The TikTok Creative Solutions Finder

Discover the solutions that elevate your creative game on TikTok.

2022.08 | Public

Overview

Advertisers are always searching for an answer to the question: "which solutions can support my creative process for TikTok"? We've been thinking about it too. With over 10 Creative Solutions available in our portfolio, we understand it can be confusing sometimes to know which solution will help you break your creative bottleneck.

That's why we've developed the Creative Solutions Finder, to help you locate and navigate the right path.

So let's get started, and find the solutions that work best for you.

Click to Start!

Click buttons below to explore our solutions.

Solutions Finder

Take the quiz to discover which solutions work best for you.

Solutions Directory

Jump to the solutions directly and get to know the details.

Solutions Directory

Creative Insights | Creative Center

Creative Tools

TikTok Video Editor
Smart Video
Video Template
Dynamic Scene
Auto Generation and Refresh
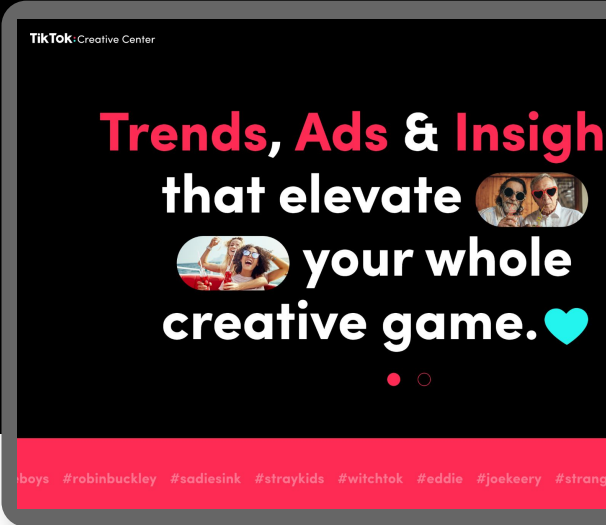Smart Fix

Creative Marketplaces

TikTok Creator Marketplace
TikTok Creative Exchange

Creative Center

Discover trends, ads, insights and tools that elevate your whole creative game.

General Availability **Global** **All Verticals**

Key Accounts **SMB**

TikTok : Creative Center

Trends, Ads & Insigh that elevate your whole creative game.🩵

#robinbuckley #sadiesink #straykids #witchtok #eddie #joekeery #stran

What is Creative Center?

Creative Center is home to a growing suite of creative tools, dashboards and resources, all designed to inspire and assist advertisers creating TikTok assets.

Major Features

Trend Intelligence:
Stay on top of what's happening with your audience, what's hot in the industry, and what's going viral on TikTok across the globe.

Campaign Inspiration:
Boost your own campaign by taking a look at other high-performing auction ads and studying data-driven creative insights.

Creative Tools:
Empowers you to make the best creatives for TikTok.

Audio Library:
Offers free and accessible commercial music with multi-dimensional filters.

How-to-Access

You can access Creative Center through **creativecenter.tiktok.com**, **TikTok for Business**, or **TikTok Ads Manager**.

(i) For more information, please visit Creative Center.

4

TikTok Video Editor

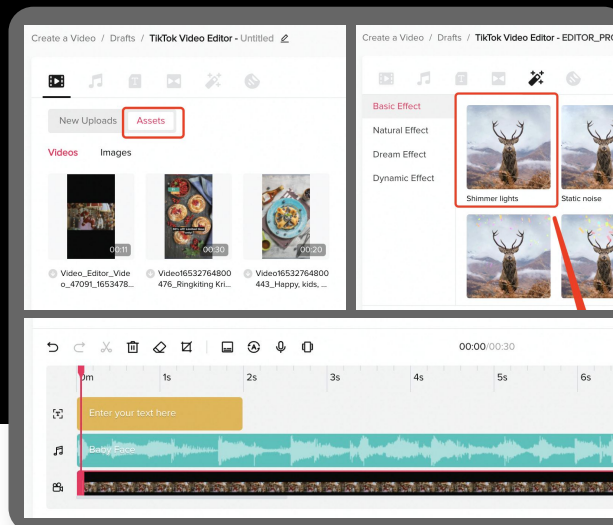Make your videos more TikTok-native with our free online Video Editor.

