

# EXPLORING THE TIKTOK AD REVIEW PROCESS

Have you ever wondered why some ads effortlessly navigate through the TikTok ad review process while others falter?



## ■ ■ HOW THE TIKTOK AD REVIEW PROCESS UNFOLDS



## ■ ■ TIKTOK AD REVIEW POLICIES

- 1 Industry Entry Review:**
  - **Prohibited:** No ads anywhere.
  - **Restricted:** Specific conditions in select regions.
  - **Allowed:** Unrestricted, subject to review variations by location.
- 2 Ad Creative Review:**
  - **Video Content:** Alignment with guidelines and audience suitability.
  - **Landing Page:** Must follow TikTok's requirements and match ad claims.

# TIKTOK AD CREATIVE GUIDELINES ON AD LANGUAGE AND TARGETING

## 1 Language Alignment

- **Location Matters:** If your target audience resides in the United States, your ad creative and copy should be in English (US).
- **Consistency is Key:** Your ad's language should match that of your landing page or at least be in a language accepted by your target market.

## 2 Market-Specific Considerations

- Be aware of unique language restrictions and industry entry requirements in different markets.

## 3 Approved Ad Language by Region

- To make things easier, we've put together a comprehensive guide outlining the approved ad languages for various target markets worldwide.

### North America

#### Canada / CA

- English
- French

#### United States / US

- English
- Spanish (with SP targeting)

### Latin America

#### Argentina / AR

- Spanish

#### Mexico / MX

- Spanish

#### Brazil / BR

- Portuguese

#### Peru / PE

- Spanish

#### Chile / CL

- Spanish

#### Colombia / CO

- Spanish