Spark Joy on Mother's Day with TikTok Interactive Add-Ons

Scan to book a strategy session with us
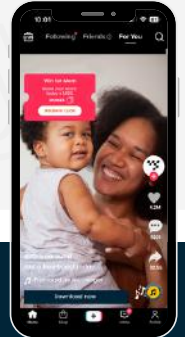
Mother's Day is a time for families to come together and celebrate the incredible women in their lives. It's also a booming retail holiday, with shoppers eager to find the perfect gift for Mom.

Here are some creative ways to capture their attention and make your Mother's Day advertising campaign a success.

What are TikTok Gift Code Stickers?

This interactive feature lets you embed a unique discount code within your video ad.

Here's how it works:

1 **Exclusive Offers:** Embed a unique promo code directly within your video ad. This could be a discount on your product, free shipping, or even a bonus item.

2 **Seamless Redemption:** When viewers click the "Get Code" button on the sticker, the code is automatically copied to their clipboard. They can then redeem it on your website or app

3 **Flexibility:** You control the sticker's color and placement within the ad to ensure it complements your video without being intrusive.

Benefits for Advertisers:

Boosts Engagement: Interactive elements like Gift Code Stickers grab attention and encourage viewers to take action.

Drives Sales: Exclusive offers incentivize viewers to click through and make a purchase.

Tracks Results: TikTok Ads Manager lets you track how many viewers clicked the sticker, giving valuable insights into your campaign's effectiveness.
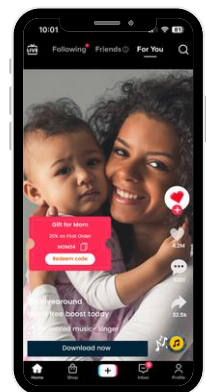
Pro tip: Make sure your video ad is engaging and clearly communicates the value proposition of your offer. The sticker should complement your video, not overshadow it. **Learn how to set up here.**

Set-up Guide: TikTok Gift Code Sticker

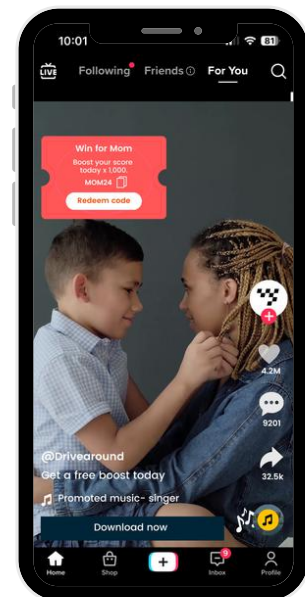## Before Getting Started

Buying Type: R&F /Auction

Auction Objectives:
- Traffic / Conversions / Community Interaction / App Installs

R&F Objectives:
- Reach / Traffic / Video Views

Assets Supported: Spark Ads / Non-Spark Ads

Set-up Guide:

1. Provide the required information for your campaign and ad group.
2. Navigate to the 'Ad Creation' page and proceed to 'Ad Details.'
3. Upload the chosen video where you plan to incorporate the gift code sticker.
4. Add a title for your sticker. Keep the text under 20 characters.
5. Input the gift code description, keeping it concise with a maximum of 56 characters.
6. Write the gift code itself, at most 21 characters.
7. Select a color for your sticker from the available options: shades of orange, pink, black, and purple.
8. Adjust the display angle of the sticker between -180 to 180 degrees, according to your preference.
9. Position your sticker within the safe zone using the X (79-222) and Y (169-585) coordinate ranges for precise placement.
10. Customize the sticker size anywhere within the 60% - 110% range.
11. Set the sticker opacity to your desired level, choosing from the 70% - 100% range.
12. Once satisfied with your settings, click 'Confirm' and then 'Submit' to finalize your interactive ad.