

TIKTOK'S ADVERTISING GUIDELINES FOR INDUSTRY ENTRY

Are your ads TikTok-compatible? Untangle the web of TikTok advertising guidelines for industry entry.



TIKTOK ADVERTISING GUIDELINES AND CATEGORIES

- 01 Prohibited:** Not allowed in all countries and all regions
- 02 Restricted:** Allowed in some countries or regions on limited basis (e.g. certification, age targeting, etc.)
- 03 Allowed:** Allowed in all regions (Ad Review process still applies)

TIKTOK INDUSTRY ENTRY AD POLICIES

- 1** **TikTok Advertising Policies – Industry Entry:** The discussed TikTok ad entry guidelines by industry provide clarity on eligible products and services for TikTok Ads.
- 2** **TikTok Advertising Policies – Ad Creatives:** TikTok scrutinizes your video ad content – visuals, captions, and more.
- 3** **Ad Review Process:** TikTok evaluates your video ads thoroughly, from visuals to targeting. Expect approval or rejection within 24 hours.

\$6.83
BILLION

By 2023, US TikTok ad revenues are projected to hit this number, with an anticipated jump to \$8.62 billion in 2024.

TIKTOK INDUSTRY ENTRY AD RESTRICTIONS

1 Prohibited

Policy Area	Description
Alcoholic Beverages	Ads promoting alcoholic beverages, alcohol clubs/subscription services, making kits, or sponsored events.
Financial Services	Ads promoting securities, credit repair, loans, payday loans, complex investments, pyramid schemes, etc.
Gambling and Simulated Gambling	Ads promoting lotteries, bingo, poker, casinos, or simulated gambling.
Weight Loss/Management	Ads promoting fasting, weight loss products, supplements, etc.
Cosmetic Procedures	Ads promoting invasive cosmetic procedures like rhinoplasty, fillers, etc.
Dating Services	Ads for certain dating services are prohibited, such as infidelity, transactional companionship, etc.

2 Restricted

Policy Area	Description
Minor Safety	Ads for products intended for minors should target 18+ audiences.
Financial Services	Ads related to funds exchange, investment, loans, cryptocurrency, must comply with laws and include proper disclaimers.
Pharmaceuticals and Healthcare	Ads for drugs and healthcare must target 18+, comply with local laws, and provide accurate information.
Dating Applications or Services	Dating ads must target 18+, avoid sexual content, transactional companionship references, etc.
Media and Entertainment	Ads for films, TV-shows, games must avoid profanity, sexual content, violence, drug use, etc.
Legal Services	Ads for legal services must target 18+, comply with laws, certain legal categories are prohibited.
Shopping Rewards	Ads promoting shopping rewards sought by users must target 18+.
Fantasy Sports and Daily Fantasy Sports	Ads for fantasy sports need TikTok's permission, compliance with laws and regulations.
Sportsbooks	Ads for sportsbooks need TikTok's permission, compliance with laws and regulations.