



TikTok For Business

TikTok Creators

A marketer's guide to collaborating with
Creators on successful TikTok campaigns.



The power of TikTok Creators

Did you know that ads on TikTok that feature a Creator drive a **24% uplift in brand favourability**^[1] and a **27% higher ad recall**^[2]? Or that ads created specifically for TikTok with Creators achieve an **83% higher engagement rate**^[2]?

That's because Creators are the TikTok experts. They know the app, their audience, and the type of content that flourishes on the platform, and they're dedicated to growing and nurturing their hyper-engaged communities. It's why **content that features Creators can deepen audience connections, amplify brand perceptions and ultimately influence real world behaviour, driving brand fame, performance and trust.**

In a recent study conducted by Clear M&C Saatchi, **57% of respondents agreed that on TikTok, they would trust the opinion of someone they follow more than a review from a big company**^[3]. That's because the TikTok community craves authenticity and honesty - something that TikTok Creators have in spades.

Unlike the traditional influencer, TikTok Creators eschew the hyper-polished norms of other platforms, showing their weirder, more imperfectly perfect selves. Just look at train-loving [@francis.bourgeois](#) or cleaning icon [@thep00lguy](#) and you'll see that the

TikTok community is redefining what it means to be cool in the best possible way.

This embracement of fun, authentic and joyful Creator content is what drives TikTok's differentiated ad performance; **ads created specifically for TikTok with Creator partnerships achieve a 91% higher 6-second view-through-rate**, underscoring Creators' ability to cut through and engage their audiences^[2].

So, how do you tap into this enormous opportunity and build your own Creator-driven TikTok strategy? By taking inspiration from some of the biggest brands who are already doing it, exploring our suite of tools that make partnering with Creators a breeze, and learning about our Creator-driven ad solutions. In short, use this guide to learn how to drive successful TikTok Creator collaborations. **Let's go!**

[1] TikTok Marketing Science Global Creators Like Me Study 2021 conducted by Hotsplex

[2] TikTok Marketing Science EU proprietary creative analysis Oct'20 - May'21 covering UK, FR, DE, ES and IT

[3] TikTok Marketing Science Understanding EU TikTok Audience Research 2021 conducted by Clear M&C Saatchi

Creators are redefining influence

TikTok has given rise to a new cohort of Creators who are succeeding because of their relatability, producing incredible content and contributing to a new kind of Creator economy. You don't need a fancy studio or perfect lighting - just a phone, an idea, and a bit of bravery to put yourself out there. And that authenticity means TikTok Creators are different in how they act and how they're perceived.

71%

TikTok users said **Creator authenticity** motivated them to **buy** a product or brand ^[1].

*Compared to influencers on competitive platforms.

[1] TikTok Marketing Science Global Creators Like Me Study 2021 conducted by Hotspex

***TikTok Creators are more likely to be seen as...**



Creators on TikTok...

Are platform experts
Create authentic content
Build trust with their audience
Inspire consumer decisions

INSPIRATION



INSPIRATION

Take inspiration from brands who have tasted success with their own Creator collaborations, and use their insights to build an approach that works for your business.

When the **Creator** becomes the **Creative Director**



@bmw
670k+ Followers
4.6m+ Likes

BMW collaborated with German Creator **@Dannero** to bring their activations at IAA Mobility, the world's biggest automotive show, to life on TikTok. The brand also aimed to generate awareness for their vision on the circular economy, while increasing reach for their newly launched TikTok account.

Under the hashtag #ReimagineToday, BMW used a suite of three One Day Max In-Feed Ads to achieve its mission, but in an innovative TikTok-first way; in partnership with TikTok's Creative Lab, BMW developed the first ever branded content series. The story was told over three "episodes" and was **brought to life by @Dannero**, who acted as both the main character and the series director. Dannero was the right Creator for the collaboration because of his specialisation in video effects, editing and storytelling, which drives his success on TikTok and perfectly positioned him to direct his own engaging commercial series.

While ensuring each video felt more like entertaining content than an ad, the

#CircularAngles campaign connected all of BMW's IAA Mobility activations in one looping **storyline by using innovative TikTok-native creative tools, like the storytime feature and video length extension**.

Publishing the story in three consecutive One Day Max In-Feed Ads meant BMW was positioned among the first posts a user sees upon opening the app, guaranteeing fame-driving impressions and awareness.

