

Week of April 25

NEWS & UPDATES OF THE WEEK



TIKTOK NEWS



HOW TO MAXIMIZE TIKTOK CONTENT PERFORMANCE

Here are some tips to create high performing TikToks:

- **Go big with full-screen**

Stick to vertical videos with a 9:16 aspect ratio.

- **Shoot hi-res**

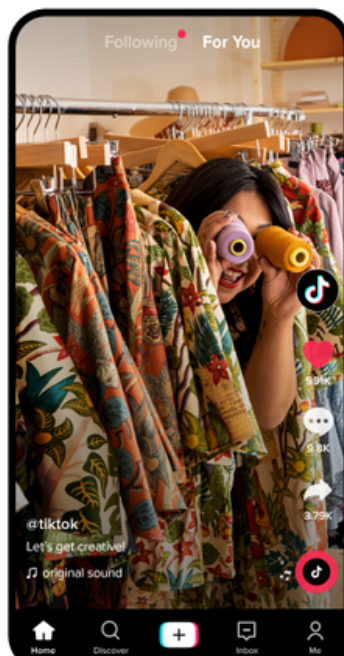
Ensure video resolution of 720p+

- **Tell a short story**

Try sticking between 21-24s and never going below 10s

- **Make some noise**

Include audio of any kind. The more relevant, the better.



TIKTOK LAUNCHES INTERACTIVE ADD-ONS FOR MORE ENGAGING ADS

TIKTOK HAS LAUNCHED 7 NEW ADD-ONS FOR TIKTOK ADS. EACH WITH DISTINCT INTERACTIVE ELEMENTS. THE GOAL OF THESE IS TO ENCOURAGE USERS TO INTERACT WITH THE BRAND'S ADVERTISEMENT AND TAKE ACTION. HERE ARE SOME OF THE NEW ADD-ONS AND THEIR FEATURES.

GIFT CODE STICKER

IT CAN HELP BOOST CONVERSION AND DRIVE LOYALTY WITH SPECIAL INCENTIVES TO EXCITE NEW BUYERS AND RE-IGNITE YOUR EXISTING CUSTOMER BASE.

VOTING STICKER

DEEPEN COMMUNITY CONNECTION WITH AUDIENCE PARTICIPATION BY ENABLING BRANDS TO POLL, QUIZ, OR COLLECT FEEDBACK FROM THEIR AUDIENCE.

POP-OUT SHOWCASE

SPOTLIGHT YOUR PRODUCT THROUGH A POP-OUT ELEMENT TO DRIVE CLICKS THAT LEADS USERS TO TAKE ACTION WITH YOUR AD AND MOVE THEM FURTHER DOWN THE FUNNEL.

SUPER LIKE 2.0

CAPTIVATE YOUR AUDIENCE WITH EYE-CATCHING FLOATING ICONS THAT APPEAR WHEN USERS ENGAGE WITH YOUR AD. THIS ALLOWS YOU TO DISPLAY A POP-UP CARD AFTER THE SUPER EFFECT APPEARS, INVITING USERS TO A LANDING PAGE TO LEARN MORE ABOUT YOUR PRODUCT.

DISPLAY CARD

BRANDS CAN USE DISPLAY CARDS TO VISUALLY HIGHLIGHT IMPORTANT MESSAGES, SHOWCASE OFFERS, OR DRIVE TRAFFIC TO THEIR WEBSITE OR APP.

GESTURE

DELIGHT YOUR AUDIENCE WITH SURPRISE GESTURES TO INCREASE PARTICIPATION WITH YOUR AD. ONCE USERS TAKE ACTION, A CLICKABLE DISPLAY CARD WILL APPEAR REVEALING INFORMATION OR A REWARD TO DRIVE USERS TO YOUR LANDING PAGE.