strikesocial

TIKTOK INTERACTIVE ADD-ONS PLAYBOOK

Time to supercharge your TikTok ads with Interactive Add-ons! Don't wait. Scan the QR code to <u>secure your spot for a strategy call</u> with our experts.

Content produced: March 2023. Stay tuned for exciting updates as TikTok keeps introducing awesome interactive add-ons!

About Strike Social

Data science and transparency made us one of the world's fastest-growing social media advertising solutions providers.

* **Global Presence**
  * Chicago headquarters
  * Management hubs in New York, Singapore, Mexico, and Sydney

* **Data-driven**
  * Data Scientists and Engineers in various locations
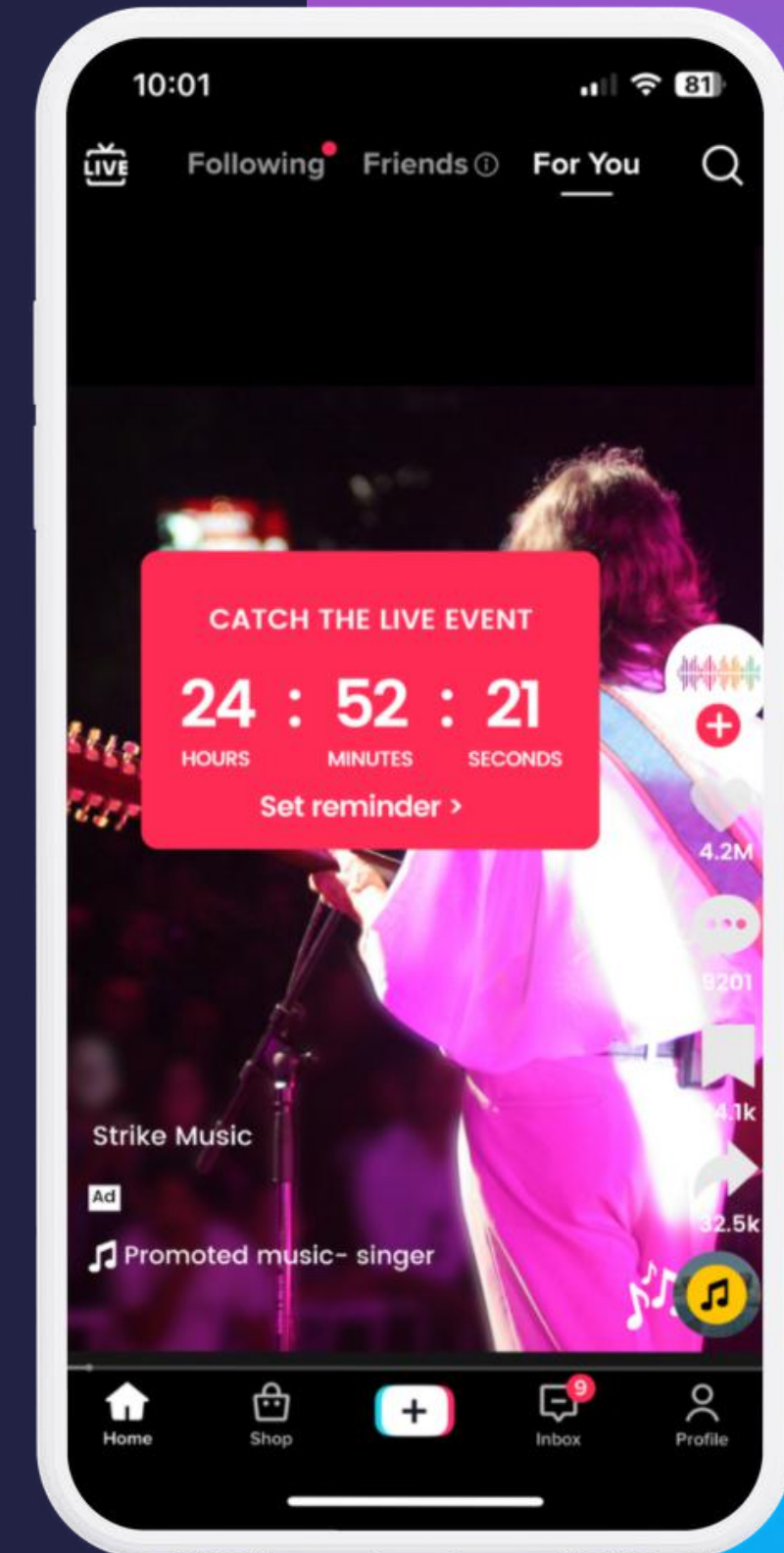
* **Committed** Paid Advertising Experts

* **Checklist Process** for <48 Hour Live Time

* **Multiple ad group methodology** provides for ultra-granular targeting

Overview

TikTok Interactive Add-ons are
dynamic components that
advertisers can seamlessly
integrate into their video ads
to engage and captivate their
target audience.