Using innovative Creator-driven storytelling, BMW's #CircularAngles campaign was not only a creative first, but also a huge success in terms of hitting its marketing objectives:

[Discover more here](#)



42m+

Impressions

380k

Likes

36k

New Followers

AUDIENCES & CREATORS

Reach the **right** audience with the **right Creators**



@pizzaexpress
20.2K+ Followers
450K+ Likes

PizzaExpress came to TikTok to launch their delicious vegan pizza range. To tap into TikTok's vegan community and reach a receptive audience, the brand collaborated with three vegan Creators [@thelittlelondonvegan](#), [@veganluke](#) and [@veganbeautygirl](#).

In partnership with the Creators, PizzaExpress ran a series of Spark Ads to promote their new menu. Spark Ads allow brands to "boost" their own organic posts or Creator content as TopView or In-Feed Ads, placing the branded content in the For You feed among user generated content.

The Creator videos showcased the range of mouth-watering options on the PizzaExpress vegan menu, keeping them humorous, engaging, fun and totally native to the platform.

This campaign used Spark Ads perfectly, leveraging Creator-driven content to reach PizzaExpress' audience in an authentic way. It also proved how effective Creator partnerships can be when the chosen Creators are closely aligned with the campaign's target audience.

[Discover more here](#)

2.6m
Views

11.1%
Ad Recall Lift

11k+
New Followers

Partner with Creators to **boost performance**



Santé publique France worked with popular Creators [@manon_pasquier](#) and [@rose.thr](#) to run In-Feed Ads to raise awareness about the importance of breaking a sedentary lifestyle post lockdown. The ads led to a **46.2% lift in ad recall** and a **24.2% lift in awareness**.

[Discover more here](#)



SEAT collaborated with chef Creator [@rafael.nistor](#), whose attitude portrays many similarities to SEAT's core values. Together, they ran Spark Ads resulting in over **18 million views** and a **6.14% completed view-through-rate**.

[Discover more here](#)



Ray-Ban worked with Creators [@officiallizsanchez](#), [@giuiapennaofficial](#), [@yvnghomie](#) and [@roxanne.off](#) to launch a joyful and authentic Hashtag Challenge, leading to over **15.3 billion video views** and a massive **3.2 million video creations**.

[Discover more here](#)

Garnier collaborated with popular Spanish Creators to run Spark Ads that resulted in a **2.89% engagement rate**.

[Discover more here](#)

Snoop collaborated with some of the UK's best-known finance Creators to produce In-Feed Ads resulting in a **21.25% conversion rate**.

[Discover more here](#)

Danish Crown achieved an impressive **11.5 second average watch time** by partnering with Gen Z Creators in a Spark Ad campaign.

[Discover more here](#)

Bulldog ran In-Feed Ads in collaboration with popular TikTok Creators which led to a **5-10% lift in sales**.

[Discover more here](#)

CREATIVE



CREATIVE

Learn how to partner with Creators to make TikTok magic,
leveraging our creative tools to make easy work of it.

THE BASICS



Creating for TikTok: the basics

Stick to our universal creative best practices when collaborating with Creators to ensure success

When it comes to creating on TikTok, it's important to understand native creative. In the 2020 authenticity study conducted in the US by Nielsen, our community said that brands show up on TikTok unlike anywhere else [1]. That's because of TikTok's seamless content experience, where ads fit into the ecosystem in a non-disruptive way. This drives how users perceive advertising on the platform and underscores why it's important for your content to feel TikTok-native.

What it means to make TikTok-first creatives

Thinking TikTok-first is a must for winning over new audiences. **Why?** Because TikTok is built on a content graph, not a social graph, meaning content lies at the heart of the platform. So it's important for brands to engage and create in the same way the community does. **The quickest and easiest way to do this is by working with Creators, who know how to make content that is authentic and resonates with the TikTok community.**

[1] TikTok Marketing Science US Authenticity Study 2020 conducted by Nielsen

[2] TikTok Marketing Science EU Understanding Authenticity, Happiness and Joy research 2021 conducted by Flamingo Group

61%

of users feel that advertising on TikTok is unique compared to other top social and video platforms.[1]

45%

of users see TikTok ads as creative v 29% average on other platforms[2].

