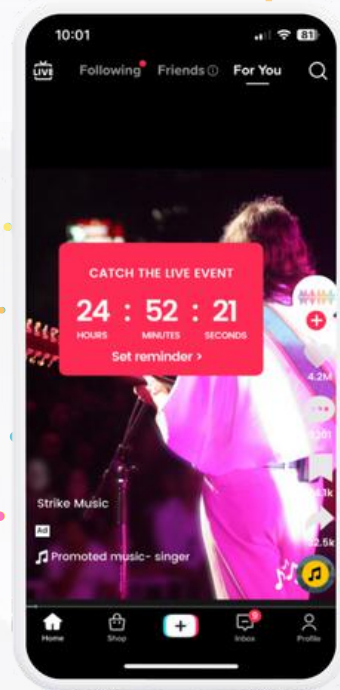


# HOW COUNTDOWN STICKERS BOOST TIKTOK LIVE AND SALE EVENTS

TikTok Countdown Sticker captures users' attention, enhances commitment, and boosts engagement.

## SET UP GUIDE: TIKTOK COUNTDOWN STICKER



01

Enter the information for **campaign** and **ad group**

02

Go to **Ad Creation > Ad Details**

03

**Upload** the selected video for the countdown sticker

04

Choose the **countdown sticker type**

05

Type the **sticker title > Set the LIVE start time or countdown deadline**

06

**Adjust** the display angle of the sticker

07

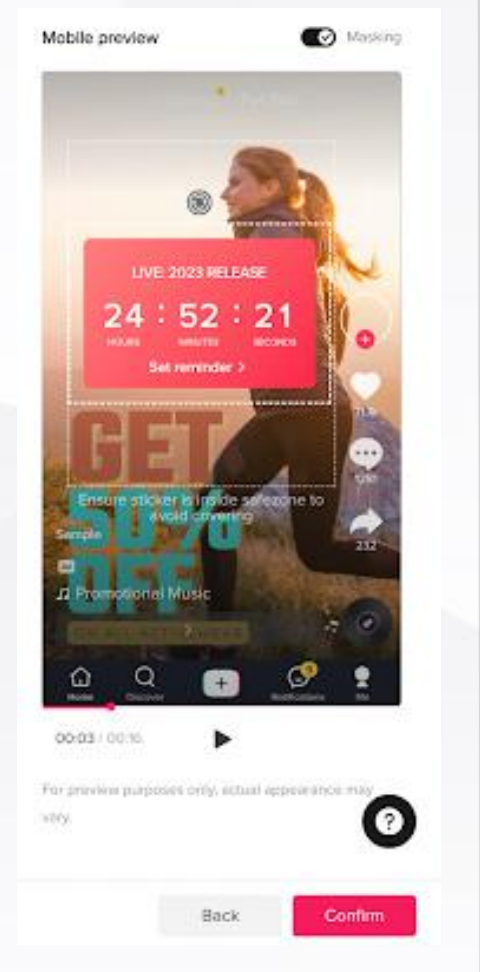
Place your sticker within the **safe zone**

08

Adjust the **sticker size** and **opacity > Offer viewers reminder time options**

09

Set the destination URL > Review



## FAQS: TIKTOK COUNTDOWN STICKERS

### Q: What is a TikTok Countdown Sticker?

TikTok countdown sticker is an interactive feature designed for In-Feed video ads.

### Q: What are the benefits of using interactive countdown stickers?

When used strategically, these interactive add-ons bring a wealth of benefits to the advertising campaign. It can amplifying brand awareness, fueling engagement, catalyzing lead generation

### Q: What are the best practices for using TikTok countdown stickers?

Here's how to build anticipation around the upcoming marketing push: Schedule it right, Use time-sensitive language, maintain branding

### Q: How to Use Countdown Sticker to Promote Events and Generate FOMO?

Adding the TikTok Countdown Sticker to video ads can help differentiate it from others, enhancing ad recall and anticipation. Here are some tips to maximize campaign effectiveness with this feature: Add incentives, Use influencers' content, get creative.

### Q: How to Use Countdown Sticker to Increase Engagement and Boost Brand Recall?

TikTok is using various signals such as Engagement (likes, shares, comments, etc.), video views, recent growth, creator engagement signals, brand safety and suitability signals

## Interested to 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.