

## Video Creative Specifications 2020

### In-Feed Video Ad Technical Requirements

#### Video:

- 0-60 seconds (recommended: 9-15s)
- 9:16 aspect ratio
- **Minimum File Size:** 540x960 px (recommended: 1080x1920px)
- **Accepted Files:** MP4, MPEG, 3GP, AVI, MOV

#### Max File Size:

- 500 MB

#### Bitrate:

- 2,500kbps minimum

#### Ad Components

- **Caption:** 60 characters max (includes punctuation, spaces and
  - Hashtags can only be used in captions when running a campaign
- **CTA Banner:** Learn More, Download, Shop Now, Sign Up, Contact Us, Apply Now, Book Now, Play Game
- **TikTok Handle:** up to 20 characters (recommended 10)
- **Profile Image:** 98x98px, 50KB max, JPG
- **Landing Page:** external link or in-app page

#### 3rd Party Tracking (Optional)

- Supported partners: Kochava, Sizmek, DCM, Appsflyer, Adjust, Singular, Tune

#### In-Feed Video Ad Best Practices

- No watermarks on the video
- Please place key elements like ad copy and CTA in the center of the video. Otherwise it may be covered by in-app icons.
- All video creative must have sound
- The client is responsible for video quality, and video content should be localized.
- Video assets are subject to change at TikTok's discretion
- Featured influencers must be over 16 years old