43%

of heavy TikTok users feel that the "advertising" on TikTok blends in with the content. [1]

TikTok Creative 101 [1]



Shoot high-res

- Ensure video resolution of 720P+
- 312% lift in conversion vs other resolutions.



Go big with full-screen + vertical

- Stick to a 9:16 aspect ratio
- 91% Lift in conversion vs videos not formatted to screen.



Rally them to act

- Add a clear CTA text
- 152% lift in conversion vs videos with no clear CTA.



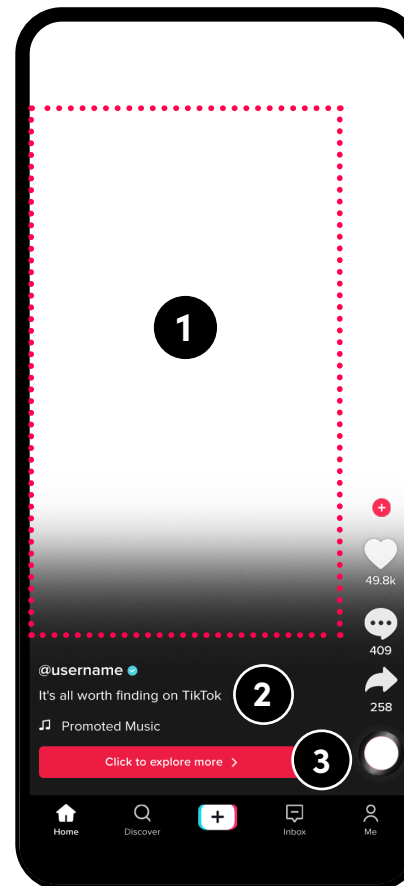
Make some noise

- Audio is a must!
- 16% lift in impressions vs videos with no audio.



Keep it short & sweet

- Ideal video length for ads: 21-34s
- 280% lift in conversion vs videos shorter than 21s and longer than 34s.



In-Feed Ads Format

1 Stay within the 'Red Safe Zone,' so important information is not blocked by buttons.

2 A punchy caption helps reinforce the message of your video and can contain discoverable hashtags.

3 The CTA button must be tapped to click-through.

[1] Decision Tree Model based Ads Creative Performance Research, May - July 2021



Level up with our creative tools

Now that you know the basics of creating for TikTok, you can take it to the next level by partnering with Creators. Creators are the TikTok experts and know how to make branded content that pops, giving your business easy access to a steady flow of engaging, high-performing ad creative.

To start working with Creators, explore our suite of tools and ad formats that make the collaboration process seamless.

TikTok Creator Marketplace

TikTok Creator Marketplace (TTCM) is the official platform for TikTok Creator collaborations. If you're seeking to reach Creators who are experts at making impactful and engaging TikTok branded content, TTCM makes it easy to find the right Creators for your brand and campaign. The platform also provides detailed campaign reporting, ensuring you can track the performance of your Creator collaborations.

TTCM is currently available in:



Speak to your TikTok rep to learn more about TTCM in your market.

[Sign up to TikTok Creator Marketplace](#)

What can TTCM do for you?

Creator Discovery facilitates quick and effective introductions:

With its sophisticated filtering function, the Creator Discovery tool helps brands find the perfect Creator for any campaign and any marketing objective.

Campaign Management optimises admin:

The Campaign Management tool allows brands to oversee their entire campaign, from the planning stages to execution, all the way to tracking and analysing results - all in one place.

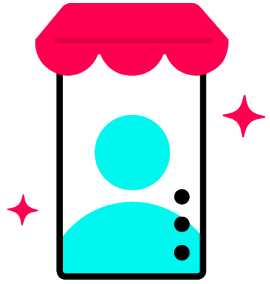
Performance Monitor breaks down the campaign numbers:

In addition to tracking real-time campaign data, the Campaign Reporting Module lets brands measure how things went with a detailed post-campaign report, including number of views, likes and comments, engagement rates and audience breakdown.

