

[External] Refresh Ads API

The Refresh Ads API provided by TikTok For Business is in **Alpha**. If you would like access to this API, [register and be approved as a developer](#) through the developer portal and contact your TikTok representative to be allowlisted to use the Refresh Ads API endpoints. At this time, we will be enrolling a limited number of developers and will be approving more applications in a phased timeline.

This documentation is **private and confidential** and intended for use only by partners and advertisers who are participating in the alpha program.

Please do not circulate or reproduce this documentation without the consent of the TikTok API for Business team. If you are not the intended user, you may not disclose or use the information in this documentation in any way.

Change Log

Date	Product Update	Endpoint Details
June 2025	Alpha launch of Refresh Ads API.	<ul style="list-style-type: none">• /v1.3/file/video/ad/upload/• /v1.3/creative/aigc/refresh_video/task/create/• /v1.3/creative/aigc/video/task/list/• /v1.3/creative/aigc/video/list/

Legal requirements for developers

This section sets forth the legal disclaimers that developers will need to implement when using TikTok's Creative GenAI API Tools. Note that failure to comply with these requirements is a violation of TikTok's Developer [Terms](#) and may result in temporary or permanent suspension of your access to TikTok's Developer API Tools.

Requirement
<p>At any point in the user interface where an end user can upload any assets for use in AI-generation, developers must include a notice prior to uploading informing the end user of the following:</p> <p><i>By uploading assets, you confirm that you have the necessary legal rights to these assets, the assets do not include any user generated content, and you are authorized to grant TikTok permission to scan and modify the assets. You may not upload any assets that would violate TikTok's Ad Policies or Community Guidelines.</i></p>

Can I use the outputs from TikTok Symphony and use them on other platforms?

TikTok is providing these free creation tools to more easily and efficiently create TikTok-fit content for publishing on TikTok. While our terms do not limit using the content on other platforms, we suggest leveraging these creative tools tailored for TikTok to create content for the TikTok platform.

Overview

The Refresh Ads API is an innovative tool designed to revitalize your existing videos by creating fresh variations through new hooks or captivating background music. By leveraging AI technologies, this API can not only enhance your current video content but also ensure it remains relevant and appealing to your audience.

The benefits of AI-driven video refreshing include:

- **Rapid production:** Effortlessly generate multiple video variations in minutes, streamlining your content creation process and saving you time and costs.
- **Creative fatigue prevention:** Keep your videos engaging and lively by introducing new elements that maintain viewer interest and excitement.
- **Scalability:** Experiment with various hooks and soundtracks, allowing for a tailored approach that resonates with your target audience and maximizes impact.

Get Started

1. Allowlist

1. This feature is currently an allowlist-only feature. If you would like to access it, please contact your TikTok representative.

Step-by-step onboarding workflow

If you are new to API for Business, complete the following steps before making your first API call.

1. [Create a TikTok For Business account.](#)
2. [Register as a developer.](#)
3. [Create a developer app.](#)
4. [Authorization.](#)
5. [Authentication.](#)
6. Make your first API call.

1. Permission

1. Ensure you have the **Generative AI Tool > Video Generation** permission to use the Refresh Ads API. To learn about how to update your developer app permission, see [here](#).

1. Rate limit

For `/v1.3/creative/aigc/refresh_video/task/create/`, we recommend that you limit your calls to 1 QPS (query per second) and 5 QPM (queries per minute) per developer app to maintain optimal performance and prevent overload.

Workflow

To generate refreshed videos, follow the following steps:

1. **Upload videos to the stock library** using [/file/video/ad/upload/](#).
2. **Create a video refreshing task** using [/creative/aigc/refresh_video/task/create/](#). Pass the video ID obtained from Step 1 to the request parameter `video_id`.
3. **Check the result of the video refreshing task** using [/creative/aigc/video/task/list/](#). Confirm the `status` of the tasks is `SUCCESS`.
4. **Access refreshed videos** using [/creative/aigc/video/list/](#). Download the refreshed videos from the returned `preview_url`.

