

# The Faceless Product Video Playbook

How to post AI product videos that sell: account setup for the buyer's country, warm-up, posting rhythm, the post that sells, what gets accounts banned, and the math from views to a commission.



**The short answer:** pick a brand that pays per sale, set up one account per platform for the country the brand ships to, post one new clip a day with the ad and AI labels switched on, and never post the same file twice. Instagram is the only platform that gives you a clickable link on day one, so the first sales usually come from Reels.

## Your free starter kit

Everything a new faceless poster needs. Bookmark this page.

### This playbook online

Always the latest version, with posting times in your own time zone.  
[cartviral.com/playbook](https://cartviral.com/playbook)

### 89 hook templates

Universal and niche hooks with the first frame to show.  
[cartviral.com/tiktok-hooks](https://cartviral.com/tiktok-hooks)

### 11 video templates

Second by second: demo loop, problem-solution-proof, before and after...  
[cartviral.com/video-templates](https://cartviral.com/video-templates)

### 8 category playbooks

Formats and structures for beauty, pets, home, fashion, gadgets and more.  
[cartviral.com/tiktok-playbooks](https://cartviral.com/tiktok-playbooks)

### Earnings calculator

Your views, clicks, order value and commission in, a monthly estimate out.  
[cartviral.com/creator-earnings-calculator](https://cartviral.com/creator-earnings-calculator)

### Free hook generator

10 opening lines for any product link. No signup.  
[app.cartviral.com/tools/hook-generator](https://app.cartviral.com/tools/hook-generator)

### Free video score

Is this product good for video? Formats and hooks that fit it. No signup.  
[app.cartviral.com/tools/video-score](https://app.cartviral.com/tools/video-score)

### 3 free AI videos of a real brand's product

Pick an offer on CartViral, get the videos made for you, post them with your link. No card.  
[app.cartviral.com/earn](https://app.cartviral.com/earn)

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## START HERE

# How it works in one minute

- ☐ **Brands list a product with a commission.**  
On CartViral each brand sets its own; the live offers pay 35-50% of every sale (October 2026).
- ☐ **You get AI videos of that product.**  
No filming, no face, no editing. Every clip is new: its own script, hook, scenes and presenter.
- ☐ **You post them with your link in the bio.**  
TikTok, Instagram Reels and YouTube Shorts. Sales through your link are tracked to you.
- ☐ **Followers don't decide the money.**  
The product, the buyer's country, how many clips you post and whether one of them takes off do (section 8 has the math).

Be honest with yourself about the timeline: most clips earn nothing, and one clip that takes off can pay for a month. The first weeks go into setup and tests. This playbook is how you get through them without losing the accounts.

## CHEAT SHEET

# The 15 rules that matter most

- 1 Build every account for the buyer's country from day 0.** One dedicated phone with no home SIM, English, the target region and time zone, one fixed target-country IP, location services off. Never open the apps from your home network.
- 2 One account per platform, one niche: three accounts in total.** Each TikTok account gets its own phone number and email. Never open a new account to dodge a ban: platforms ban every linked account.
- 3 Links arrive at different times.** Instagram on day 1, YouTube after verification, TikTok at 1,000 followers. That is why first sales usually come from Reels.
- 4 Warm up TikTok, post everywhere else.** 3-5 days of 20-30 minutes a day in the target-country feed before the first TikTok. On Instagram and YouTube, post from day 1-3.
- 5 One new clip a day for two weeks.** Then TikTok 1-3, Reels and Shorts 1-2 a day, 3-4 hours apart. No bursts, no empty days.
- 6 One clip, one account.** Never post a file another account posted and never re-upload a flop. Speed changes, mirroring, borders or your own watermark don't make a copy original.
- 7 The ad toggle on every clip.** Start the caption with "Ad:", keep the on-screen "Ad" and write "I earn from links" next to the bio link.
- 8 The AI label on every clip.** Plus Instagram's AI-generated profile label if you post AI people, or the account stops being recommended.
- 9 Name the product in the first line of the caption.** Since 31 August 2026, "link in bio" alone fails TikTok's branded content rules.
- 10 Say only what is true.** AI presenters never claim they used the product. No health, weight-loss or before/after claims, no invented discounts.
- 11 Commercial audio only.** The clip's own voice and sound, TikTok's Commercial Music Library or Meta's Sound Collection. Trending songs are for personal use.
- 12 Five hashtags at most.** TikTok and Instagram enforce it; 1-3 on Shorts. Searchable words go in the caption and on screen.
- 13 A soft call to action, never bait.** "It's the [Brand] [Product]. Link in my bio. #ad, I earn a commission." Never "comment LINK" or "like for part 2".

