saying that you can only optimize Branded Content for engagement. This is measured by reactions, comments, and shares.

This is a bit of a letdown. You can't optimize it for conversions, video views, clicks, and other objectives like you can with Facebook Ad Campaign objectives.

TikTok Spark Ads, on the other hand, can be optimized for reach, video views, engagement, traffic, and conversion.



Source: [Insense](#)

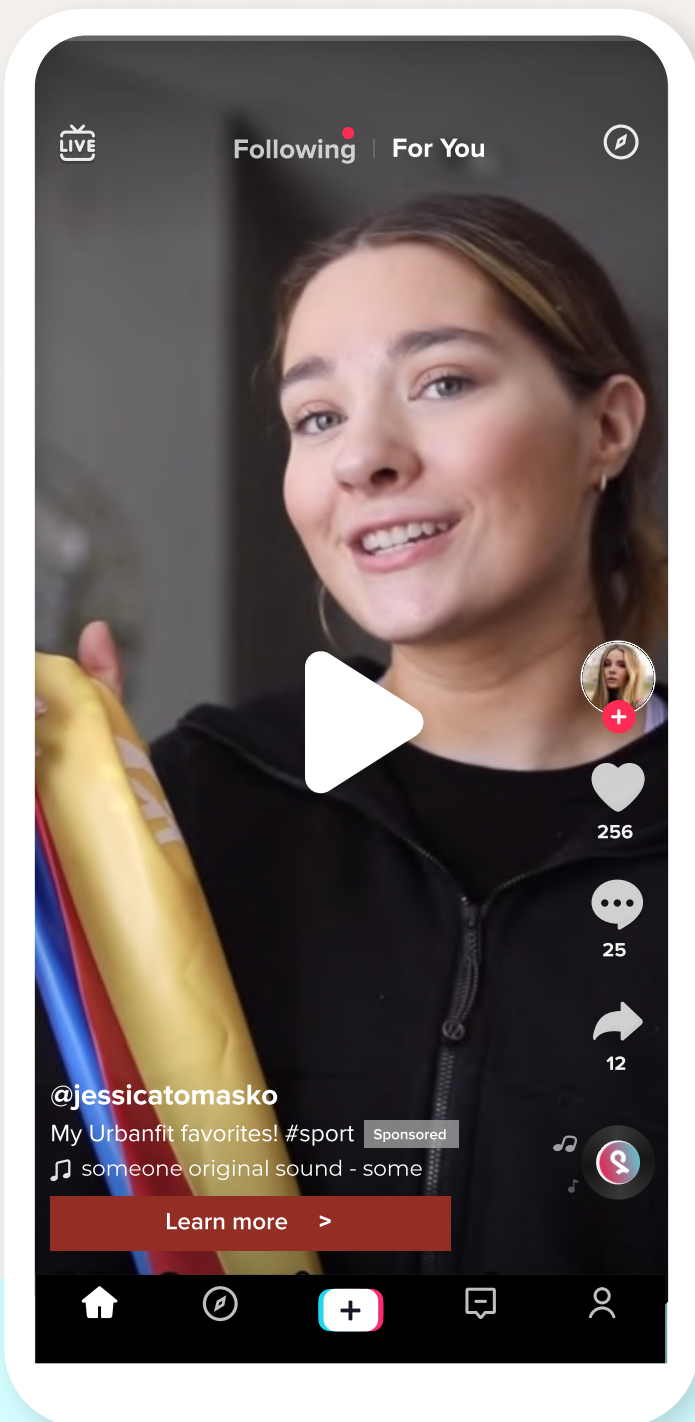


Source: [Insense](#)

2. Audience targeting is limited

Ads implemented using the Branded Content Tool are limited to the brand’s audiences as well as interest-based audiences created through Facebook.

Conversely, TikTok Spark Ads can continue to run as organic posts—leveraging both the audience set by your brand as well as the influencer’s audiences. This helps in further amplifying the content both on paid and organic views.



Source: [Insense](#)

3. Influencers must approve the posts first

Brands can only promote posts that influencers have already approved for you with FB’s Branded Content. So when you create an ad and click on the “Use Existing Post” feature, you will see the list of available content posts and stories you can sponsor.

For TikTok Spark Ads, creators need to turn on their “ad authorization” and allow videos for promotions. They also [need to generate a video code](#) to share with advertisers.

5 UGC Creative Types for TikTok Spark Ads You Need to Try

TikTok has the potential to get your brand in front of the right audience while increasing your reach, engagement, and much more.

But for that to happen, **you need high-quality content for organic posting and ads.**

Not just any kind of ads—effective ones that produce the right results.

So, how do you ensure your ad creatives are effective?

You must get creative when it comes to using UGC for ads because it can be easy to run out of ideas of what to create or upload.

That's why we've come up with different UGC creative types for you in this section.
What do you stand to gain?

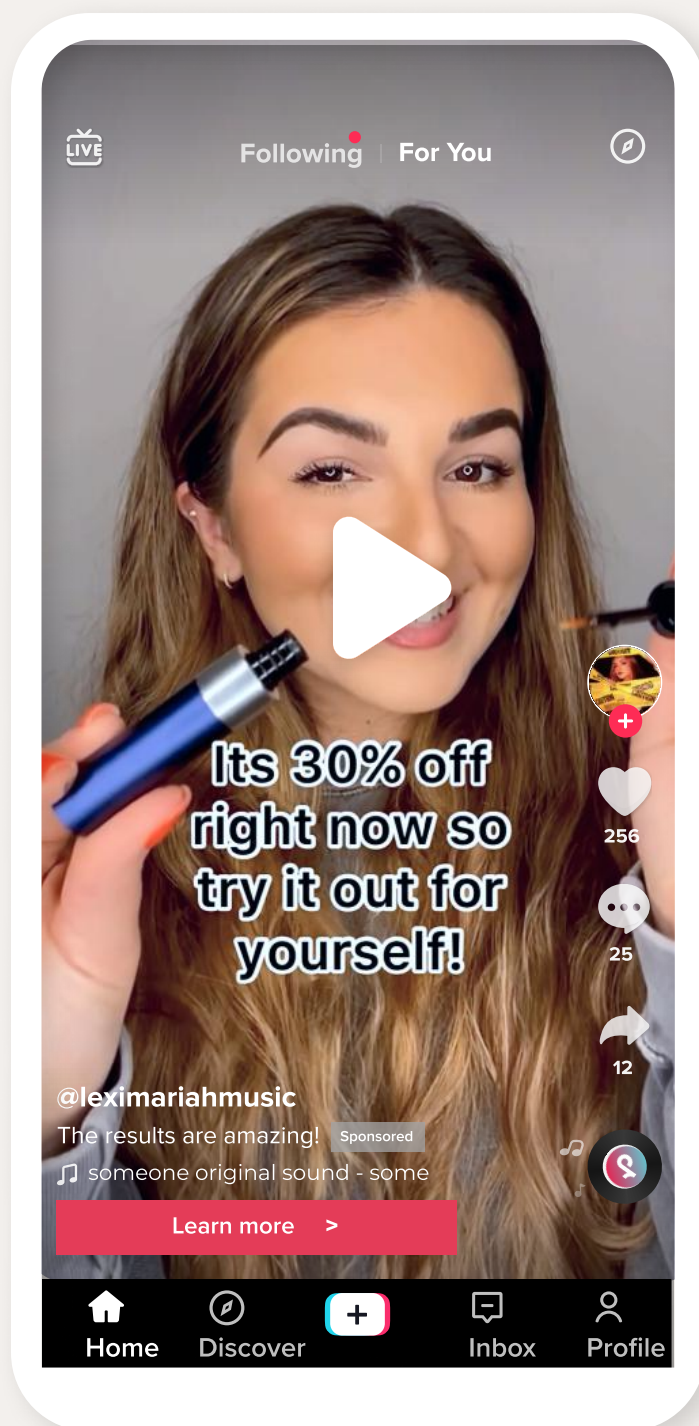
Simply put, interesting and engaging UGC ads at scale that make you stand out from the competition.

Let's get started!



**Book a free 1-2-1 strategy call
with Insense to start producing affordable
UGC for your TikTok Ads**

[Get started](#)



Source: [Insense](#)

Type #1: Before & after

We've all seen before & after content in an image or written format, especially on landing pages.

A before & after video shows how much your product has transformed your customer since they started using it.

More specifically, it portrays your product in a good light thereby increasing your brand's reach and boosting sales.

The before version shows your customer before using your product while the after version shows the positive effect the product has had.

Why should you use before & after videos?

- They create a connection with your audience: Showing consumers where their peers came from and where they are now serves as proof that this product can work for them too.
- You get to control the story: The video helps you control the narrative of how people perceive your product.

This UGC type is ideal for beauty and fashion products but it can also be used for other industries too.

It can become a viral video in no time.

A good example is this TikTok post from Myrtetange.

They began a 30-day challenge and took their audience on the journey before and after the challenge.

They wore a fitness brand's clothes while working out to show the progress they made. The post is one of the most liked TikToks with over 5 million views.

Type #2: Reactions

A reaction video is a video where people react to something such as a film series, music video, game, and in this case, a product.

It leverages the human emotions of people using a product or watching something.

In other words, people watch reaction videos because they enjoy the emotional connection of seeing creators react to the content in the same way they would.

They're specifically made to capture the viewer's attention and surprise them.

Reaction videos are popular on video-sharing platforms such as TikTok using the duet feature.

So, how can you get started?

Visit a creator marketplace to find creators...

...using Insense can simplify the whole process for you.

Ship the products across to the creators and get the video content delivered to you.

What benefit do you stand to gain from reaction videos? Well, according to Dhruv Sachdeva, they are a good indicator of your relevance.

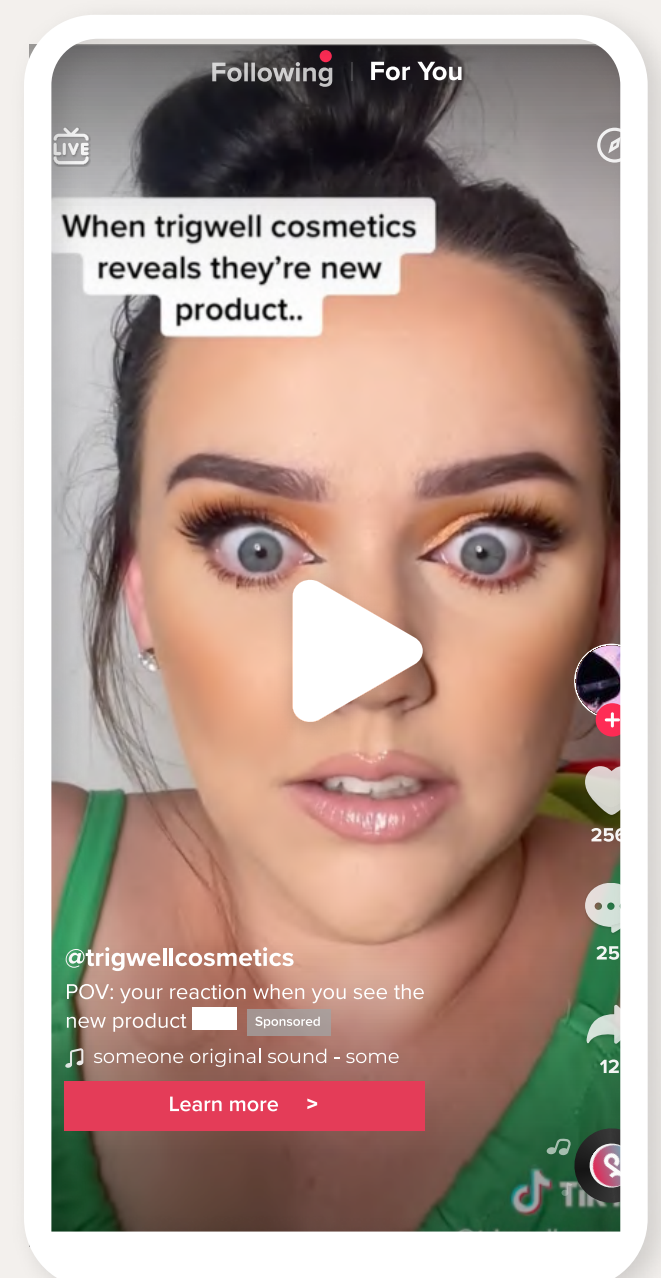
They also help people discover new content.

vv

This TikTok post by Trigwell Cosmetics is a typical example of a reaction video.