Impact of creating a sense of urgency

Notable Success Story

Countdown Sticker Boosts Engagement and Click-through Rates

Read the Story

+1.5x

CTR

8.1M

Video Views

5k

Livestream Viewers

Types of TikTok Interactive Add-ons

Each Interactive Add-on: Tailored, Unique, Meets Marketing Objectives

Learn more about each type of Interactive Add-On below:

Sticker Type
Voting Sticker
Gift Code Sticker
Countdown Sticker

Premium Type
Pop-out Showcase
Gesture
Superlike

Card Type
Display Card

Display Card

Drive traffic to an internal landing page: account profile page, Branded Effect, or Hashtag Challenge.

Set-up Guide:

1. Begin by completing the necessary information for your campaign and ad group.
2. Navigate to the 'Ad Creation' page and proceed to 'Ad Details.'
3. Look for the 'Interactive Add-ons' section and click the '+ Create' button.
4. A new window labeled 'Interactive Add-on' will appear. Select 'Display Card' from the available options.
5. Here, you can utilize the default template provided by TikTok or upload your custom design for a personalized touch.
6. In the 'Text Discount Card' section, you will find several sub-sections:
   a. Discount % off: You can set a discount rate from 1% to 99%.
   b. Discount Description: You can choose between - "BIG SALE GET UP TO" or "LIMITED TIME ONLY."
   c. Call to Action: There are several pre-set options available here - "SHOP NOW," "LEARN MORE," "DOWNLOAD NOW," "VIEW NOW," or "ORDER NOW."
7. Card Display Name minimum display duration is 2 seconds.
8. Click Confirm and Submit.
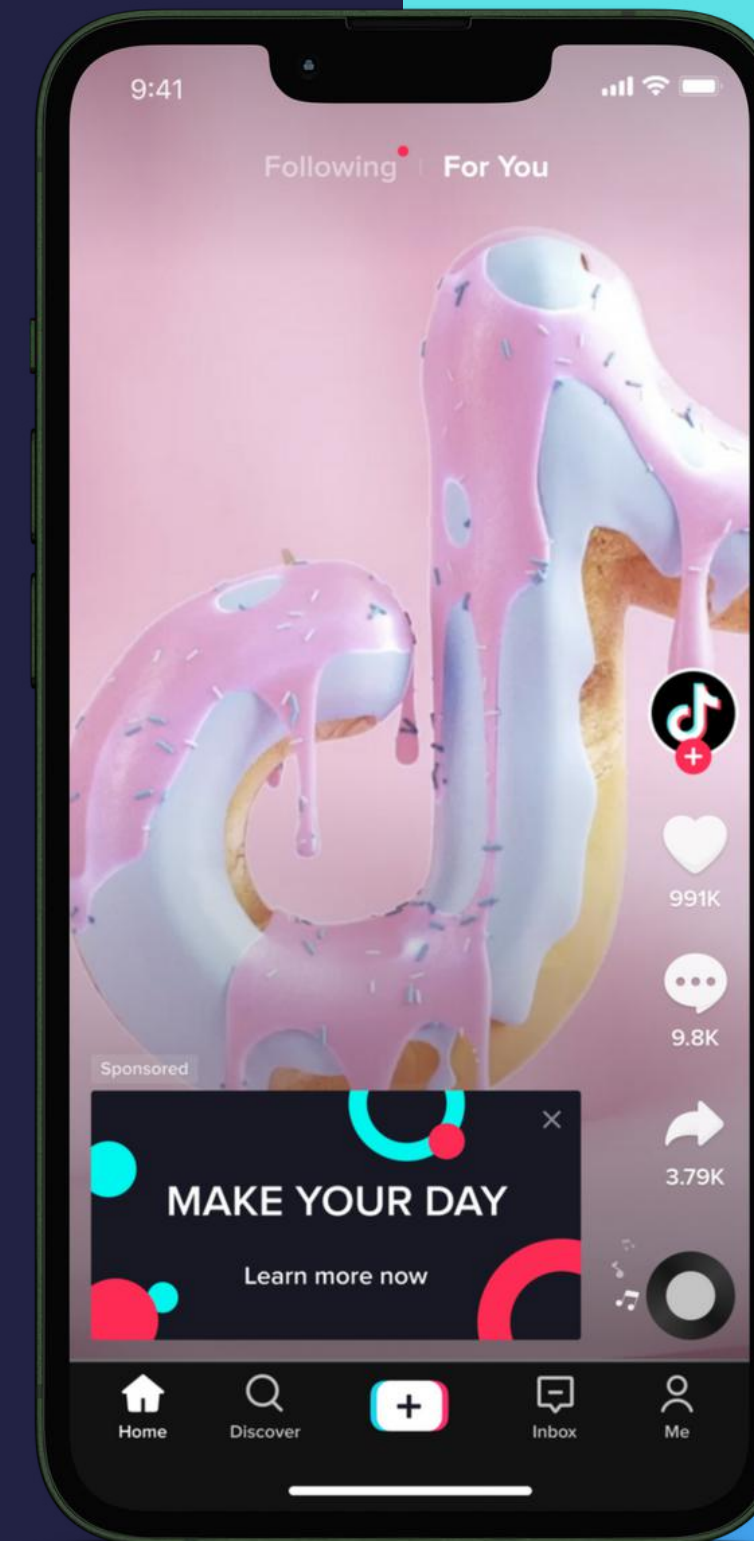
Buying Type