- 14 Post in your viewers' afternoon and evening.** For the US, 2-9 pm Eastern, best 5-9 pm. Use each platform's own scheduler set to the target time zone.
- 15 Judge by data, not by day 3.** Read a clip at 72 hours, give a verdict at day 7 (day 10 on TikTok). Judge a format after 10-20 posts, an account after about 30.

## 01 · BEFORE THE FIRST POST

### Three accounts, one niche, one country

Start with one account per platform, all in one product niche, all set up for the country the brand ships to (see Geo). The links arrive at different times: Instagram on day one, YouTube after verification, TikTok at 1,000 followers.

#### TikTok

- ☐ **Created on the target-country setup**  
The dedicated phone and connection from Geo. Check the region at the bottom of the sign-up screen: changing it later needs you to be in that country, and may work only once.
- ☐ **Its own phone number and email**  
TikTok links one number to one account. Never like or comment between your own accounts.
- ☐ **A Personal account is fine**  
The clickable profile link comes at 1,000 followers, or with a Verified Business Account (18+, a business license). Until then TikTok is your reach channel: write "links on my IG @handle" in the bio as plain text.
- ☐ **A niche handle, avatar and English bio**  
A handle about the niche (dailyhomefinds), no "cartviral" and no URL in it. Bio: what you post, plus "I earn from links".
- ☐ **Your CartViral page as the only link**  
Once the link unlocks. One https link, no shorteners, never changed after posting.
- ☐ **Two switches on every upload**  
Content disclosure > Branded content, and AI-generated content. Section 6 shows where.

#### Instagram Reels

- ☐ **A Creator account on day 0**  
Free in settings. It unlocks insights, scheduling, the Paid partnership label and Account Status. The account becomes public.
- ☐ **Your CartViral page as the first link**  
Instagram shows the link from day one, which is why early sales come from Reels. Put "I earn from links" next to it.
- ☐ **The AI-generated profile label**  
Edit profile > AI-generated profile. Accounts that regularly show AI people without it stop being recommended.

☐ **Clean files only**

No TikTok or CapCut watermark: Instagram shows watermarked reposts to fewer people. Download the clean file from CartViral.

☐ **Account Status checked weekly**

Settings > Account Status says whether you can be recommended and which post is the problem.

☐ **Trial reels from 200 followers**

They test a new clip on non-followers first. Always a new clip, never a re-upload.

## YouTube Shorts

☐ **Phone verified on day 0, then advanced features**

Clickable channel links need advanced features: an ID or video selfie check, or enough channel history.

☐ **Your CartViral page as channel link 1**

The first link shows next to Subscribe. Links in Shorts descriptions and comments are not clickable.

☐ **Channel country = where you really live**

It only affects monetization. Viewers come from the video language and who watches.

☐ **Video language: English**

Set it on every upload: it helps YouTube show the clip to English speakers.

☐ **Not an ads-only channel**

YouTube calls channels that only post affiliate promos with the same music and AI imagery spam. Vary products and make each Short worth watching.

☐ **Paid promotion and AI use: Yes**

Two settings on every upload (section 6).

