



eBook

Complete Guide to TikTok for Amazon Sellers

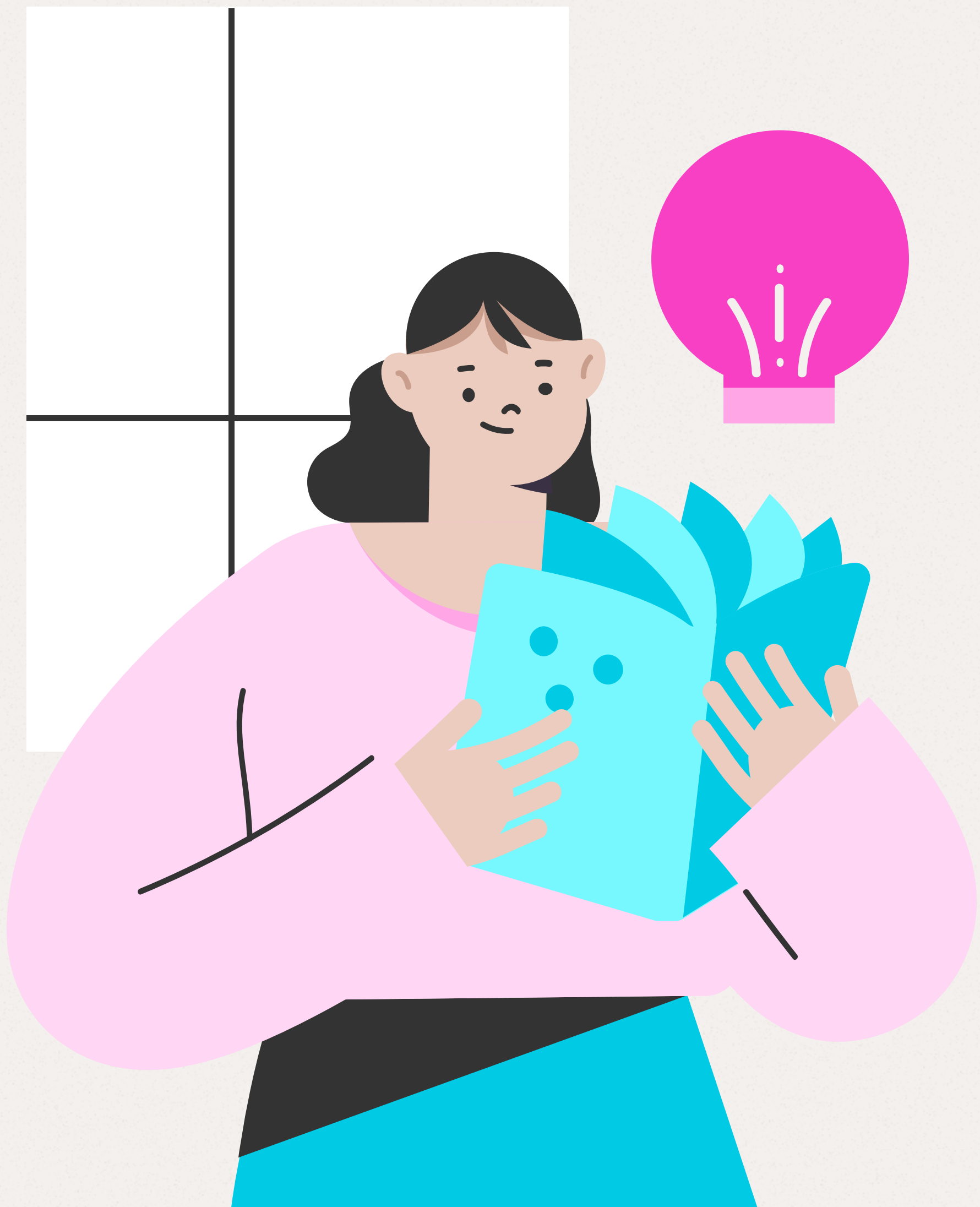
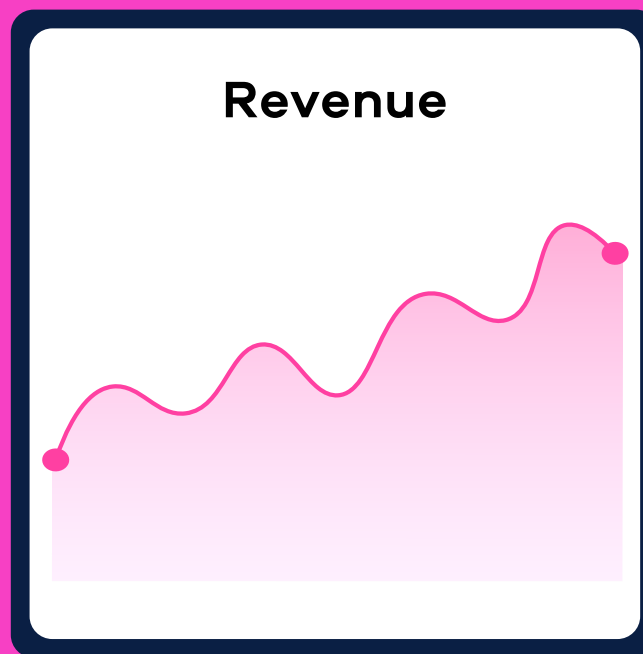


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While most trends come and go in business, there is one business trend that is truly eternal:



Up and to the right.

Whether it's revenue, market share, or user base, graphs that show consistent and/or explosive growth are bound to attract attention. That said, there are a few key trends you need to be aware of **right now**.

#1 eCommerce Growth

- Global eCommerce growth rate for 2022 is forecast 12.2%
- Global eCommerce sales worldwide in 2022 are projected to reach over \$5 trillion
- Global eCommerce share of retail sales is expected to increase. For 2022, this is forecasted at 20.3% and is expected to increase to 23.6% by 2025.

#2 Amazon Growth

- Amazon has over 300 million active customer accounts and over 1.9 million selling partners worldwide.
- Third-party sales in Amazon's store are growing at 52% a year, compared to 25% for first-party sales by Amazon.
- Globally, independent third-party sellers in Amazon's stores increased their sales by more than 55% from April 15, 2020 to January 15, 2021.

#3 TikTok Growth

- TikTok generated an estimated \$4.6 billion revenue in 2021, a 142% increase year-on-year.
- TikTok had 1.2 billion monthly active users in Q4 2021 and is expected to reach 1.8 billion by the end of 2022.
- TikTok has been downloaded over three billion times.

For the savvy business owner or marketer, the conclusion from these three trends is pretty obvious: **you need to be using TikTok to drive consumers to your Amazon page.**

TikTok has an average CPC for ecommerce of just \$0.51

And in this guide, we're going to show you **exactly** how you can use the popular video platform to increase your Amazon sales. We'll cover how to use TikTok organic content vs. paid ads, how to source TikTok creators to promote products, and share some TikTok creative best practices.

Let's get started!

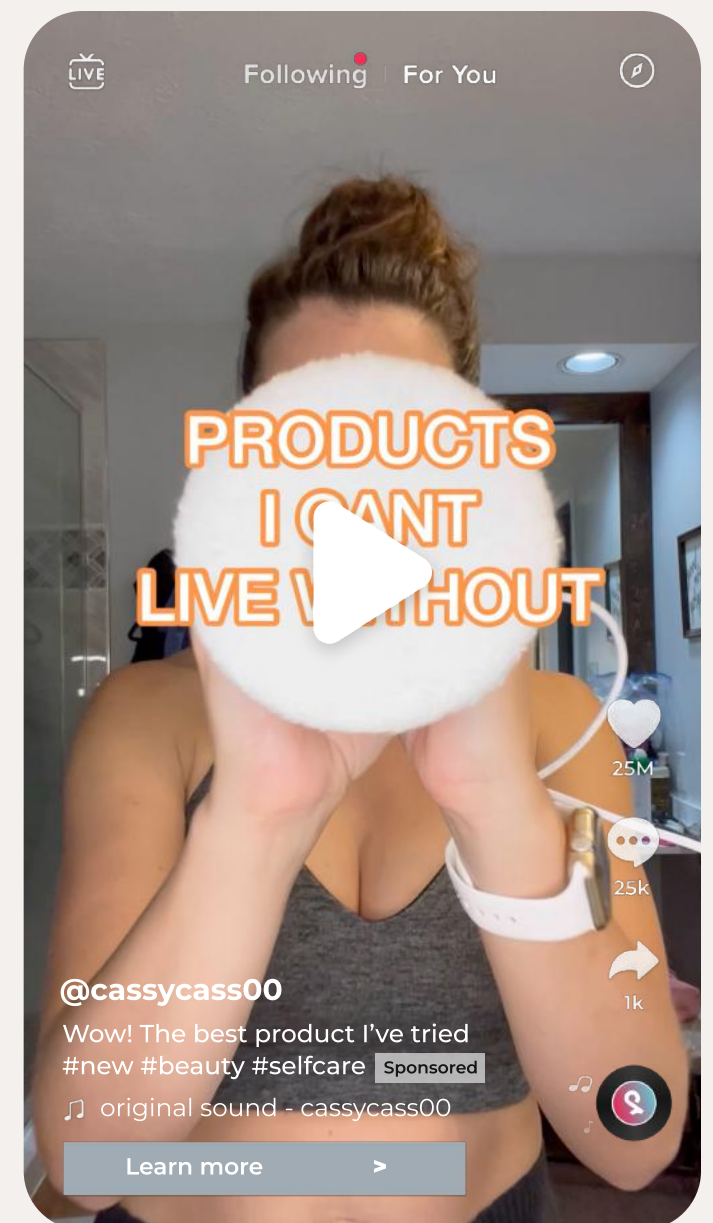
Why Should Amazon Sellers Use TikTok Ads?



TikTok is essentially the perfect storm for ecommerce brands and Amazon sellers. Here are three things we know for certain:

- 1 . Individuals aged 18-34 account for 33% of all ecommerce sales. 80% of TikTok’s user base is in this age range.
- 2 . 90% of information transmitted to the brain is visual. TikTok is a video platform where users spend an average of 44 minutes per day watching video (more than Instagram or Facebook.)
- 3 . 33% of all consumers prefer to use social media to learn about products and brands.

TikTok is an absolute no-brainer marketing channel for virtually all ecommerce brands, but let’s zoom in on why it’s particularly attractive for Amazon sellers.



Source: [Insense](#)

Benefits of TikTok for eCommerce

There are tons of benefits to using TikTok for ecommerce, but these three seem to jump off the page.

