

heise bestenlisten by TechStage @TikTok

www.heise.de/bestenlisten

With **19 million** users, TikTok is one of the leading social media channels in Germany. TechStage's TikTok channel has been active and growing since late 2019. **Every day**, our more than 116,000 followers and the TikTok community receive new videos about technology, gadgets and deals. Besides community service & building, the focus of our target group (male, 35 to 55 years old) is bluntly and honestly on **selling** products and services.

USP:

- Creation of a native ad in video format including own visuals (keyword: unboxing), integration of (affiliate) links
- max. 30 seconds video length
- Promotion with click guarantee: at least 100,000 views and 1,000 clicks
- max. 1 product
- Editorial briefing & test device for video
- a correction loop
- channel: www.tiktok.com/@techstage



Example 1



Example 2



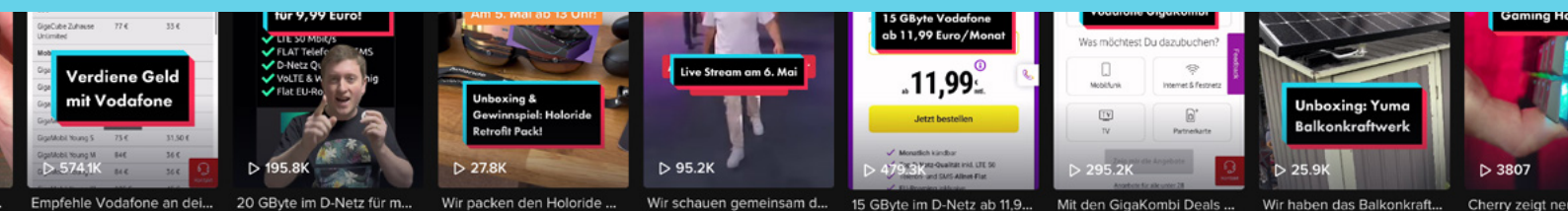
Example 3

IMPORTANT: There must be an added value for the customer (coupon, discount, contest, ...).

Packages:

	Views	Clicks	Runtime	Rate
Package S	100,000	1,000	3-4 days	2,500 €
Package M	200,000	2,000	7 days	3,500 €
Package L	400,000	4,000	10 days	5,900 €

NEW!
TIKTOK5
 5 Videos
 for € 2,500
 (no view click guarantee)



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