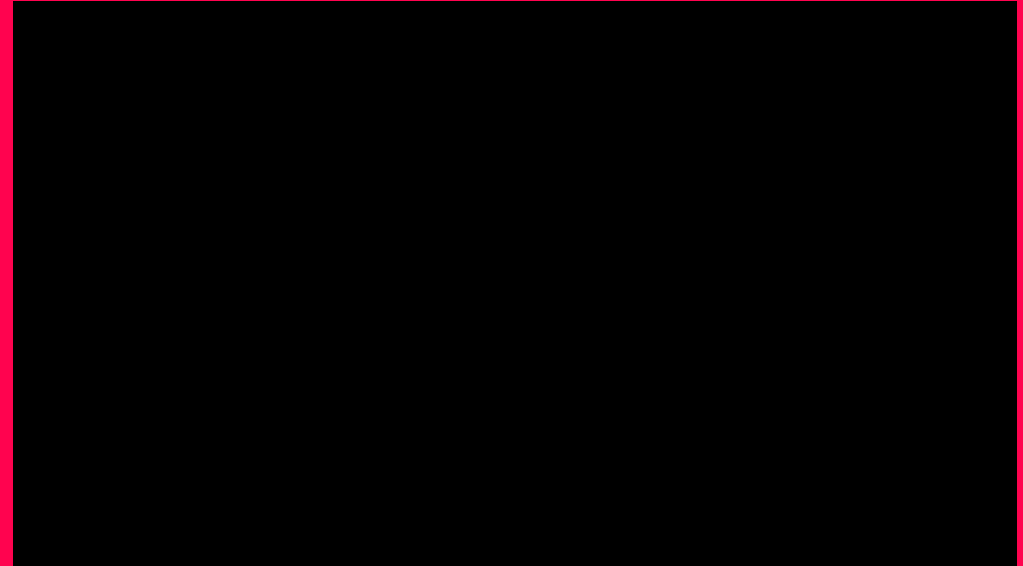
Spark Ads amplify reach and drive action:

Brands have an opportunity to pull the Creator's content into a Spark Ads campaign, which can not only amplify reach and engagement of the post but also drive results for the brand.





Using TikTok **Creator Marketplace** is quick and easy



Step 1

Search for a Creator according to your own unique criteria – number of followers, interests, region, gender, age, device type and much more. It's important to consider these 4 steps when thinking about your next Creator collaboration:

- Set actionable goals for your campaign
- Identify your target audience
- Choose the right type of Creator in line with these goals
- Audit the Creator's profile and best practices

Step 2

Browse detailed Creator profiles for further insights e.g., voluntary age/gender, self-intro, favoured topics, audience breakdown, and so on.

Step 3

Establish a connection and align thinking by sending campaign details directly to the Creator. When briefing a Creator, consider the following areas:

- Build upon their expertise

- Embrace the fresh and unexpected
- Keep entertainment at the core
- Build stories
- Pick relevant music and visuals that inspire
- Provide a creative space

Step 4

Once the Creator accepts a campaign invitation, advertisers can oversee the creative process prior to posting the video. Campaigns can be run and managed directly within TTCM. Once the Sponsored Videos are posted, real time campaign performance can also be monitored within the platform.

Step 5

Review detailed post-campaign reports to understand what worked and what could improve.

Step 6

Amplify results with Spark Ads on existing posts.



Brand safety on TTCM

Brand safety and suitability is a critical element of working with Creators on TikTok, and something that we take very seriously. To ensure TTCM is a safe platform for brands, we take the following steps:

- **Creator Criteria:**

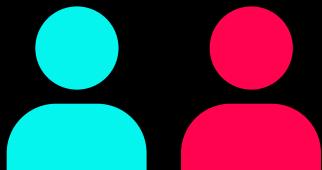
Creators can apply or be invited to join TTCM, and are accepted once they pass through our moderation criteria.

- **Encourage Extra Checks:**

Every brand has their own values and brand safety and suitability criteria to take into consideration. TikTok encourages brands to also vet Creators that they have identified within TTCM to ensure they are in alignment with their values and specific brand safety and suitability criteria.

- **Pre-moderation of Content:**

Before a video goes live on TikTok, it will undergo review through a pre-moderation process to ensure it is in compliance with TikTok's Community Guidelines and Branded Content Policies. Videos in violation of our policies will be prevented from being posted.