Cost:

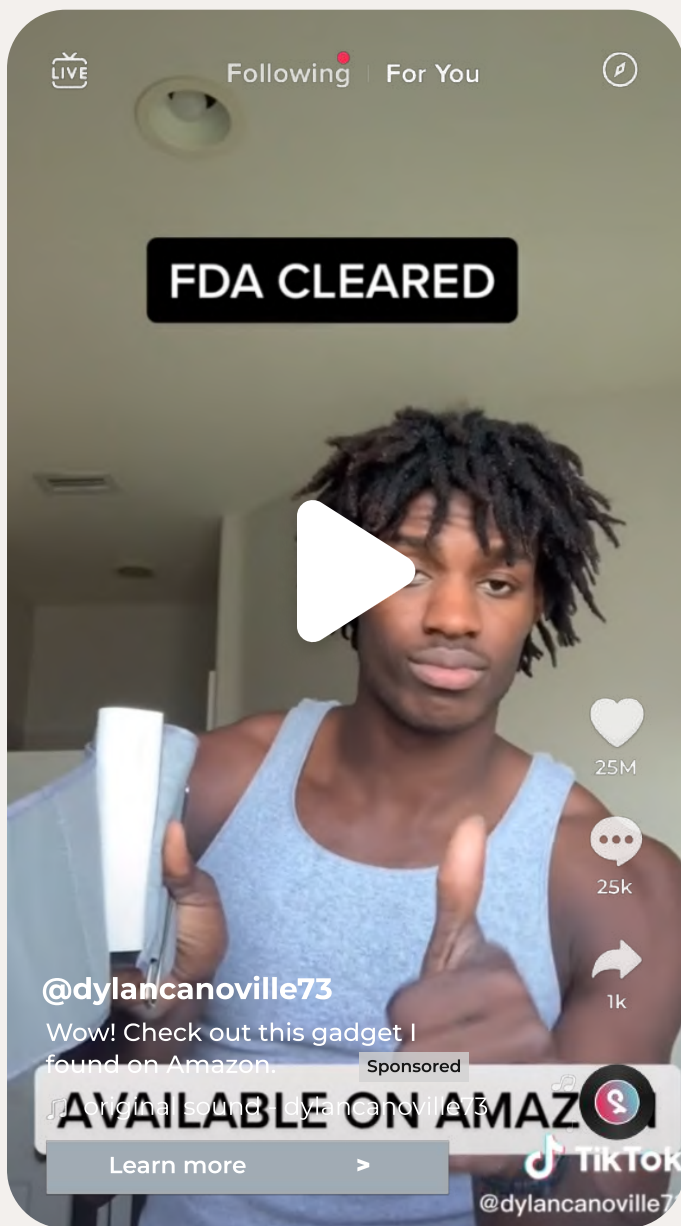
In 2021, the average CPC of a Google ad for ecommerce was \$0.86, and if you include YouTube video ads, that goes up to \$3.21. Compare that to **TikTok, which has an average CPC for ecommerce of just \$0.51** and uses video natively. One thing to note is that social media ads are often used for awareness and discovery, so this isn’t a completely apples-to-apples comparison, but it is still significant.

Reach:

TikTok surpassed both Facebook and Google as the most-visited website in 2021, according to Cloudflare. This represents a major shift in how people are accessing information—rather than conduct a Google search or ask a friend, many people are now turning to influencers and creators that they see in their TikTok feeds.

Format:

As we mentioned earlier, video is the easiest way for the human brain to process information. TikTok’s native short-form video has the perfect combination of length and variety to keep people coming back for more.



Source: [Insense](#)

Types of ads on TikTok

So what types of ads are available for Amazon sellers? Let's take a closer look at each available ad option.

In-Feed:

These ads are similarly to in-stream ads on other platforms — essentially, a sponsored video slides in between organic posts. Users can interact with these ads in the same manner as organic content in their feeds. Ads that resemble organic content typically perform the best. In-Feed ads play with the sound on and the ideal length is 15 seconds.

TopView:

These ads appear upon opening the TikTok app and 'take over' the screen for the first three seconds, before turning into an In-Feed ad. They can also appear on the "For You

Page" as videos, images, and GIFs with CTA buttons that lead to landing pages on TikTok. TopView ads create massive awareness due to their prime placement and specialized format.

Branded Hashtag Challenge:

This ad unit appears on the top of the "Discover Page" and encourages users to record videos of themselves following a prompt. When a user clicks the hashtag, the app takes them to a landing page within TikTok where they can learn more and see other submissions to the hashtag challenge. These ads require extra input from the user, but can have a viral effect if done properly, which increases organic engagement alongside the paid results.

Branded Effect:

This ad unit is a custom filter that brands can create and allow users to create content with. TikTok advertisers can also create custom games, stickers, filters and special effects. Branded Effect ads can run up to ten days at a time and are often paired with a hashtag challenge campaign.

Spark Ads:

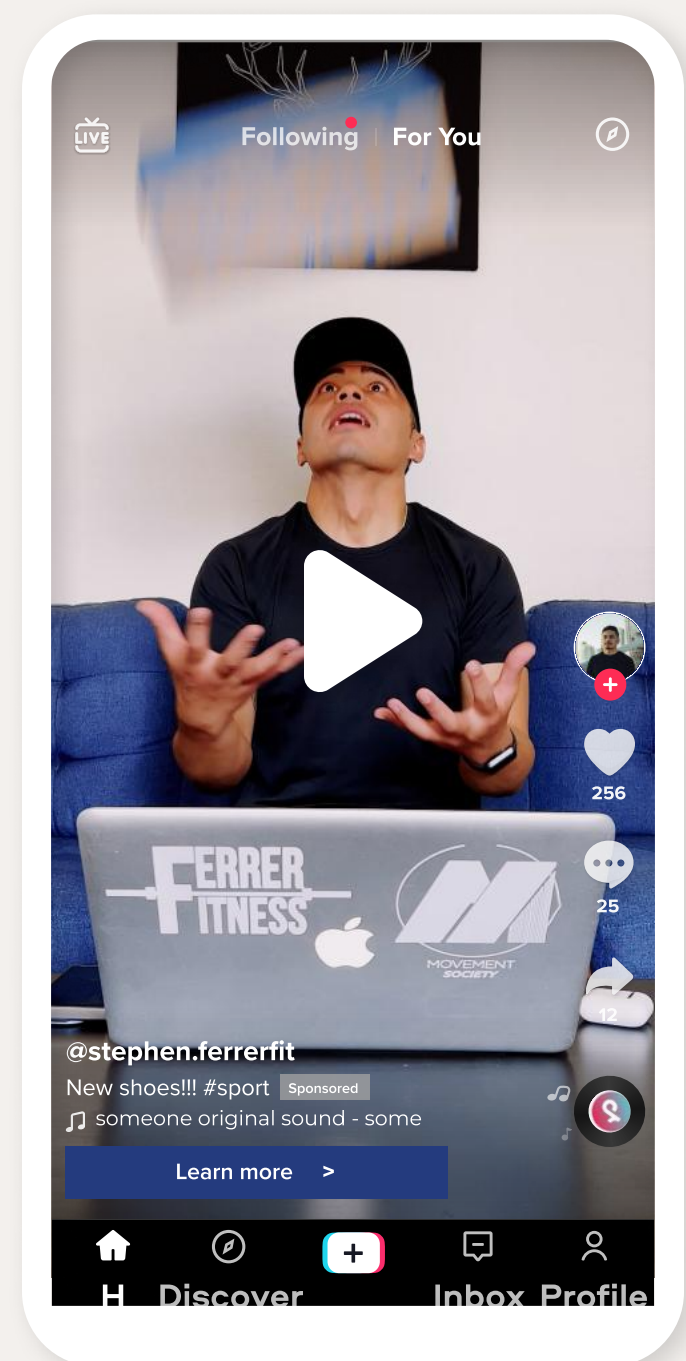
Spark Ads are the next big thing when it comes to TikTok advertising. They are essentially **TikTok's take on Branded Content Ads (BCAs)**.

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

TikTok Spark Ads is a technique that boosts your content to a wider audience. What's special about this ad format is the layout looks just like an organic post, which blends into the native feed and tracks your viewers. Providing them with a more native ad experience.

This is why they **typically have higher CTRs and CVRs**.

Learn everything you need to know, in our [complete guide to TikTok Spark Ads](#).



Source: [Insense](#)

Organic videos on TikTok

It's nearly impossible to create a viral video on Instagram or Facebook today the way you could ten years ago due to how the algorithm has adapted to balance reach. On TikTok, however, the algorithm still supports virality — even new accounts with just a few followers can rack up millions of views with the right video!

To get started, marketers should source user-generated content (UGC) from creators on TikTok to present their products in an authentic manner. TikTok creators are pros at creating videos for the platform, so they know what's working best right now and what new trends have just arrived.

UGC is also a great way to expose your products to new audiences, as well as source content that would be more costly and time-consuming to create in-house.

Marketers can start by posting organic videos before buying ad campaigns. The first reason to start with organic posts is that it allows marketers to get a feel for the platform and what audiences like. If it performs well organically, it will often perform

well as an ad (more on how to turn organic content into ads later in this guide). But the bigger point is that brands will either need to build connections with their audience via their own accounts, or tap into the audiences of others by collaborating with creators.

We'll discuss the differences between ads and organic content on TikTok in-depth in the next section.

Viral Amazon trends on TikTok

One of the best parts of TikTok for Amazon sellers is how naturally these two services fit together. Creators often post relatable solutions to everyday problems that all sorts of people encounter, and **audiences can connect with both the creator and the products** they promote in a natural and organic way.

