

# Getting started with TikTok Pixel

## (Events Builder)

Every business is different, and so are their customers. There is no better way to understand your shoppers' actions, behaviours and preferences than through your own data.

Events Builder is a quick and intuitive way for you to implement pixels, so that you can start creating more effective campaigns that reach the most relevant audiences and convert them down the funnel.

### What you'll need:

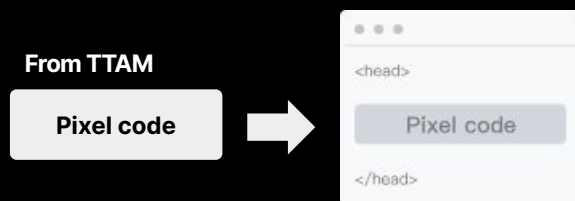
- Advertiser OR Agency access to TikTok Ads Manager
- Access to your website's code or someone with access to it.

### Step 1: Create a pixel in Events Manager

Login to TTAM. Under 'Tools', select 'Events' Manage >> Set up Web Events >> Manual Setup  
Select 'Events Builder' to initiate set up

See detailed instructions for Pixel creation [here](#).

### Step 2: Copy & paste the pixel code to your website's <head>



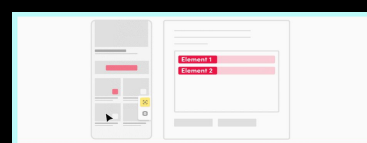
Make sure to add the pixel code in the header of every page of your website.

### Step 3: Create your Events using URL events OR Click Events

Track every time someone visits a specific webpage



Track every time someone clicks on a webpage



### Step 4: Verify your set up with Test Events OR Pixel Helper

Still unsure? TikTok has dedicated technical support who can guide you through Steps 2-4. Get in touch with your account team for help