

TikTok Creative Specifications

Publication 5 / Published 2026-08-02 / 261282064223747c

TikTok

Last verified: 2026-08-02

WHAT TO SEND CPHERE

- Final platform-ready creative
- Approved copy and CTA
- Destination URL and tracking parameters
- Brand and legal requirements

TRACKING REQUIREMENTS

Authority: Platform required.

mmp: App campaigns use MMP click and impression tracking URLs; supported third-party measurement partners track impressions and clicks but not in-app events

clickId: TikTok Click ID (ttclid) is auto-appended to landing URLs; UTM parameters are supported

LANDING-PAGE REQUIREMENTS

Authority: Platform required.

naming: Display Name and App Name must be consistent with the promoted product, service, or app shown on the landing page

functionality: Landing pages must be functional on the target market's network, not expired or under construction, mobile-friendly, and consistent with the ad content

PROHIBITED OR UNSUPPORTED

Authority: Cphere guidance; not a platform requirement.

- Videos shorter than 5 seconds or longer than 60 seconds (ad-format policy)
- Non-standard aspect ratios, low-resolution assets, or missing/poor-quality audio
- Spelling and grammar errors; static image-led video content
- Clickable links, @ mentions, or hashtags inside Non-Spark ad captions

Video / VIDEO

In-Feed (Reservation)

CROSS-PLATFORM RECOMMENDATION

Cphere cross-platform guidance: when TikTok In-Feed and the Facebook or Instagram Reels placements are selected together, provide a 1080x1920 9:16 MP4 master as the shared delivery starting point; validate each placement's exact requirements separately. (Cphere recommendation; not a platform requirement.)

SAFE-ZONE GUIDANCE

Keep key text and logos inside the safe zone. The available area varies by aspect ratio, caption length, and interactive add-ons; use the matching official template or platform preview before delivery.

[RECOMMENDED] Aspect ratios: 9:16 at 540x960 or larger (recommended); 16:9 at 960x540 or larger; 1:1 at 640x640 or larger

[REQUIRED] Duration: 5-60 seconds

[REQUIRED] Accepted file types: MP4, MOV, MPEG, 3GP

[REQUIRED] Maximum file size: 500 MB

[REQUIRED] Minimum bitrate: 2500 kbps

[RECOMMENDED] Recommended duration: 9-15 seconds

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[REQUIRED] Account name: Maximum 20 characters (10 for Chinese/Japanese/Korean); no emojis or braces; punctuation counts

[REQUIRED] Ad caption: Maximum 4 display lines then See more; no links or braces; 100 characters or fewer recommended (50 for Chinese/Japanese/Korean); Spark Pull captions up to 150 characters or blank

[REQUIRED] Profile photo: 98x98 pixels, 1:1, JPG/JPEG/PNG under 50 KB; keep the key element centered in the 66x66 pixel safe area

[REQUIRED] Call to action: 25 landing-page CTAs supported; app-download campaigns use a 4-CTA subset (Download, Learn more, Listen now, Play game)

In-Feed (Auction)

[RECOMMENDED] Aspect ratios: 9:16 at 540x960 or larger (recommended); 16:9 at 960x540 or larger; 1:1 at 640x640 or larger

[REQUIRED] Accepted file types: MP4, MOV, MPEG, 3GP, AVI

[REQUIRED] Maximum duration: 10 minutes

[REQUIRED] Maximum file size: 500 MB

[REQUIRED] Minimum bitrate: 516 kbps

[REQUIRED] Ad caption rules: Rendered in uniform white font; not customizable; no clickable links, @ mentions, or hashtags; maximum 4 display lines; Spark Ads captions come from the organic post

[REQUIRED] Account name: Maximum 20 characters (10 for Chinese/Japanese/Korean)

[REQUIRED] Profile photo: 98x98 pixels, 1:1, JPG/JPEG/PNG under 50 KB; key element centered in the 66x66 pixel safe area

[REQUIRED] Ads per ad group: 50 - Ad names support 512 characters (internal only).

[RECOMMENDED] Call to action: 22 standard CTAs plus Dynamic CTA (10-option pool) and AI-generated CTA derived from the landing page

[PLACEMENT DEPENDENT] Ad text character limit: verification required - The current auction in-feed page publishes no numeric ad-text limit (the 1-100 Latin / 1-50 Asian limit is documented only for Global App Bundle image ads); confirm in TikTok Ads Manager.

