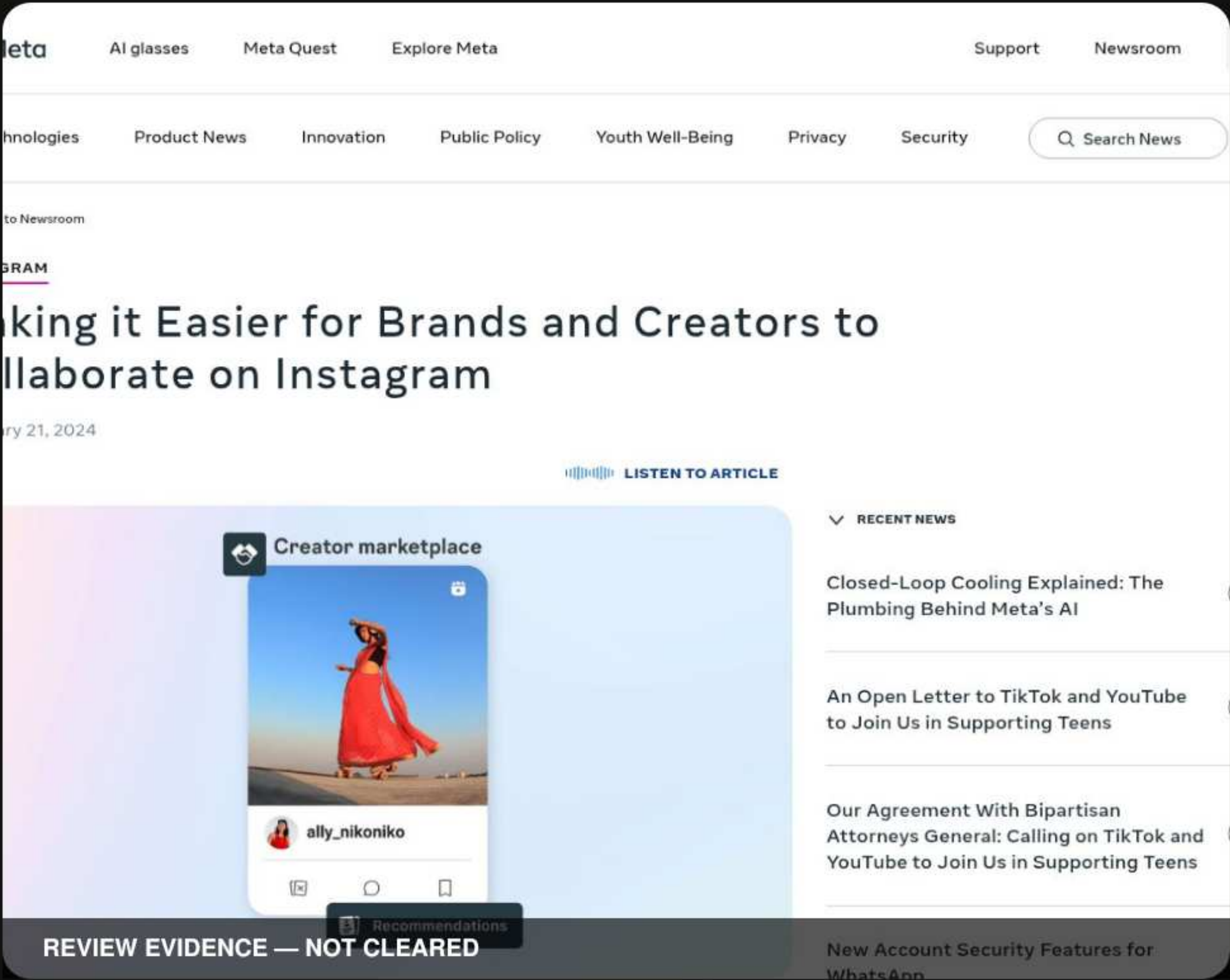




Meta Partnership Ads and TikTok Spark Ads solve related problems. They are not the same permission system.

Two platforms can use different controls and legal relationships for creator advertising.