R&F /Auction

Objectives Supported

Auction:
App Install / Traffic / Conversion / Reach / Video Views

R&F:
All objectives
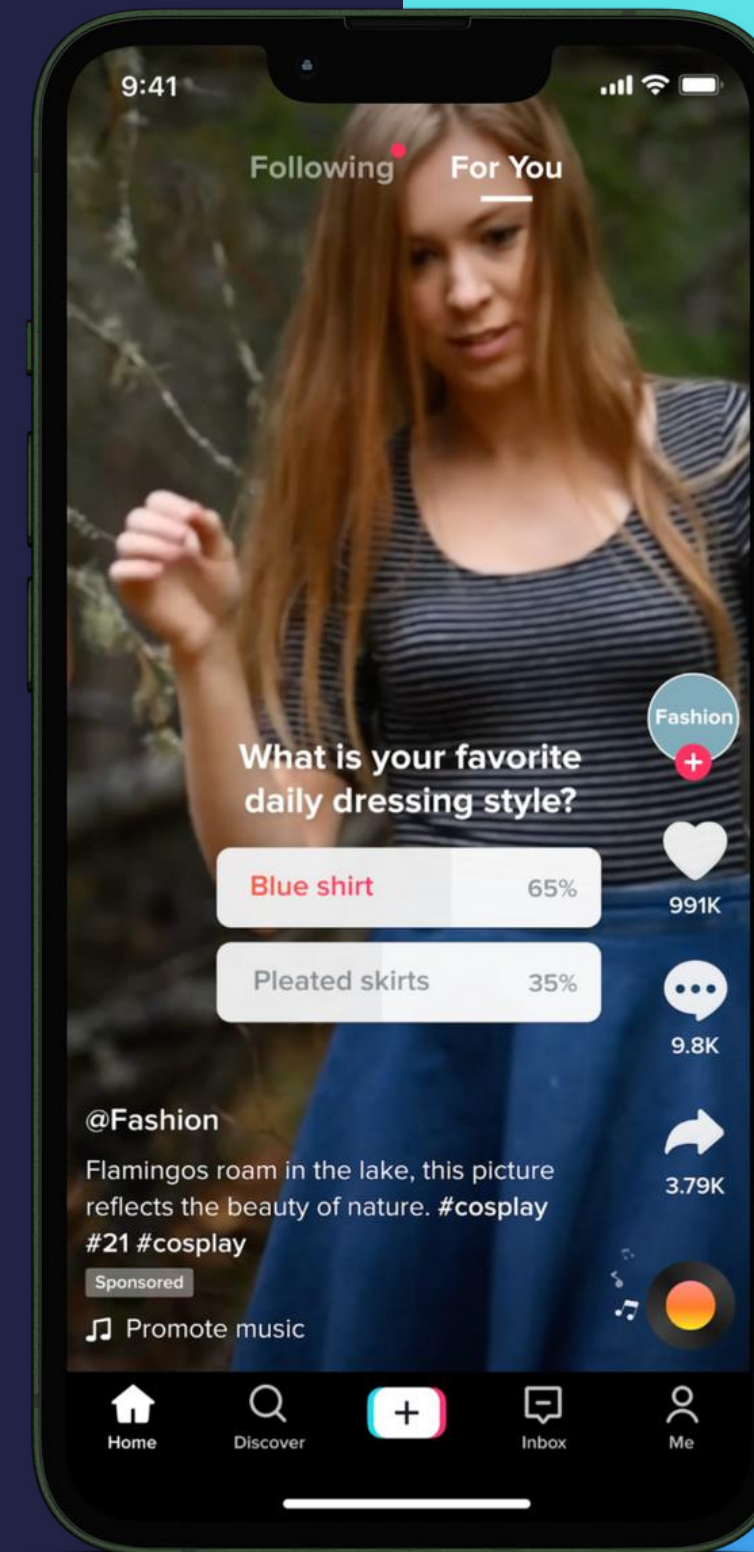
Assets Supported

Spark Ads

Non-Spark Ads

Voting Sticker

Engage viewers by allowing them to vote between two options and view real-time results.

Set-up Guide:

1. Begin by filling in the necessary details for your campaign and ad group.
2. Proceed to the 'Ad Creation' page and move to 'Ad Details.'
3. Upload your chosen video where you want to integrate the voting sticker.
4. Provide a title for your sticker, keeping the text under 65 characters for optimal readability.
5. Next, enter the text for Option A and Option B, ensuring each remains within 16 characters. Select one of the three available text colors - red, light blue, or dark blue.
6. Adjust the sticker display angle as needed. You can choose any angle from -180 to 180 degrees.
7. Position your sticker appropriately, keeping it within the safe zone for clear visibility.
8. You can specify the sticker's position using the available X (79 - 180) and Y (169 - 493) coordinate ranges.
9. Adjust the sticker's size within 60% to 110% per your preference.
10. Once satisfied with your settings, click 'Confirm' and then 'Submit' to finalize your interactive ad.

