

**amasty**

See the way the [TikTok Pixel for Magento 2](#) extension works.

# Guide for TikTok Pixel for Magento 2

Connect to TikTok Ads Manager either via Pixel or Events API to effectively measure TikTok ad performance. Gain a better understanding of website visitor actions to optimize advertising campaigns, find or re-engage new customers, and maximize conversions.

- Track crucial events
- Set up events as conversions
- Create custom audience segments
- Model lookalikes
- Unlock more comprehensive analytics

## General Settings

Before adding new pixels, please attentively configure the general extension settings.

Go to **Stores** → **Configuration** → **Amasty Extensions** → **TikTok Pixel** → **General**.

TikTok Pixel 1.0.0 by **amasty**[REQUEST NEW FEATURE](#)General Enable TikTok Pixel  
[store view]

Yes

Log All Events Data  
[store view]

Yes

If enabled you can find all frontend events data which was sent to TikTok Ads Manager in `/var/log/tiktok_pixel.log` file.

Enable Delayed Dispatch of  
Server Events  
[global]

No

If the setting is enabled, the server events will be sent via the MessageQueue consumer "amasty\_pixel\_tiktok.track". It will reduce the TTFB parameter. To ensure the proper formation of queues for sending to TikTok Ads, please set them up first.

**Enable TikTok Pixel** - Set to Yes to enable the extension and make the *Log All Events Data* and *Enable Delayed Dispatch of Server Events* settings visible.

**Log All Events Data** - If enabled, you can access a record of all frontend events sent to TikTok Ads Manager, stored in the `var/log/tiktok_pixel.log` file.

Please activate this feature only when you're checking event data, and don't forget to turn it off when you're done debugging to avoid slowing down the site. It's a good practice not to leave the **Log All Events Data** feature enabled continuously to save disk space.

It is crucial to note that only information about active Pixels is included in the logger. However, if the page is being cached, the logging process in the debugger might not occur. Make sure to consider the caching settings while testing the logging events data for accurate event tracking and troubleshooting.

**Enable Delayed Dispatch of Server Events** - Select Yes to allow the delayed dispatch of server events. The server events will be sent via the MessageQueue consumer `amasty_pixel_tiktok.track`, reducing the TTFB parameter.

To ensure the proper formation of queues for sending to TikTok Ads, please set them up first.

# Manage Pixel IDs (grid)

Create and oversee TikTok Pixel IDs in one place.

Navigate to **Marketing** → **TikTok Pixel** → **Manage Pixel IDs** to access the grid with Pixel ID recordings. Click the **Add New Pixel** button to add a new connection with your TikTok Ads Manager account or select **Edit** in the Action column to make adjustments to existing Pixel IDs.

## Manage Pixel IDs

  admin ▾

[Add New Pixel](#)

 Filters

Actions ▾ 1 records found 20 ▾ per page < 1 of 1 >

<input type="checkbox"/>	ID	Pixel ID	Status	Store View	Action
<input type="checkbox"/>	1	CMGG3DRC77U16065N66G	Active	All Store Views	<a href="#">Edit</a>

When needed, you can set up multiple TikTok Pixel IDs to gather event data independently for various store views.

## Create or Edit Pixels

### General

# Edit TikTok Pixel

← Back   Delete   Save and Continue Edit   **Save**

## General

Is Enabled  Yes

Pixel ID \*

Set up TikTok Pixel in your TikTok Ads Manager account. Find more information [here](#).

Store View \* 

- All Store Views
- Main Website**
- Main Website Store**
- Default Store View

**Is Enabled** - Toggle to Yes if you want to activate this Pixel ID.

**Pixel ID** - Provide here the TikTok Pixel ID taken from your [TikTok Ads Manager](#) account.

To copy the needed Pixel ID, navigate to Events Manager in your TikTok Ads Manager account. For this, go to **Tools → