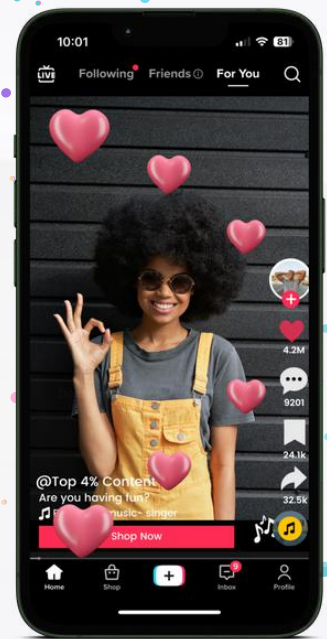


Avoid TikTok Ads Rejection:

TIKTOK AD CREATIVE POLICIES

These policies are the foundation of a safe, engaging, and respectful user experience on the platform.



TIKTOK AD CONTENT RESTRICTIONS WITHIN YOUR VIDEO AD

1

Prohibited and Restricted Content:
Tobacco and Tobacco-related products
Scenes of Drinking
Inappropriate Content Involving Minors
Drugs and Drug-related products
Dangerous or Illegal Behavior
Hate Speech

2

Ad Format:
Grammatical or Spelling Mistakes
Ad Language & Targeting
Ad Consistency
Sensational and Shocking Content
Coarse Language & Insults
Blood & Gore
Misleading Claims & Inconsistent Information
Infringement Protection: Copyright & Trademark

1.8
MILLION+

TikTok ads that are rejected back in Q1, 2021. This is due to these ads' non-compliance with TikTok's ad creative policies and guidelines.

TIKTOK ADVERTISING RULES OUTSIDE YOUR VIDEO AD

1 Landing Page Alignment:

Prohibited Products or Services	Landing page must not feature prohibited products (e.g., gambling tools)
Consistency of Claims and Offers	Claims in the ad must align with offers on the landing page

2 Suggestion for Compliance:

Dedicated Landing Page	Create a separate landing page exclusively for the advertised product
Distinct Offers for Different Platforms	Use separate landing pages or promo codes for platform-specific offers

VIOLATING TIKTOK AD POLICIES ON CREATIVES CONSEQUENCES

- 1** **Rejected ads:** The platform has a team of reviewers who carefully screen all ads as part of the TikTok ad approval process.
- 2** **Ad bans:** If an advertiser repeatedly violates the TikTok ad design guidelines, their ads may be banned from the platform.
- 3** **Account suspension:** If an advertiser violates TikTok's policies in a serious way, their account may be suspended.