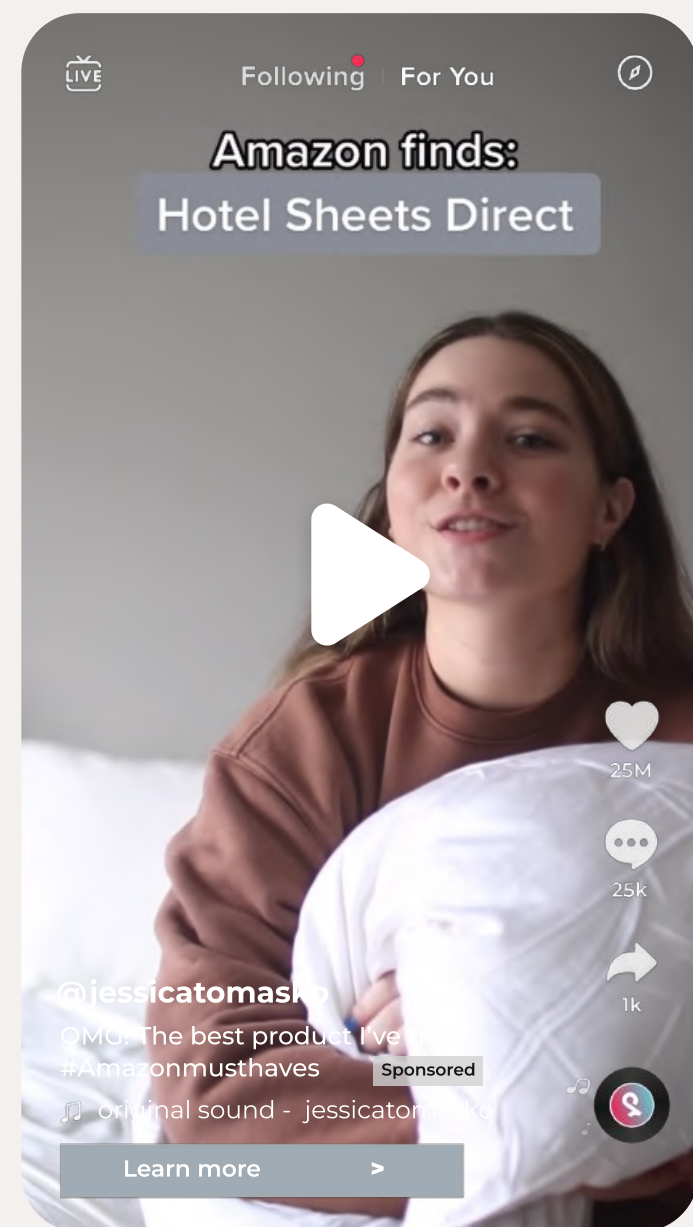
And the possibilities for product placement are virtually endless! Creators post innovative solutions to problems from cleaning the bathroom to packing for a trip to home improvement projects. Specifically, several of these product-oriented solutions have generated critical mass and developed their own branded trends:

#FoundItOnAmazon:

This hashtag has over 3 billion views on TikTok. The concept is so simple, but incredibly powerful—users share products they found on Amazon and demonstrate how they use them. The space is filled with both branded and completely organic content, making it a great hashtag for brands to collaborate with creators!

#AmazonMustHaves

Similar to the hashtag above, this clickable tag is a portal to an endless stream of positive product reviews. One of the reasons this hashtag is so great is the passion and creativity that people have for these products.



Source: [Insense](#)

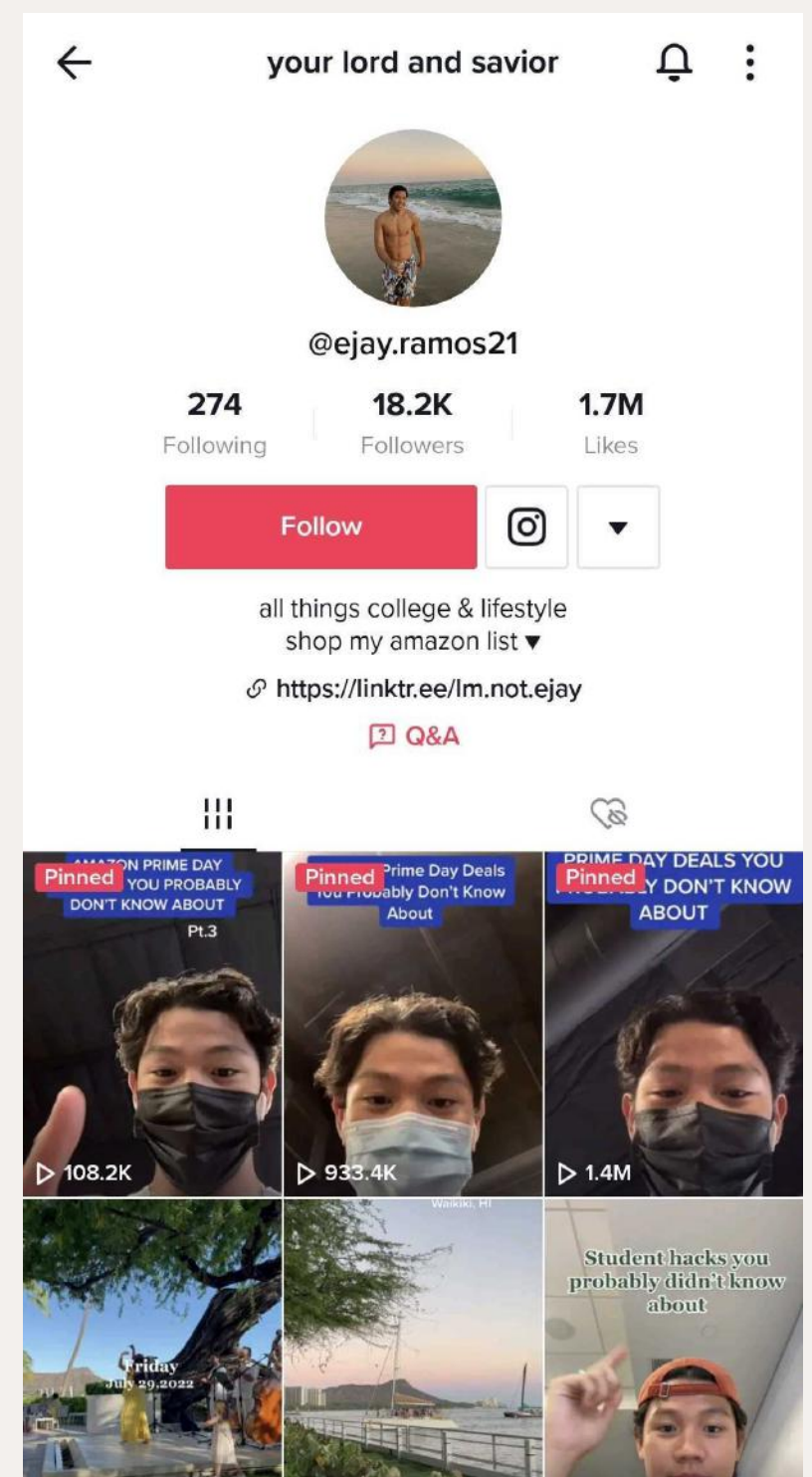
TikTok made me buy it:

If you could create the exact opposite feeling of “Buyer’s Remorse,” this would be it. This trend showcases TikTok users who have been inspired by their peers to buy something after seeing it used in their feeds. The trend has 15 billion views on the Discover Page, with more content being added daily. Note that the majority of video mention Amazon as the seller 🙄

Creators adding wishlists and Amazon Storefronts to their bio

As we mentioned earlier, the connection between TikTok and Amazon has come about organically, for the most part. As popular creators post content, audiences naturally look at their bio where the creators can list more info about themselves, including a link to a website. Creators have been using this feature in two ways:

And the possibilities for product placement are virtually endless! **Creators post innovative solutions to problems from cleaning the bathroom to packing for a trip to home improvement projects.** Specifically, several of these product-oriented solutions have generated critical mass and developed their own branded trends:



Adding an Amazon Wish List to their bio:

Amazon Wish Lists are public lists of products you’ve identified on Amazon that you like. When a creator publishes their list on their TikTok profiles, their audience can see what they have on this list and buy it for themselves - they basically use it as a product recommendation page.

Adding an Amazon Storefront to their bio:

For creators looking to monetize their TikTok accounts, another option is to create an Amazon Storefront via the Amazon Influencer Program and publish that link on their TikTok bio. In this way, audiences who click through to their Amazon Storefront from their TikTok profile and purchase the products listed in the mini-ecommerce store will have a portion of their purchase routed to the creator in the form of affiliate commission.

Either way, this is great news for Amazon sellers because not only can you get massive exposure on TikTok, you can also track where the purchases are coming from at the individual creator level. If you're engaging in influencer or affiliate marketing, this will provide excellent insight into which partnerships are the most successful for you.

33% of all consumers prefer to use social media to learn about products and brands.

Organic TikTok Content vs. TikTok Ads for Amazon Products

When it comes to ads vs. organic posts on TikTok, it is a little bit of a chicken and egg situation:

- Ads work great, but it helps to supplement your ad campaigns with organic posts.
- Organic posts work great, but they might not reach enough people without the increased reach of ads.

There are a few key reasons why it’s best to blend organic with paid content on TikTok.

The first is that TikTok has a discerning audience—they can smell an Instagram video that’s been repurposed for TikTok a mile away. According to TikTok’s own research, 79% of their users prefer brands that ‘get’ TikTok; meaning they produce content specifically for that platform.



Source: [Insense](#)



Source: [Insense](#)

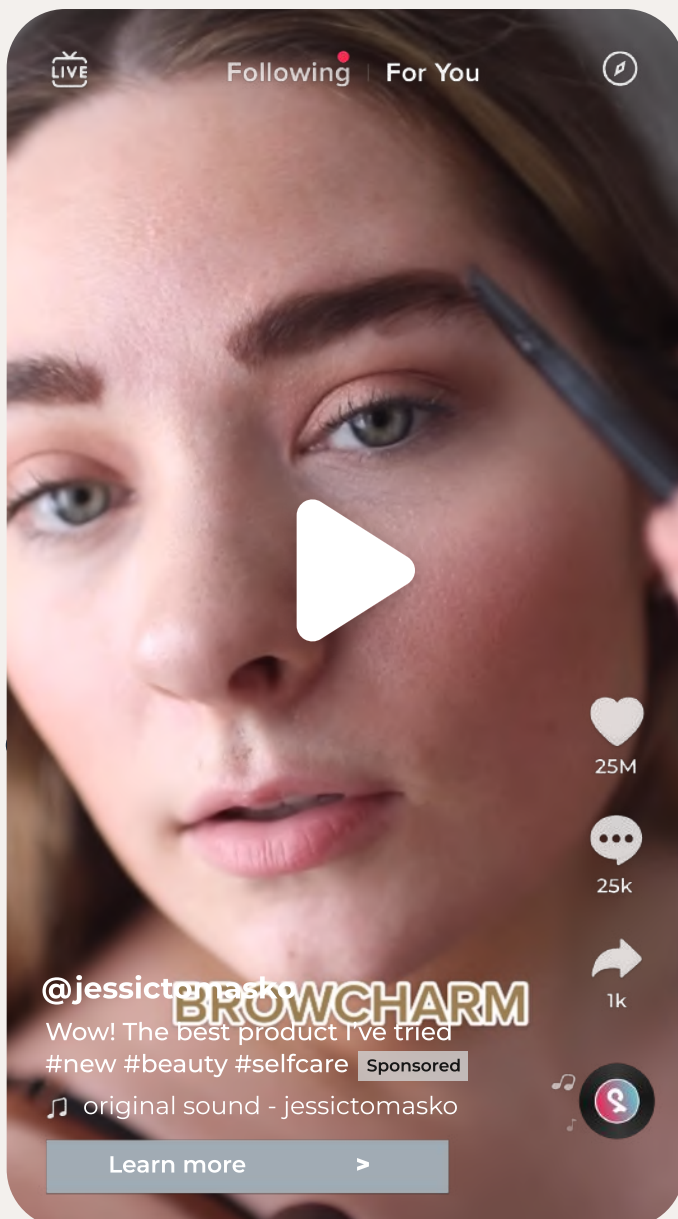
Additionally, brands that publish organic content in addition to paid ads see a 2x increase in ROI vs. those who run paid ads alone.