API Reference

The Refresh Ads API is an innovative tool designed to revitalize your existing videos by creating fresh variations through new hooks or captivating background music. By leveraging AI technologies, this API not only enhances your current video content but also ensures it remains relevant and appealing to your audience.

This group consists of the following endpoints:

- [Upload videos to the stock library](#)
- [Create a video refreshing task](#)
- [Get the result of a video refreshing task](#)
- [Get refreshed videos](#)

Upload videos to the stock library

Use this endpoint to upload a video to the stock library. You can then use IDs of videos from the stock library to [create a video refreshing task](#).

Request timeout for this interface is 10 seconds, and the transmission speed depends on network bandwidth. Make sure that the file size is reasonable.

Important

By uploading assets, you confirm the following: you have the necessary legal rights to the assets, the assets do not include any unauthorized user-generated content, and you are authorized to grant TikTok permission to scan and modify the assets.

You may not upload any assets that would violate TikTok's [Ad Policies](#) or [Community Guidelines](#).

Request

Endpoint https://business-api.tiktok.com/open_api/v1.3/file/video/ad/upload/

Method POST

Header

Field	Data Type	Description
Access-Token Required	string	Authorized access token. For details, see Authentication .
Content-Type Required	string	Request message type. If <code>upload_type</code> is <code>UPLOAD_BY_URL</code> , use <code>application/json</code> .

Parameters

Field	Data Type	Description
upload_type Required	string	Video upload method. Enum values: <code>UPLOAD_BY_URL</code> .
use_scenario Required	string	The use scenario for the video. Enum value: <code>AIGC</code> (for video refreshing tasks).

video_url Conditional	string	<p>Required when upload_type is UPLOAD_BY_URL.</p> <p>Video URL address, such as http://xxx.xxx.</p> <p>(1) File size: better within 10MB.</p> <p>(2) Verification: We will verify Content-Type in the response header. A common invalid media type is text (Content-Type = text/*, such as text/html, text/plain). Also, we will verify the data if you set a Content-MD5 in the response header.</p> <p>(3) Encoding: The URL needs to be a valid URL in the browser. For instance, the spaces in the URL need to be encoded into %20. You can copy and paste the URL into a browser address bar, then the URL will be automatically encoded.</p> <p>(4) Specifications:</p> <ul style="list-style-type: none"> • Aspect ratio: 9:16, 16:9, and 1:1. • Format: .mp4, .mov, .mpeg, .avi. <p>Note:</p> <ul style="list-style-type: none"> • Before uploading, make sure that the video URL is playable and in a supported format. If the URL is invalid or in an unsupported format (i.e. txt.), you may see an error message or obtain an invalid video ID that cannot be used for task creation. • If you want to create video refreshing tasks, follow the following guidelines for best results: <ul style="list-style-type: none"> ○ File size: Within 70 MB. ○ Format: Upload polished, ad-ready videos in .mov or .mp4 format. ○ Duration: must be between 2 and 180 seconds.
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Example

None

```
curl --location --request POST
'https://business-api.tiktok.com/open_api/v1.3/file/video/ad/uplo
ad/' \
--header 'Access-Token: {{Access-Token}}' \
--header 'Content-Type: application/json' \
--data '{
  "upload_type": "UPLOAD_BY_URL",
```

```
"use_scenario": "AIGC",
"video_url": "{{video_url}}"
}'
```

Response

Field	Data Type	Description
code	number	Response code. For the complete list of response codes and descriptions, see Appendix - Return Codes .
message	string	Response message. For details, see Appendix - Return Codes .
request_id	string	The log ID of a request, which uniquely identifies the request.
data	object	Returned data.
video_id	string	Video ID. You pass the video ID to the request parameter <code>video_id</code> in /creative/aigc/refresh_video/task/create/ .