Buying Type
R&F /Auction

Objectives Supported

Auction:
Traffic / Conversions / Community Interaction / App Installs

R&F:
Reach / Video Views
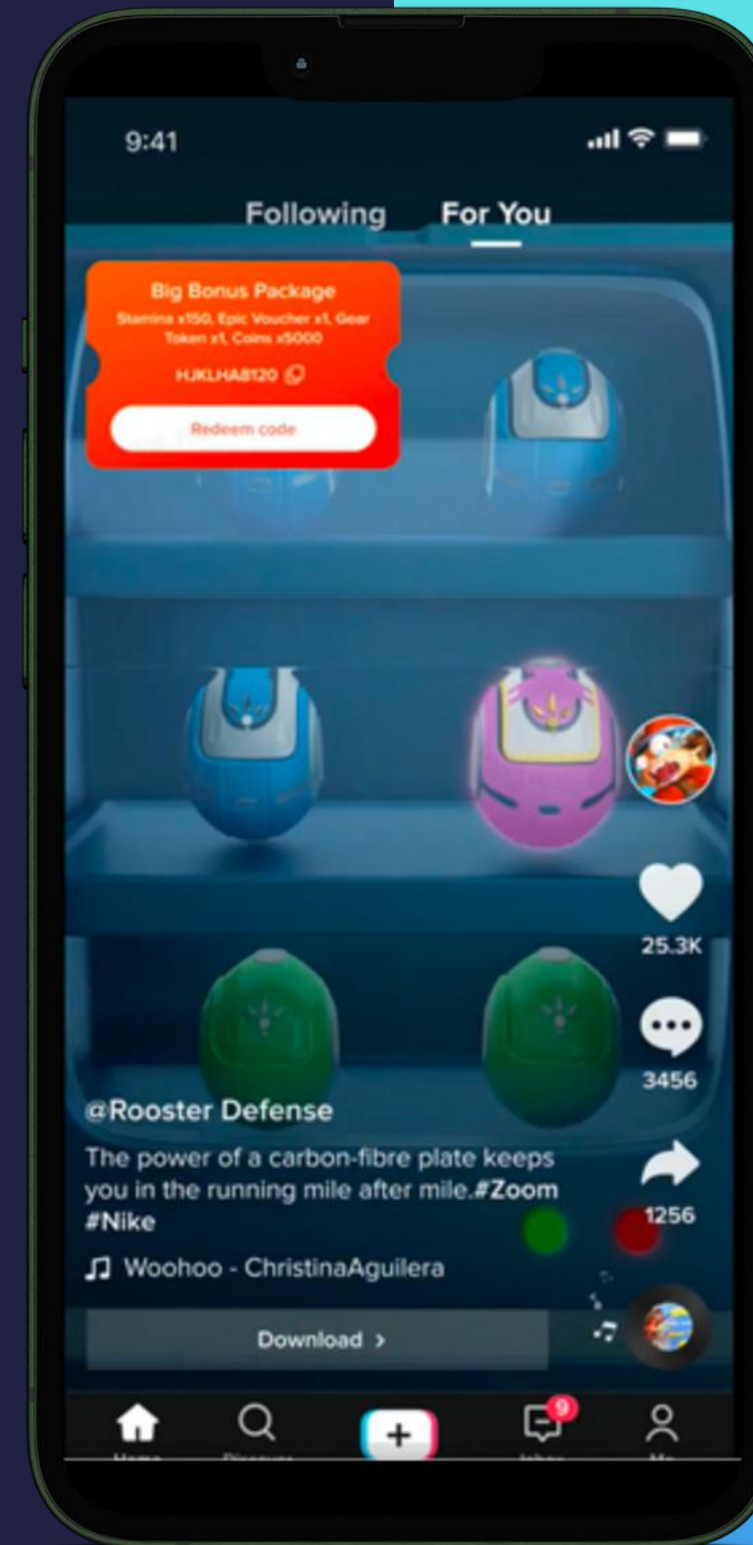
Assets Supported

Spark Ads
Non-Spark Ads

Gift Code Sticker

Engage viewers by allowing them to vote between two options and view real-time results.

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.

