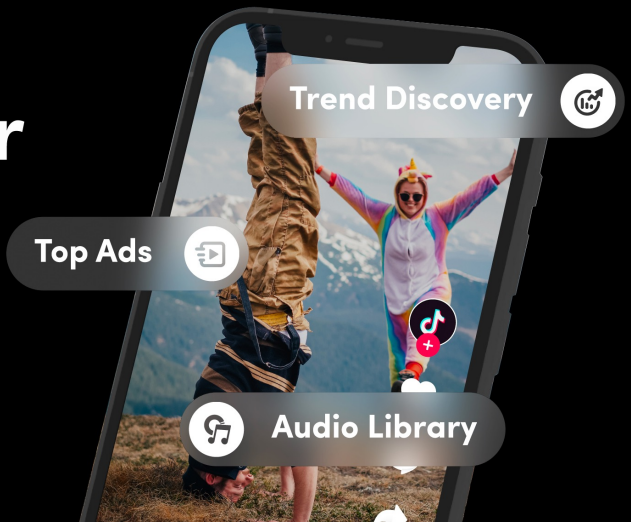# Creative Center

The logic is simple: brands value customers, and customers value brands who create and participate. Creative Center gives brands a boost by revealing what content makes their customers go cuckoo.

Trend Discovery

Top Ads

Audio Library

Get Inspired For Your Next Campaign

With daily updates on hot hashtags, top ads, data-driven best practices and popular music, Creative Center sparks fresh ideas and inspires game-changing campaigns.
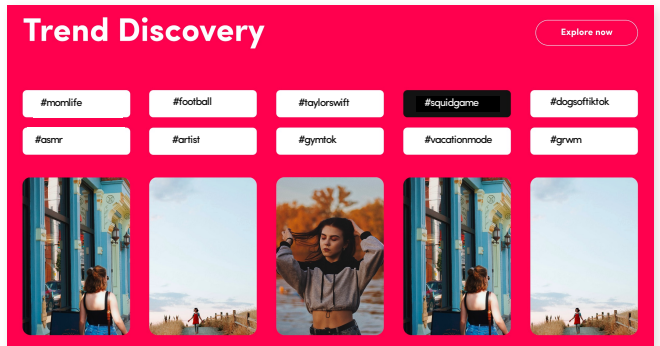
Visit The Website

https://ads.tiktok.com/business/creativecenter/

Key Features

Enter the Creative Center, home of buried treasure on TikTok.

Trend Discovery

There are endless gems to unearth on TikTok. Working across 14 different industries – from Appliance to Automotive, Fashion to Food – Trend Discovery gives you a firm grip on which hashtags are hot, which viral videos are driving culture today, and what resonates most with your audience.

Trend Discovery — Explore now

#momlife #football #taylorswift #squidgame #dogsoftiktok
#asmr #artist #gymtok #vacationmode #grwm

Top Ads

Top Ads — Explore now

Most valuable frame

Interact with this graph to see the most valuable frame of this video ad. This graph shows the percentage of CTR (Click through rate) compared to the total CTR of this video ad second by second.

United Kingdom | App Install
Fast-Moving Consumer Goods (FMCG)

One size rarely fits all on TikTok, but lessons can be learnt from past success. Discover what excites the community by exploring the top-performing ads from around the world.

Try your favorite ideas on for size, and make them your own. Top Ads keeps your research relevant by filtering results by objective, industry or country. You can even see which specific frame of a video has the highest CTR!

Creative Insights

Nothing says 'I love you' on TikTok like a 91% lift in conversions, or a 40% rise in impressions. But how do we learn which features drive success and lead to higher conversions?

Creative Insights helps you speak the language of success on TikTok by quantifying creativity: identifying patterns and traits proven to perform well on the platform.

Best practices

We identified these top creative insights to help you create the best performing TikTok ad.

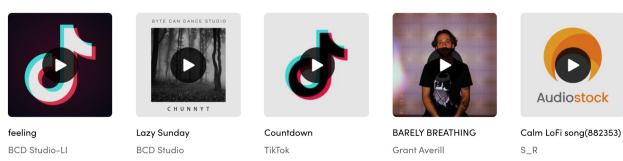| Aspect Ratio 9:16	Orientation Vertical	
48%	**77%**	A video duration between 21 and 34 seconds indicates a 1.57% lift in impressions, compared against video durations below 10 seconds or above 50 seconds.
98.35% of top-performing videos use the recommended 9:16 aspect ratio.	98.35% of top-performing videos use the recommended 9:16 aspect ratio.	91.78% of top-performing videos have a duration between 21 and 34 seconds.
↑ 60.45% lift in impressions	↑ 60.45% lift in impressions	
Validated for Brazil, EU, Japan, SEA, and NA regions: Brazil, EU, Japan, SEA, and NA r	Validated for Brazil, EU, Japan, SEA, and NA regions: Brazil, EU, Japan, SEA, and NA r	

Audio Library

Audio Library — Explore now

feeling — BCD Studio-LI
Lazy Sunday — BCD Studio
Countdown — TikTok
BARELY BREATHING — Grant Averill
Calm LoFi song(882353) — S_R

Commercial Audio Library

A TikTok without sound is like a birthday without cake. 9 in 10 users say sound is vital to the TikTok experience, and more than half of TikToks are built using existing platform music or sounds.*

The Audio Library tab offers more than 500,000 songs, cleared for commercial use, alongside insight into current trends and a range of helpful filters.

TikTok: For Business