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# What is TikTok Creative Center?

[TikTok Creative Center](#) is a public resource offering various creative materials. It is a place you can find the tools you need to level up your content.

Stay updated on the latest trends, learn from success stories, and access tools to create high-quality and impactful TikTok ads. Best of all, it's completely free!

## Accessing the TikTok Creative Center

TikTok allows users to log into the Creative Center with their TikTok account. But you can create an account with your email address if you don't have one.

Additionally, you can log into the Creative Center from any device or browser. However, you should use a browser that allows you conveniently download TikTok's audio and video resources.

## What's in the TikTok Creative Center?

The TikTok for Business Creative Center consists of several helpful tools categorized under different sections. Let's take a close look at each of them:

# 1. Inspiration section

As its name suggests, the purpose of this section is to inspire creators. It showcases the platform's best ads, insights, and practices to help you create high-performing ads. The section has five categories:

## 2. Top Ads

This is a group of TikTok's best-performing ads. It allows you to filter the ads by location, industry, publish date, objectives, etc. You can also use it to check out your competitor's ads. Click on an ad to view performance metrics like likes, shares, and views.

Additionally, you can click on "See analytics" to see more metrics like the click-through rate, conversion rate, and more. You will get a graph to analyze each metric.

### ■ Keyword Insights

Are you struggling with your ad copy? Don't worry! You can get ideas from the best keywords and phrases on TikTok via Keyword Insights. See what keywords are getting the most engagements and create yours.

### ■ Creative Insights

This tool provides data-backed best practices for successful ad campaigns. It gives you the tips you need to maximize your ads.

### ■ Creative Strategies

Here, you find blog posts on specific TikTok ad genres. It is a comprehensive knowledge hub.

- **Showcases**

Showcases are more or less case studies. Get inspired by TikTok ads' success stories across different locations and industries.

## 3. Trends section

Do you want to know what's trending on TikTok? Then, this is where you need to be. The Trends section shows trending hashtags, music, creators, and videos on TikTok. Creating trendy content will be vital to your success, whether you use [TikTok for business](#) or personal use.

## 4. Creative Tools Section

TikTok understands that not all creators can be expert video editors, so it has made the Creative Tools section available. The section includes the TikTok Video Editor and Video Templates. These tools make video editing super easy.

- **Video edEditor**This allows you to edit your videos in various ways. You can change your video speed, insert texts, add effects, and do so much more:
- **Video templates:** Save time with TikTok's video templates. This tool has a wealth of templates you can use for your videos. Just pick a template and start creating.

## 5. Audio Library section

TikTok limits the use of music in video ads due to copyright issues. Fortunately, you can find royalty-free sounds in the Audio Library. Use the filter to find songs with specific length, theme, popularity, mood, etc.

## How To Find Trending Songs on TikTok?

Music is essential on TikTok, so you should get the best song for your video ad. You can use the Creative Center if you don't know what's trending or don't want to copy others.

1. Visit the "Audio Library."
2. Select "Music."
3. Filter the songs by popularity, genre, or theme. You can also search for an artist.
4. Once you find your preferred song, select "Use in Video Editor."

## Removing Your Ads From TikTok Top Ads

You can remove your ads from [Top Ads](#) if you don't want your competitors to spy on them. Follow these steps to get it done:

1. From TikTok For Business, go to the Creative Center.
2. Select your Personal Profile and click "Ad Authorization Management."
3. Select the ads you want to hide and click "Withdraw."

# Final Thoughts on TikTok Creative Center

TikTok Creative Center is a great tool for those looking to simplify their content creation journey. Its wide range of resources makes it easy to find something that works for any creator, no matter the experience level.

Collaborate with a [TikTok advertising](#) agency to get your message seen by the people who matter most, build a loyal following, and grow your bottom line.

## Frequently Asked Questions on TikTok Creative Center

### In what way does the playlist page help me to create quality content?

You can visit the Playlist page to find song collections that connect popular themes quickly.

### How can I hide my ads with creative authorization?

1. Go to the Creative Center and login to your TikTok for Business account.

2. Click Personal Profile and choose Ad Authorization Management.
3. Click withdraw for the chosen creatives, then confirm.

## **Where can I authorize creatives to show in the Top Ads section?**

You can authorize creatives to show up in the Top Ads section by clicking the tick box in the pop-up Window. Once authorized, the assets will be visible in the Top Ads feed the next day.