General Availability **Global** **All Verticals**

Key Accounts **SMB**

What is TikTok Video Editor?

TikTok Video Editor is a powerful, all-in-one online editing solution that tailors your videos to TikTok with a range of features including text overlays, AI voiceovers, and horizontal to vertical video conversion.

Major Features

Convenient editing:
All the essential features you need to create great videos – no experience needed.

TikTok elements:
A library full of royalty-free music, stickers, effects and much more.

Smart toolkit:
AI-powered capabilities that enhance creative production efficiency.

How-to-Access

You can access TikTok Video Editor through **creativecenter.tiktok.com** or **TikTok Ads Manager**.

ⓘ   For more information, please visit Help Center.
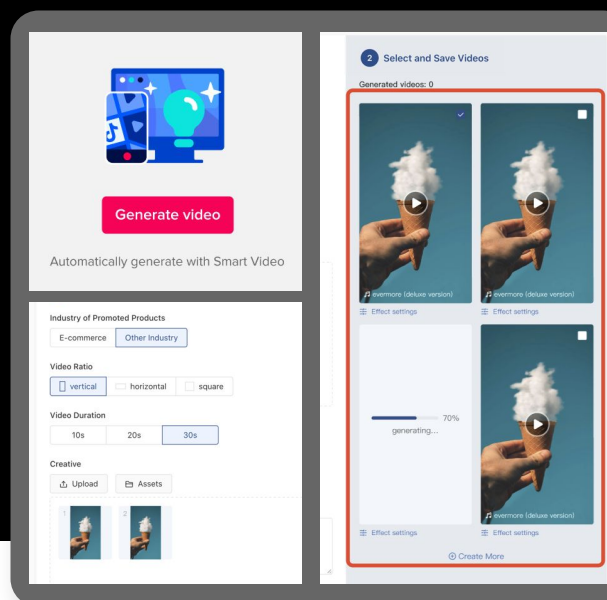
Smart Video

Convert images and clips into TikTok video ads with ease.

General Availability   **Global**   **Gaming/ E-commerce**

SMB

What is Smart Video?

Smart Video intelligently combines multiple images and/or clips into compelling, TikTok-ready videos.

Major Features

One-click generation:
Transform your images and/or clips into videos with just one click.

Customizability:
Choose the subtitles, stickers, music and effects that suit you best.

How-to-Access

You can access Smart Video through **Marketing API,** or **TikTok Ads Manager**.

ⓘ   For more information, please visit Help Center.
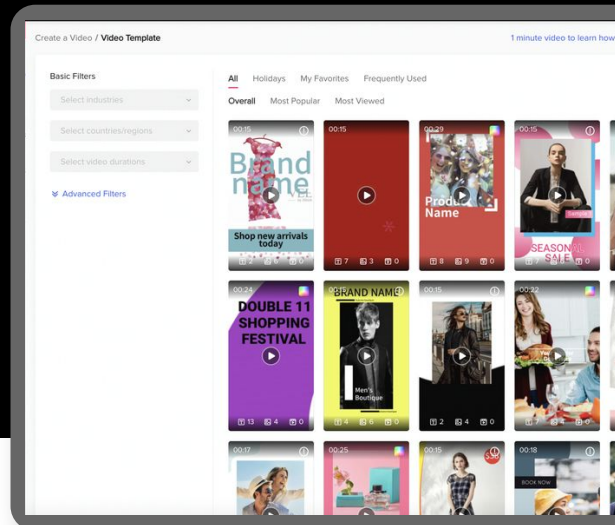
Video Template

Convert images and clips into TikTok video ads with ready-made templates.

General Availability **Global** **E-commerce**

SMB

What is Video Template?

Video Template converts images to videos with over one hundred customizable templates.

Major Features

Template Library:
100+ slick and ready-made templates to choose from.

Batch-cropping:
Automatically crops the images you upload in bulk to fit the templates.

Customizability:
Adjust the text, font, color and music to your taste.