In this video, the creator is reacting to the launch of a new product, trying to resist the temptation to buy, but their love for the brand is too strong.

This is something your creator can do when reacting to products being used.



Source: [Insense](#)

Type #3: 3 Reasons why

This is simple user-generated content your creator can come up with.

It involves you prompting the creator to outline three reasons why they are in love with your product.

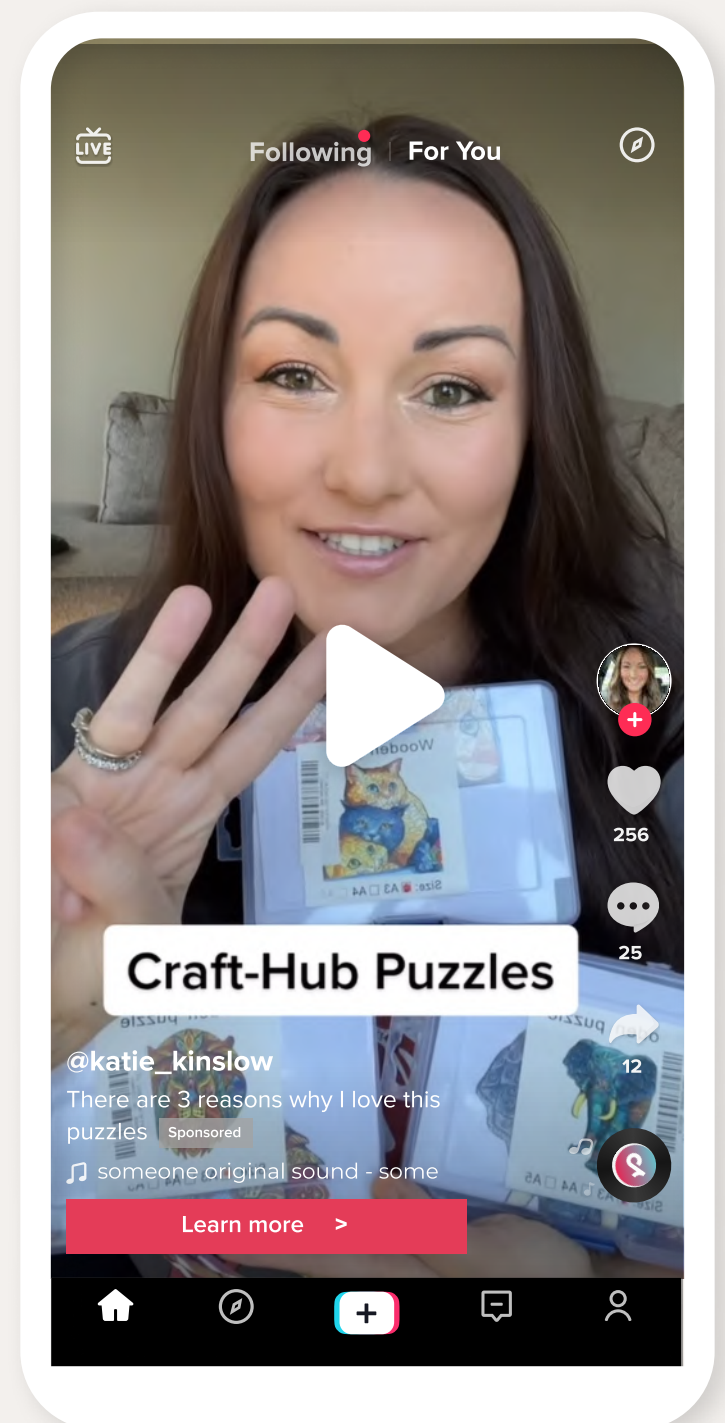
There should be a hint of how the product can improve people's lives.

For this UGC creative, including text in the video and a caption is good practice so it sticks in people's memory.

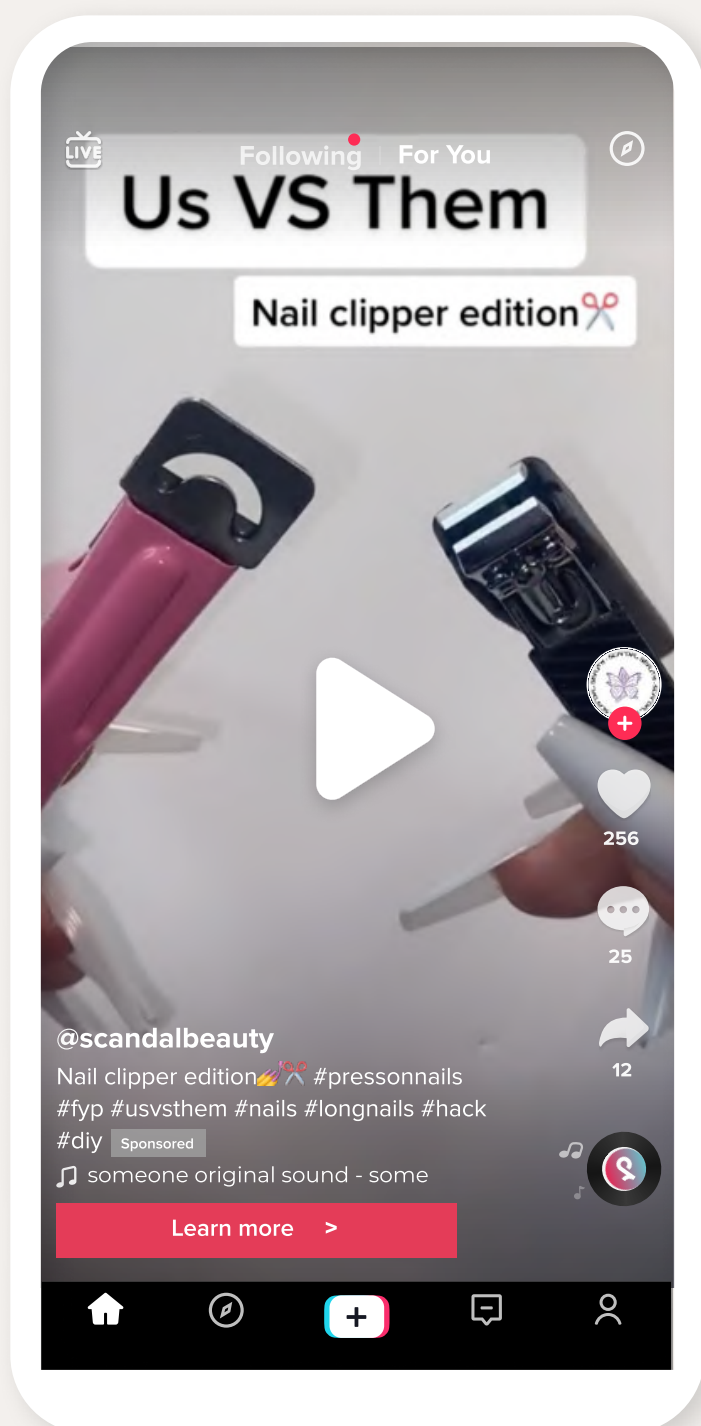
In this example, the creator listed three reasons why they love Craft-Hub Puzzles.

Content like this encourages viewers to buy that particular product. It's social proof from a real person talking about 3 things they love!

In other words, it's a good way to convince viewers about the quality or benefits of your products.



Source: [Insense](#)



Source: [Insense](#)

Type #4: Us vs. Them

The next UGC creative we talk about is Us vs. Them or a comparison video if you want. It's basically a light competition between your brand and counterparts.

Nothing hostile, just friendly enough to engage your audience.

Point out what features make your product different from the competition. Try and ensure that the differences you list are in your brand's favor.

Comparison videos help viewers decide which product is the right fit for their needs and budget.

We've included some tips to guide the creation of this type of UGC creative, they include:

- Understand what your audience wants and needs
- Avoid belittling the competition
- Highlight the best features
- Show results
- Keep the video interesting and short
- Include clear CTAs

The screenshot of scandalbeauty is a great example of an Us versus Them video.

The video is a response to a viewer's comment which confirms that comparison videos spark engagements.

They go on to compare differences between their nail product and a competitor's.

Type #5: How to

‘How to’ is the final UGC creative on our list and one of the most liked videos on the internet.

It’s like a tutorial where creators show how your brand’s product works.

How-to videos also answer an important question: does it solve the audience’s specific problem?

Do you really need how-to videos? They’re boring and people like fun videos.

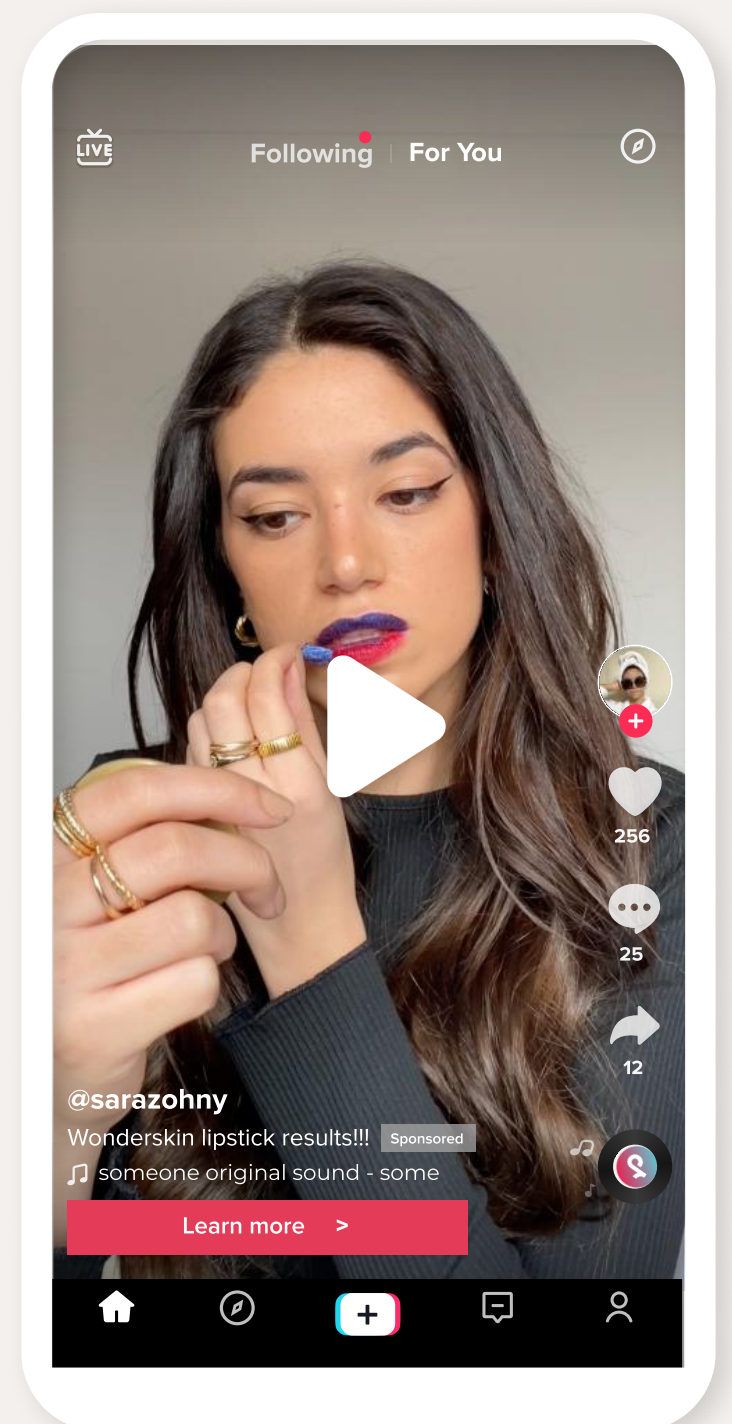
That’s a valid statement, but that’s one way to look at it.

