Supercharge Your Video Buy with TikTok Pulse

Activate within an ad environment that users feel in control of, and alongside the hottest trending, contextual & brand suitable content with **TikTok Pulse**. This combination has proven to positively impact key brand objectives compared to other platforms.

TikTok

Stronger engagement than forced view.

56%

56% of viewers are more likely to **actively watch** videos sponsored by a brand when they have the option to skip (vs. unskippable videos).

Higher unaided recall of brand message than partially skippable.

+8%

Pulse ads watched for more than 75% drive **8%+ higher unaided ad recall** (vs. partially skippable ads).

More effective than video on demand forced view in driving purchase intent.

+4%

Pulse ads watched for a quarter of the time drive **+4% higher purchase intent** than a VOD forced view where 100% of the ad was watched.

How TikTok Pulse **Works**

Your Pulse Ad Here

@camella

Click to Play Sizzle

LOVE IT!

SHEESH!
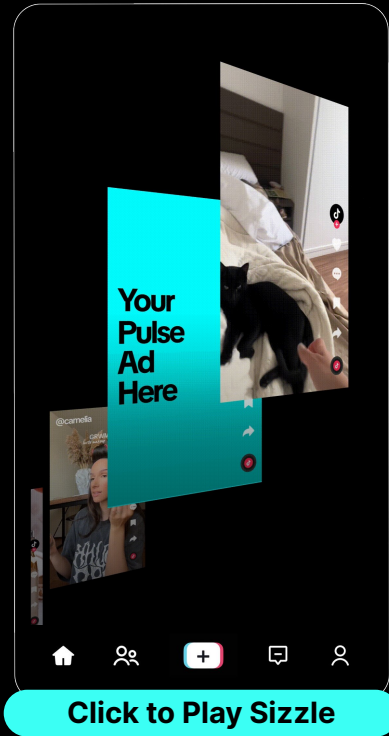
Guaranteed Adjacency to Top Trending Content

Pulse Score

The Pulse Score leverages metrics including user engagement, video views and recent growth to identify the hottest content on the platform.

Contextually Targeted Ad Placement

12 Content Categories

Your In-Feed Ad runs immediately after a top video from our 12 categories of content, with the ability to layer on audience targeting.

Highest Level of Brand Suitability

TikTok Inventory Filter

Our 1P inventory filter ensures that Pulse ads run adjacently to videos with the highest level of brand safety and suitability by using ML moderation with human review to monitor breaking news and the latest trends.

TikTok

TikTok Pulse can help with upper-funnel marketing objectives

01 AWARENESS FOR NEW PRODUCT

Build awareness effectively by running ads adjacent to content seen most frequently in the For You feed where community engagement is highest

02 LAUNCH & LAND A NEW MESSAGE

Get eyes on and build message retention for your next brand campaign by aligning with content that has shown to deliver memorability and brand affinity

03 BUILD CATEGORY ASSOCIATION

Go all in on a Pulse lineup that can help you build brand association with a specific content category

04 AFFINITY VIA SEASONAL MOMENTS

Tap into cultural drumbeats on your marketing calendar by selecting one of the existing Pulse lineups related to the seasonal moment or event when interest in the topic may spike

TikTok

Reach out to your TikTok Sales Rep today to learn more!

Thank You!

TikTok