How-to-Access

You can access Video Template through **creativecenter.tiktok.com**, **Marketing API**, or **TikTok Ads Manager**.
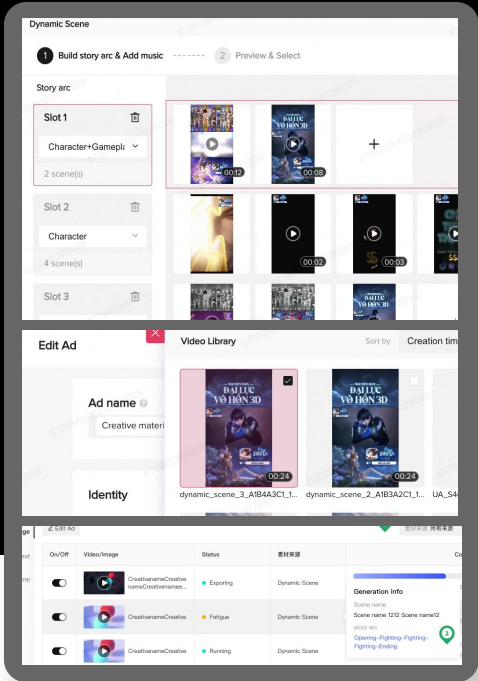
(i) For more information, please visit Help Center.

Dynamic Scene

Create and test ad variations from existing videos for maximized results.

Beta **Global** **Gaming/Utilities Software**

Key Accounts

What is Dynamic Scene?

Dynamic Scene is an iterative creative testing toolkit that enables advertisers to create, test and analyse creative variations both efficiently and cost-effectively.

Major Features

Dynamic assembly:
Brings scenes—video clips and music together to mass-generate ad variations.

Delivery optimization:
Tests creatives batch-by-batch to identify the best performing ones and adjust the ad spend to maximize results.

Scene-level reporting:
Carefully analyzes performance at the scene-level to provide guidance on the direction of future creative optimization.

How-to-Access

You can access Dynamic Scene through **TikTok Ads Manager**, or **Marketing API.**

ⓘ For more information, please reach out to your sales representative to learn more.
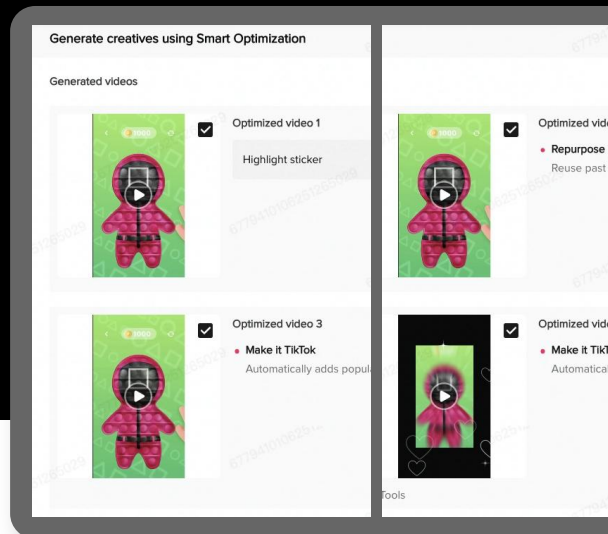
Auto Generation and Refresh

Prolong the lifespan of your ad group through automatic creative generation and refresh.

Beta   **Global**   **Gaming/Utilities Software**

Key Accounts

Generate creatives using Smart Optimization

Generated videos

Optimized video 1
Highlight sticker

Optimized vid...
● Repurpose...
Reuse past...

Optimized video 3
● Make it TikTok
Automatically adds popul...

Optimized vid...
● Make it TikT...
Automatica...

Tools

What is Auto Generation and Refresh?

Auto Generation and Refresh is a tool that automatically generates creatives and refreshes them when the system detects that creative fatigue is about to happen, prolonging the ad group lifespan without the need for manual monitoring and optimization.

Major Features

Auto-generation:

Diversifies creatives by automatically adding visual effects, music, translations and text overlays.

Auto-refresh:

Delivers auto-generated creatives when early signals of creative fatigue are detected.