Therefore, our advice is to do both.

And this isn’t just a low-level marketing cliché like “Try everything and see what works!”

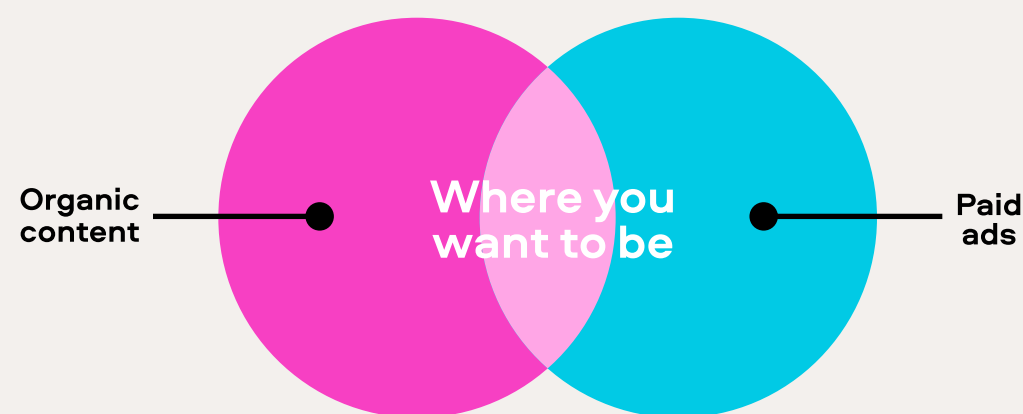
What we mean is to use a strategy where you have a steady stream of organic content that is supplemented with sophisticated ad buying. Successful TikTok advertisers often run their content organically first, analyze which posts attracted attention, and then turn the top-performing posts into ad campaigns.

More on that method in the TikTok Spark Ads section later.



Source: [Insense](#)

Balance TikTok ads with organic posts



And using this method - combining ads with organic content of TikTok - is a lot easier than you think!

Authentic, sometimes “unpolished” content is actually what performs best on TikTok, so Amazon sellers don’t have to spend a huge budget having content created in a studio, you can work with TikTok creators instead.

You see, media buyers and business owners don’t have to become rockstar TikTok creators in order to have success on the platform — neither organically or with ads. In fact, it’s actually better for your business to hire creators to produce content rather than do it yourself.

First, sourcing UGC from creators and having them post to TikTok exposes your product to their audiences, which is good for exposure. Depending how large or how niche their audience is, this can be a great asset to your business.

Second, creators can produce content about your products with an authenticity that only a third party can provide. The review isn’t coming from the seller, it’s coming from a real person — this is far more interesting and credible to the average viewer.

And any of the top-performing organic content can be supplemented with paid campaigns, of course.

So how do you get UGC from TikTok creators?

How to source UGC for TikTok ads

If you're new to working with creators, here are four tips to get you started.

1. Understand the different types of creators

You're going to want to work with creators who specialize in TikTok content because they know how to produce content especially for TikTok's audience.

There are UGC creators and there are influencers. Creators can provide you with just content that you post to your brand page, or you can ask them to post it organically to theirs. Oftentimes, creators have formed a well-engaged niche audience that you can tap into and see high engagement.

Then there are TikTok influencers who have larger audiences that you can work with to take advantage of their large, loyal following.

2. Start small

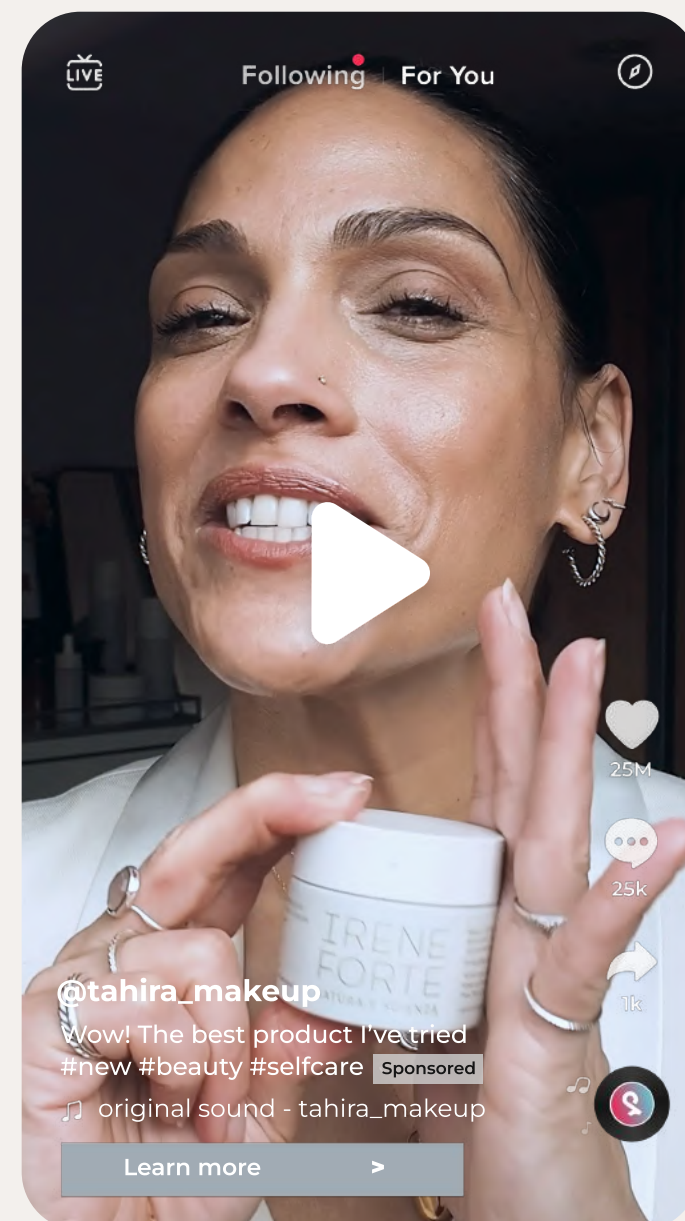
Don't outsource this task — find and hire a handful of creators yourself to understand the flow. We suggest a team of 4-8 creators to start with, but definitely **do not** limit yourself to working with only one creator!

3. Plan for distribution

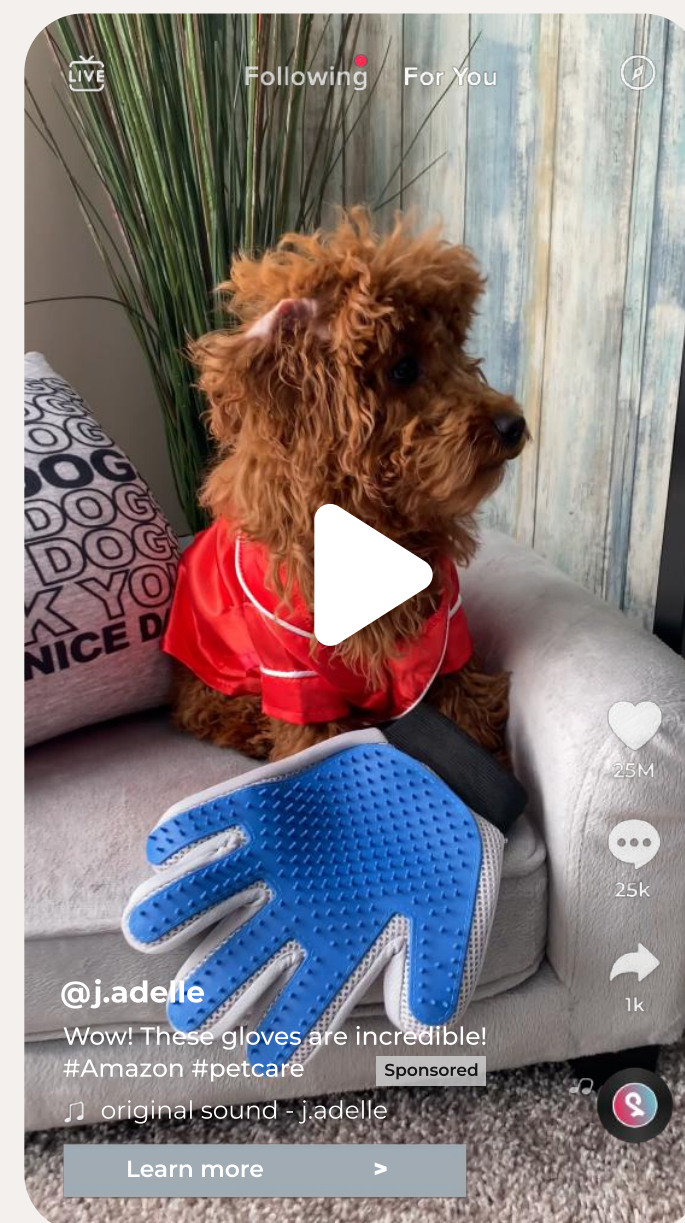
UGC on TikTok works best when you have a steady flow of content that is being distributed organically, repurposed into ads, and published via the accounts of the creators you work with. Start publishing and track your results.

4. Use a creative brief

It's simple to do, creators appreciate them, and it will make your life much easier (and the content that much better!). Here are the basic elements you should include in your creative brief:



Source: [Insense](#)



Source: [Insense](#)

Creative brief elements:

1/ Campaign Type:

Indicate where you'd just like the content, or if you're looking for organic posting and/or Spark Ads as well.