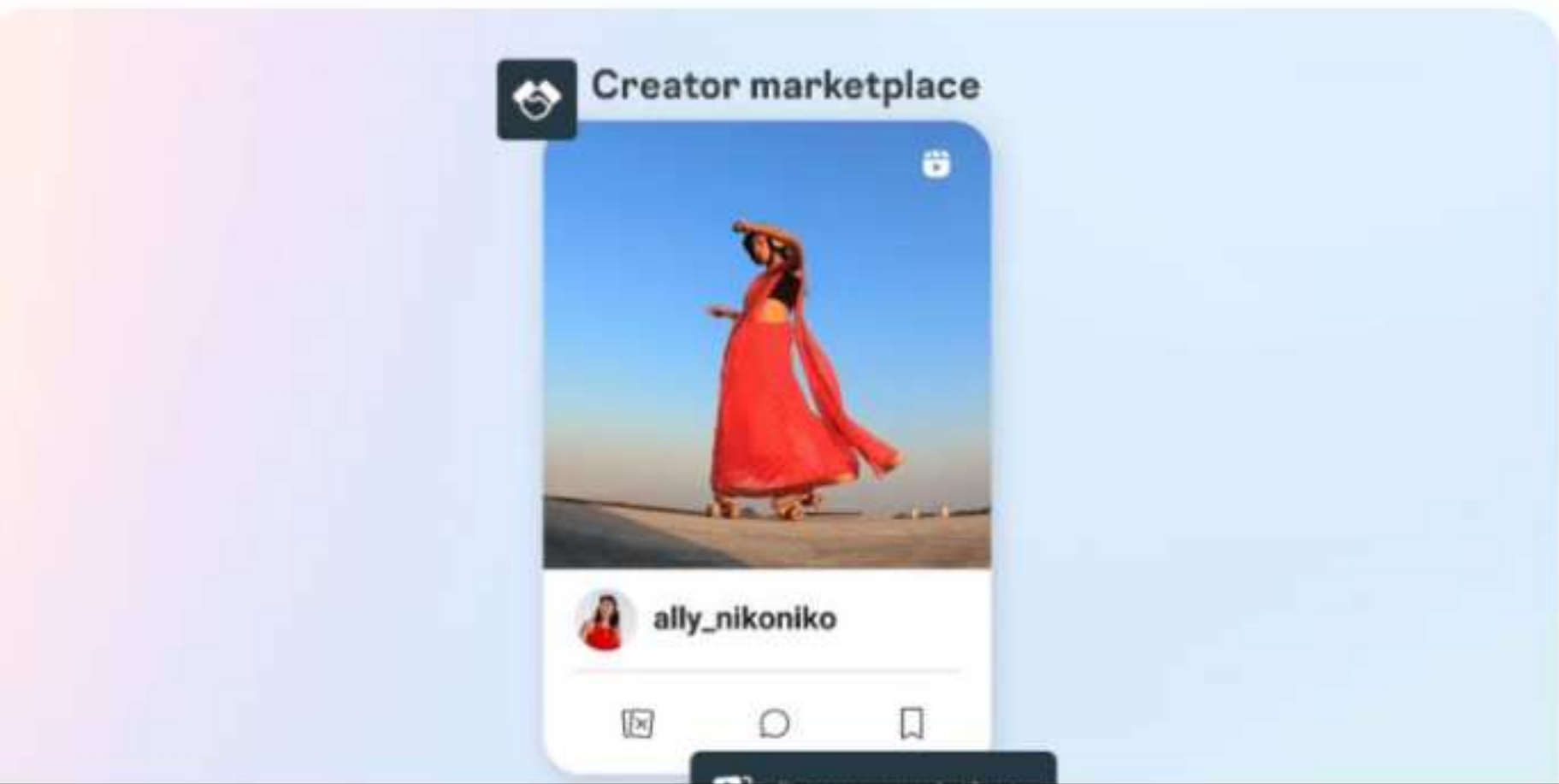
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INSTAGRAM

Making it Easier for Brands and Creators to Collaborate on Instagram

February 21, 2024

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REVIEW EVIDENCE — NOT CLEARED

Partnership Ads: brand and creator identities can appear together in paid distribution.

The Meta lane begins with the platform's own program name.

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About Spark Ads

Last updated: June 2026

Spark Ads is a native ad format that allows you to leverage organic TikTok posts and their features in your advertising. Spark Ads use posts from organic TikTok accounts to ensure that all views, comments, shares, likes, and follows gained from boosting the video during the promotion are attributed to your organic posts.

Spark Ads allows you to:

- Publish ads using your own TikTok account's posts.
- Publish ads using organic posts made by other creators (with their authorization)

Features

- **Text edits:** Save time when you can directly edit text for a Spark Ad push when setting up an ad. View each Spark Ads clearly and cleanly.
- **Post authorization:** Customize the duration of your authorization code to meet campaign needs and minimize costs.

Benefits

- An opportunity to build and establish your brand image and brand trust by allowing you to add organic TikTok posts to your ads.
- Leveraging creator content and audience to drive campaign performance with fewer resources.

REVIEW EVIDENCE — NOT CLEARED to understand impact beyond the campaign since all of the Spark Ads post engagement will be attributed to the original organic post.

Spark Ads: an advertiser can use authorized TikTok content in an advertising route.

The TikTok lane begins with the platform's own program name.