Here are some shocking statistics you should consider:

- Youtube searches for how-to videos were said to be increasing at a 70% rate per year as of 2015.
- Also in North America alone, over 100 million hours of how-to videos had been watched.

That tells you how helpful this type of content can be for people.

Videos like this aren’t restricted to a particular niche or industry; just about anyone can use them.



Source: [Insense](#)

Tips for Effective TikTok Spark Ads





Working with TikTok Spark Ads is not just a simple switching of ad formats and ad types. It involves a change in mindset on how you approach advertising on this platform.

It's not just about clicks

Becca Sawyer, TikTok's Global Head of Small Business Solutions emphasized this in an interview from Social Media Today. She said it's a common mistake she sees in brands all the time. They are stuck in the mindset that the last click is what matters, that it's what you're aiming for.

But the thing about TikTok is this... It's an engagement platform where people join conversations because they want to be part of a story.

Brands must "think TikTok first" show up authentically and cement their presence in organic conversations before they can see results. On TikTok, engagement is often perceived as a more valuable metric than the final click.

Build a story, create a narrative

Don't just join an existing conversation. Step up and start a new one.

Connect your brand with a movement, a stand, a specific lifestyle, and be open to insights of all kinds. It's going to be an exciting experience for you as well as you get to know your target market on a much deeper level.

Of course, don't forget to use a hashtag, and don't forget to let your creators know about this guideline. That way, when you turn their posts into Spark Ads, the hashtag stays.

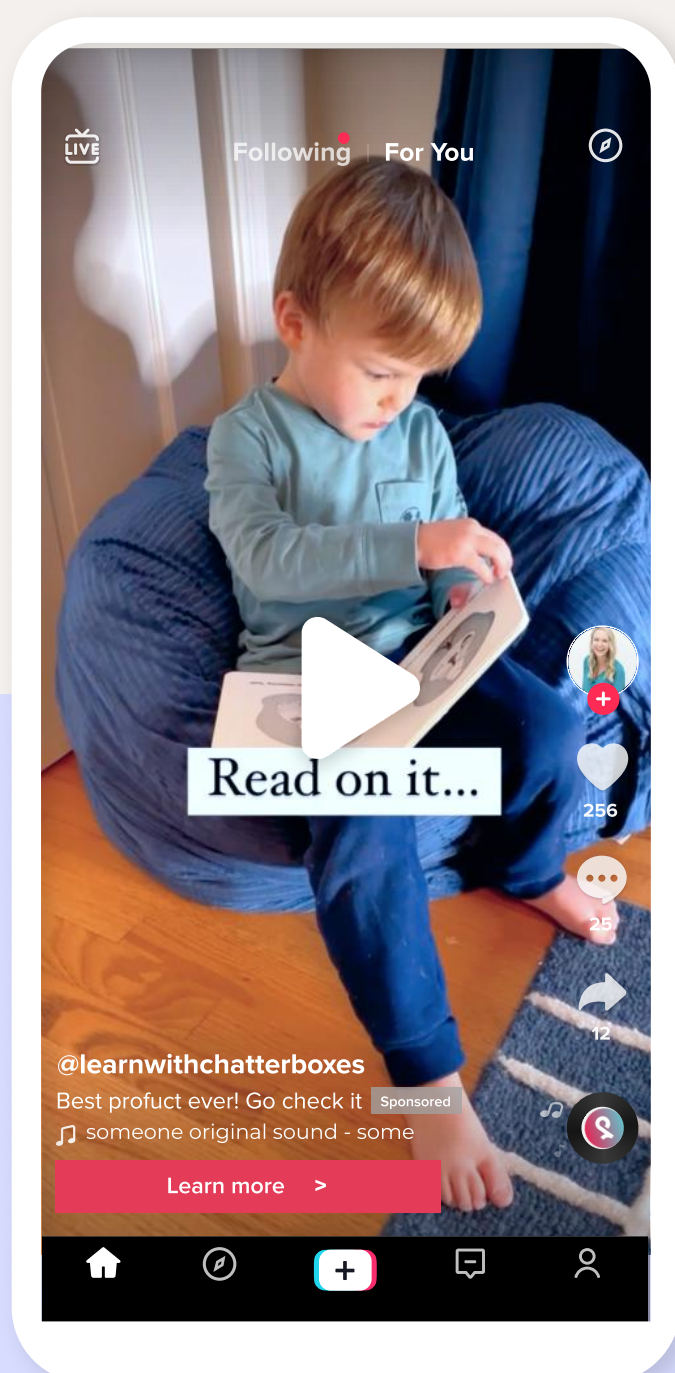
Invest in efforts to engage

It's important to be aware of events that you can maximize.

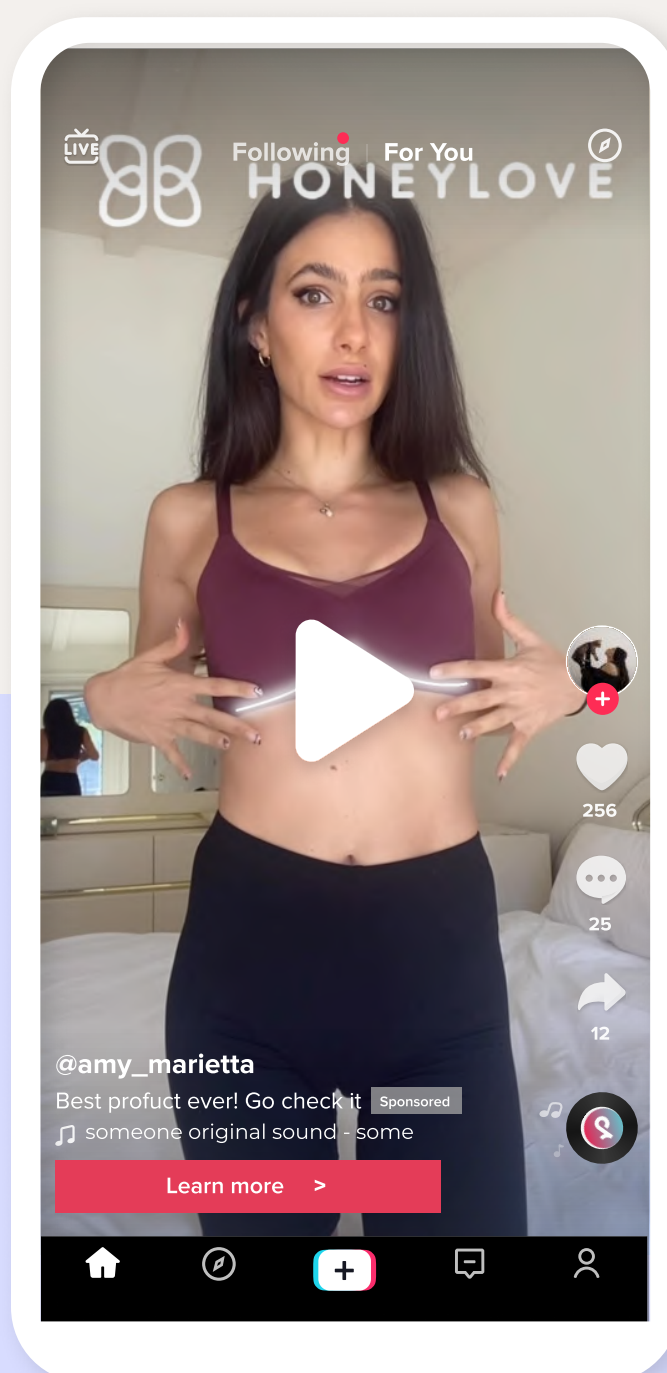
For example, Kayo Sports, the Australian sports streaming service wanted to leverage Bathurst 1000 since it was the most popular race of the reason.

So they created a lot of TikToks during the race — fans celebrating, action shots, and a lot more. They captured the festive atmosphere of the race that day. Then, they used Spark Ads to promote their most popular Bathurst 1000 videos targeting specific interests and behaviors to reach users who are most likely interested in sports.

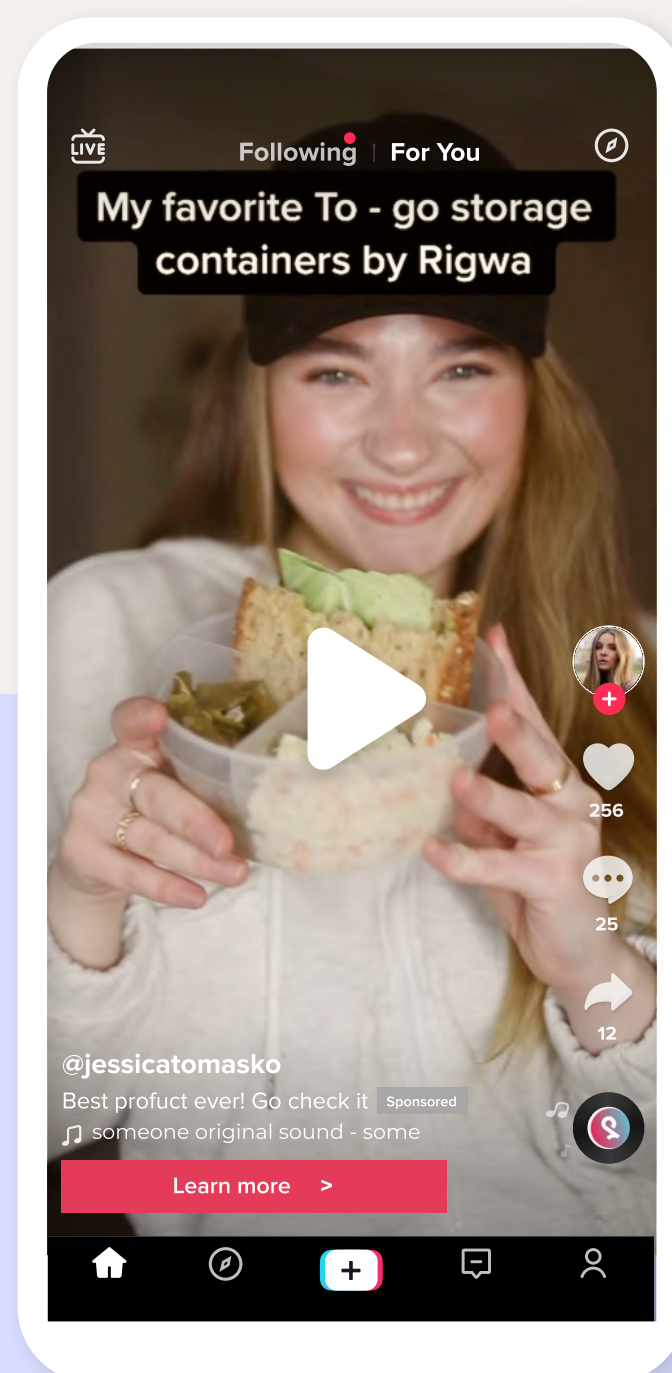
This whole campaign effort reached over half a million sports fans in a single day. Their Spark Ads achieved a 2,760% lift in engagement compared to those that weren't boosted.