One in two TikTok users would trust a brand more if it partnered with Creators ^[1]

[1] Marketing Science EU Native vs Creative advertiser content research 2021 conducted by MindLab

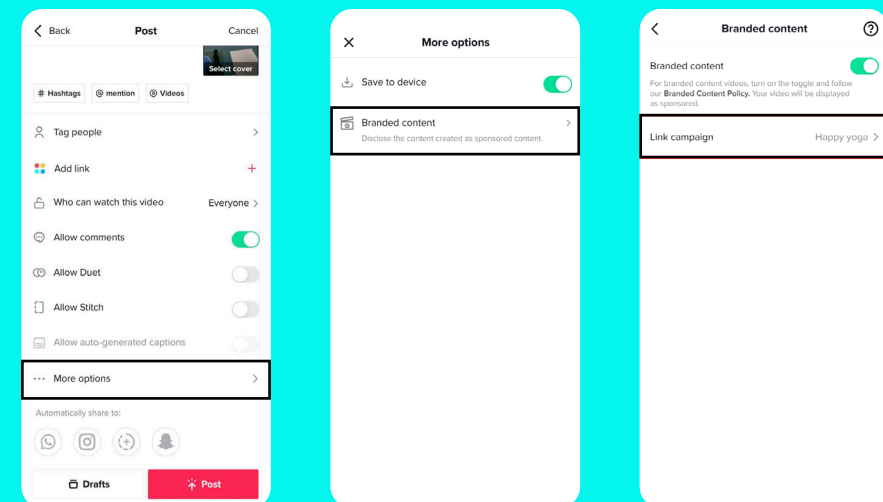
Transparent advertising

On TikTok, it is important that there is a clear distinction between branded content and regular user-generated content. Simply put, we want our users to know what content has been paid for. That's why we created the **Branded Content Toggle**, to help Creators communicate clearly when a commercial relationship exists between them and a business.

The Branded Content Toggle allows Creators to be transparent with their audiences and remain within local advertising regulations, and it also protects brands against possible reputational risk associated with non-disclosure of paid advertising.

This tool is exceptionally easy for Creators to use when posting videos - through a single button, they can enable the Branded Content Toggle, which automatically adds the relevant disclosure (for example, "#Ad" in the video caption).

Clearly tag branded content and link it to a TTCM campaign



CREATIVE PARTNERS



CREATIVE PARTNERS

Gain expertise and customised support with one of our creative partners

TikTok also offers a suite of ecosystem partners that specialise in Creator collaborations. These experts can get you up and running on TCM in no time, and will help you create successful Creator campaigns.

Partners work best as an extension or upgrade to the TikTok Creator Marketplace, helping brands through a mix of enabled services and technology, including:

Choice: Partners can help brands navigate the Creator ecosystem and pick the right people for the brand and campaign objectives.

Translation: Partners can act as Creator experts, bridging the gap between brands and Creators and figuring out how to drive a successful collaboration.

Brief: Partners have brief templates that brands can use and send to Creators, making it easy to source great work.

Transaction: Partners can facilitate the transaction and payment between parties.

Creator network: Partners have access to a world of Creators and can curate a suggested list for any brief, no matter how niche.

Get Started

To get started, browse all of our ecosystem partners [here](#), or reach out to your TikTok rep to guide you through the process. These are just some of the amazing partners we work with that make Creator collaborations a breeze:



Boost good creative with Spark Ads

What are Spark Ads?

Spark Ads are a native ad format that allow brands to boost posts from their own Business Accounts or Creator profiles as TopView or In-Feed Ads, and can be managed directly in [TikTok Ads Manager](#).

Unlike non-Spark Ads, this format provides the same user interactions as organic videos; users can not only comment, like, and share, but also visit the profile associated with the video (either the brand's or Creator's). And just like every ad format, it's possible to add a call-to-action button to drive specific actions, like traffic to a landing page.

How to bring your Spark Ads to life

Because Spark Ads allow brands to tap in to the success of existing content, finding the right TikTok creative to boost is critical.

Here are three starting points to keep in mind before you start a new Spark Ads campaign:

- Use the "Analytics" section of your Business Account to identify top performing content that reinforces your brand message.
- Pull in existing content created via TTCM and posted on a TikTok Creator's profile.
- Identify and work with Creators to develop new content that lives on your Business Account or their own profiles, which you can then boost.