Example

```
None
HTTPS/1.1 200 OK
{
  "code": 0,
  "message": "OK",
  "request_id": "{{request_id}}",
  "data": [
    {
      "video_id": "{{video_id}}"
    }
  ]
}
```

Create a video refreshing task

Use this endpoint to create a video refreshing task that updates your video with TikTok-style variations..

After you create the task, call </creative/aigc/video/task/list/> to check the task result. The time required to process each task is usually within one minute.

Request

Endpoint https://business-api.tiktok.com/open_api/v1.3/creative/aigc/refresh_video/task/create/

Method POST

Header

Field	Data Type	Description
Access-Token Required	string	Authorized access token. For details, see Authentication .
Content-Type Required	string	Request message type. Allowed value: <code>application/json</code> .

Parameters

Field	Data Type	Description
video_id Required	string	<p>The ID of a video from the stock library. For best results, follow the following guidelines:</p> <ul style="list-style-type: none">• File size: Within 70 MB.• Format: Upload polished, ad-ready videos in .mov or .mp4 format.• Duration: must be between 2 and 180 seconds. <p>To upload videos to the stock library and obtain video IDs, use /file/video/ad/upload/.</p>

video_refresh_strategy_list Required	string[]	<p>Select the list of strategies that you want to use to refresh the video.</p> <p>Enum values:</p> <ul style="list-style-type: none"> • ADD_HOOK: Add a hook. Grab attention fast: let AI craft your video's critical first 6 seconds. • SWAP_MUSIC: Swap or add catchy music. Let the system pick music that matches your video's vibe. <p>The available combinations of strategies are:</p> <ul style="list-style-type: none"> • ["ADD_HOOK"] • ["SWAP_MUSIC"] • ["ADD_HOOK", "SWAP_MUSIC"]
add_hook	object	Details of the hook that you want to add.
hook_type	string	<p>Hook type.</p> <p>Enum values:</p> <ul style="list-style-type: none"> • EMOTIONAL: An emotional hook. Use AI-generated emotional scripts combined with an avatar as a video intro. This type of hook typically introduces the product's demand, usage scenarios, and selling points within the video. • COMMENT: A reply-to-comment hook. Use AI-generated comments as the video intro. This type of hook typically introduces the product's demand, usage scenarios, and selling points within the video. • BILLO: A benefits-driven hook. To analyze the original video and select suitable clips from a fixed, general-purpose material library as the video intro. • TEXT_TO_VIDEO: A trendy hook. To create a hook based on a text that is auto-generated from analyzing the original video. • RECOMMENDED: Recommended. Generate 4 videos, 1 video for each of the following hook types: EMOTIONAL, COMMENT, BILLO, and TEXT_TO_VIDEO. • HOLIDAY: A holiday theme hook. To analyze the original video and select suitable clips from a fixed holiday material library as the video intro. <p>Default value: RECOMMENDED.</p>

product_category Conditional	string	<p>Required when the value of <code>video_refresh_strategy_list</code> includes <code>ADD_H00K</code>.</p> <p>To learn about the enum values, see List of values for product_category.</p>
product_description	string	<p>Valid when the value of <code>video_refresh_strategy_list</code> includes <code>ADD_H00K</code>. A description of the product, brand, and target audience. Length limit: 3,000 characters.</p>
holiday_theme Conditional	string	<p>Required when the value of <code>video_refresh_strategy_list</code> includes <code>HOLIDAY</code>. Enum values:</p> <ul style="list-style-type: none"> • <code>NEW_YEARS_DAY</code>: New Year's Day. This holiday is celebrated on January 1. Celebrate fresh starts and new beginnings as we welcome the new year with excitement and optimism. • <code>VALENTINES_DAY</code>: Valentine's Day. This holiday is celebrated on Feb 14. A day to express love and affection, filled with hearts, flowers, and romantic gestures. • <code>NATIONAL_PET_DAY</code>: National Pet Day. This holiday is celebrated on April 11. Another chance to spoil and cherish your beloved pets with love and treats. • <code>EASTER</code>: Easter. This holiday is celebrated on Apr 20. A joyful spring celebration featuring egg hunts, colorful decorations, and festive gatherings. • <code>MOTHERS_DAY</code>: Mother's Day. This holiday is celebrated on May 11. A heartfelt tribute to mothers everywhere, celebrating their love, care, and support. • <code>PRIDE</code>: Pride. This holiday is celebrated in June. A month-long celebration of LGBTQ+ identities, rights, and visibility, filled with parades and joy. • <code>FATHERS_DAY</code>: Father's Day. This holiday is celebrated on June 15. A day to honor fathers and father figures, recognizing their guidance and love. • <code>GRANDPARENTS_DAY</code>: Grandparents' Day. This holiday is celebrated on July 27. A day to appreciate the wisdom, love, and support of grandparents in our lives. • <code>BACK_TO_SCHOOL</code>: Back to School. This holiday is celebrated in August. Get ready for a fresh