Source: [Insense](#)



Source: [Insense](#)



Source: [Insense](#)

How to set up a TikTok Spark Ad campaign through Insense



Step 1. Write the creative brief

When filling out a brief, under “campaign type” select “Influencer Partnerships”. Then under “Platform” select “TikTok”.

INSENSE Meta Business Partners

Brief saved

Save & Exit Send to review

Campaign type
Choose organic reach or content creation.

1 Influencer Partnerships Just Content

Platform
Select the platform that you plan to use the content for.

2 Instagram TikTok Facebook Other

Enable TikTok Spark Ads
Boost a video published by a creator to increase the potential reach and overall performance of the creative asset. Spark Ads data shows a boost in views, engagement and conversion metrics. To add Spark Ads, select the duration you want the ad to run. [Read more](#)

@nairacoeelhoofficial Sponsored

Disabled up to 7 days up to 30 days up to 60 days

Payment method
Select the payment method that will be used to pay Creators for their work.

Money Product

Creators will see your brief in the mobile app like this

Insense 2022

TikTok Campaign
You need to create the content described below for TikTok.

Payment Method - Money
The brand will pay for your work with money.

No delivery needed
The brand product does not require delivery. You can start working after filing.

Insense
About brand
We believe we are in the era of authentic, fun, consumers-by-consumers content.
insense connects talented and passionate Content Creators and Influencers with the Brands people love.
We believe the independent and passionate creators are the new creative agencies.

Choose either 7 days/ 30 days/ 60 days (this is the duration of time that your Spark Ads campaign will run for). Then continue to fill out the rest of the brief.

INSENSE Meta Business Partners

Brief saved

Save & Exit Send to review

Platform
Select the platform that you plan to use the content for.

Instagram TikTok Facebook Other

Enable TikTok Spark Ads
Boost a video published by a creator to increase the potential reach and overall performance of the creative asset. Spark Ads data shows a boost in views, engagement and conversion metrics. To add Spark Ads, select the duration you want the ad to run. [Read more](#)

@nairacoeelhoofficial Sponsored

Disabled up to 7 days up to 30 days up to 60 days

Payment method
Select the payment method that will be used to pay Creators for their work.

Money Product

How many Creators do you want to hire?
Select the ideal number of Creators that you're aiming to hire for this campaign. Note - this doesn't restrict the number you can hire in the next stages.

Creators will see your brief in the mobile app like this

Insense 2022

TikTok Campaign
You need to create the content described below for TikTok.

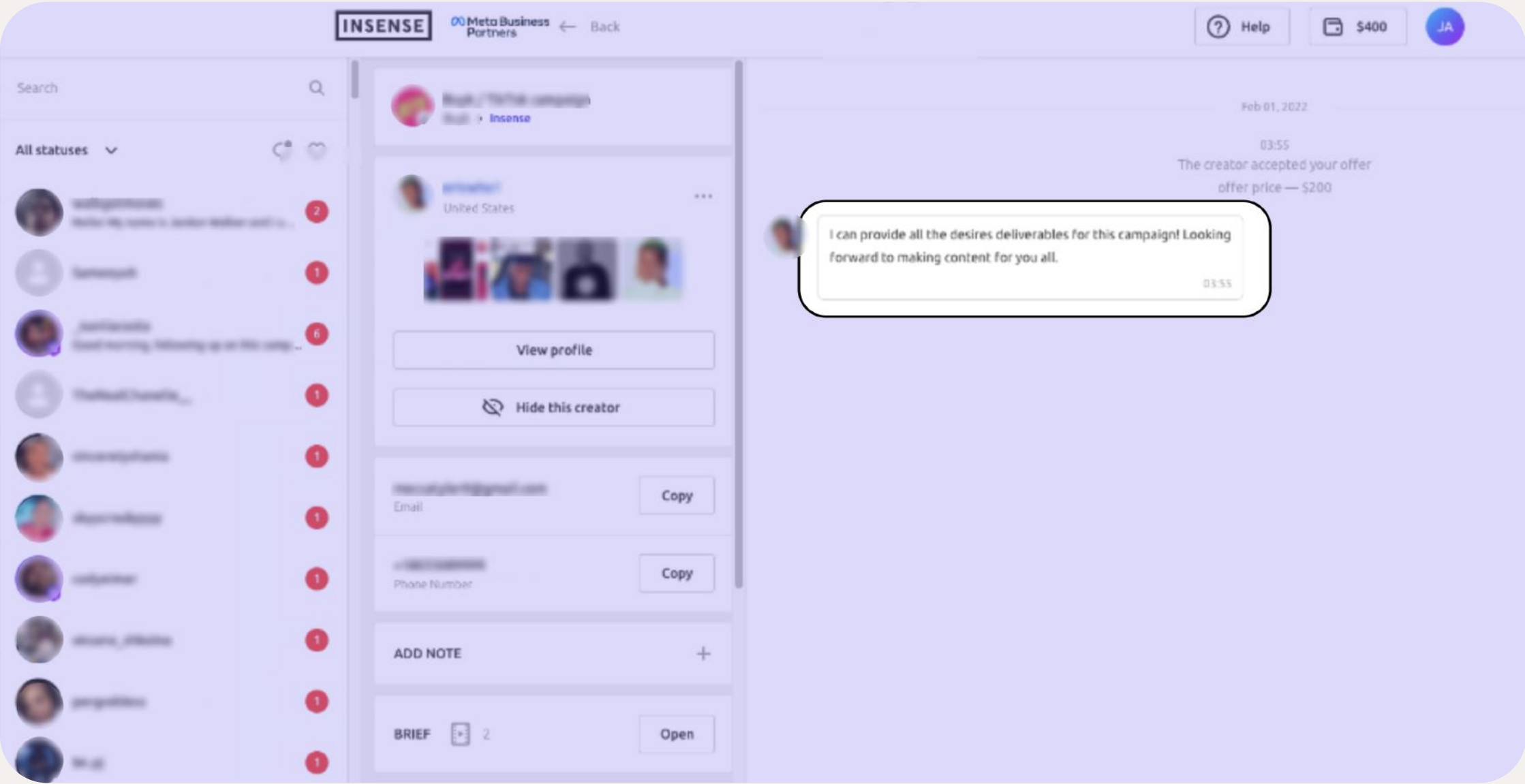
Payment Method - Money
The brand will pay for your work with money.

30 days of permission to post Paid Ads from your account
The brand will use your content in TikTok ads on your behalf for 30 Days of permission to boost your content through Spark Ads.

No delivery needed
The brand product does not require delivery. You can start working after filing.

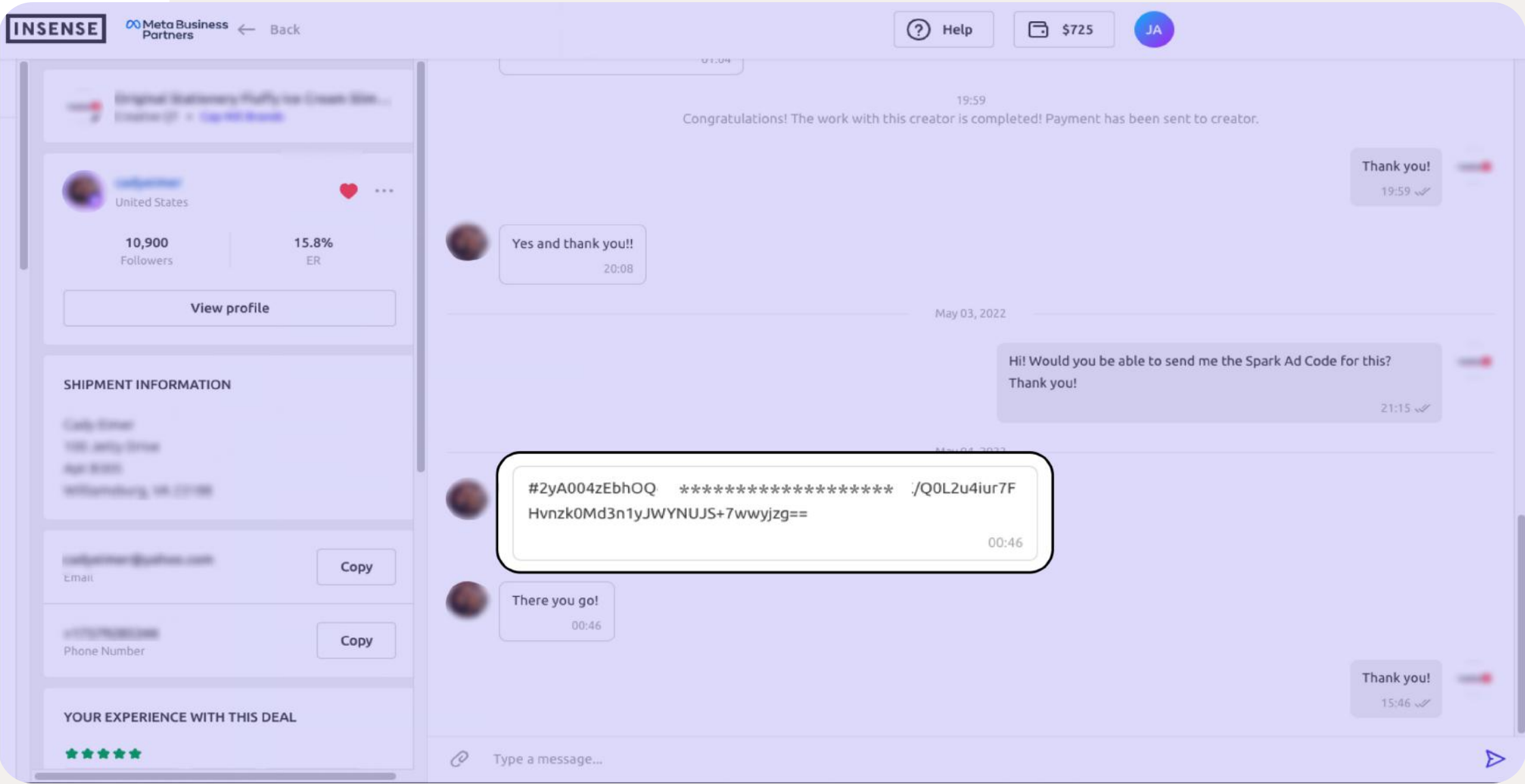
Insense
About brand
We believe we are in the era of authentic, fun, consumers-by-consumers content.