A bio that works: Smart finds for small homes · I learn from links ↓

## Warm-up is a TikTok habit, not a switch

No platform requires a warm-up. On TikTok it does three jobs: the account behaves like a normal local user, your feed fills with your niche in the target country (so you can check the geo and learn trends), and you avoid spam patterns.

| When             | What to do                                                                                                                                                                                                                                                                                                                                                            | Posts                                  |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| <b>Day 0</b>     | <b>Set up, don't post</b> <ul style="list-style-type: none"> <li>Create the account on the target-country setup and check the region on the sign-up screen.</li> <li>Name, avatar, niche bio. No link, no post.</li> <li>Scroll For You for 20-30 minutes: it should be the target country.</li> </ul>                                                                | 0                                      |
| <b>Day 1-3</b>   | <b>Teach the feed</b> <ul style="list-style-type: none"> <li>20-30 minutes a day on For You; watch niche videos to the end.</li> <li>Like 5-15 per session; follow 3-5 target-country niche creators a day (10-20 in total).</li> <li>From day 2-3, leave 3-5 real comments a day.</li> <li>Instagram and YouTube: post your first clip now, then 1 a day.</li> </ul> | TikTok 0 · Reels and Shorts<br>1 a day |
| <b>Day 4-7</b>   | <b>First clips</b> <ul style="list-style-type: none"> <li>First TikTok on day 4-5: your most native, least salesy clip, with the ad and AI switches on.</li> <li>Then 1 a day. Keep 15-20 minutes of viewing.</li> <li>Reply to every comment in the first hour.</li> </ul>                                                                                           | 1 a day                                |
| <b>Day 8-10</b>  | <b>Checkpoint</b> <ul style="list-style-type: none"> <li>Is For You mostly your niche and the target country?</li> <li>Do most clips pass 100 views in 24 hours?</li> <li>Are the viewers mostly in the target country?</li> <li>If your home country leads after 5-10 clips, rebuild the setup before posting more.</li> </ul>                                       | 1 a day                                |
| <b>Day 11-14</b> | <b>Passed: speed up</b> <ul style="list-style-type: none"> <li>TikTok: 1-2 a day, at least 3 hours apart.</li> <li>Reels and Shorts: 1-2 a day, at least 4 hours apart.</li> <li>Failed: fix geo, originality or hooks first.</li> </ul>                                                                                                                              | 1-2 a day                              |
| <b>Day 15+</b>   | <b>Working rhythm</b> <ul style="list-style-type: none"> <li>Move to the rhythm in section 4.</li> <li>TikTok: add the link at 1,000 followers.</li> <li>Instagram: Trial reels from 200 followers.</li> </ul>                                                                                                                                                        | TikTok 1-3 · Reels and<br>Shorts 1-2   |

Instagram's head says what you watch does not change who sees your posts, and YouTube matches new channels by topic: there, the fastest warm-up is posting good clips every day. Judge a new account not before day 14 and 10-15 posts.

## Post for the country the brand ships to

A sale only happens where the brand delivers. TikTok reads the country a clip is published from, your language, the SIM or IP at sign-up and the phone's language and time zone, and every feed mixes in local creators. A VPN alone is not enough: the whole setup has to look like the target country, and stay that way.

### When to post: the viewers' afternoon and evening

| Market           | Post at                                                      | Good to know                                                                                                                                                                                                        |
|------------------|--------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>USA</b>       | <b>14:00-21:00</b><br>best 17:00-21:00<br>New York time (ET) | The biggest pool and no customs for the buyer. Best 5-9 pm ET. US TikTok is now run by a joint venture that plans to retrain the algorithm on US data; a properly set-up US account is the safest route either way. |
| <b>UK</b>        | <b>17:00-22:00</b><br>London time                            | Native English, a high share of online shopping. For orders up to £135 the brand must charge UK VAT at checkout: check that it does.                                                                                |
| <b>Canada</b>    | <b>14:00-21:00</b><br>best 17:00-21:00<br>Toronto time (ET)  | The same ad value as the US. Parcels from the US are free of duty and tax up to CAD 40.                                                                                                                             |
| <b>Australia</b> | <b>18:00-21:00</b><br>Sydney time                            | The easiest to post live from Asia: 6-9 pm in Sydney is mid-afternoon in Manila or Jakarta.                                                                                                                         |
| <b>Europe</b>    | <b>17:00-22:00</b><br>Berlin time (CET)                      | English works best in the Netherlands, the Nordics, Germany and Austria. From July 2026 EU buyers pay VAT plus a €3 duty per item: prefer brands that show all duties at checkout.                                  |