Buying Type

R&F /Auction

Objectives Supported

Auction:
Traffic / Conversions / Community Interaction / App Installs

R&F:
Reach / Traffic / Video Views
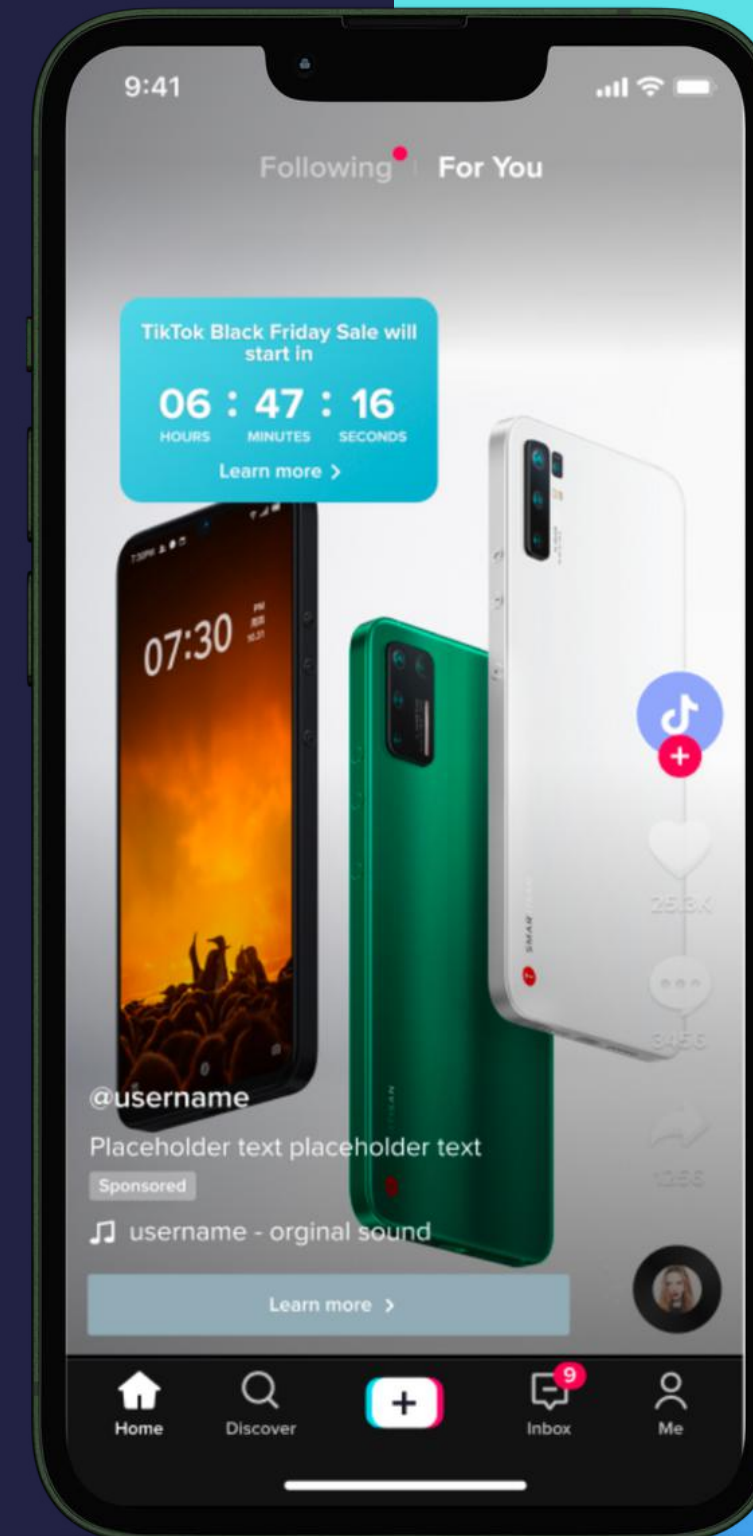
Assets Supported

Spark Ads
Non-Spark Ads

Countdown Sticker

Generate urgency with a timer on your video ad, captivating your audience.

Set-up Guide:

1. Enter the necessary information for your campaign and ad group.
2. Go to the 'Ad Creation' page and continue to 'Ad Details.'
3. Upload the selected video where you intend to include the countdown sticker.
4. Choose the countdown sticker type:
5. Add a reminder for a LIVE event
6. Add a reminder for a non-LIVE event
7. Direct to a landing page
8. Type the sticker title, keeping the text under 54 characters.
9. Set the LIVE start time or countdown deadline.
10. Pick a sticker color from available orange, black, blue, and red shades.
11. Adjust the display angle of the sticker between -180 to 180 degrees as desired.
12. Place your sticker within the safe zone using the X (50-61) and Y (141-473) coordinate ranges for accurate positioning.
13. Adjust the sticker size within the 60% - 110% range.
14. Set the sticker opacity between 70% - 100% based on your preference.
15. Offer viewers reminder time options: 1 minute earlier, 1 hour earlier, or 1 day earlier.
16. Set the destination URL, which viewers will visit when they click after the countdown ends.
17. Review your settings, click 'Confirm,' and then 'Submit' to complete your interactive ad.

Buying Type

R&F /Auction

Objectives Supported

Auction:
Traffic / Conversions / Community Interaction / App Installs

R&F:
Reach / Traffic / Video Views

Assets Supported

Spark Ads

Non-Spark Ads

Pop-out Showcase

Features clickable elements that drive users to a landing page and encourage interaction.