Once you've chosen the creators you'd like to work with and you've spoken with them in the chat and agreed on the deliverables, they'll create the content and post organically to their page (with ad permissions enabled), or as a TikTok ad that's hidden from their page.



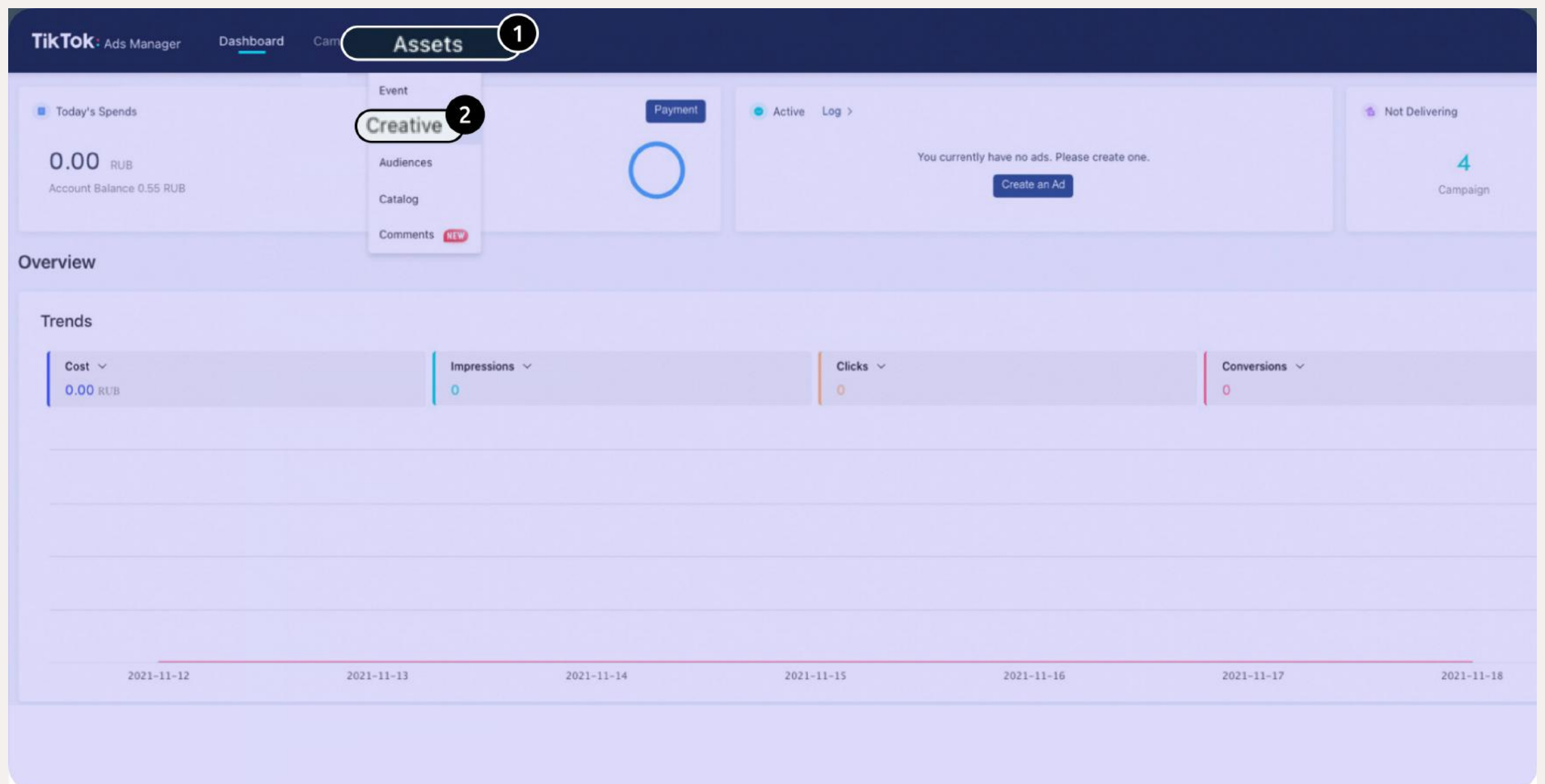
Step 2. Get the Spark Ads authorization code from the Creator

Turn this content into a Spark Ad, the Creator will send you a code through the Insense chat, to activate your TikTok Spark Ads partnership with them.

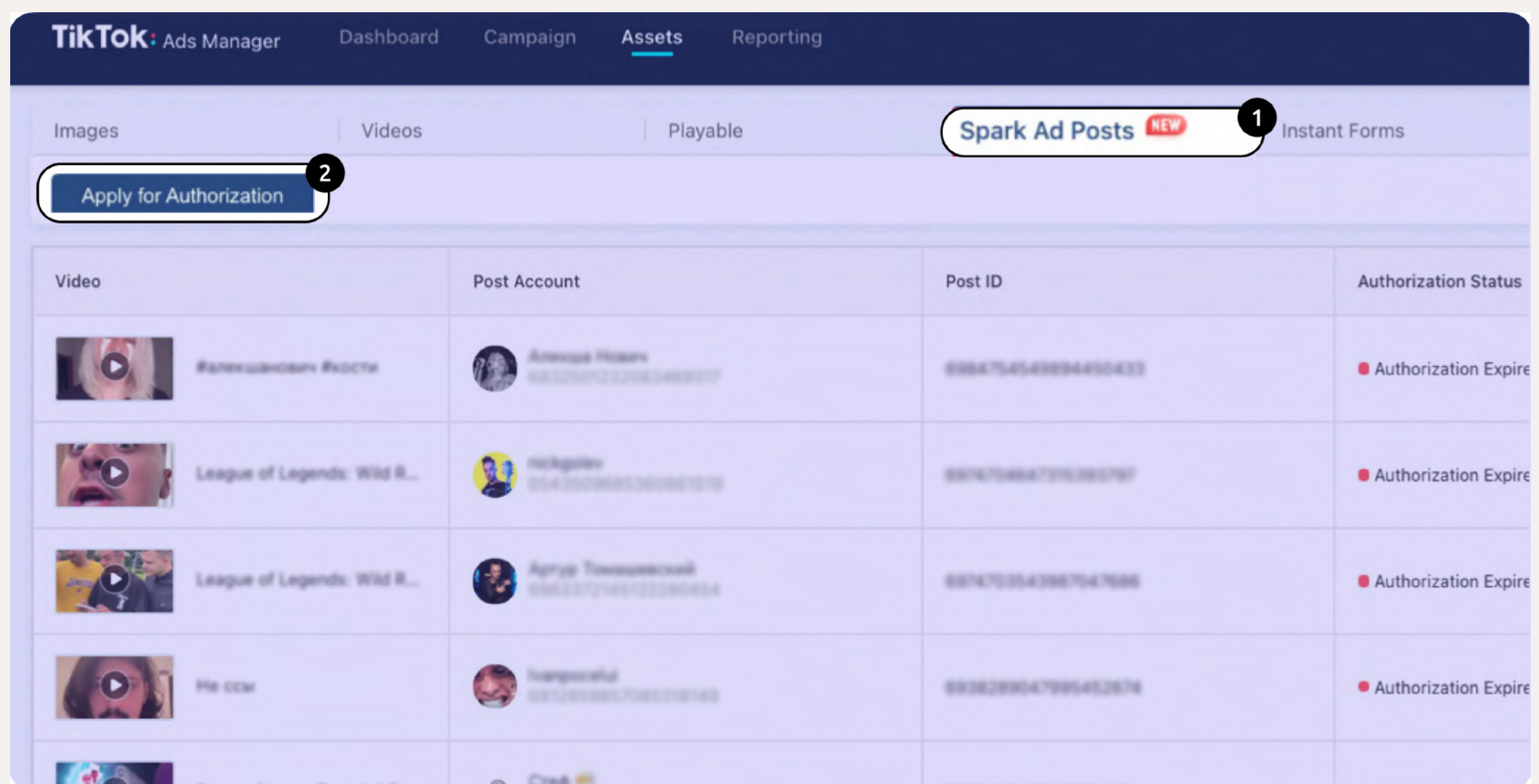


Step 3. Apply for Spark Ad authorization in your TikTok Ads Manager

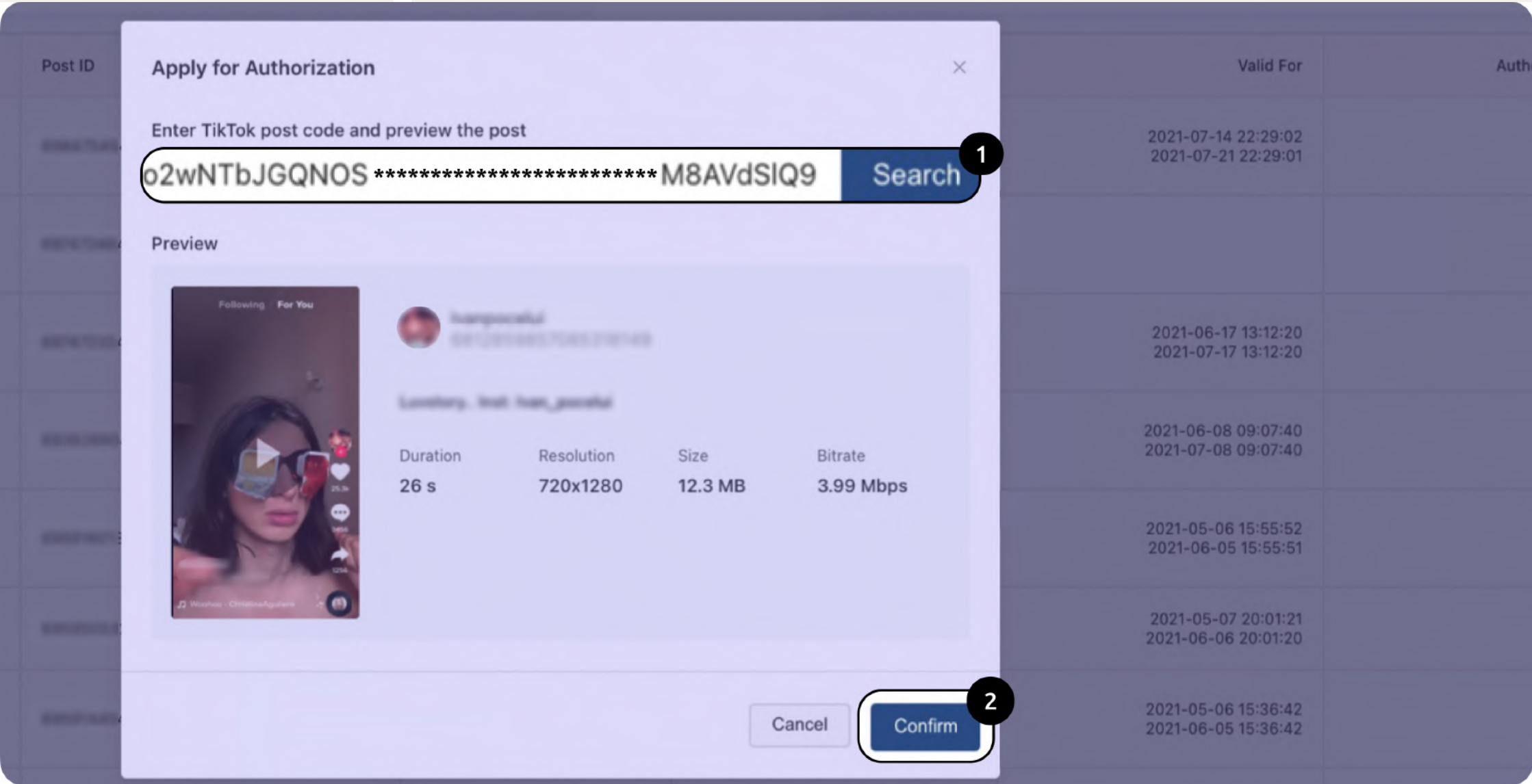
Once you're logged into your TikTok Ads Manager dashboard, you'll see 4 tabs at the top. Click "Assets" > and select "Creative".



