Getting started with TikTok Pixel (Custom Code)
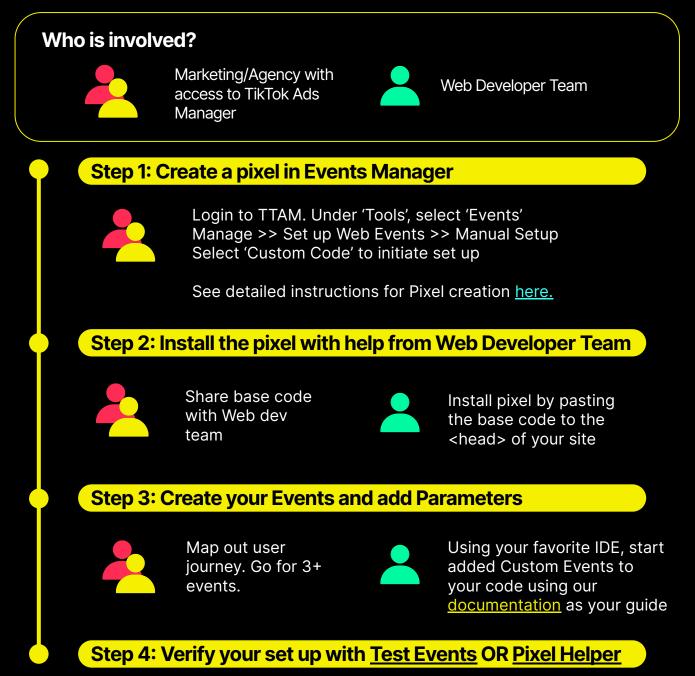
The bedrock of a successful performance campaign on TikTok are signals that enhance ad delivery, and in turn create more customer conversions and better audience targeting.

Custom codes give advertisers maximum flexibility to tailor event rules that best fits their intended campaign or website user flow.

Who is involved?

Marketing/Agency with access to TikTok Ads Manager

Web Developer Team

Step 1: Create a pixel in Events Manager

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

See detailed instructions for Pixel creation here.

Step 2: Install the pixel with help from Web Developer Team

Share base code with Web dev team

Install pixel by pasting the base code to the <head> of your site

Step 3: Create your Events and add Parameters

Map out user journey. Go for 3+ events.

Using your favorite IDE, start added Custom Events to your code using our documentation as your guide

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

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