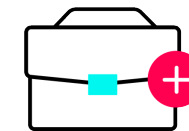
When to boost content



Creator Account

Boost content from Creators' profiles if you:

- Don't have a Business Account but want ads to feel native to the platform
- Want to tap into the Creator's audience, community reach and creative expertise



Business Account

Boost content from your Business Account if you:

- Want to create more clear brand association with the campaign creative
- Are building your brand's organic presence and community

PERFORMANCE



PERFORMANCE

Explore how Creators drive better campaign performance
and learn about the ad solutions that support Creator campaigns

TikTok Creators drive improved ad performance

TikTok specific branded content in collaboration with Creators drives **27% higher ad recall**.^[1]

We know that brands are thriving on TikTok, but how exactly are Creators contributing to this? Advertising that features a Creator builds brand connection, amplifies brand perceptions and influences real world behaviour. In fact, a recent TikTok Marketing Science study, conducted by Hotspex revealed that seeing a Creator video drives a **21% increase in brand favourability**. The same research showed that **38% of TikTok users buy something recommend by a Creator on the platform**^[2].



We compared TikTok branded content that featured Creators against TikTok ads without Creators ^[1]

2s VTR

65%



Ads created for TikTok with Creators showed a **65%** higher 2s view-through-rate when compared to ads without Creators.

6s VTR

91%



The ads with Creator partnerships achieved a **91%** increase in 6s view-through-rate.

ER

83%



The ads with Creator partnerships also showed an **83%** higher engagement rate.

Making TikTok specific content and partnering with Creators saw the strongest opportunity within In-Feed Auction Ads for video view and engagement objectives.^[1]

+193%

higher 6s view-through-rate for TikTok specific branded content and partnering with Creators.

93%

higher engagement rate for ads in collaboration with Creators.

[1] Marketing Science EU proprietary creative analysis Oct'20 - May'21 covering UK, FR, DE, ES and IT
[2] TikTok Marketing Science Global Creators Like Me Study 2021 conducted by Hotspex



Get started with TikTok Tactics

Now that you know the performance potential of Creator-driven branded content, you'll want to get acquainted with **TikTok Ads Manager**, our easy-to-use, self-serve ad platform that acts as your entry point to advertising on TikTok.

Becoming an Ads Manager pro is easy with **TikTok Tactics**, our foundational

course that shows you how to leverage our platform to hit your marketing goals.

[Access the elearning series here](#)

And remember, as you level up your expertise, you'll unlock new features and tools to supercharge your strategy.

Use Spark Ads to supercharge your campaign

Now that you're a TikTok Ads Manager pro, let's review the performance solutions that are best suited to Creator collaborations. Earlier, we introduced you to Spark Ads, our ad format that allows you to boost TikTok videos already on the platform.

In addition to being easy to create, Spark Ads can drive big results for Creator campaigns. Let's explore how other brands have used them and see why this ad format should be a core feature of your strategy.

142%



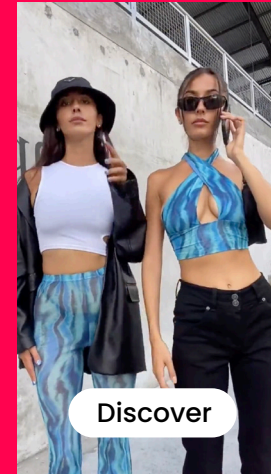
Spark Ads have a 142% higher engagement rate and a 30% higher completion rate than standard In-Feed Ads ^[1].

43%



Spark Ads enjoy a 43% higher conversion rate ^[2].

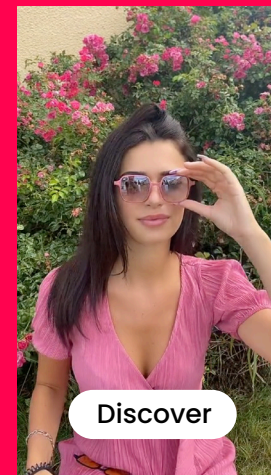
[1] Spark Ads performance comparison with Diversion In-Feed Ads, Q4 2020-Q2 2021, TikTok Internal Data
[2] Spark Ads performance comparison with Diversion In-Feed Ads, Q4 2020-Q2 2021, average data of all CVR/CPM-metrics available offering, TikTok Internal data



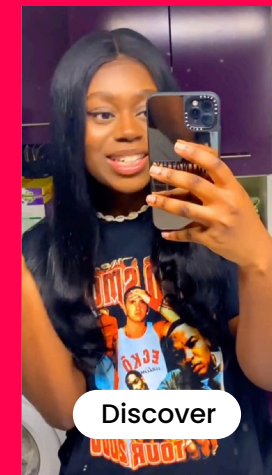
Motel Rocks achieved a **12x ROAS** by boosting organic Creator content as a Spark Ad.



