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TIKTOK BRAND SAFETY AND SUITABILITY:

Guide to Protecting Your Brand's Image

TIKTOK BRAND SAFETY SOLUTIONS

TikTok's brand safety solutions provide a secure environment where brands can run campaigns alongside safe and suitable content.

TIKTOK INVENTORY FILTER

OpenSlate **IAS**

ZEFR

PRE-CAMPAIGN | **PRE-CAMPAIGN** | **POST-CAMPAIGN**

The Inventory Filter solution offers three levels of control based on the following criteria: • GARM Brand Safety and Brand Suitability • Framework • Machine-learning moderation	Collaborative solutions ensure brand safety by assessing content pre-ad and reporting post-campaign, protecting reputations	TikTok partners with Zefr, offering brand safety insights. Combined with inventory filter, it provides pre-bid filtering and 3rd party validation.

Availability

Ad Formats:
- Reach & Frequency
- Brand Auction Reach
- Pulse

Markets:
Closed Beta Testing in 20+ markets

Languages:
EN, AR & TR

Availability

Ad Formats:
- Brand Premium In-feed, Brand Auction, & Reach & Frequency
- In-feed Ads

Markets:
US, UK, CA, AU, KSA & ID

Languages:
EN & AR

Availability

Ad Formats:
- Reach & Frequency
- & Brand Auction Reach

Markets:
US, UK, CA, AU, KSA, UAE, BR, MX. JP, ES, IT, & TH

Languages:
EN

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■■ DIFFERENCE BETWEEN THE FOUR SOLUTIONS

TikTok Inventory Filter	Openslate and IAS	Zefr
Pre-campaign tool	Pre-campaign tool	Post-campaign tool
Includes all eligible content on the platform which has gone through moderation against our Community Guidelines.	**Pre-Campaign:** TikTok sends OpenSlate/IAS a curated pool of videos to analyze against their brand safety categories. OpenSlate sends verified brand-safe videos back to TikTok to add to a brand's campaign.	Gain reassurance for your brand investment with Zefr's insights, ensuring alignment with GARM Brand Safety and Suitability standards, safeguarding brand reputation and mitigating risks.
Excludes all Brand Safety Floor, High, Medium, and Low Risk content.	**During Campaign:** TikTok works to ensure ads are served adjacent to the verified brand-safe videos for brands that leverage the OpenSlate solution.	
	Post Campaign: Brands will receive weekly campaign reporting, including ad impressions, verified ad impressions and verified brand-safe %.	