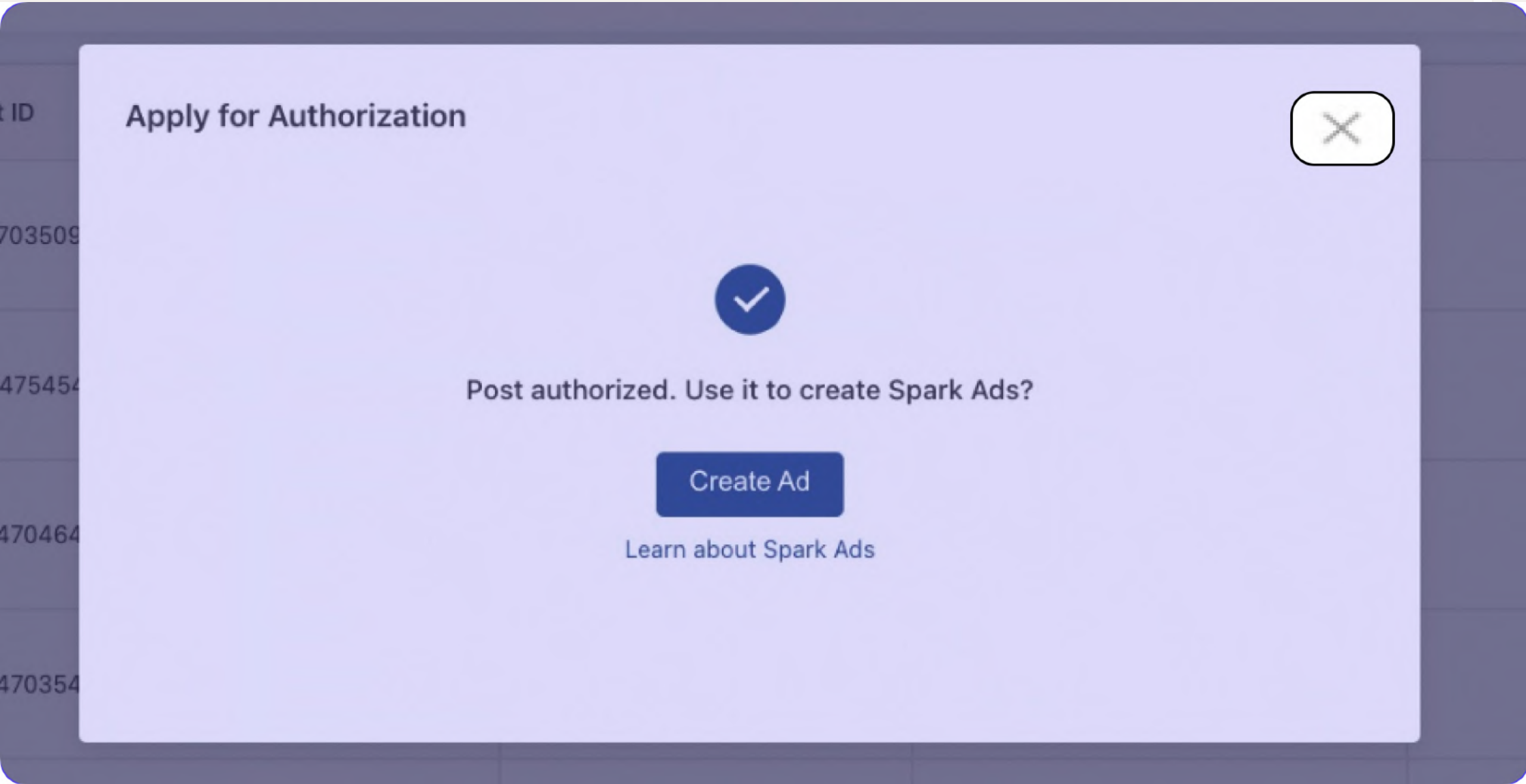
Select the "Spark Ad Posts" tab and click the "Apply for Authorization" button.



Copy the Spark Ads code sent from the creator into the text bar and click “Search”. A preview will appear in the box below, once it has, click “Confirm”.

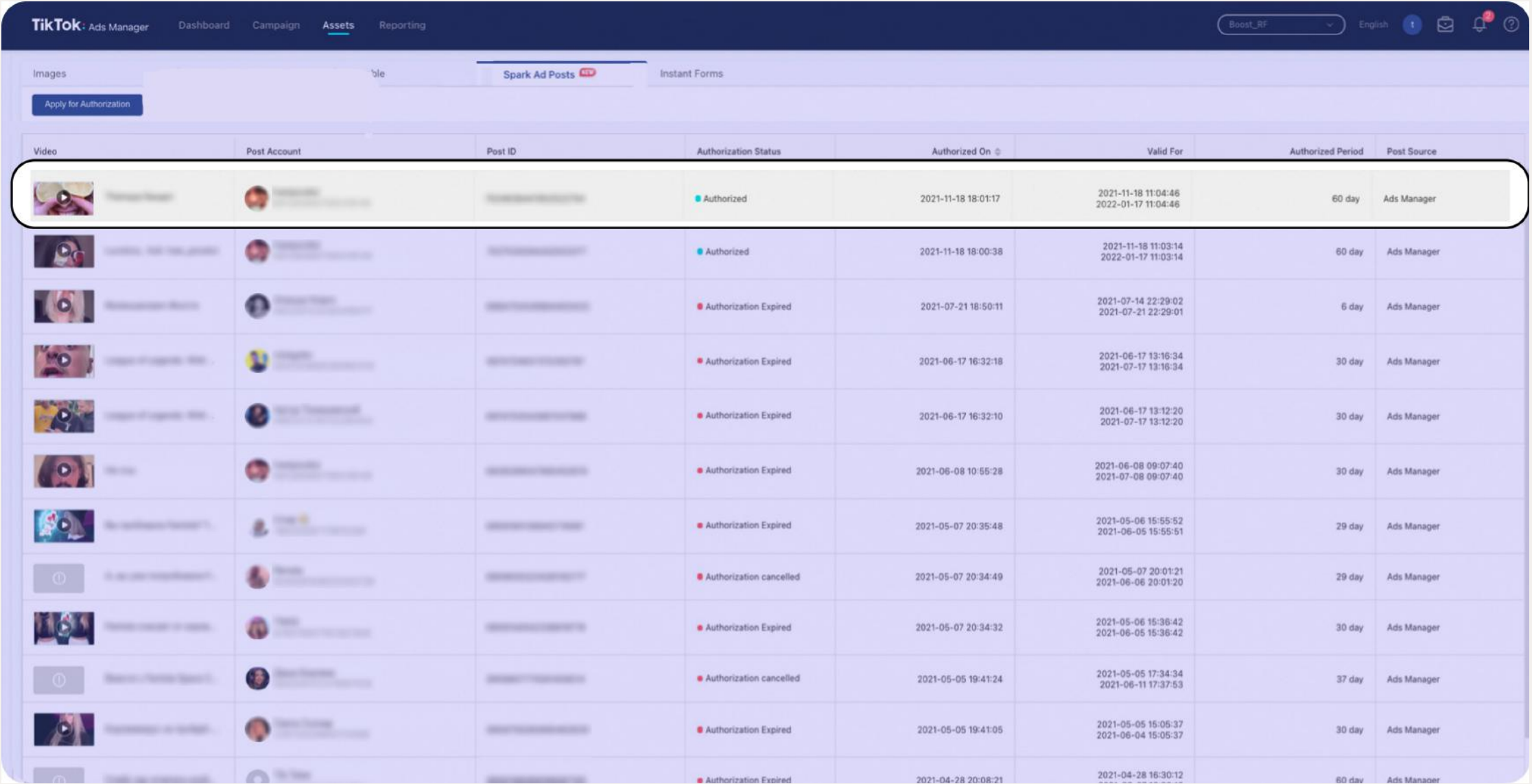


Now the post is authorized and ready for you to use as a Spark Ad. If you’re not ready to launch the Ad immediately click “X”.



[Get started](#)

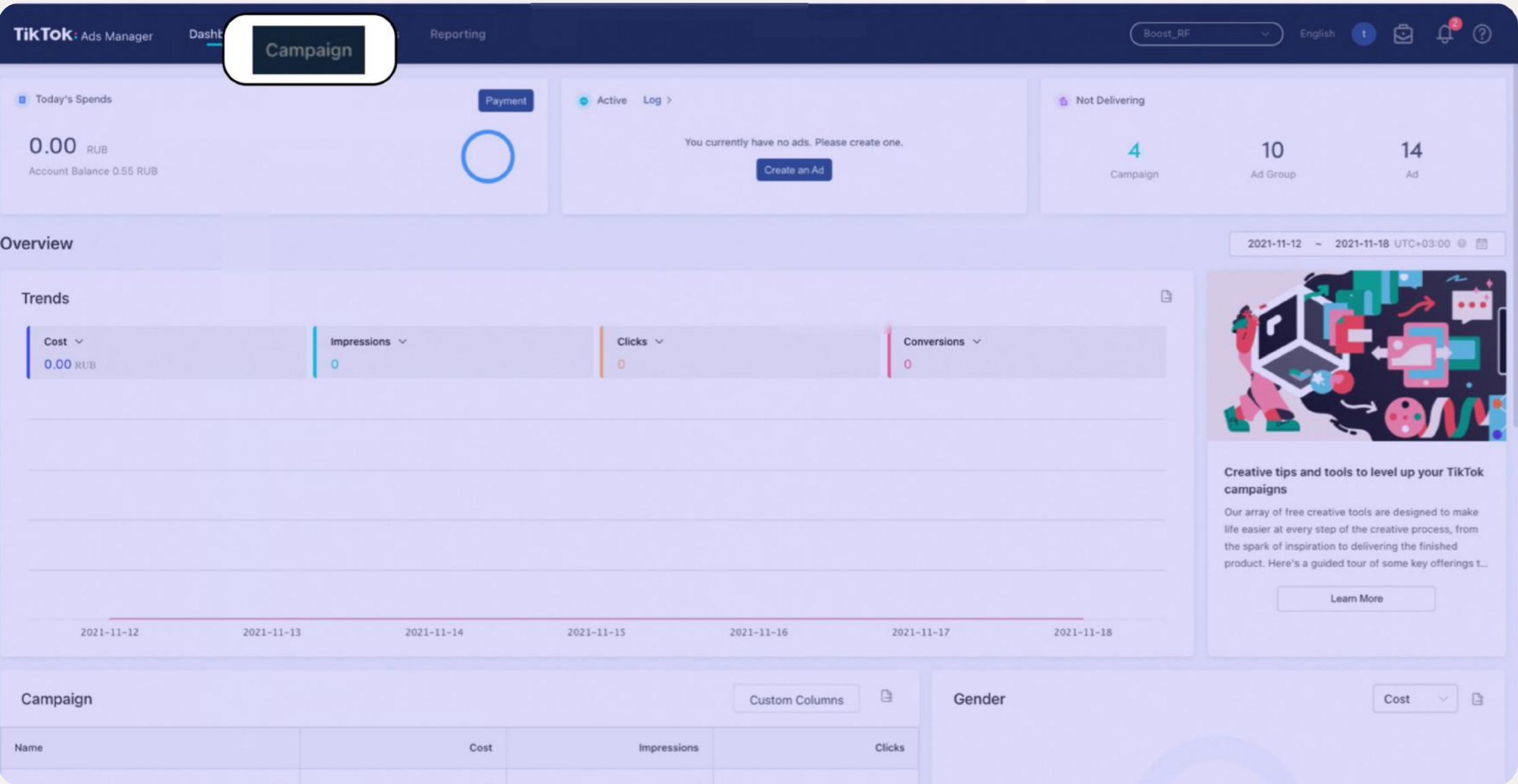
After you close the pop-up, you will see that the video has appeared in the table in your Spark Ads tab.



