

Business Resource Center

Business Help Center

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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.

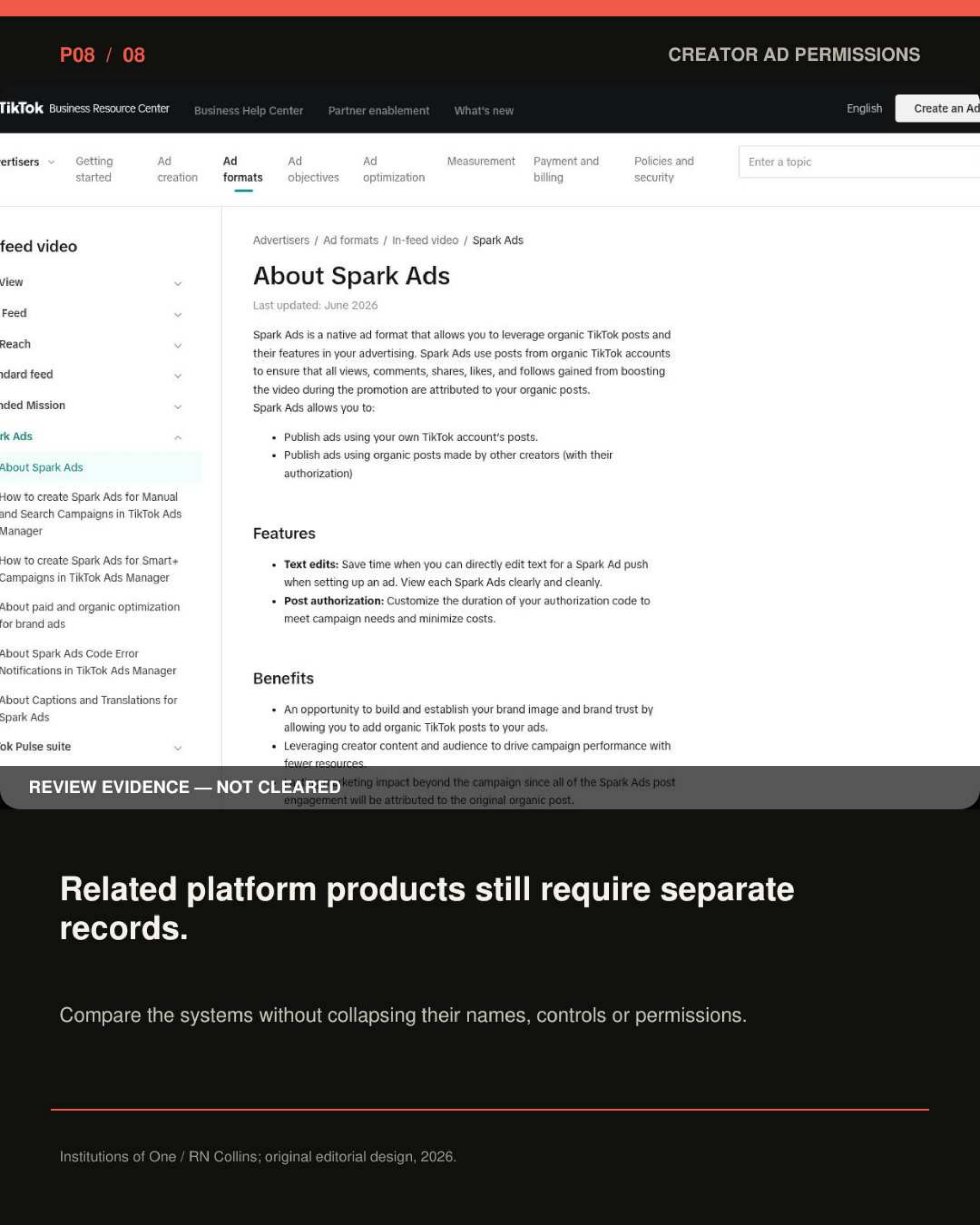
Spark Ads have no impact beyond the campaign since all of the Spark Ads post engagement will be attributed to the original organic post.

REVIEW EVIDENCE — NOT CLEARED

Keepable tool: the creator-ad authorization record.

Tie each ad route to one exact asset, version, account, edit scope, term and approver.

Institutions of One / RN Collins; original editorial design, 2026.



TikTok

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Spark Ads

About Spark Ads

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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

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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.

Related platform products still require separate records.

Compare the systems without collapsing their names, controls or permissions.

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