2/ Content Format:

Provide the specs for the content (video/image, aspect ratio, etc.)

3/ Content Type/Messaging:

Product review, testimonial, demo, tutorial, unboxing, etc.

4/ Key Product Features:

Point out any important features.

5/ Examples:

List a few examples of what you're looking for to provide inspiration

6/ Do's and Don'ts:

If there's anything they can't do or say, make sure to indicate that

So now that you know how to work with TikTok creators, where should you look for them?

How to find TikTok creators

The most obvious place to find TikTok creators is... on TikTok!

First, start with a basic search (without using a hashtag) for a few of your product and brand keywords and see what types of content you get. If you find what you're looking for, begin to make note of creator profiles that might be good candidates to work with.

Note - this method will cast a very wide net and give you all sorts of results. The search will return any word in a post description, so there will likely be lots of results that aren't what you're looking for.

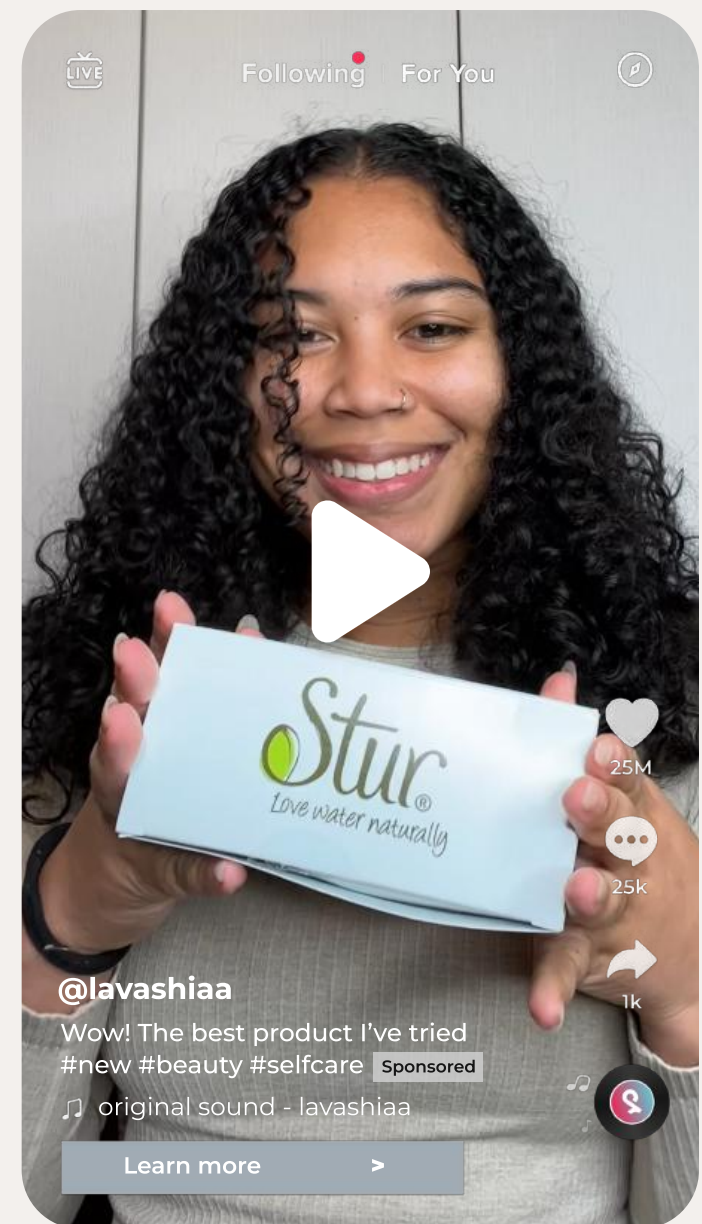
Next, use a hashtag search. This should narrow your results a bit and help you refine your targeting.

You can refine your hashtag even further by including #ad, which should give you results of creators who are already working with brands or Amazon sellers.

As you can probably guess, this process is fairly tedious — manually searching TikTok, pasting URLs into a Google Sheet, then contacting everyone on your list can take a huge amount of time. And you're not necessarily guaranteed to get the results you need.

[Insense](#) is a tool that was designed specifically to help Amazon sellers easily get content from creators on TikTok + Instagram. With Insense, you can access thousands of pre-vetted creators, filter by content type or platform, and actually communicate and work with your chosen candidates — all in one tool.

So within the platform itself, there's an interactive creative brief, personalized creator matching process, and centralized chat feature.



Source: [Insense](#)

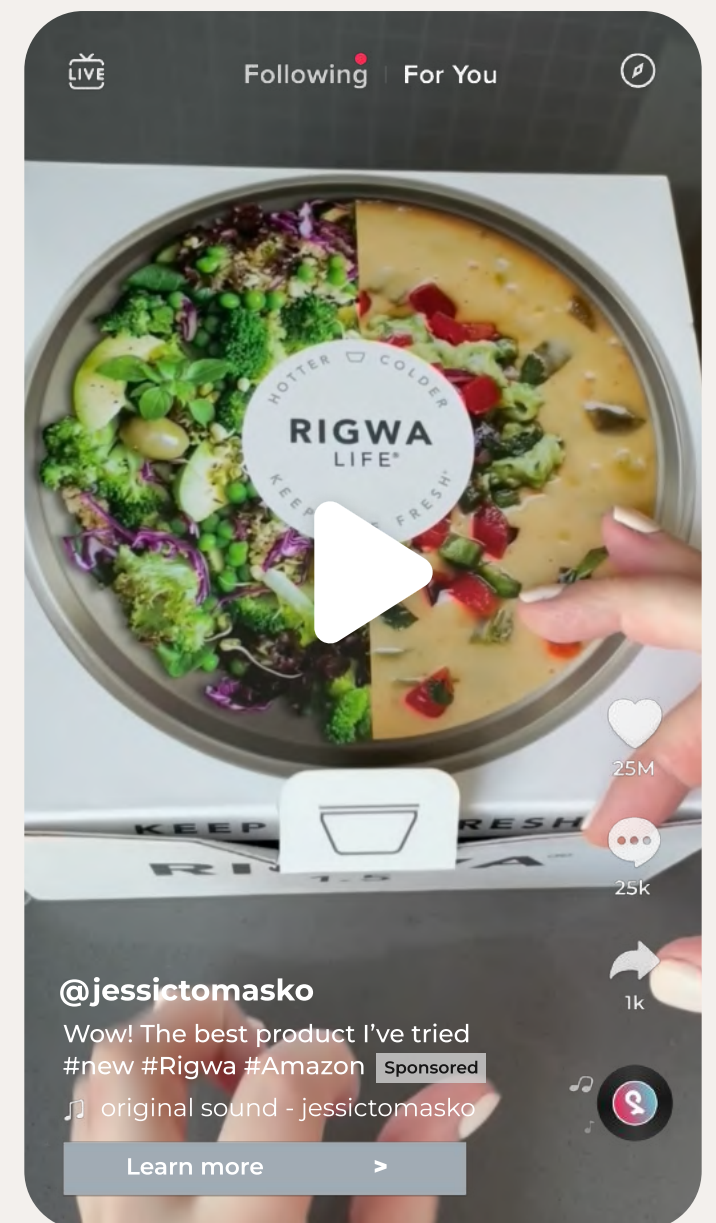
Book a demo

How to scale your UGC production

If you get some traction with your initial efforts, make a plan to scale up. Keep in mind — the more creators you work with, the more admin work it'll take on your end. Tools like Insense were created to help you streamline your processes so you don't have to hire a team just to run your creator program.

Every seller is different, but in general, we recommend working with 10-20 creators per month. This will give you plenty of content to test different creative concepts, such as tutorial videos vs. slice-of-life videos. Additionally, working with this many different creators will also expose your product to a variety of different audiences from the creators themselves.

After some repetition, you'll begin to understand which types of content and creators resonate with your buyers. Once you've obtained this learning, you can double down on that content with ads and more creators from that particular niche.



Source: [Insense](#)

TikTok Best Practices for Amazon Products



If you’ve made it this far into the guide, you’re probably ready to start selling some Amazon products on TikTok — awesome! But before you go out and start creating branded video content or hiring creators, take a look at a few best practices and examples so you can get your campaigns off to a great start.

5 types of videos that work well on TikTok

1. Videos that hook viewers

This is actually not a video type, but rather a component that all your videos need — a hook. According to a case study from TikTok for the brand StudioCanal, the average watch time per video view was just over 3 seconds! To get an average 3-second watch time, that means tons of views were scrolling past after just a second (or less) of content. This just underscores the need for **every single video you produce** for TikTok to have a solid hook in the first second.

2. Videos that are authentic

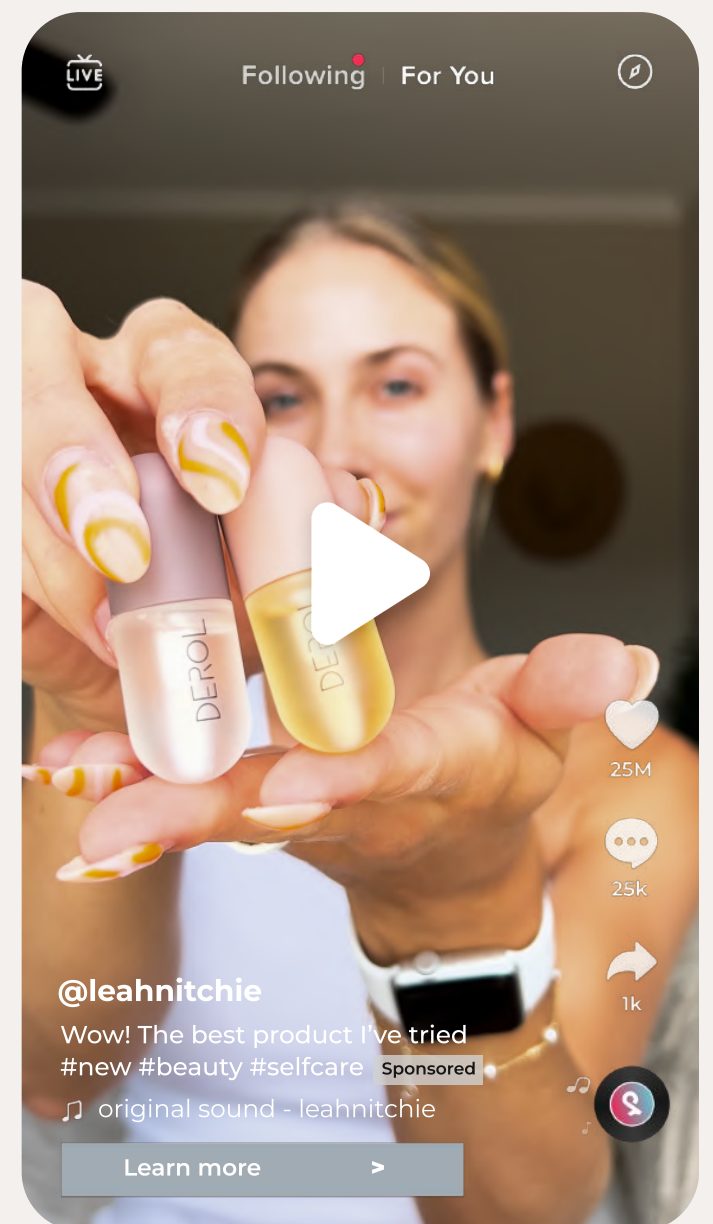
Here’s a simple way to think of what is “authentic” when it comes to TikTok: **If your video doesn’t look like it could be made on an iPhone, it probably shouldn’t be on TikTok.** Take advantage of the built in video editing features on the platform like transitions, stickers, filters, voice or sound effects, and text layers. As we mentioned, it’s important to make videos that look native to TikTok, as that’s what users prefer.