### Setup for a target-country account run from abroad

- ☐ One dedicated phone per target country, factory-reset once; never log your personal accounts into it.
- ☐ Region = the target country, language = English (US or UK), time zone = a target city.
- ☐ Home SIM out: a target-country SIM or eSIM, or no SIM on Wi-Fi.
- ☐ One fixed target-country IP (a dedicated residential or mobile IP beats a shared VPN exit), always the same city, kill switch on.
- ☐ Never open the apps on your home network, not even once, and never hop countries.
- ☐ Location services off for the apps; no GPS-spoofing apps.
- ☐ Sign up with email or a target-country number, with your real adult age.
- ☐ No friends or family liking your clips: it breaks the rules and pulls clips toward your home country.

### Check the geo

- ☐ Day 0, before posting: 20-30 minutes of scrolling shows target-country creators, ads and \$ or £ prices.
- ☐ TikTok: Settings and privacy > Account > User information > Account region = the target.

- ☐ After each clip: viewer locations in analytics. The target country should be #1 from clip 1 and above 50% by clip 5-10.
- ☐ Home country leading after 5-10 clips, or every clip stuck at 0-200 views: stop and rebuild the setup instead of posting more.

#### 04 · RHYTHM

### Every day, a few clips, never a burst

One clip a day for the first two weeks, then TikTok 1-3, Reels and Shorts 1-2 a day. Posting more does not lift a typical post (the median TikTok post stays at about 500 views at any frequency); it only buys more chances at a breakout.

#### Spread the day

- TikTok: at least 3 hours between clips; Reels and Shorts: 4 hours.
- No empty days, no bursts, never a week of clips in one day.
- Be online for the first hour after a post to reply: replies lift a post.

#### Batch, then schedule natively

- Make a week of clips in one CartViral session.
- Schedule in each platform's own tool, set to the target time zone: TikTok web (up to 10 days ahead), Instagram (up to 75 days), YouTube Studio.
- Scheduling does not change reach. Never unofficial auto-posters, emulators or phone farms: they get accounts banned.

Over 3 a day is past TikTok's ceiling (Reels and Shorts: 2). Bursts look like spam and don't lift a typical post. Start with 3 accounts: one per platform, one niche. Add a second set (another niche or country, its own phone) only after the first set earns.

#### 05 · UNIQUE CONTENT

### One clip, one account, one platform

Platforms fingerprint videos and catch near-duplicates too. Instagram recommends only the original, TikTok makes reused clips ineligible for For You, and YouTube treats networks of accounts posting the same thing as spam.

#### One clip on 3 accounts

The copies earn nothing, all three accounts lose trust, and enforcement can reach every linked account, including the one with the original.

#### A unique clip on each

Each account has its own clip: every one competes for its own audience, and the platform sees three real creators.

### What does not make a copy original

- Speed changes, mirroring, cropping, filters, borders.
- Subtitles, your own watermark or a credit line.
- A new caption, new hashtags or a new sound.
- YouTube calls these tweaks spam when they are made to dodge detection.

### What is fine

- A new CartViral clip for each account: new script, hook, scenes and person.
- The same clip once each on TikTok, Reels and Shorts, as a clean file with a caption per platform.
- Remaking a flop as a new clip, never re-uploading it.
- Instagram: keep most of your last 30 days original, or the whole account stops being recommended.

### A new clip for every account, without filming

CartViral makes each clip from the product itself: a new script, hook, scenes and presenter every time, with the Ad and AI tags already on screen and a caption for each platform. Your first 3 AI videos are free.

**Make my first 3 videos free**

## What a post that sells is made of

Since 31 August TikTok counts affiliate posts as branded content: the product has to be clear without opening your profile.