[PLACEMENT DEPENDENT] Video codec: verification required - No codec is stated on current official pages; confirm before delivery.

TopView (Reservation)

[REQUIRED] Aspect ratio: 9:16 vertical only, at least 540x960 pixels

[REQUIRED] Accepted file types: MP4, MOV, MPEG, 3GP

[REQUIRED] Duration: 5-60 seconds - 9-15 seconds recommended.

[REQUIRED] Maximum file size: 500 MB

[REQUIRED] Minimum bitrate: 2500 kbps

[REQUIRED] Ad caption: Maximum 100 characters, 4 display lines; 50 or fewer recommended for Chinese/Japanese/Korean

[REQUIRED] Profile photo: 98x98 pixels, 1:1, under 50 KB; 66x66 pixel safe area

Spark Ads

[REQUIRED] Organic asset rules: No restrictions on ratio, resolution, file type, bitrate, or file size for the sparked post; 10-minute maximum video length

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[REQUIRED] Authorization: Own-account posts, or other creators' posts with an authorization code; display name and text come from the organic post and cannot be edited

[REQUIRED] Spark Ads per account: 10000 - Un-authorize the Spark Ad before deleting the organic video.

[RECOMMENDED] Captions: Captions may be blank; account tagging, emoji, and hashtags are allowed (unlike Non-Spark captions)

Carousel / CAROUSEL

Standard Carousel

[REQUIRED] Image count: 2-35

[REQUIRED] Image file types: JPG, JPEG, PNG

[RECOMMENDED] Image file size: 100 Suggested limit per image. - KB

[REQUIRED] Image dimensions: 1200x628 (horizontal), 640x640 (square), 720x1280 (vertical) pixels

[REQUIRED] Music: Required; loops during playback; at least 2 seconds; upload MP3/WAV/M4A/FLAC up to 10 MB, or use Commercial Music Library (Standard carousel on TikTok only - CML is unavailable on Pangle)

[REQUIRED] Caption and CTA: One ad caption, one CTA, and one destination URL apply to every image; VSA Carousel instead uses per-image catalog product links (Non-Spark only)

[PLACEMENT DEPENDENT] Caption character limits: verification required - Not stated on the carousel specification page; confirm in TikTok Ads Manager.

Search Ads / SEARCH

Search Ads Campaign

[REQUIRED] Creative inheritance: Video and image formats are the same as in-feed campaigns, so creative can be repurposed; Spark Ads, Carousel Image Ads, and Catalog Product Ads are supported

[REQUIRED] Display behavior: Multiple creatives per ad group, but only one video is displayed (default selected)

[REQUIRED] Relevance: Creative must align with ad-group keywords and the landing page must match the creative

[REQUIRED] Interactive add-ons: Display cards only; stickers are unsupported in Search

Interactive Add-Ons / ADD_ON

Display Card

[RECOMMENDED] Upload size: 1920x1080 recommended; displays at 750x421 pixels

[REQUIRED] File types: JPG, JPEG, PNG

[REQUIRED] Shape rules: Must be rectangular; the middle must not be transparent (border may be); include a visible CTA; no file-size limitation; popup timing is automatic

Pop-out Showcase

[REQUIRED] Video duration: At least 8 seconds (more than 15 recommended)

[REQUIRED] Pop-out element: PNG, 448x448 pixels, between 100 KB and 500 KB

[REQUIRED] CTA text: 27 English characters or fewer (13 for Chinese/Japanese/Korean);

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no emojis, braces, @ or #

[REQUIRED] Timing: Appears at least 3 seconds after start and at least 5 seconds before the end

Download Card

[REQUIRED] Safe-zone rule: Key elements must sit inside a safe zone that varies by ad ratio and caption length (longer captions shrink the zone); LTR and Arabic RTL templates exist

[PLACEMENT DEPENDENT] Exact safe-zone dimensions: verification required - Numeric dimensions live in the downloadable safe-zone template files; confirm against the current templates.

Video Shopping / CATALOG

Video Shopping Ads

[REQUIRED] Ad group structure: Up to 50 videos per ad group; 1-20 active products per ad; 3-5 creatives per ad group recommended; video specs inherit In-Feed

[RECOMMENDED] Product image: 800x800 recommended pixels

[REQUIRED] Product copy: Product title maximum 40 characters; up to 10 selling points of 0-25 characters each

[REQUIRED] Catalog render zones: Product cards render in a 130-pixel bottom field; product tiles use a 546-pixel bottom space; display cards render 750x421; add-ons show up to 20 products

[PLACEMENT DEPENDENT] Product image file format and size: verification required - Not stated; confirm catalog feed requirements.

