

Business Resource Center

Business Help Center

Partner enablement

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Spark Ads

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create Spark Ads for Smart+ Campaigns in TikTok Ads Manager

paid and organic optimization and ads

Spark Ads Code Error Notifications in TikTok Ads Manager

Captions and Translations for Ads

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Advertisers / Ad formats / In-feed video / Spark Ads

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

Spark Ads have no impact beyond the campaign since all of the Spark Ads post engagement will be attributed to the original organic post.

Match the verbs before comparing the products.

Five fields reveal where superficially similar ad tools may differ.

In-feed video

View ▾

Feed ▾

Reach ▾

Standard feed ▾

Branded Mission ▾

Spark Ads ▴

About Spark Ads

How to create Spark Ads for Manual and Search Campaigns in TikTok Ads Manager

How to create Spark Ads for Smart+ Campaigns in TikTok Ads Manager

About paid and organic optimization for brand ads

About Spark Ads Code Error Notifications in TikTok Ads Manager

About Captions and Translations for Spark Ads

TikTok Pulse suite ▾

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Marketing impact beyond the campaign since all of the Spark Ads post engagement will be attributed to the original organic post.

A platform toggle is evidence of a function—not the whole authority chain.

Technical capability, contractual permission and creator approval remain separate records.

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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.

Authorization needs a clock and a revocation route.

Record when use starts, when it ends, how it can be revoked and what must be retained.