### 1 Frame 1 and the hook

The product is already in motion on frame 1; the hook is 7 words or fewer in the upper safe band; no logo, no black frame. Frame 1 is also the TikTok cover. The product and its one promise are clear by second 3. CartViral clips are built this way: never cut the start.

### 2 Text inside the safe zone

On a 1080x1920 frame, text lives in y 288-1248 and x 120-888, narrowing to x 120-780 below y 840, clear of the buttons. Don't add stickers outside it.

### 3 "Ad" and the AI tag, plus the switches

CartViral burns in "Ad" and the AI tag; don't add a second one. On upload, switch on: TikTok Content disclosure > Branded content and AI-generated content; Instagram Paid partnership and Add AI label; YouTube Paid promotion and AI use: Yes. Disclosure costs no reach (TikTok compared 2 million videos).

### 4 Caption line 1: "Ad:" + product + benefit

Name the product in the first line, in the words a buyer would search: "Ad: these eye patches are my 5-minute morning fix." Then one natural sentence and "link in bio". "Link in bio" alone fails TikTok's new rules.

### 5 Up to 5 hashtags, specific ones

TikTok and Instagram enforce 5. Use 3-4 niche tags; Shorts 1-3. Put searchable words in the caption and on screen instead. #aigenerated is not the AI label: the switch is.

### 6 Commercial audio only

The clip's own voice and product sound, or music from TikTok's Commercial Music Library or Meta's Sound Collection. Trending songs from the general library are for personal use only. "Trending audio gets 68% more views" is a myth.

### 7 Pinned comment and the profile

Pin: "It's the [Brand] [Product]. Link in my bio. #ad, I earn a commission." Answer "where is it from?" by naming the product. Never tell people to search for it: the sale won't be tracked.

#### Copy these

Caption: Ad: these [product] are my [5-minute fix / everyday win]. Link in bio #niche #product

Pinned comment: It's the [Brand] [Product]. Link in my bio. #ad, I earn a commission.

Bio: [What you post] · I earn from links ↓

## What gets accounts buried or banned in 2026

Everything that gets accounts buried or banned, ranked by how much it costs you. Fix the top of the list first.

- Ban risk** Buying views, likes or followers
- Ban risk** Auto-posters, emulators or phone farms
- Ban risk** A new account to get around a ban
- High** One clip on several accounts
- High** Opening the account from home or another country
- High** Health, weight-loss or before/after claims
- High** Reposting the brand's or other creators' videos
- Medium** Speed-up, mirror or watermark to "make it unique"
- Medium** Pods, follow-unfollow, friends liking my clips
- Medium** "Comment LINK", "like for part 2" bait
- Medium** No ad disclosure or AI label
- Low** Trending songs from the general library

### Where to check if you are held back

- TikTok: Analytics marks a video as ineligible for For You; appeals run in the app.
- Instagram: Settings > Account Status shows whether you can be recommended and which post is the problem.
- YouTube: warnings and strikes arrive by email and in Studio.
- Everywhere: views drop to followers only or to your home country.

### How to recover

- Remove or fix the flagged posts.
- Stop the behavior: reposts, missing labels, bait.
- Add the missing labels.
- Appeal or request a review from the notice or Account Status.
- Take the platform's policy training where offered (TikTok and YouTube).
- Never open a new account to dodge a restriction: platforms ban every linked account.

## From views to a commission

Three scenarios for the same product, from weak to strong. They are estimates, not promises: they show how many views a sale takes and why one clip that takes off matters more than fifty that don't.

| Scenario | Views to profile | Profile to link tap | Tap to credited order | Views per sale | A 100K-view clip | A 1M-view clip |
|----------|------------------|---------------------|-----------------------|----------------|------------------|----------------|
| Weak     | 0.8%             | 10%                 | 1.0%                  | ~120K          | 0.8 (\$12)       | 8.3 (\$125)    |
| Typical  | 1.5%             | 15%                 | 2.0%                  | ~23K           | 4.4 (\$66)       | 44 (\$662)     |
| Strong   | 2.5%             | 20%                 | 3.4%                  | ~5.9K          | 17 (\$255)       | 170 (\$2,550)  |

At \$15 commission per sale. "Typical" is a good product posted for the country the brand ships to: store conversion 3.5% (beauty, pet and food stores convert at 4.6-5.4%, home at 1.2%). With a weak product or the wrong country, one sale can take hundreds of thousands of views.