Starbucks promoted two Creator videos using Spark Ads to generate **11.5m impressions**.



Alain Afflelou partnered with popular French Creators to run Spark Ads which generated **100k new followers** for the brand's profile.



StudySmarter collaborated with **@britnathy** in a Spark Ad campaign that delivered a **34.4% conversion rate** (click-to-install).

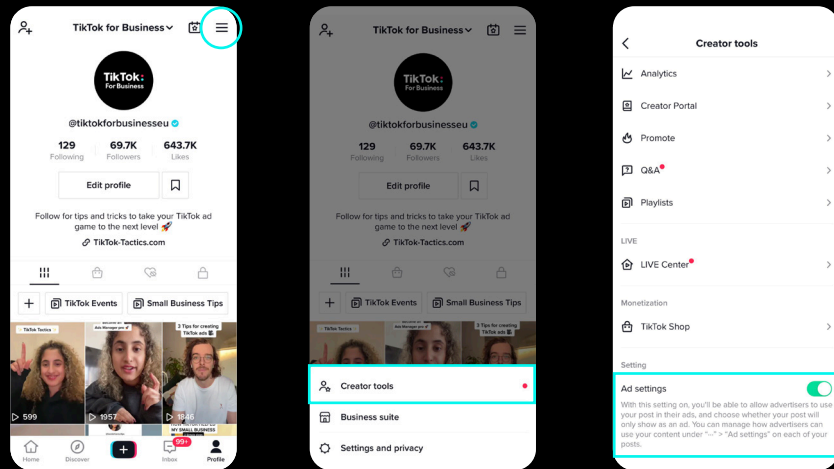
How to set up Spark Ads

Follow these three simple steps to get your Spark Ads up and running.

Step 1: Prepare your video assets

There are 3 different options at this step.

Option 1: Select an existing video from a preferred Creator and ask them to generate a video code on the TikTok app. If you're working with a Creator on an active campaign, this could be the video they already filmed for you and posted on their account.



Note: Creators will first need to opt in to Spark Ads by turning on the ad authorization toggle on the TikTok app. This can be found under [Creator Tools](#) > [Ad settings](#). Once this is enabled, the Creator will be able to generate video codes for advertisers that want to feature their organic videos as ads on TikTok.

Option 2: Find a Creator through the TikTok Creator Marketplace, and boost the organic content that they develop in response to your brief.

If you're partnering with a Creator through TTCM, it's possible to bypass the video code step and synchronise their organic posts directly to TikTok Ads Manager to promote as Spark Ads. To do this, you can request the Creator's authorisation to promote videos as Spark Ads through the TikTok Creator Marketplace interface.

Option 3: Select an organic post from your brand profile, which can feature Creators, to boost with Spark Ads. This could be a particular video where you're hoping to increase views, or it could be one that you've noticed has been doing great organically and you want to expand that traction to a wider audience.

Step 2: Turn it into an ad

After successfully importing the videos into TikTok Ads Manager, you can start turning organic posts into Spark Ads. Here's how:

- Create a campaign and set up an ad group.
- At the Ad level, select the Spark Ads format - 'Use TikTok account to deliver Spark Ads'.
 - If you want to boost content from your account, ensure that you've linked it with TikTok Ads Manager. Then, you can select 'Use account owned by you' and chose any authorised video from your account to include.
 - If you want to boost content from a Creator's account, select 'Use other authorised account or post' and click 'Authorise TikTok post' where you can enter the code generated in-app by the Creator that they've shared.
- From here, you have the option to add a CTA button and a landing page to drive viewers to.
- Finish creating your ad, then click Submit.

Step 3: Go Live!



Expand your reach with other engaging ad formats

Once you've nailed your performance marketing strategy, we have a suite of reservation ad products to maximise campaign impact. Explore a few of the options below and get inspired by how other brands have put them into action with the help of Creators.

62%



TikTok users created their own content after seeing a Creator video^[1].

[1] TikTok Marketing Science Global Creators Like Me Study 2021 conducted by Hotspex



Capture the most attention with TopView

Put your brand front and centre, like Tampax, with a TopView Ad – the first thing users see when they open the app. Tampax partnered with Creator **Silvia Buratto** to make their ad super engaging. This ad format guarantees **millions of views within a 24-hour period**, so it's perfect for awareness-driven campaigns. It also gives you 100% share of voice and is a premium, brand-safe placement.