Video	Post Account	Post ID	Authorization Status	Authorized On	Valid For	Authorized Period	Post Source
			Authorized	2021-11-18 18:01:17	2021-11-18 11:04:46 2022-01-17 11:04:46	60 day	Ads Manager
			Authorized	2021-11-18 18:00:38	2021-11-18 11:03:14 2022-01-17 11:03:14	60 day	Ads Manager
			Authorization Expired	2021-07-21 18:50:11	2021-07-14 22:29:02 2021-07-21 22:29:01	6 day	Ads Manager
			Authorization Expired	2021-06-17 16:32:18	2021-06-17 13:16:34 2021-07-17 13:16:34	30 day	Ads Manager
			Authorization Expired	2021-06-17 16:32:10	2021-06-17 13:12:20 2021-07-17 13:12:20	30 day	Ads Manager
			Authorization Expired	2021-06-08 09:07:40	2021-06-08 09:07:40 2021-07-08 09:07:40	30 day	Ads Manager
			Authorization Expired	2021-05-07 20:35:48	2021-05-06 15:55:52 2021-06-05 15:55:51	29 day	Ads Manager
			Authorization cancelled	2021-05-07 20:34:49	2021-05-07 20:01:21 2021-06-06 20:01:20	29 day	Ads Manager
			Authorization Expired	2021-06-07 20:34:32	2021-05-06 15:36:42 2021-06-05 15:36:42	30 day	Ads Manager
			Authorization cancelled	2021-05-05 19:41:24	2021-05-05 17:34:34 2021-06-11 17:37:53	37 day	Ads Manager
			Authorization Expired	2021-05-05 19:41:05	2021-05-05 15:05:37 2021-06-04 15:05:37	30 day	Ads Manager
			Authorization Expired	2021-04-28 20:08:21	2021-04-28 16:30:12	60 day	Ads Manager

Step 4. Create your Spark Ad in TikTok Ads Manager

To turn the authorized video into a Spark Ad. Click on “Campaign” from the 4 tabs at the top.



TikTok Ads Manager | Dashboard | **Campaign** | Reporting

Boost_RF | English | [User Icon] | [Notifications Icon] | [Help Icon]

Today's Spends: 0.00 RUB | Account Balance: 0.55 RUB | Payment: [Payment Icon] | Active: [Active Icon] | Log >

You currently have no ads. Please create one. [Create an Ad](#)

Not Delivering: 4 Campaign, 10 Ad Group, 14 Ad

Overview

Trends

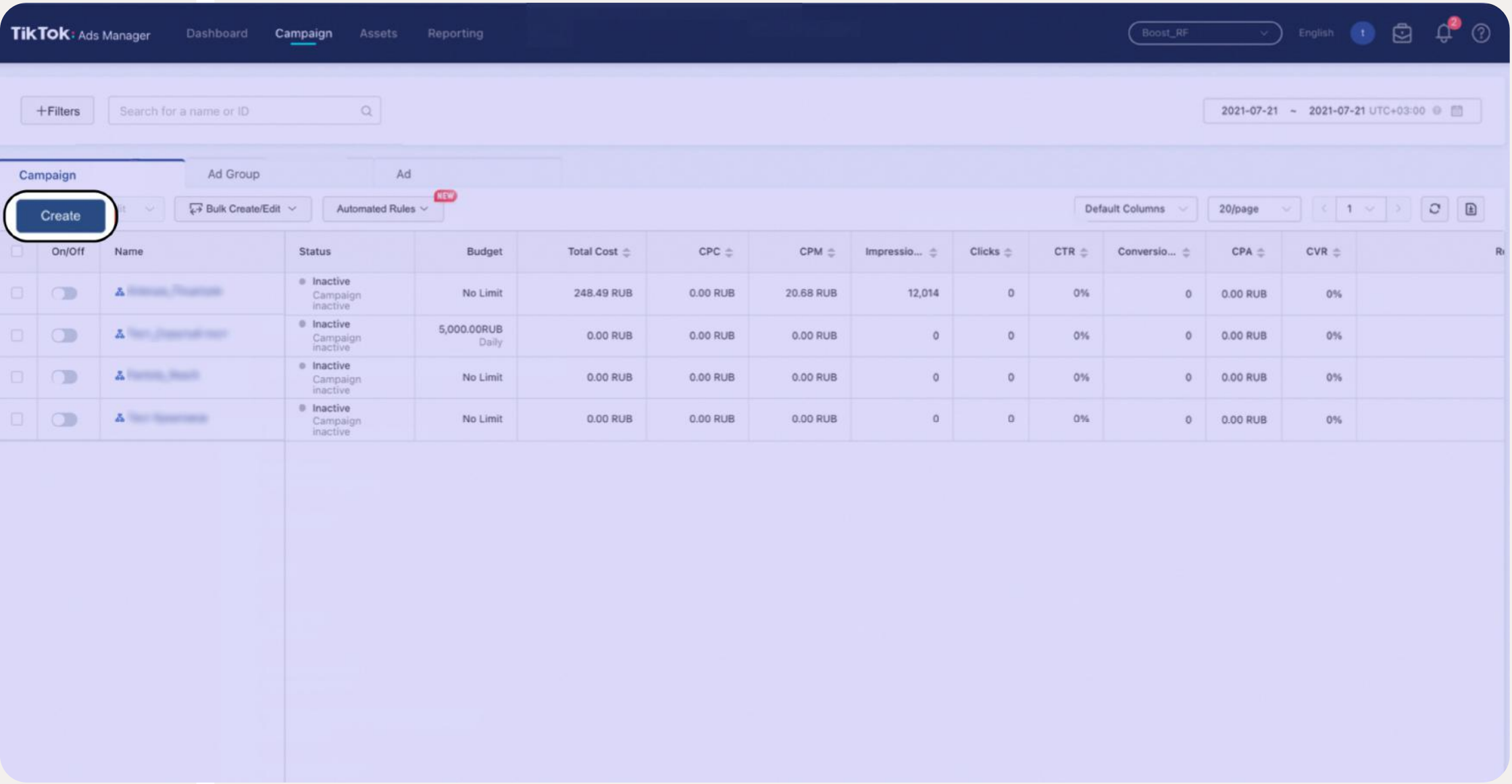
Cost	Impressions	Clicks	Conversions
0.00 RUB	0	0	0

2021-11-12 | 2021-11-13 | 2021-11-14 | 2021-11-15 | 2021-11-16 | 2021-11-17 | 2021-11-18

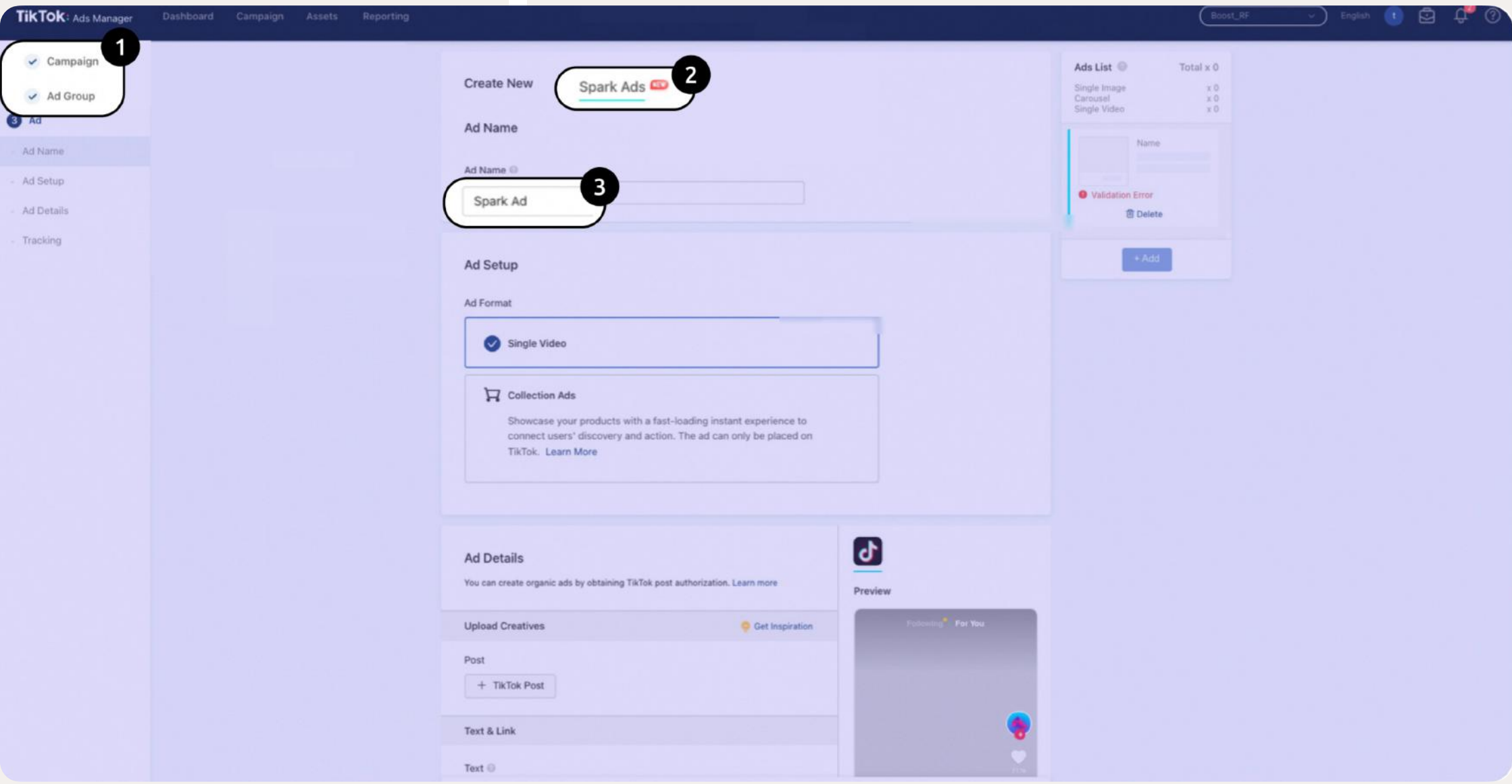
Campaign | Custom Columns | Gender | Cost

Name	Cost	Impressions	Clicks
------	------	-------------	--------

In the Campaigns dashboard, click “Create”.

