



TopView

Be the first video people see while opening the app, with our most *visible placement* that places your brand and message in the spotlight.

Breakthrough and resonate on TikTok’s biggest billboard

TopView is a high impact, full-screen, sound on video ad format that guarantees immediate brand exposure to audiences on TikTok. TopView offers advertisers the ability to own the day with the added support of age, interest and gender targeting.

Build brand affinity at app open

Targeting with TopView helps advertisers reach audiences who are most likely to watch, interact with, and share the content.

1.5x

user 1.5x more likely to recall brand from TopView vs. other ad types¹

45%

users who saw a **TopView ad** would recommend the brand to others¹

TikTok

Skip ad



Swipe up to skip

Supercharge interactivity and impact

The newest TopView features give you even more control and engagement.

Access more ways to reach audiences with impact

TopView’s newest delivery option ensures your brand reaches every eligible user on the day your campaign runs with efficiency. Instead of buying every impression of the day, you can now opt to serve your ad once per user over a 24-hour window.

Turn attention into action with our new interactive-add on

TopView’s newest interactive add-on invites users to tap on mystery gift boxes to reveal exclusive offers, gift codes, or other surprises on your landing page—making engagement fun and frictionless.



How to buy

TikTok Ads Manager is available via managed service with CPM buying and guaranteed impression delivery.

When to use

TopView is best used to quickly and effectively maximize reach and drive awareness, especially during time sensitive moments [e.g. Seasonal Activations and Product Launches].

TopView ads are **the most interacted with** compared to other TikTok ad formats.²

Availability

NA: US, CA
EUI: UK, DE, ES, IT, FR, SE, NL, NO, FI, DK, CH, BE, AT, IE, GE, LU, PT, IL, HU, CZ, RO
METAP: AE, SA, EG, TR, KW, QA, OM, BH, IQ, MA, LB, PK, ZA, KZ, BY
APAC: AU, NZ, JP, VN, MY, TH, ID, PH, KH, SG,
CNOB: TW
LATAM: MX, BR, AR, CL, CO, PE, EC, UY

Source 1:TikTok Marketing Science US, Ad Placement 2022, conducted by Material; Source 2: TikTok Internal Data, 2024