Set-up Guide:

1. Enter the necessary 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 include the countdown sticker.
4. Upload your premium badge image. File size does not exceed 1MB. Image dimensions should be 448x448 px; the accepted formats are .png, .jpg, and .jpeg.
5. Type the Interactive guide text, keeping it under 27 characters.
6. Set the premium badge pop-up time, remembering that the first 3 seconds and the last 5 seconds of the video ad cannot be used as the start of the pop-up add-ons.
7. Adjust the display angle of the Premium Badge pop-up between -180 to 180 degrees as desired.
8. Position the Premium Badge pop-up within the safe zone using the X (125 - 515) and Y (200 - 710) coordinate ranges for precise placement.
9. Review your settings, click 'Confirm,' and then 'Submit' to finalize your interactive ad.
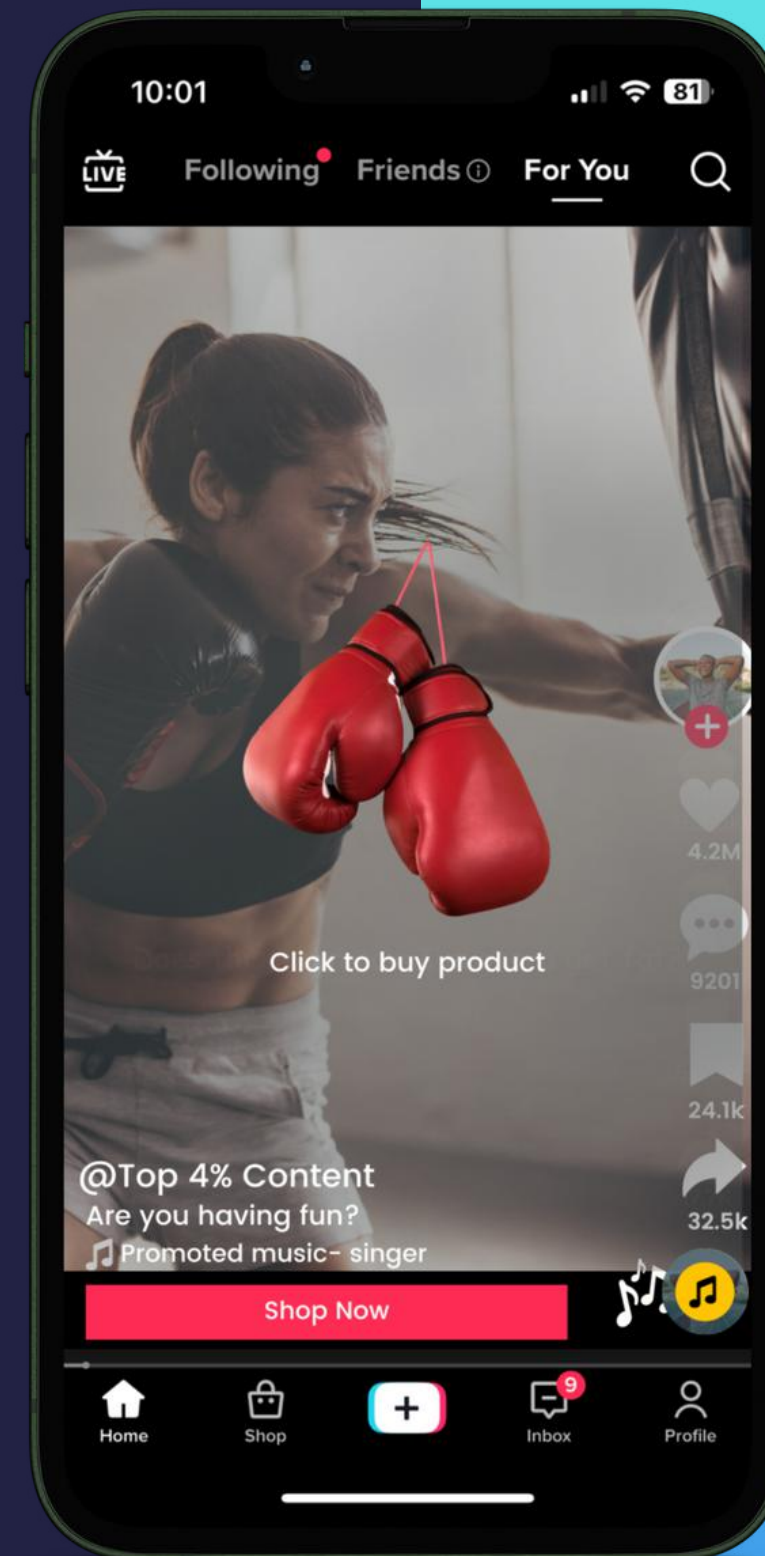
Buying Type

