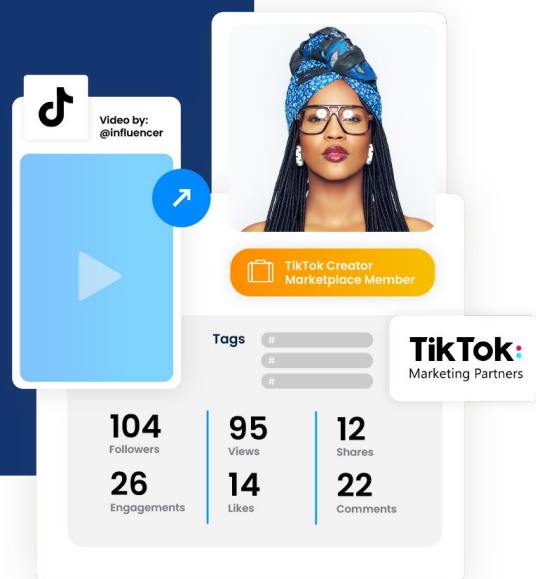


How-To: Add A Campaign Code to TikTok



Before getting started, make sure you have a [TikTok Business account](#)!

1. Before publishing your post, select **Branded content ad ads**
(If you've already published, navigate to the post and hit the three dots, then select Ad Settings)
2. Turn **ON** Branded Content
3. Tap **Link Campaign**
4. Select **Add Campaign Code**
5. Type the code you received in the window

Why Add Campaign Codes?

- ✓ Share metrics with brand partners automatically (no more screenshots!)
- ✓ Meet TikTok and the FTC's branded content toggle requirements
- ✓ Demonstrate your ability to reach target audiences and the value you bring to brand partners

More details and process screenshots can be found [here](#)