Global App Bundle & Pangle / NETWORK

Global App Bundle - Image

[RECOMMENDED] Dimensions: 9:16 at 720x1280 or larger (recommended); 16:9 at 1280x720; 1:1 at 640x640 pixels

[REQUIRED] File types: JPG, JPEG, PNG

[REQUIRED] Maximum file size: 100 MB

[REQUIRED] App name: 4-40 Latin characters (2-20 Asian); no emojis

[REQUIRED] Brand name: 2-20 Latin characters (1-10 Asian); no emojis

[REQUIRED] Description: 1-100 Latin characters (1-50 Asian); no emojis, braces, or #; punctuation and spaces count

Pangle

[REQUIRED] Video: 1280x720, 720x1280, or 720x720; up to 10 minutes; MP4/MOV/MPEG/AVI; 500 MB maximum (Interstitial, Rewarded, App Open, Native, Banner)

[REQUIRED] Images: 1200x628, 640x640, or 720x1280; JPG/JPEG/PNG; 100 MB maximum; Pangle-exclusive banners 600x500, 640x200, 640x100

[REQUIRED] Pangle carousel: Up to 50 images (Interstitial and Rewarded only)

[REQUIRED] Playables: ZIP up to 5 MB, 1280x720 or 720x1280; thumbnail defaults to the first frame

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VERIFICATION NOTICE

Specifications are sourced from official platform documentation and regularly reviewed. Platform requirements may change; always confirm the Last Verified date before final delivery.

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OFFICIAL SOURCES

TikTok: Reservation In-Feed Ads: Reach & Frequency -

<https://ads.tiktok.com/help/article/tiktok-reservation-in-feed-ads-reach-frequency?lang=en&redirected=1>

TikTok: TikTok Auction In-Feed Ads -

<https://ads.tiktok.com/help/article/tiktok-auction-in-feed-ads>

TikTok: Dynamic and Recommended CTA -

<https://ads.tiktok.com/help/article/dynamic-recommended-cta-tiktok-ads-manager>

TikTok: TopView ad specifications -

<https://ads.tiktok.com/help/article/tiktok-reservation-topview>

TikTok: About Spark Ads - <https://ads.tiktok.com/help/article/spark-ads>

TikTok: Specifications for Carousel Ads -

<https://ads.tiktok.com/help/article/specifications-for-carousel-ads>

TikTok: About Search Ads Campaign -

<https://ads.tiktok.com/help/article/about-search-ads-campaign>

TikTok: Tips for Search Ads Creative -

<https://ads.tiktok.com/help/article/search-ads-creative>

TikTok: Interactive Add-On: Display Card -

<https://ads.tiktok.com/help/article/tiktok-interactive-add-on-display-card-auction-reach-frequency>

TikTok: About Interactive Add-Ons -

<https://ads.tiktok.com/help/article/about-interactive-add-ons>

TikTok: Interactive Add-On: Pop-out Showcase specifications -

<https://ads.tiktok.com/help/article/tiktok-interactive-add-on-pop-out-showcase>

TikTok: Interactive Add-On: Download Card specifications -

<https://ads.tiktok.com/help/article/tiktok-interactive-add-on-download-card-ad-specifications>

TikTok: Create Video Shopping Ads -

<https://ads.tiktok.com/help/article/getting-started-video-shopping-ads>

TikTok: Product Information and Ad Format Variations -

<https://ads.tiktok.com/help/article/about-product-information-and-ad-format-variations>

TikTok: Global App Bundle image ad specifications -

<https://ads.tiktok.com/help/article/global-app-bundle-image-ad-specifications>

TikTok: Specifications for TikTok Pangle ad assets -

<https://ads.tiktok.com/help/article/specifications-for-pangle-ad-assets>

TikTok: About TikTok Click ID -

<https://ads.tiktok.com/help/article/tiktok-click-id>

TikTok: About UTM Parameters -

<https://ads.tiktok.com/help/article/track-offsite-web-events-with-utm-parameters>

TikTok: Supported 3rd Party Measurement -

<https://ads.tiktok.com/help/article/tiktok-ads-manager-supported-3rd-party-measurement>

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TikTok: Advertising Policies: Ad Format and Functionality -

<https://ads.tiktok.com/help/article/tiktok-ads-policy-ad-format-and-functionality>