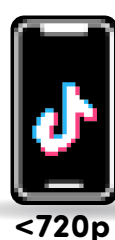




9:16 full screen, sound-on, short and sweet

1. Shoot in high resolution

Even on smaller screens, video quality sends a signal about your brand's attention to detail.



<720p



720p

312%

LIFT IN CONVERSION



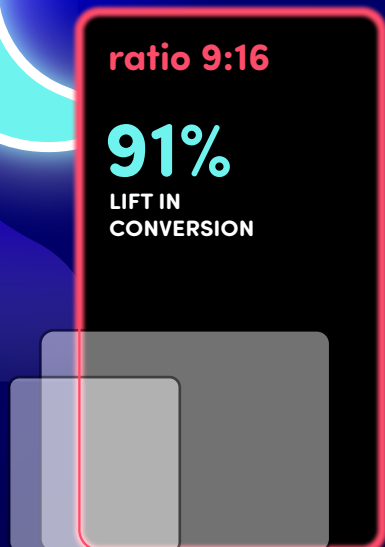
2. Go full-screen for full effect

TikTok is all about vertical formats, and shooting in 9:16 aspect ratio ensures you maximum impact with your audience.

ratio 9:16

91%

LIFT IN CONVERSION



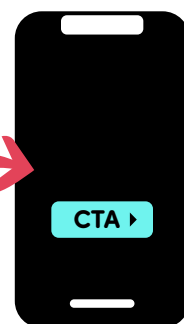
3. Rally your audience to take action

Don't beat around the bush or try to be too clever. Give your audience the clear and direct action they need to take to convert.

CLEAR CTAS
IN TEXT-FORMAT

152%

LIFT IN CONVERSION



4. Keep it short and sweet

Video ads on TikTok that fell between 21 and 34 seconds in length received a 280% lift in conversion. It's OK to go shorter or longer when the situation calls for it, but there is something just right about being in the middle.

280%

LIFT IN CONVERSION

Less than
21 second

Between
21 & 34 second

More than
34 second