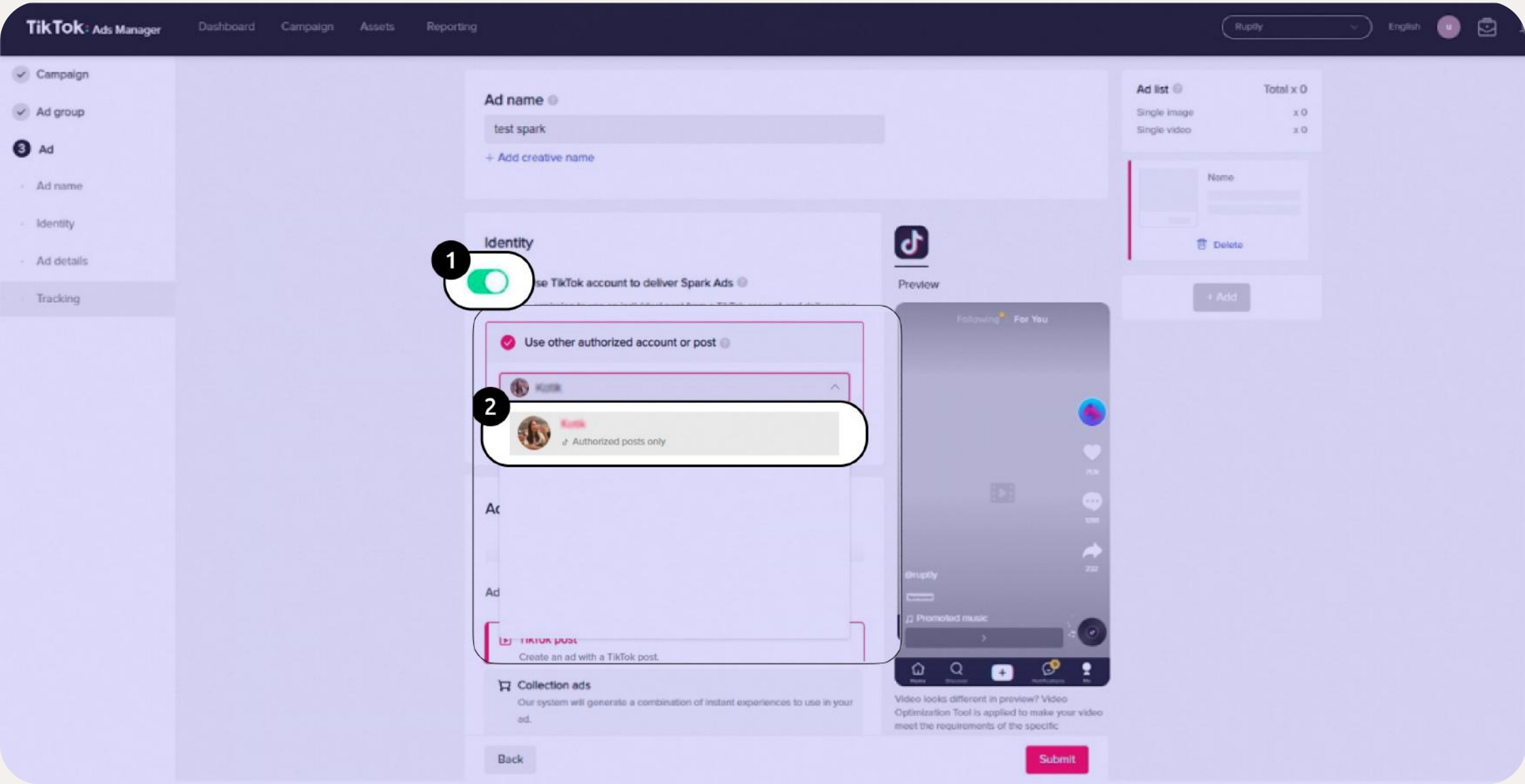


Choose the ad sets at the campaign and ad group level. Then choose “Spark Ads” next to “Create New”, and enter the name of the ad.

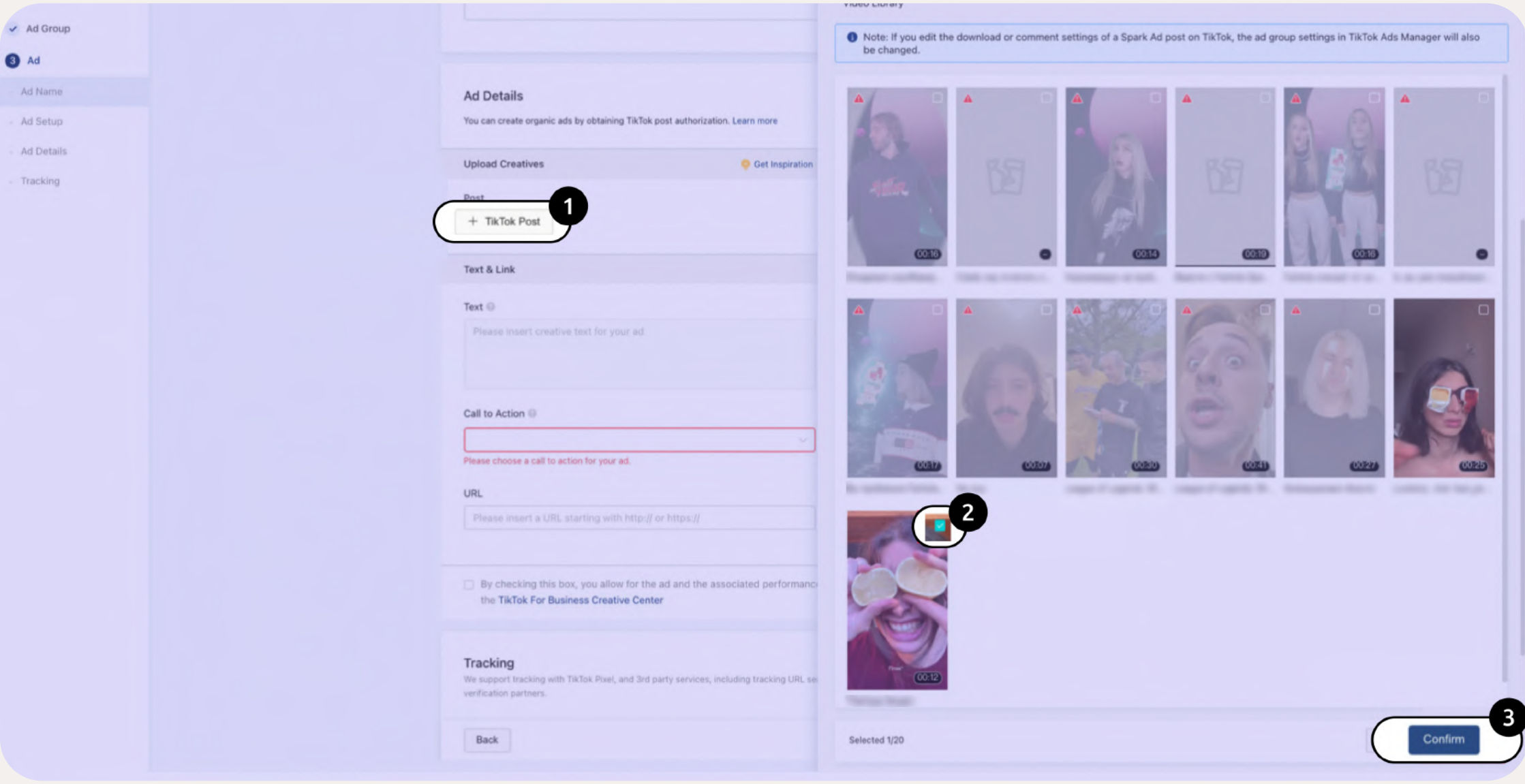


Then choose the identity of the TikTok account that you want the ad to run from (this is where you choose the Creator’s account).

- 1. First turn the toggle “On” to use a TikTok account to deliver Spark Ads.
- 2. Then from the dropdown menu, choose the Creator’s account.



Under the “Ad Details” section, choose “+ TikTok Post”. Then select the video by clicking the box in the top right corner (if the box is green, it’s been selected). Then click “Confirm”.



Choose the button for the CTA, then add the URL that the view will be taken to from the ad, then click “Submit”.

The screenshot shows the TikTok Spark Ads setup interface. On the left is a sidebar with navigation options: Campaign, Ad Group, Ad, Ad Name, Ad Setup, Ad Details, and Tracking. The main area is divided into several sections. At the top, there's a header with a profile picture, name, and video details. Below this is the 'Text & Link' section, which includes a 'Text' field containing 'Themaya бандит.', a 'Call to Action' dropdown menu with 'Subscribe' selected (highlighted with a yellow box and a circled '1'), and a 'URL' field containing 'https://www.tiktok.com/search?q=ivanpocelul&t=1637260837929' (highlighted with a yellow box and a circled '2'). To the right of the URL field is a video preview showing a person's face. Below the 'Text & Link' section is a checkbox for 'By checking this box, you allow for the ad and the associated performance metrics of the campaign to be displayed in the TikTok For Business Creative Center'. Further down is the 'Tracking' section, which includes 'Third Party Tracking Settings' with fields for 'Impression Tracking URL' and 'Click Tracking URL'. At the bottom right, there is a 'Submit' button (highlighted with a yellow box and a circled '3') and a 'Back' button. On the far right, there is an 'Ads List' panel showing a table with columns for ad type and quantity.

Ads List		Total x 1
Single Image	x 0	
Carousel	x 0	
Single Video	x 1	

Below the table, there is a preview of the ad creative showing a video player with the text 'Themaya бандит.' and a 'Subscribe' button. There are 'Duplicate' and 'Delete' buttons next to the preview, and an '+ Add' button at the bottom.

5 All done!



Insense is a creator marketing platform helping brands scale their authentic, UGC production and partner with content creators through their creator marketplace.

With Insense you can:

- Write your creative brief and open it up to creators on their vetted creator marketplace
- Duplicate campaigns, and source high-quality UGC at scale
- Use the filters to find TikTok, Instagram and Facebook creators for your audience
- Use the chat feature for each communication with creators
- Benefit from integrated Creator Licensing and Spark Ads features

If you're a DTC marketer or just looking to bring in new customers, Insense can be your one-stop-shop to source testimonials, unboxings, product demos, and other content, while providing full digital copyrights, so you can leverage it via paid ads to reach wider audiences.

Get started today, visit www.insense.pro