R&F /Auction

Objectives Supported

With Video View sub-objective "6 seconds video view"
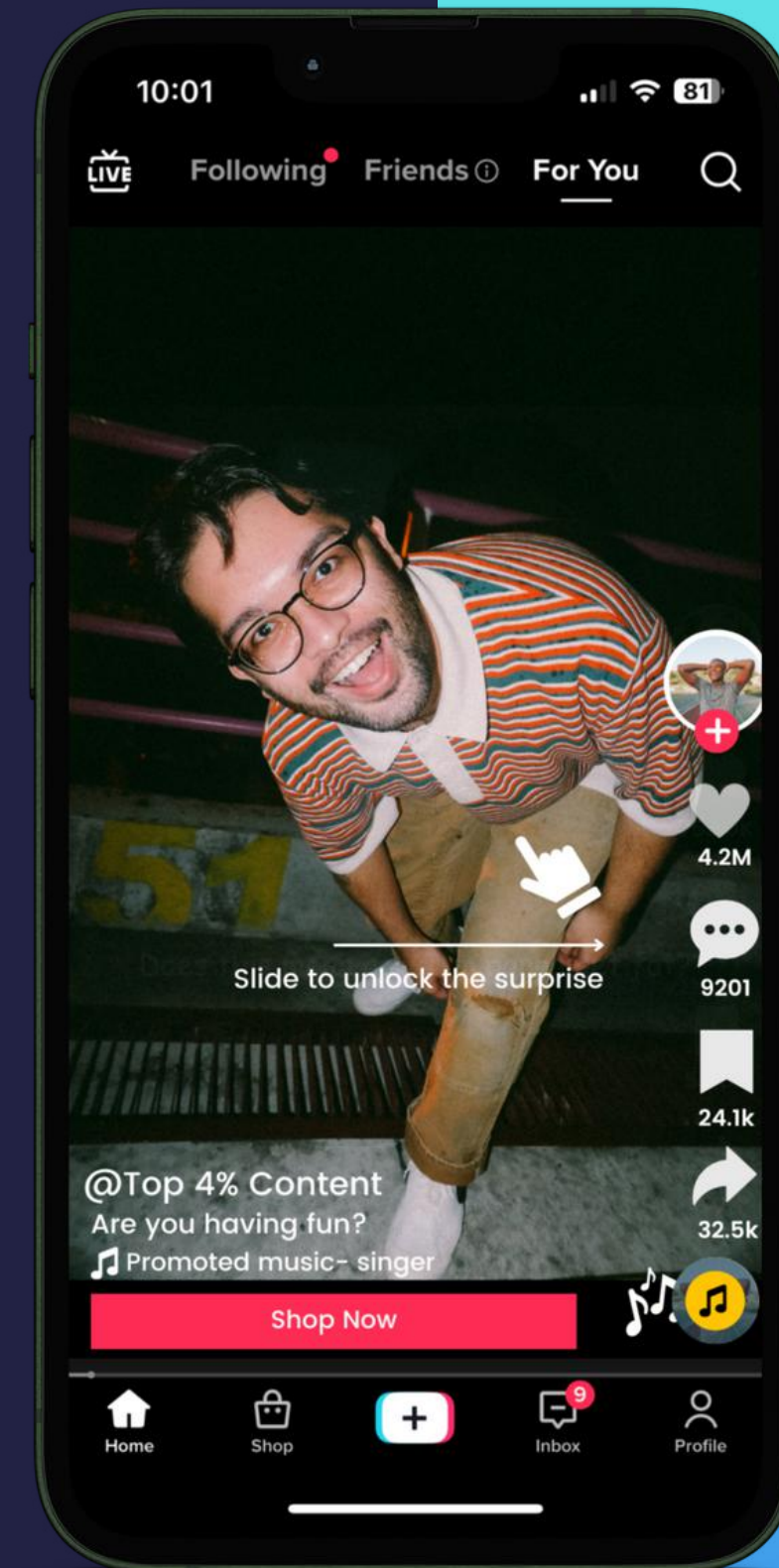
Assets Supported

Spark Ads

Non-Spark Ads

Size must be exactly 448x488px. File formats: .png, .jpg, and .jpeg

Entice users to tap or swipe ads to reveal rewards or additional information, fostering engagement.

Set-up Guide:

1. Provide the required information for your campaign and ad group.
2. Go to the 'Ad Creation' page and continue to 'Ad Details.'
3. Upload the selected video where you intend to include the Interactive Gestures.
4. Choose from three Interactive Gestures: Click, Straight, and Curved Slide.
5. Upload your Interactive Gesture pop-up card, keeping the file size under 3MB. The ideal image dimensions are 620x788px, and the accepted formats are .png, .jpg, .jpeg, and .gif.
6. The Interactive Add-on Interactive Gestures uses the same destination URL on the ad creation page.
7. Type the Interactive Gesture display text, limiting it to 27 characters.
8. Set the Interactive Gesture pop-up time, remembering that the first 3 seconds and the last 5 seconds of the video ad cannot be used as the start of the pop-up add-ons.
9. Position the Interactive Gesture icon within the safe zone.
10. Adjust the length of the icon, with a maximum length set at 365.
11. Set the Interactive Gesture icon angle to your preference.
12. Choose from 11 default TikTok Music options or upload your preferred sound bite. MP3 file size should not exceed 1MB.
13. Review your settings, click 'Confirm,' and then 'Submit' to complete your interactive ad.

Buying Type

R&F /Auction

Objectives Supported

With Video View sub-objective "6 seconds video view"

Assets Supported

**Spark Ads
Non-Spark Ads
GIF**

Size must be exactly 448x488px. File formats: .png, .jpg, .jpeg, .gif

Superlike

Offer an immersive experience that doesn't support third-party tracking or simultaneous use with other interactive add-ons.