		<p>academic year with excitement, new supplies, and learning adventures.</p> <ul style="list-style-type: none"> • HALLOWEEN: Halloween. This holiday is celebrated on October 31. A spooky and fun-filled celebration of costumes, trick-or-treating, and haunted festivities. • SINGLES_DAY: Singles' Day. This holiday is celebrated on November 11. A celebration of self-love and independence. • THANKSGIVING: Thanksgiving. This holiday is celebrated on November 27. A time to gather with loved ones, express gratitude, and enjoy a festive meal. • BLACK_FRIDAY: Black Friday. This holiday is celebrated on November 28. A shopping extravaganza featuring unbeatable deals and discounts for eager shoppers. • SMALL_BUSINESS_SATURDAY: Small-Business Saturday. This holiday is celebrated on November 29. A day to support local businesses and shop small for unique products and services. • CYBER_MONDAY: Cyber Monday. This holiday is celebrated on December 1. An online shopping day filled with tech deals and digital discounts. • CHRISTMAS_DAY: Christmas Day. This holiday is celebrated on December 25. A festive holiday celebrating love, joy, and the spirit of giving with family and friends. • BOXING_DAY: Boxing Day. This holiday is celebrated on December 26. A post-Christmas day of relaxation, shopping, and enjoying time with loved ones.
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List of values for **product_category**

The following table lists the enum values for **product_category**.

product_category value	Category
AUTOMOTIVE	Automotive
CATERING_SERVICES	Catering services
CLOTHING_AND_ACCESSORIES	Clothing & accessories

CONSUMER_ELECTRONICS_AND_ELECTRIC_APPLIANCES	Consumer electronics and electric appliances
CONSUMER_GOODS	Consumer goods
CONVENIENCE_SERVICES	Convenience services
CULTURE_SPORTS_AND_ENTERTAINMENT	Culture, sports & entertainment
EDUCATION_AND_TRAINING	Education and training
ELECTRONICS_AND_ELECTRICAL	Electronics & electrical
FOOD_AND_DRINKS	Food & drinks
GAMES	Games
HEALTHCARE_AND_PHARMACEUTICAL	Healthcare & pharmaceutical
HOME_FURNISHING_MATERIALS	Home furnishing materials
INTERNET_FINANCE	Internet finance
MEDIA_AND_CONTENT	Media & content
PROFESSIONAL_SERVICES	Professional services
PUBLIC_ADMINISTRATION	Public administration
RETAIL_AND_ECOMMERCE	Retail & e-commerce
TELECOMMUNICATIONS	Telecommunications
TRADITIONAL_FINANCE	Traditional finance
TRAVEL	Travel
UTILITY_SOFTWARE	Utility software

Example

None

```
curl --location --request POST
'https://business-api.tiktok.com/open_api/v1.3/creative/aigc/refresh_video/task/create/' \
--header 'Access-Token: {{Access-Token}}' \
--header 'Content-Type: application/json' \
--data '{
    "video_id":"{{video_id}}",
    "video_refresh_strategy_list":["ADD_HOOK","SWAP_MUSIC"],
    "add_hook":{
        "hook_type":"RECOMMENDED",
        "product_category":"GAMES",
        "product_description":"{{product_description}}",
        "holiday_theme":"FATHERS_DAY"
    }
}'
```

Response

Field	Data Type	Description
code	number	Response code. For the complete list of response codes and descriptions, see Appendix - Return Codes .
message	string	Response message. For details, see Appendix - Return Codes .
request_id	string	The log ID of a request, which uniquely identifies the request.
data	object	Returned data.
task_ids	string[]	The IDs of the video refreshing tasks.

Example

None

```
HTTPS/1.1 200 OK
{
```

```
"code": 0,
"message": "OK",
"request_id": "{{request_id}}",
"data": {
  "task_ids": [
    "{{task_id}}"
  ]
}
```

Get the result of a video refreshing task

Use this endpoint to retrieve the result of a video refreshing task.

Request

Endpoint https://business-api.tiktok.com/open_api/v1.3/creative/aigc/video/task/list/

Method GET

Header

Field	Data Type	Description
Access-Token Required	string	Authorized access token. For details, see Authentication .

Parameters

Field	Data Type	Description
aigc_video_type	string	<p>The type of AI-generated content (AIGC) video to filter the results by. Enum value:</p> <ul style="list-style-type: none">REFRESH_VIDEO: Refreshed videos generated from video refreshing tasks that update your video with TikTok-style variations. <p>Note: If this field is not passed, the response will only include tasks for dubbed videos.</p>

task_ids Required	string[]	The IDs of video refreshing tasks to retrieve the result for. Max size: 5. To create a video refreshing task and obtain the task ID, use /creative/aigc/refresh_video/task/create/ .
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Example

None

```
curl --location --request GET
'https://business-api.tiktok.com/open_api/v1.3/creative/aigc/video/task/list/?aigc_video_type=REFRESH_VIDEO&task_ids=["{{task_id}}"]'\
--header 'Access-Token: {{Access-Token}}'
```

Response

Field	Data Type	Description
code	number	Response code. For the complete list of response codes and descriptions, see Appendix - Return Codes .
message	string	Response message. For details, see Appendix - Return Codes .
request_id	string	The log ID of a request, which uniquely identifies the request.
data	object	Returned data.
list	object[]	Information about the list of AIGC video tasks.
task_id	string	The ID of the AIGC video task.
aigc_video_type	string	The type of AI-generated content (AIGC) video. Enum value: <ul style="list-style-type: none"> REFRESH_VIDEO: Refreshed videos generated from video refreshing tasks that update your video with TikTok-style variations.

status	string	<p>The status of the AIGC video task. Enum values:</p> <ul style="list-style-type: none"> • SUBMITTED: The task was submitted and has not been processed. • PROCESSING: The task is being processed. • SUCCESS: The task succeeded. • FAILED: The task failed.
video_name	string	<p>The name of the video. If not specified, this field will default to "(lower case){aigc_video_type}-{YYYYMMDDHHMMSS}-{three random characters}". Example: refresh_video-20250519063832-cDc.</p>
video_id	string	<p>The ID of the generated AIGC video. Note: This value of this field cannot be passed to video_ids in /file/video/ad/search/ or /file/video/ad/info/ because AIGC videos are not synced to the Asset Library of an ad account.</p>
preview_url	string	<p>The preview URL of the generated AIGC video. Validity period: six hours. After the URL expires, you need to create a new video task to obtain a new preview URL.</p>

Example

None

HTTPS/1.1 200 OK

```
{
  "code": 0,
  "message": "OK",
  "request_id": "{{request_id}}",
  "data": {
    "list": [
      {
        "aigc_video_type": "REFRESH_VIDEO",
        "preview_url": "{{preview_url}}",
        "status": "SUCCESS",
        "task_id": "{{task_id}}",
        "video_id": "{{video_id}}",
        "video_name": "{{video_name}}"
      }
    ]
  }
}
```

```

    },
    {
      "aigc_video_type": "REFRESH_VIDEO",
      "preview_url": "{{preview_url}}",
      "status": "SUCCESS",
      "task_id": "{{task_id}}",
      "video_id": "{{video_id}}",
      "video_name": "{{video_name}}"
    }
  ]
}

```

Get refreshed videos

Use this endpoint to retrieve the list of refreshed videos under your TikTok For Business account.