3. Videos that teach

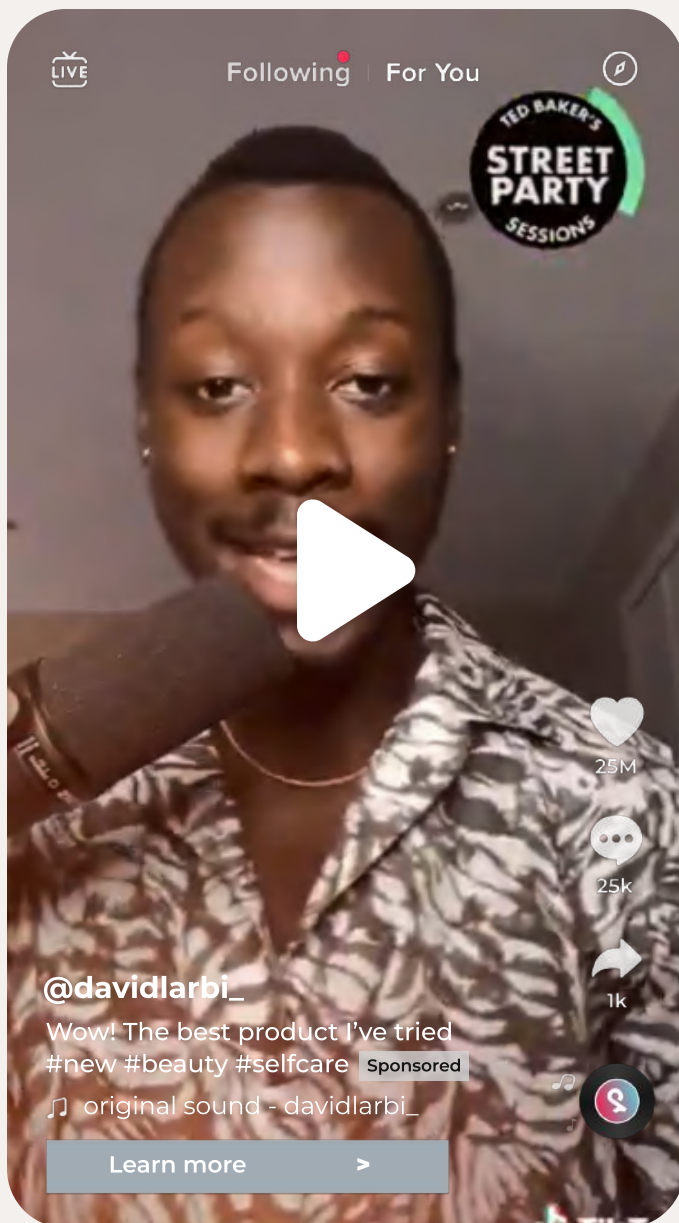
Despite the popularity of entertainment-style content like lip syncing and dancing, tutorials are also extremely popular. A quick search of the #tutorial hashtag will yield hundreds of millions of how-to videos from cosmetics to personal finance to lawn care. If your product can help somebody complete a task, we would highly recommend using the tutorial video format to teach your audience.

4. Videos based on trends

If you navigate to the Discover page on TikTok you can find dozens of trending hashtags. See which hashtags are getting a lot of submissions and what type of content is getting a lot of attention. If you act quick, you can capitalize on the viral nature of trending hashtags and get more exposure for your products and brand.



Source: [Insense](#)



Source: [Insense](#)

5. Videos based on TikTok challenges

Challenges are a huge part of TikTok culture — they range from dance videos, raising awareness for causes/charities, and some that are just pure entertainment (looking at you, #TortillaSlapChallenge). Amazon sellers can take advantage of TikTok challenges in two ways:

- 1 . Find a trending challenge in your niche — or find an angle to introduce your product — and produce content that fits. If you can act quickly, this is an easy way to get involved with challenges and increase your exposure.
- 2 . Start your own branded hashtag challenge! As we mentioned earlier, TikTok has a specific ad type for brands to create their own challenges where users will respond to a challenge supported by an ad campaign. This process is a bit more involved and costly than the first method.

Note — if you're new to TikTok, it's probably best to dip a toe into challenges by trying the first method in the beginning before running your own challenge.

How to Accelerate Sales with TikTok Spark Ads

Earlier in this guide we highlighted the importance of implementing a TikTok strategy that includes both organic and paid content. Part of the reasoning behind that is credibility — users want to know what you’re actually on TikTok participating, not just running ads at them.

The other part is about data — posts that perform well organically will typically perform well as ads, too. This is where Spark Ads from TikTok come in.

TikTok Spark Ads are a native ad format on TikTok that enables brands to leverage organic posts that have already achieved some traction on the platform. It gives Amazon sellers two choices when publishing ads:

1. Using their brand’s own TikTok account's content:

Sellers will post organically, watch the results, then turn the post into an ad campaign with a budget of their choosing.

2. Using organic posts by other content creators on TikTok (with permission):

Sellers will see existing content from creators, engage them in a business deal, then run ads with their own budget but **from the creator’s account**.

TikTok continues to be a haven for content creators as Spark Ads allow brands to access user-generated content (UGC) easily. Spark Ads presents new opportunities for Amazon sellers to level up their product awareness campaigns, generate sales, and build stronger customer connections — all without doing the ad creation themselves.

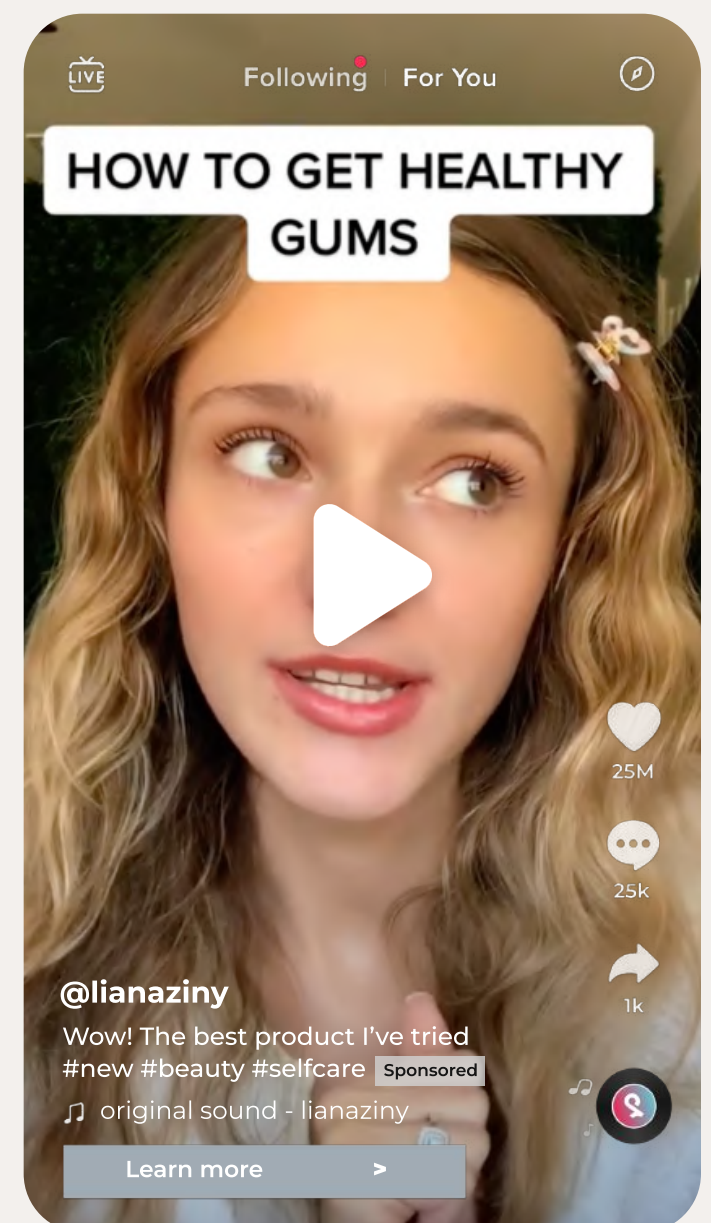
TikTok is basically offering the same opportunity that Instagram did five years ago in terms of low CPMs, meaning you should definitely take a look at Spark Ads on TikTok.

Why should Amazon sellers use TikTok Spark Ads?

