Getting started with Events API
[(Direct data integration)](#)

TikTok's Events API is designed to give advertisers a more reliable connection between TikTok and their marketing data. It also gives advertisers more control over what events are shared.

How to get started?

If you have previously completed the process of integrating S2S APIs with other publishers, you may be able to utilize the same process and integration methods for TikTok's Events API.

New to the process? Please consider the following steps to best manage this process.

Step 1: Align on the scope of data sharing with internal teams

- Involve Marketing, Legal and Technical teams (Dev, MarTech, AdOps) early

- Develop a Signal strategy aligned with your business goals and website user journey
- Determine the scope of data, Events, Parameters and Match Keys to share

> Page View
> View Content
> Add to Cart
> Initiate Checkout
> Payment Info
> Complete Payment

Step 2: Review Data Privacy Policies

- Ensure your legal teams have reviewed and approved TikTok's Privacy and Data Usage policies and terms:
  - How data shared through Events API is used: [TikTok Business Products (Data) Terms](#).
  - How TikTok honors users' in-app and device-level privacy settings: [Safety Center](#).

Step 3: Implement Events API

- Share our [Developer Documentation](#) with your development team to follow our best practices.

Step 4: Validate setup with our Web Diagnostic Tools

Still unsure? Our technical team can assist with implementation troubleshooting. Reach out to your account team to be connected.