

Vimeo, Inc. Logo

Vimeo and TikTok Partner to Drive Small Business Success With Video Ads

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The partnership connects Vimeo's powerful creation tools with TikTok Ads Manager; Vimeo is the first video software company to join the TikTok Marketing Partner Program

NEW YORK, July 19, 2021 /PRNewswire/ -- Vimeo (NASDAQ:VMEQ), the world's leading all-in-one video software solution, and TikTok, a leading destination for short-form mobile video, today announced a new partnership that integrates [Vimeo's powerful video tools](#) with the TikTok platform. The partnership gives small and medium businesses (SMBs) everything they need to make effective video ads to engage customers, while enabling them to take full advantage of Vimeo's suite of video tools and the broad reach of the TikTok platform. In pre-release tests of the combined capabilities participants saw up to 50% higher clickthrough rates compared to previous campaigns on other platforms and were able to double the number of videos they created in a short timespan.



Vimeo is joining [TikTok Marketing Partners](#), a group of vetted experts who create, implement, and measure TikTok ad campaigns. Vimeo is the first partner to be badged under TikTok's all-new Creative Tools subcategory of Creative Partners, who help brands produce creative assets that leverage TikTok's best practices.

With this first-of-a-kind partnership between TikTok and a video software company, SMBs can now use Vimeo Create, an advanced AI-driven video production tool, to produce and publish ads directly into the TikTok Ad Manager in minutes. The companies also collaborated on developing custom video templates exclusively available in Vimeo Create, optimized for the TikTok platform.

Pre-Release Test Advertising

Ahead of launch, Vimeo and TikTok invited small businesses to try Vimeo Create and advertise on TikTok for the first time. More than 85% of participants reported successful campaign results and plan to run additional TikTok campaigns. [NaturalAnnie Essentials](#), a family-run, Bridgeport, CT-based soy candle company, saw a 5.5x increase in conversion rate within the first two weeks of the trial campaign when compared with other forms of online advertising.

"We've saved thousands of dollars, the stress of shipping candles to a production studio, and lots of headaches by using Vimeo for our TikTok ads," said Anya White-Brown, CEO of NaturalAnnie Essentials. "Vimeo Create made it super easy — it was as simple as adding your assets to the templates to fit your brand. Now we create anywhere from 30-75 videos per month."

TikTok gives small businesses opportunities to reach and attract wider communities where they spend their time today. However, the high level of user engagement on the platform creates a challenge for marketers who need to publish new content and ads with far more frequency than on other online channels. It's recommended that businesses test new TikTok ad creative on a bi-weekly basis, and that they post new organic TikTok videos multiple times a week - if not every day - to maximize their engagement.

"Vimeo and TikTok are solving one of the most significant pain points for SMBs in reaching customers — how to easily and affordably create professional-quality content at scale," said Richard Bloom, SVP, Business Development, Vimeo. "We're thrilled to be the first video creation platform to integrate with TikTok For Business and to expand the reach of Vimeo Create, so more businesses can engage even more customers online."

"As small businesses recover and rebuild after a challenging year, TikTok is working on ways to make it easier to reach their community and grow their business," said Melissa Yang, Head of Ecosystem Partnerships, TikTok. "Our partnership with Vimeo provides small businesses with simple, effective video tools that rival what the biggest brands in the world have access to — and they drive real results."

Following the launch, Vimeo and TikTok plan to find more ways to join forces in helping every SMB succeed with video. This integration is available immediately to all Vimeo users.

About TikTok

TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy. TikTok has global offices including Los Angeles, New York, London, Paris, Berlin, Dubai, Singapore, Jakarta, Seoul, and Tokyo.

About Vimeo

Vimeo (NASDAQ: VMEQ) is the world's leading all-in-one video software solution. Our platform enables any professional, team, and organization to

unlock the power of video to create, collaborate and communicate. We proudly serve our growing community of over 200 million users — from creatives to entrepreneurs to the world's largest companies. Learn more at www.vimeo.com.

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Vimeo Communications, Matt Anchin, PR@vimeo.com; TikTok Communications, Megan Cook, megan.cook@tiktok.com