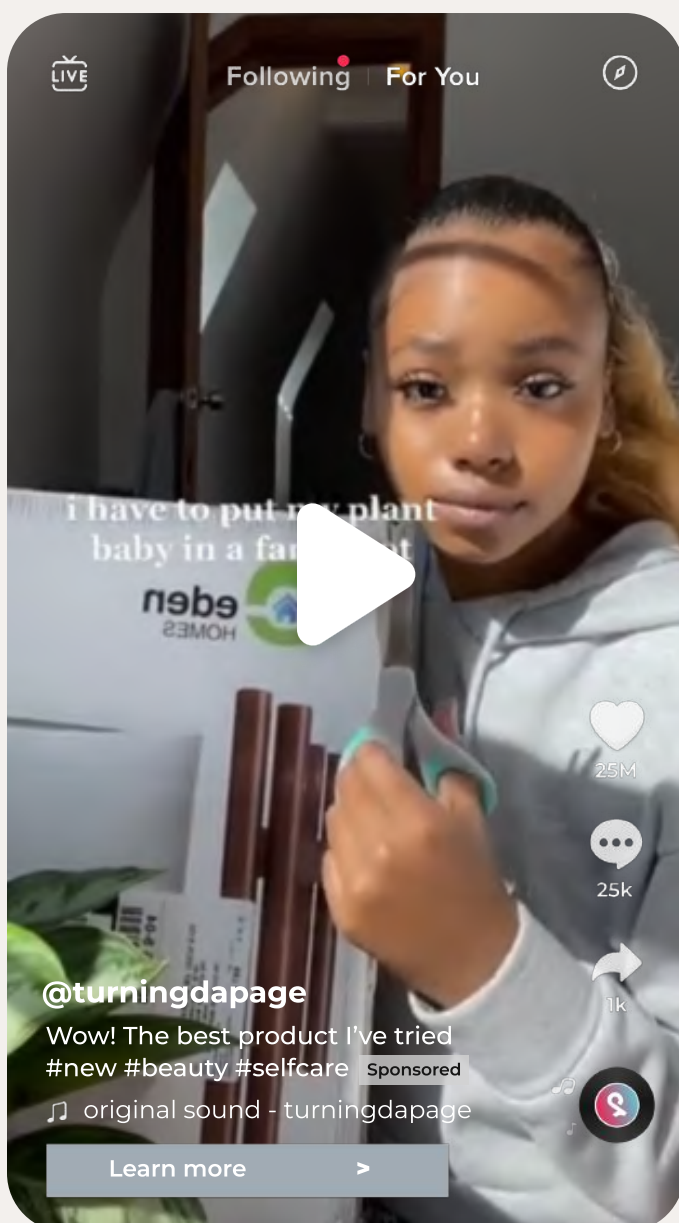
There are several reasons why Amazon sellers should look into TikTok Spark Ads as the future of social advertising:

1. You will generate better results:

Context is important on TikTok — Spark Ads feature native content and blend in easily with the TikTok culture. In this way, 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](#)



Source: [Insense](#)

2. The impact on the market 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, Spark Ads drive users to the creator's profile and the chosen landing page landing page. Which tricks the viewer into thinking that the ad comes directly from the creator.

3. You're taking advantage of content that's already trending:

This means you're already working with proven content, which shortens your time to test new ads and reduces the amount of budget you spend testing ad creative. Boosting popular organic content is a fast and great way to maximize the potential of your brand's reach.

All in all, TikTok Spark Ads are a no-brainer for Amazon sellers looking to get results from their ad campaigns, and it's super easy to set up a campaign. You'll find a comprehensive guide in our Complete TikTok Spark Ads eBook.

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So once you have your Spark Ads activated, how do you track the results? Glad you asked!

According to TikTok's own research, 79% of their users prefer brands that 'get' TikTok; meaning they produce content designed for TikTok.

Thrasio Case Study

- **Partnered with ~100 TikTok creators** in 2 months with a budget of less than \$8,000
- Received **~3 million views** for a total of 25 products promoted
- Generated **~200 video assets** with an average price of **\$75 per creative**
- A small **team of 3 marketers** were managing the campaign

The Story

Thrasio, the BIGGEST eCommerce Aggregator, wanted to promote their Amazon products from 25+ brands on TikTok during the 2021 Holiday season.

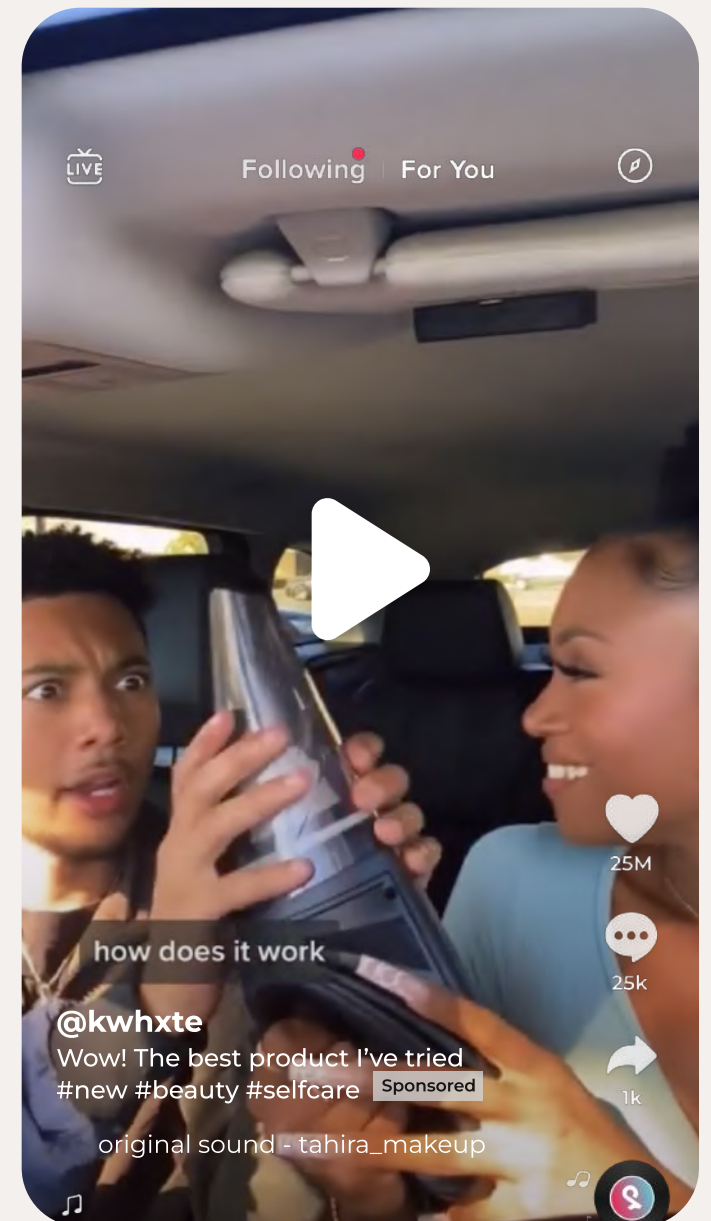
This was a new venture for them, however, they saw the potential of tapping into TikTok's GenZ audience and wanted to test how the sales of their Amazon products would boom thanks to the #founditonTikTok trend.

To achieve their goal, Thrasio needed to source a high volume of UGC from TikTok content creators.

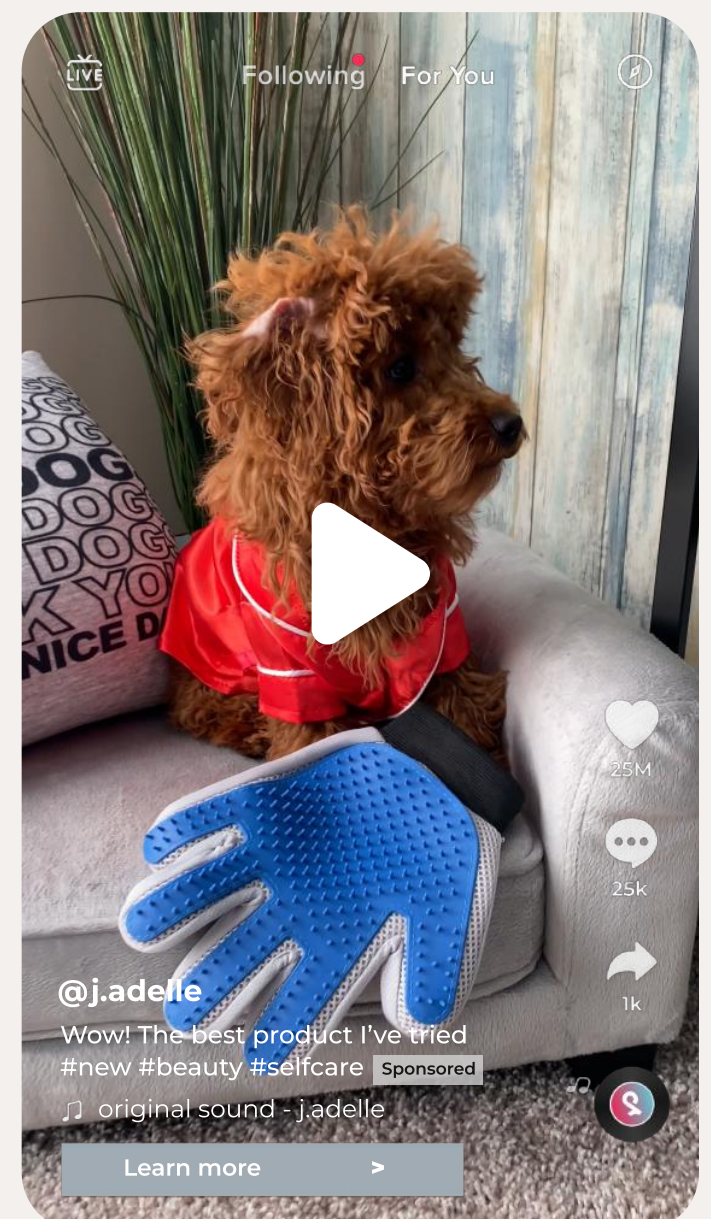
In order to do this, they selected ~100 TikTok creators to work with. They each had more than 5,000 followers, with an average of 10,000 views per video.

Each TikTok creator posted approx. 2 videos each. If the post performed well organically, then they made the quick decision to boost the post through Spark Ads (where it still appears to come from the Creators TikTok handle).