### What to expect

- ☐ **Month 1:**  
setup plus 60-150 clips across 3 platforms, 20-100K views in total. Often \$0, at best a few sales.
- ☐ **Months 2-3:**  
with a working geo and 10-20 clips per format, a few breakouts decide the result. A clip above ~100K views is usually what makes the first real month.
- ☐ **Unevenness is normal:**  
most clips earn nothing, and one good clip can pay for a month. Keep the rhythm.

#### What to read, and when

- Read each clip at 72 hours; give the verdict at day 7 (day 10 on TikTok).
- Judge a format after 10-20 posts and an account after about 30.
- Per clip: average watch time, retention, % from For You, viewer locations.
- Account: profile visits and link taps; clicks and sales per offer in CartViral.

#### Decision rules

- Weak start (3-second drop over 40%, skip rate over 50%): change frame 1, the first line and the on-screen hook.
- Views but few profile visits for 10 clips: make the product and the reason to tap clear in the caption and pinned comment.
- Visits but few taps: fix the bio: one link, a clear promise, "I earn from links".
- Taps but no sale after ~150 store visits: switch to a better-converting product.
- A clip beats your median 3x: make 3-5 new variations of it, never the same file.

## Rules that protect your account and your commission

Short and non-negotiable. Brands and platforms check all of them.

- ☐ **Mark every post as an ad**  
"Ad:" at the start of the caption, the platform switch, the burned-in "Ad" kept, and "I earn from links" next to your bio link. A switch or #affiliate alone is not enough for the FTC.
- ☐ **The AI label on every clip**  
TikTok AI-generated content, Instagram Add AI label (and the AI-generated profile label), YouTube AI use: Yes.
- ☐ **Only original clips**  
AI clips made for you, or your own original content about the product. Never the brand's or another poster's video.
- ☐ **True claims only**  
AI presenters never say they bought or used the product. No health, weight-loss, medical or before/after claims, no invented discounts.
- ☐ **No buying from your own link**  
Your own, family's or paid buyers' orders are detected and rejected, and can close your account.
- ☐ **No bait, bots or spam**  
No "comment LINK", pods, bought views, auto-posters, or links in other people's comments.

## What works in each niche

Pick the niche first: conversion by category differs up to 4x, so the same views pay very differently.

| Niche                          | What sells it on video                                                                                                                                                                                                 |
|--------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Fashion</b>                 | Always on a body and moving: a real fit, the back and the details, one occasion. 15-30 seconds. Fashion converts at about 2.8% of store visits.                                                                        |
| <b>Jewelry and accessories</b> | Macro sparkle in real light, hands and neck, the outfit around it. Stacks and try-ons beat flat lays.                                                                                                                  |
| <b>Beauty and skincare</b>     | Texture is the payoff: the swatch, the pump, the glide. Beauty converts best of all categories (about 5.4% of store visits). Never a medical or before/after claim.                                                    |
| <b>Pets</b>                    | The pet is the hook: its face and reaction in the first second, in a real home. Pet products convert well (about 4.9% of store visits).                                                                                |
| <b>Gadgets</b>                 | Show the one thing it does best in the first 2 seconds, then the problem it kills. Tests and unboxings work.                                                                                                           |
| <b>Home</b>                    | Open on the messy or plain space, then the fix, under 20 seconds. Home converts lowest (about 1.2% of store visits): it needs more views per sale.                                                                     |
| <b>Kitchen</b>                 | A speed demo with real food and a little mess; the sound (sizzle, chop, click) carries it.                                                                                                                             |
| <b>Lighting and decor</b>      | Lights off, then on: the reveal is the whole clip. Evening mood, under 20 seconds.                                                                                                                                     |
| <b>Health and wellness</b>     | Show the ritual and the feeling, never a health promise. Weight-loss, hair-growth, teeth-whitening and medical-device products can't be promoted on TikTok at all, and Instagram doesn't recommend weight-loss promos. |
| <b>Food and drink</b>          | Pour, crunch, steam, the first bite. Food converts well (about 4.6% of store visits).                                                                                                                                  |
| <b>Kids and baby</b>           | Parent relief is the payoff. Never put a real child's face from somewhere else into your post.                                                                                                                         |
| <b>Sport and outdoor</b>       | In action, outdoors. Sweat and movement are the proof.                                                                                                                                                                 |
| <b>Auto accessories</b>        | Installed in seconds, then the everyday benefit on the road.                                                                                                                                                           |