How-to-Access

You can access Auto Generation and Refresh through **TikTok Ads Manager** (currently available for whitelisted users only).

(i) For more information, please reach out to your sales representative to learn more.

Smart Fix

Fix potentially rejected ad creatives automatically with the click of a button.
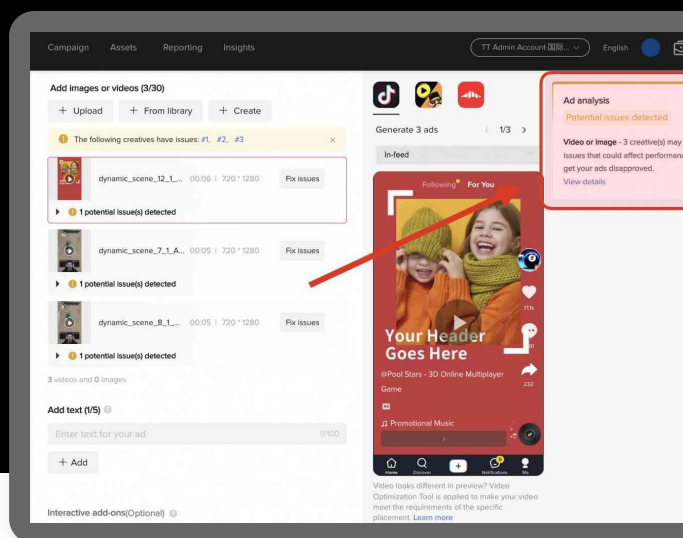
General Availability

Global

All Verticals

Key Accounts

SMB

What is Smart Fix?

Built into the ad creation flow of TikTok Ads Manager, Smart Fix notifies advertisers of potential ad review issues and offers actionable creative solutions. Smart Fix resolves detected issues with a single click, and offers advertisers more control over the editing process on TikTok Video Editor or Smart Text.

Major Features

Ad analysis:

Carefully analyzes all creatives uploaded during ad creation for potential ad review issues.

Fix solutions:

Resolves detected issues automatically or provides advertisers with more control over the edits they make on TikTok Video Editor or Smart Text.

How-to-Access

You can access Smart Fix through **TikTok Ads Manager** during your ad creation process.

(i)   For more information, please visit Help Center.
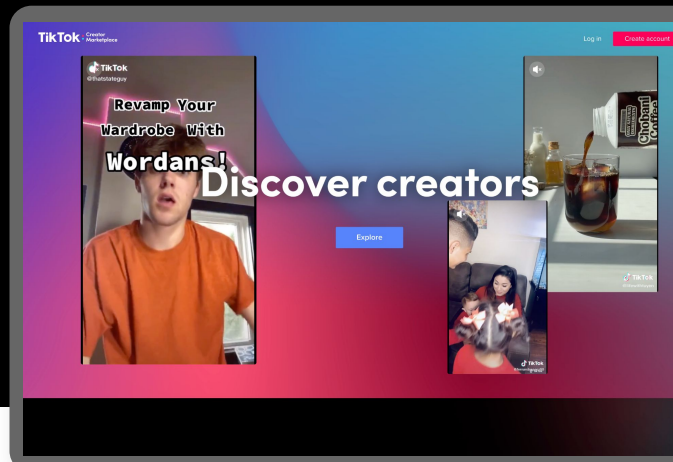
TikTok Creator Marketplace

Collaborate with creators for branded content and creator marketing.

General Availability **Global** **All Verticals**

Key Accounts

What is TikTok Creator Marketplace?

TikTok Creator Marketplace (TTCM) is the official platform for brand and creator collaborations on TikTok. With TTCM, brands and agencies can browse and search TTCM's marketplace of over 500,000 qualified creators across 24 countries, contact creators, and manage/track branded content campaigns and outsourced creative production. While TTCM is a DIY tool, TikTok also offers managed creator campaign services in some regions for clients who meet the minimum spend threshold.

Major Offerings

Discovery:
Access over 500K creators through robust solutions like: Search, Smart Filters, Open Application Campaign, Content Engine, and TTCM Match.