The Tampax TopView achieved over 32 million video views



Drive co-creation with a Branded Hashtag Challenge

This ad format is your **secret weapon to creating a viral moment** because it encourages imitation. Partner with Creators to launch a Hashtag Challenge, using their reach to encourage mass engagement.

To get started, read our [tips for a successful Hashtag Challenge](#) and learn how **Very** saw over 1.7 million users take part in theirs.



Tap into the AR revolution with a Branded Effect

From quizzes and games, to try-ons and makeup, add some fun to your campaign with augmented reality solutions. Branded Effects give the TikTok community the opportunity to get creative, with your brand front and centre in their videos. Collaborate with Creators to promote your Branded Effect so that the TikTok community take part in large, **just like Jean Paul Gaultier did**. [Get in touch with our partnerships team](#) to brainstorm the right effect for your brand.

CREATOR



SPOTLIGHT



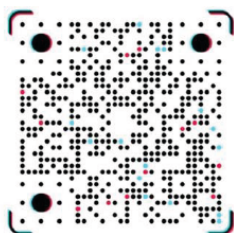
Adele_tsdr



Scanne le code QR pour t'abonner au compte



Manuel Mercuri



Scansiona il codice QR per seguire l'account



🌹 María Reus Huang 🌹



Escanea el código QR para seguir esta cuenta



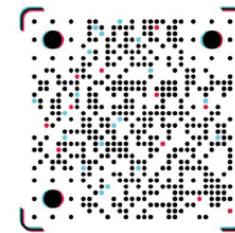
Mr Grubworks



Scan QR code to follow account



King Louie



Scanne den QR-Code, um dem Konto zu folgen



fabiomnz



Escanea el código QR para seguir esta cuenta



Matdeuh



Scanne le code QR pour t'abonner au compte



Chiara Verzella



Scansiona il codice QR per seguire l'account



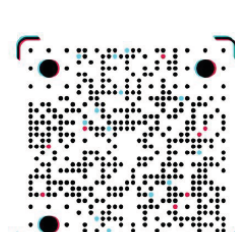
Laurie Elle



Scan QR code to follow account



Saint Linh



Scan QR code to follow account



Explore some of our favourite **Creator profiles** for further inspiration on your next campaign.

SUMMARY



SUMMARY

01 – 71% of TikTok users said Creator authenticity motivated them to buy a product/brand^[1].

TikTok Creators can get your brand noticed. That's why partnering with them is the easiest way to drive campaign success. Sign up to the TikTok Creator Marketplace today or speak to your TikTok rep to start exploring what Creators can do for your brand.

02 – Ads created for TikTok with Creators showed a 91% higher 6s view-through-rate when compared to ads without Creators^[2].

Explore our list of partners that make working with Creators a breeze. These companies are experts in Creator collaborations and can quickly get you set up with a steady flow of relevant, engaging, brand-safe Creator content.

03 – Partnering with Creators on TikTok-specific branded content leads to a 93% higher engagement rate on In-Feed Auction Ads^[2].

Leverage TikTok Tactics to become an Ads Manager pro, giving you access to Spark Ads and other powerful performance solutions. From attribution to targeting, our self-serve tools cover it all to ensure your Creator campaigns are successful.

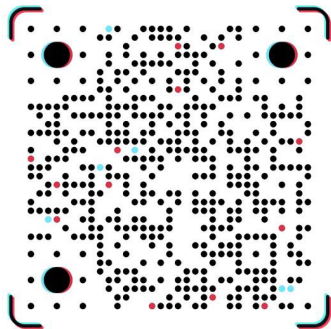
[1] TikTok Marketing Science Global Creators Like Me Study 2021 conducted by Hatspex

[2] Marketing Science EU proprietary creative analysis Oct'20 - May'21 covering UK, FR, DE, ES and IT

Thank you!

For more tips and data-driven insights to supercharge your Creator strategy, follow us on TikTok:

TikTok:
For Business



Scan the QR code on TikTok via the Discover page



Scan the QR code on TikTok via the Discover page or click here:

[@tiktokforbusiness](https://www.tiktok.com/@tiktokforbusiness)

