

PROJECT UNICORN

TikTok Creator Marketplace

Drive growth using authentic creator videos and unique collaborations like never before!

TikTok Creator Marketplace, or TTCM, is the official platform for managing creator collaborations and is your key to driving growth through creativity. TTCM helps brands open up exciting new opportunities for growing their business and reaching new audiences in authentic, effective and innovative ways.

What are the benefits of TTCM?



Free access to the tool

Quick and easy to navigate

Access to a global & regional database of relevant creators

TTCM is the ultimate destination for



Finding the perfect creator for a brand



Managing collaborations



Receiving detailed data insights



Promoting branded content with targeted ads

TTCM can help you

Discover Creators

TTCM's **Creator Discovery tool** offers highly sophisticated filtering functions to help brands find the perfect creator for any campaign

Manage Campaigns

TTCM's **Campaign Management tool** allows brands to oversee their entire campaign, from planning to execution

Monitor Performance

Using the **Performance Monitor tool**, brands can measure their campaign performance & track data with a detailed post-campaign report, including number of views, likes and comments, engagement rates and audience breakdown

Amplify Reach

Brands can also use **Spark Ads in collaboration with the creators** to promote content with targeting capabilities and a clickable CTA button

Here's how you can get started

1

Search for a creator

This can be based on your own unique criteria, from their number of followers to their interests and even the region

2

Pick your favorite creator

Check out the creators' detailed profiles for further insights about them and the type of content they tend to produce

3

Connect with a creator

Send a creator details about your campaign directly

4

Evaluate your campaign

Review your detailed post-campaign reports

5

Oversee your campaign

Once a creator accepts a campaign invitation and posts a Sponsored Video, you can start overseeing the creative process in real-time

6

Amplify your results

Use Spark Ads to push your campaign even further

Still wondering how to get started?

[Learn more](#)