Campaign:
Easily manage campaigns end-to-end with custom campaign workflows, roles & permissioning, TTCM Pay, Branded Content Toggle, TTCM Anchor, and Spark Ads.

CRM:
Collaborate with your team and build sharable and downloadable lists of creators with Shortlists.

Measurement:
View in-depth metrics, campaign ROI, reporting, audience insights, and more.

Packages:
Fast, easy, and effective packages that pair creators and media in turn-key workflows with TTCM Starter Packs.

How-to-Access

You can access TikTok Creator Marketplace through **creatormarketplace.tiktok.com**, Creators under Trend Intelligence on **Creative Center** or **TikTok for Business**.

ⓘ For more information, please visit TikTok Creator Marketplace.

TikTok Creative Exchange

Connect with creative experts to create native-looking TikTok videos for ad campaigns.

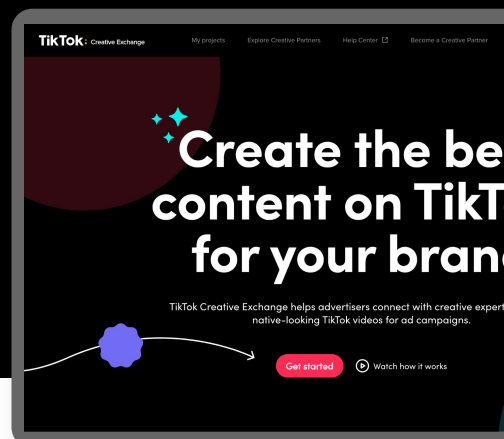| General Availability	North America	Key Accounts	All Verticals
Beta	**Regions/ Countries***	**Key Accounts**	**All Verticals**

*Note: Regions or countries for Beta include Europe, Middle East, North Africa, Pakistan and Turkey.

What is TikTok Creative Exchange?

TikTok Creative Exchange offers end-to-end support for video ad creative production. Advertisers can get paired with a professional creative partner to produce all the ad creatives you need according to your campaign objective and theme.

Service Packs

Net new:
Work with creative partners to film campaign videos from scratch.

Remix:
Create new campaign videos based on existing assets.

Mobile-Gaming:
Develop campaign videos specifically for mobile gaming.

How-to-Access

You can access TikTok Creative Exchange through **creativeexchange.tiktok.com**, or **TikTok for Business**.

ⓘ For more information, please visit TikTok Creative Exchange.

Thank you!

Appendix
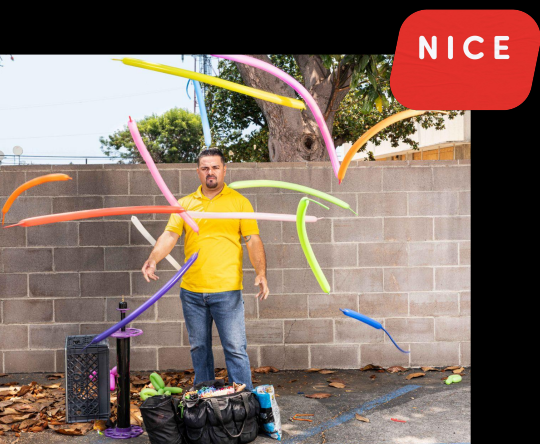
NICE

Solutions Finder

Choose the campaign stages where you have encountered challenges or might need support:

1 Pre-Delivery

2 Mid-Delivery

3 Post-Delivery

Take the quiz to discover which solutions work best for you!

Pre-Delivery

Start here!

I'm just getting started on running campaigns on TikTok and it sounds like a lot of fun!

A

I don't have a clue what to create. I need inspiration.

B

I have some creative ideas in my mind already. How should I proceed?

BACK   HOME

" I don't have a clue what to create. I need inspiration.

The solution you are looking for is...

Solution

Creative Center

- Creative Inspiration

Read more

BACK

HOME

Take the quiz to discover which solutions work best for you!

Pre-Delivery

I have some creative ideas in my mind already. How should I proceed?

A

I want to leverage creators' organic influence directly.

B

I want to have some creative assets that I can use in my own channels or for other purposes.