Set-up Guide:

1. Provide the required information for your campaign and ad group.
2. Go to the 'Ad Creation' page and continue to 'Ad Details.'
3. Upload the selected video where you intend to include the Interactive Gestures.
4. Personalize your "Like" account by uploading a brand logo or image. The ideal file dimensions are 200 x 200 px. Acceptable image formats are .png .jpg, and .jpeg. TikTok offers in-app image editing with three cropping options: lasso, circle, and square.
5. Add a Pop-up window after displaying the Superlike Interactive add-on. File size should not exceed 3MB. Ideal image dimensions should be 620 x 788 px. Available image formats are .png, .jpg, .jpeg, and .gif.
6. The Interactive Add-on Interactive Superlike uses the same destination URL on the ad creation page.
7. Review your settings, click 'Confirm,' and then 'Submit' to complete your interactive ad.
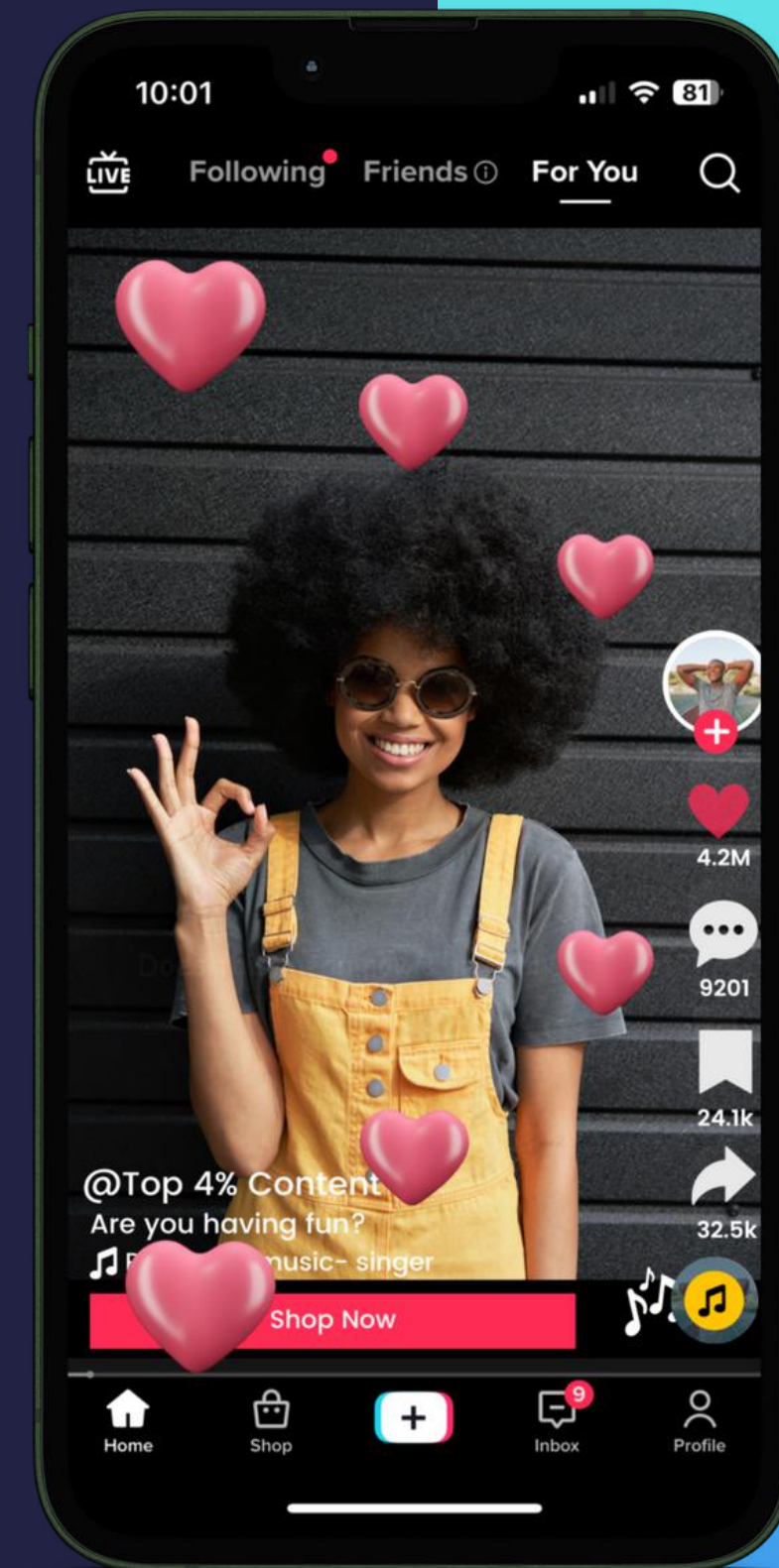
Buying Type

R&F /Auction

Objectives Supported

With Video View sub-objective "6 seconds video view"

Assets Supported

Need to provide one static image

File Format: .png
File size: <50 kb
Effective design area: 196x196px
Minimum size: 160x160px

What's next?

✓ Connect with our experts today and let the team guide you through TikTok's latest innovative tools.

✓ Explore the power of interactive add-ons to enhance your campaign's impact.

✓ Reach out now to amplify your campaign's success with Strike Social's expertise.

Need a guide on creating an effective TikTok Ads Strategy?

*Explore the power of Interactive Add-ons
and discover how to maximize their impact.*

Scan the QR code and <u>talk to our experts</u>.