

Gerardo Perez:

Next up, I'm going to give you a entire overview of the TikTok top ads library. This is going to be one of your best friends, when it comes to researching what other brands are doing or finding a little bit of ad inspiration to apply to your own brand. As you can see here, you have a whole different array of videos, from multiple brands of basically all sizes. One of the cool things here is you can actually see what their advertising objective is. Apple here, for example, is running a traffic campaign. I want you to take note of this as well. You'll notice that Apple's ads are a lot more highly polished and not necessarily native to the platform, but you have to keep in mind that's Apple. It's not your business. It's not a small business. They're incredibly established. In addition to that, the more polished type of videos that you'll see, are either being ran as brand awareness campaigns, potentially video views, or they're just going for more of a mass appeal. They're not necessarily the most conversion based videos. They're not the best applicable for small businesses.

If you take a look at this section here, we are actually able to sift and filter by multiple different categories, such as; region, industry, campaign objective, and others. One of my favourite filters here is the actual six second views rate. As you may or may not know the CTA button on TikTok ads actually doesn't appear until after three to four seconds. It's very important to see what these types of videos are running, especially at the beginning to keep their users engaged. One thing to mention is some of these numbers, or video rankings, will actually be skewed a little bit, depending on how much the advertiser is actually spending on the platform.

What I'm going to do is actually filter by campaign objective and go to conversions. In addition to that, I'm going to filter by six second views rate. It's no surprise to me that Hi Smile is up here. They do an incredible job, specifically with their hooks and demonstrating the actual benefits of their product. Let's go ahead and check out their ad.

Speaker 2:

This is the V34 range. This is the serum. This is the foam. Let me show you why they're so amazing at concealing the yellow stains in your teeth. Here, we have the serum. Here we have the foam. We essentially took the same concept of purple shampoo and did it for your teeth. V34 uses its deep violet tone that neutralises the yellow stains in your teeth. In just two minutes of brushing, the serum is going to be the most effective way to conceal stains, but the foam is just 15 seconds and is a really fast and convenient way to brighten your teeth. The foam is the latest addition to the V34 range, but we're going to continue to innovate and bring you new ways that you can brighten your teeth in your smile care routine. Let me show you how it works. Here we're going to apply two pumps of the V34 colour corrector foam directly to the teeth. Then Sam is going to swish for 15 seconds and expel all excess V34. As you can see, the teeth are already looking much brighter.

Gerardo Perez:

As you can see there, obviously their hook is incredibly engaging. One of the things I've actually noticed within their overall ads in general is they like to substitute very visual hooks and actually test that out with the majority or the meat of the actual content. Again, this is a huge advantage that they have. Very distinctive colours and their products actually solve a before and after type sequencing. They're able to actually visually display the benefit of their product in a very short amount of time. Not all products are going to be able to follow these types of sequences or these types of timelines. But if that is something that's relevant to you and your business, it's definitely something to keep in mind.

If you're in a specific industry that you want to learn about, or you actually want to compare your creatives to, you can also go ahead and select that. Let's check out pets, for example.

Speaker 3:

We've actually been feeding her ...

Gerardo Perez:

I want to mention that, down here, you can actually get a visual of where and when people are actually clicking off the ad, which can be incredibly important for you to study to see what's actually incentivizing them to do so. Oftentimes, you'll recognise that the majority of the people that click off is towards the end of the ad, whenever the ad is coming to its conclusion or perhaps a CTA was introduced. One of the things that you can notice here is they're using a comment response as an anchor for their hook, so it contextualises the overall narrative of the video.

Speaker 3:

We've actually been feeding her Maev's hair and skin raw food. If you've been interested in incorporating raw food into your dog's diet, I highly suggest you check this company out. This food is made with clean, human grade ingredients and has less than 10 ingredients total. Unlike regular kibble. What you see is definitely what you get. We also give Livy these daily vitamin bars, which may or may not be her absolute favourite. If you've been thinking about getting your dog on a raw food diet, I highly suggest you check them out.

Gerardo Perez:

Yeah. I think one of the strongest points of this ad, specifically, just to talk on that is also the use of jump cuts. You'll notice that the video, oftentimes, doesn't go past three or four seconds in one single frame. It's consistently changing the point of view of the actual video or the actual product to keep the user engaged as well.

With all that being said, I think now you have a solid understanding of how to actually use the TikTok ads library in order to gain inspiration on how to incorporate it for your business.