BACK   HOME

" I already have some creative ideas in my mind, and want to leverage creators' organic influence.

The solution you are looking for is...

Solution

TikTok Creator Marketplace

- Branded content & creator marketing
- Brand & performance ads
- Self-serve & managed service

Read more

BACK **HOME**

Take the quiz to discover which solutions work best for you!

Pre-Delivery

I want to have some creative assets that I can use in my own channels or for other purposes.

A

I would love to have creators in my videos.

B

I don't want creators in my videos.

BACK

HOME

" I want to have some creative assets that I can use in my own channels or for other purposes. I also want to have creators in the videos and I want to collaborate with them on my own.

The solution you are looking for is...

Solution

TikTok Creator Marketplace

- Branded content & creator marketing
- Brand & performance ads
- Self-serve & managed service

Read more

BACK

HOME

Take the quiz to discover which solutions work best for you!

Pre-Delivery

I don't want creators in my videos.

A

I have pre-existing content that I want to repurpose.

B

I don't have pre-existing content and want to create new video assets.

BACK   HOME

Take the quiz to discover which solutions work best for you!

Pre-Delivery

I want to collaborate with creators on my own.

A

YES

B

NO

BACK

HOME

Take the quiz to discover which solutions work best for you!

Pre-Delivery

I have in-house production capabilities.

A

YES

B

NO

BACK

HOME

24

Take the quiz to discover which solutions work best for you!

Pre-Delivery

I have in-house production capabilities.

A

YES

B

NO

BACK

HOME

" I want to have some creative assets that I can use in my own channels or for other purposes, but I don't want to have creators in the videos. I just want to repurpose some pre-existing content with our in-house production team.

The solutions you are looking for are...

Solution

Video Template

- Image-to-videos
- Clips-to-videos
- Ready-made templates

Read more

Solution

Smart Video

- Image-to-videos
- Clips-to-videos
- One-click generation

Read more

Solution

Dynamic Scene

- Mass creative production
- Delivery optimization
- Scene-level reporting

Read more

Solution

TikTok Video Editor

- Precise edits
- Royalty-free TikTok elements
- Efficiency-improving features

Read more

BACK   HOME

> ❝ **I want to have some creative assets that I can use in my own channels or for other purposes, but I don't want to have creators in the videos. I want to create new videos with our in-house production team.**

The solutions you are looking for are...

Solution

Dynamic Scene

- Mass creative production
- Delivery optimization
- Scene-level reporting

Read more

Solution

TikTok Video Editor

- Precise edits
- Royalty-free TikTok elements
- Efficiency-improving features

Read more

BACK   **HOME**

" I want to have some creative assets that I can use in my own channels or for other purposes. I also want to have creators in the videos, but I don't want to collaborate with them on my own.

The solution you are looking for is...

Solution

TikTok Creative Exchange

- Ad Creatives
- Performance & Brand Ads
- Managed Service

Read more

BACK

HOME

" **I want to have some creative assets that I can use in my own channels or for other purposes, but I don't want to have creators in the videos. I just want to repurpose some pre-existing content leveraging external support.**

The solution you are looking for is...

Solution

TikTok Creative Exchange

- Ad Creatives
- Performance & Brand Ads
- Managed Service

Read more

BACK

HOME

" I want to have some creative assets that I can use in my own channels or for other purposes, but I don't want to have creators in the videos. I want to create new videos leveraging external support.

The solution you are looking for is...

Solution

TikTok Creative Exchange

- Ad Creatives
- Performance & Brand Ads
- Managed Service

Read more

BACK

HOME

Mid-Delivery

❝ I want to track and manually/automatically optimize performance during campaigns.

The solutions you are looking for are...

Solution

Dynamic Scene

- Mass creative production
- Delivery optimization
- Scene-level reporting

Read more

Solution

Auto Generation and Refresh

- Video auto generation
- Fatigue detection
- Auto refresh

Read more

BACK   HOME

Post-Delivery

❝ My campaign has ended and I want to gather insights for future creative production.

The solution you are looking for is...

Solution

Dynamic Scene

- Mass creative production
- Delivery optimization
- Scene-level reporting

Read more

HOME