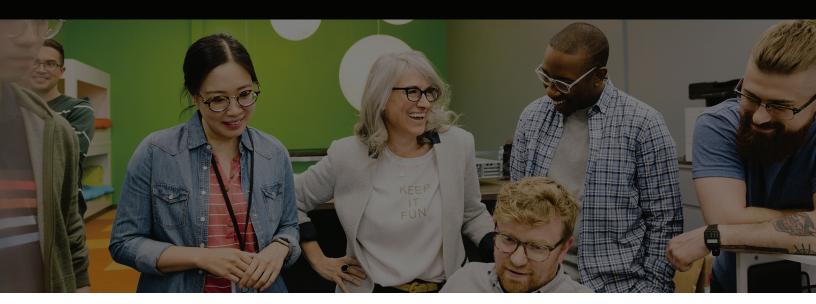# Checklist: Link AI for Digital

Upload a maximum of 20 ads

- Each ad can be a maximum of 100mb
- You can upload digital ads to test for Facebook, YouTube, YouTube skippable, TikTok (USA, UK, Australia only), Twitter, Snapchat, Programmatic and Weibo.

For each video, please prepare the following:

- brand name
- brand category
- campaign start date
- market and language
- target audience, gender, and age range
- payment method (credits or invoice). Contact Kantar Marketplace Support in advance to purchase credits.

Specifically for TikTok, please prepare the following:

- number of account followers
- number of account likes
- number of account videos

You can test ads for multiple reasons:

- Market testing – test the success of your ad in different markets
- Competitive intelligence – compare your ads against your competitors
- Meta analysis – identify and act on the patterns across your campaigns
- Real-time optimisation – test different attributes of your ad to determine the best outcome
- Secure testing – test confidential ads

Results are available in as few as 15 minutes