More: [hooks for 15 niches](#) · [category playbooks](#) · [video templates](#)

## 12 myths that cost reach in 2026

**Myth** Warm-up is mandatory.

No platform requires it. On TikTok it is a habit that checks your geo; on Instagram and YouTube, posting good clips every day is the warm-up.

**Myth** There is a "200-view jail".

It is the small first test audience, not a penalty. The median TikTok post gets about 500 views at any posting frequency.

**Myth** More hashtags, more reach.

TikTok and Instagram cap posts at 5 hashtags.

**Myth** Trending audio gets 68% more views.

It's a misquoted 2020 brand-recall survey, and songs from the general library are for personal, non-commercial use.

**Myth** The paid partnership label kills reach.

TikTok compared about 2 million videos and found no difference.

**Myth** "#ad" in the caption is enough.

You need the platform toggle, the on-screen label and the caption label. "#affiliate" alone fails.

**Myth** Speed changes, mirroring or a watermark make a repost original.

YouTube calls these tricks spam, and Instagram recommends only the original.

**Myth** The same clip on many accounts multiplies reach.

Only the original gets recommended, and repetition across accounts is spam.

**Myth** A good VPN makes the account American.

TikTok also reads the SIM region, the phone's language and time zone, and the country a clip is published from.

**Myth** Any TikTok Business account gets a link right away.

TikTok's own help page says 1,000 followers or a Verified Business Account.

**Myth** Posting more lifts every post.

It raises your ceiling (more chances at a breakout), not your typical post.

**Myth** Put the link in the Shorts description.

Links in Shorts descriptions and comments haven't been clickable since 31 August 2023. Use channel link 1.

### Ready for the first post?

Pick a brand's offer on CartViral and get your first 3 AI videos of its product free: no filming, no face, no editing, no card. Post them with your link and earn on every sale.

Pick an offer

[app.cartviral.com/earn](https://app.cartviral.com/earn)

## HOW WE MADE THIS

### Sources

Platform help pages, policies and laws, re-checked on 30 September 2026; practitioner consensus only where platforms are silent; single studies shown as ranges or scenarios, never as promises. The same rules power the posting playbook inside CartViral.

1. TikTok: add a link to your profile
2. TikTok: how TikTok recommends content
3. TikTok Transparency: recommendation system
4. TikTok: account region
5. TikTok Community Guidelines: Integrity and Authenticity
6. TikTok Community Guidelines: Regulated commercial activities
7. TikTok Branded Content Policy
8. TikTok: content disclosure setting for creators
9. TikTok Commercial Music Library
10. Instagram: recommendations and originality
11. Instagram: rewarding original creators (2026)
12. Instagram Help: branded content and affiliate links
13. Instagram Help: AI labels
14. Instagram Recommendations Guidelines
15. Instagram Help: Trial reels
16. Meta Transparency: Instagram Reels ranking
17. YouTube Help: channel links
18. YouTube Help: advanced features
19. YouTube Help: links in Shorts
20. YouTube spam, deceptive practices and scams policy
21. YouTube Help: disclosing altered or synthetic content
22. FTC: Endorsement Guides, what people are asking
23. Buffer: how often to post on TikTok (11.4M posts)
24. Dynamic Yield: conversion rate by industry
25. European Commission: €3 duty on low-value imports
26. GOV.UK: VAT on goods sold directly to UK customers
27. CBSA: low-value shipments from the US