

# ENHANCING BRAND SAFETY ON TIKTOK

Exploring the TikTok Inventory Filter



## INDUSTRY-STANDARD RISK LEVELS

Risk Level	Description
Floor Content	Videos that violate TikTok's community guidelines, terms of service, or intellectual property rights.
High-Risk Content	Videos that involve the glamorization or gratuitous depiction of mature themes.
Medium Risk Content	Videos that feature fictional or entertainment-based depictions of mature themes.
Low-Risk Content	Videos that focus on educational portrayals of mature themes.

## TIKTOK INVENTORY FILTER TIERS

- **Full Inventory:** Excludes Floor Content and some High-Risk Content. Advertisements in this tier may appear alongside content featuring mature themes.
- **Standard Inventory:** Ads in this tier are excluded from both Floor Content and High-Risk Content. They will be displayed alongside content suitable for most brands, which may include some mature themes.
- **Limited Inventory:** Excludes all risk levels, ranging from Floor Content to Low-Risk Content. Ads in this tier will be shown exclusively alongside content that does not contain mature themes.

## FAQS: TIKTOK INVENTORY FILTER

### Q: How the TikTok Inventory Filter Drives Brand Safety?

The TikTok Inventory Filter uses machine-learning technology to categorize content based on risk levels. Advertisers can protect their brand reputation by selecting suitable inventory for their In-Feed Ads on the For You page.

### Q: Why is TikTok Inventory Filter important for advertisers?

Advertisers can put their ads in a value-aligned environment, benefiting targeted age groups and languages while retaining control over advertising placements for effective message delivery to their intended audience.

### Q: In how many countries is the TikTok Inventory Filter available? And how many languages does the TikTok Inventory Filter support?

Available in over 25 countries and supporting 15+ languages, this brand safety and suitability solution represents a significant milestone for TikTok

### Q: How many categories does TikTok Inventory have?

It has a wide selection of 12 categories as follows: Violent extremism, hateful behavior, illegal activities & regulated goods, dangerous acts & challenges, suicide, self-harm, & disordered eating, harassment & bullying, adult nudity & sexual activities, minor safety, integrity & authenticity, copyright & trademark infringement

### Q: How does TikTok ensure content moderation with its Inventory Filter?

TikTok's commitment to brand safety is evident through its content moderation practices and implementation of the TikTok Inventory Filter, which guards against inappropriate content, providing content suitability and a positive user experience.

### Q: What's in Store for TikTok Inventory Filter?

TikTok is standardizing its brand safety and suitability offering across all ad products, making the TikTok Inventory Filter a default feature for platforms such as [TikTok Pulse](#) and [Branded Mission](#).

### Q: Is TikTok a Safe Bet for Advertisers?

Yes. Advertisers across the globe are utilizing the TikTok Inventory Filter to enhance their brand safety and optimize ad placements.

## KNOW MORE ABOUT TIKTOK ADS?

TikTok continues to gain momentum, and brands are seizing the moment. Our goal is for you to focus on the more important matters, and that is to maximize these growth opportunities.

We will have eyes on your campaign 24/7. Our team will optimize your campaign and help you achieve the ad objective at the lowest cost possible.