Request

Endpoint https://business-api.tiktok.com/open_api/v1.3/creative/aigc/video/list/

Method GET

Header

Field	Data Type	Description
Access-Token Required	string	Authorized access token. For details, see Authentication .

Parameters

Field	Data Type	Description
aigc_video_types	string[]	The types of AI-generated content (AIGC) video to filter the results by. Enum value:

		<ul style="list-style-type: none"> REFRESH_VIDEO: Refreshed videos generated from video refreshing tasks that update your video with TikTok-style variations. <p>Note: If this field is not passed, the response will only include tasks for dubbed videos.</p>
page	integer	Current page number. Default value: 1. Value range: ≥ 1 .
page_size	integer	Page size. Default value: 10. Value range: 1-100.

Example

None

```
curl --location --request GET
'https://business-api.tiktok.com/open_api/v1.3/creative/aigc/video/list/?aigc_video_types=["REFRESH_VIDEO"]&page=1&page_size=100'
\
--header 'Access-Token: {{Access-Token}}'
```

Response

Field	Data Type	Description
code	number	Response code. For the complete list of response codes and descriptions, see Appendix - Return Codes .
message	string	Response message. For details, see Appendix - Return Codes .
request_id	string	The log ID of a request, which uniquely identifies the request.
data	object	Returned data. Note: If your video refreshing tasks didn't succeed, this field will be an empty object (<code>{}</code>).
list	object[]	Information about the list of AIGC video tasks.

aigc_video_type	string	The type of AI-generated content (AIGC) video. Enum value: <ul style="list-style-type: none"> REFRESH_VIDEO: Refreshed videos generated from video refreshing tasks that update your video with TikTok-style variations.
video_name	string	The name of the video. If not specified, this field will default to "(lower case){aigc_video_type}-{YYYYMMDDHHMMSS}-{three random characters}". Example: refresh_video-20250519063832-cDc .
video_id	string	The ID of the generated AIGC video. Note : This value of this field cannot be passed to video_ids in /file/video/ad/search/ or /file/video/ad/info/ because AIGC videos are not synced to the Asset Library of an ad account.
create_time	string	The time when the video was created, in the format of YYYY-MM-DD HH:MM:SS (UTC time). Example: 2025-01-01 00:00:01 .
preview_url	string	The preview URL of the generated AIGC video. Validity period: six hours. After the URL expires, you need to create a new video task to obtain a new preview URL.
page_info	object	Pagination information.
page	integer	Current page number.
page_size	integer	Page size.
total_number	integer	Total number of results.
total_page	integer	Total pages of results.

Example

```

None
HTTPS/1.1 200 OK
{
  "code": 0,
  "message": "OK",

```

```
"request_id": "{{request_id}}",
"data": {
  "list": [
    {
      "aigc_video_type": "REFRESH_VIDEO",
      "create_time": "{{create_time}}",
      "preview_url": "{{preview_url}}",
      "video_id": "{{video_id}}",
      "video_name": "{{video_name}}"
    },
    {
      "aigc_video_type": "REFRESH_VIDEO",
      "create_time": "{{create_time}}",
      "preview_url": "{{preview_url}}",
      "video_id": "{{video_id}}",
      "video_name": "{{video_name}}"
    }
  ],
  "page_info": {
    "page": 1,
    "page_size": 100,
    "total_number": 2,
    "total_page": 1
  }
}
```