[Click here to read the full case study.](#)

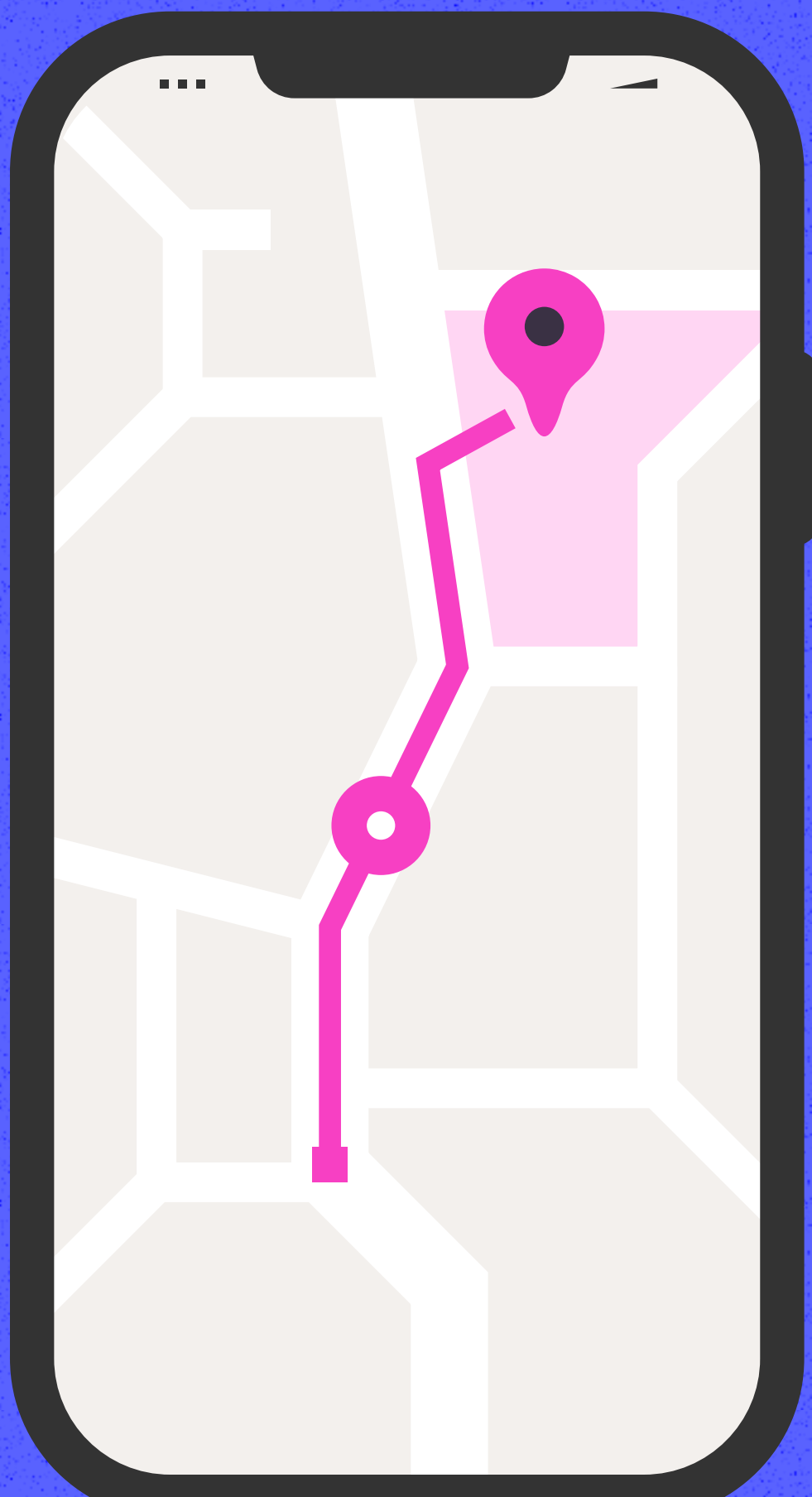


Source: [Insense](#)



Source: [Insense](#)

How to Track Amazon Conversions From TikTok Ads



So far in this guide, we've covered how Amazon sellers can strategize and create TikTok content (both organic and paid) to generate ecommerce sales. The last piece of the puzzle is how to track conversions of your campaigns so you can understand the ROI of your efforts.

But first, a little backstory.

For years it's been extremely difficult to track conversions on Amazon from traffic driven by external ad platforms like Google Ads, Facebook, etc. Amazon storefronts didn't allow you to install tracking pixels the way you could do with your own website. This created a bit of chaos when it came to identifying your most profitable ad campaigns — all of the conversion metrics were lumped together, so you'd never know which ad was actually responsible for the sale.

As of October 2021, however, Amazon has introduced a program called Amazon Attribution, which is still in beta. The response from sellers, however, has been generally positive, and it's definitely something all Amazon sellers who are running TikTok ads should sign up for immediately.

What is Amazon Attribution?

This is a new tool from Amazon designed to help sellers better analyze the effectiveness of their marketing channels. It is currently free to use, but sellers must be signed up for Amazon Brand Registry and located in the U.S., Canada, the U.K., Germany, Spain, France, or Italy (this may change soon!).

Amazon Attribution allows you to track the following metrics:

- Click-throughs
- Impressions
- Detailed page views
- Purchase rate
- Add to cart
- Total sales

Obviously, this is a great advantage for any seller who wants to truly understand what happens after somebody clicks one of their ads that leads to an Amazon page.

There are four features that Amazon sellers will appreciate:

1. Full-funnel Amazon analytics

For advanced advertisers, it's essential to know not only which ads drive conversions, but also which ads drive awareness. This is because we all know most people do not buy on the first click, so you'll need a more comprehensive strategy that covers the full funnel—from discovery all the way to the sale. Amazon Attribution provides data that will show you exactly how customers interact with your product on their platform by providing metrics like clicks, detailed page views, and how many times customers add your product to their cart.

2. Real-time Amazon purchases

If you've got the time, you can literally watch the screen in your Amazon Attribution portal and see people buy your products in real time! This is especially useful if you're running a time-sensitive promotion or ad campaign. With real-time data at your fingertips you can optimize your ad campaigns quicker and smarter than ever before.

3. Customer insights

With all the data Amazon Attribution provides, sellers can now get a detailed view into customer behavior. They'll be able to answer questions like:

- Do users add a product to their cart as soon as they land on a page, or browse first?
- Do users buy a different product than what was advertised?
- Do users not buy anything at all and waste your ad budget?

Sellers using Amazon Attribution will no longer have to guess the answers to these questions — they'll have all the data they need.

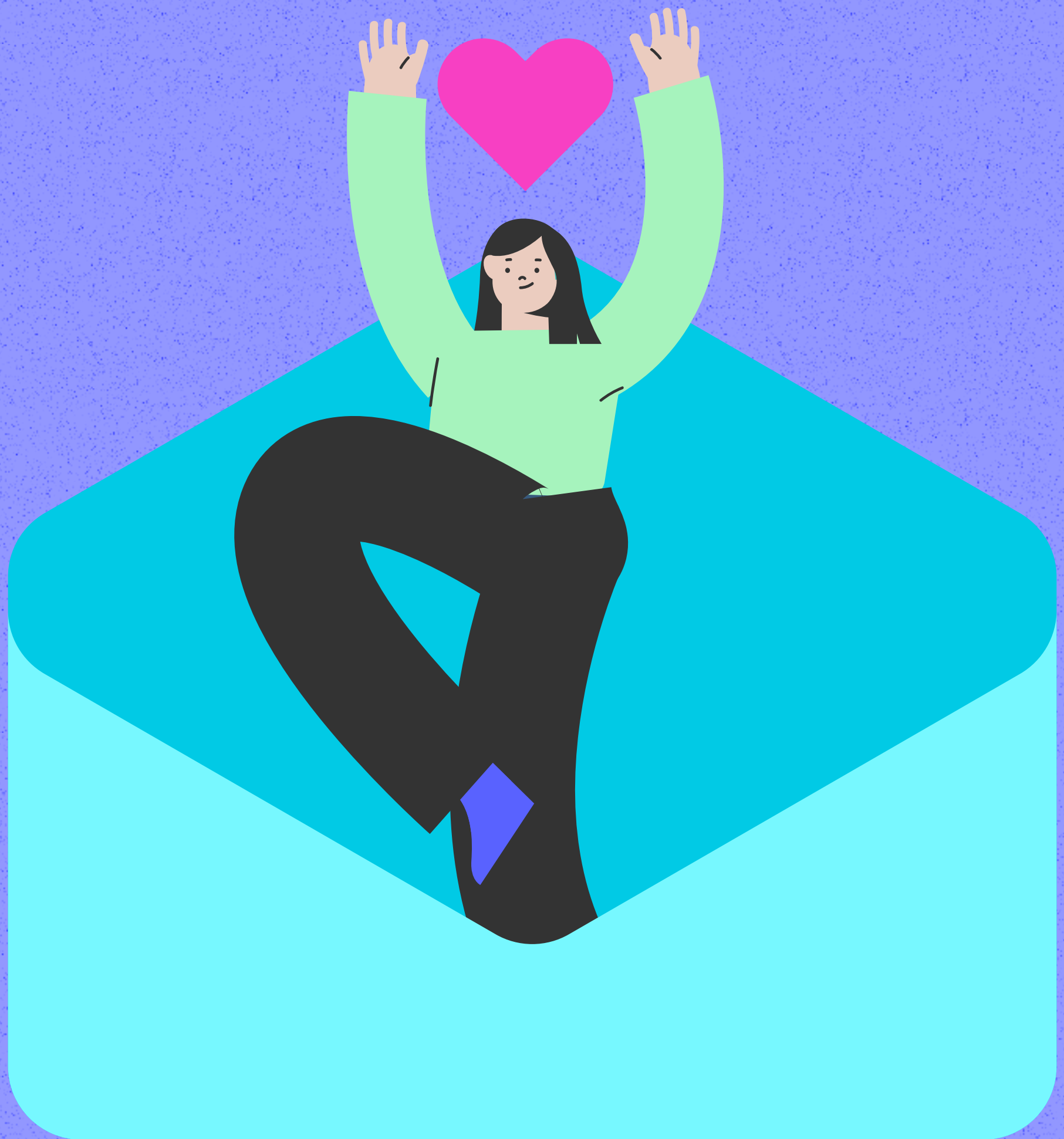
4. Unique tracking for each channel

If you're using multiple ad platforms — Google Ads, Instagram, TikTok, etc. — and you're looking to gauge the performance of each channel individually, Amazon Attribution can help. All you have to do is create a tag for where you want the data to be attributed to. This means that you can not only analyze conversions at the channel level, but you could also get more granular down to the campaign or ad level.

All-in-all, Amazon Attribution is a game-changing tool for sellers that will tell them everything they need to know that happens after the click.



Conclusion



So there you have it! Our exhaustive guide to selling Amazon products with TikTok. We really hope you enjoyed the content, but more importantly than that, **we hope you do something with it.**

By now you have the tools to:

- 1 . Understand the value of TikTok to Amazon sellers
- 2 . Figure out when to use organic vs. TikTok ads
- 3 . Source UGC for TikTok ads
- 4 . Utilize TikTok best practices for Amazon products
- 5 . Accelerate sales with TikTok Spark Ads
- 6 . Track Amazon conversions from TikTok Ads

Good luck with your TikTok campaigns!



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- 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

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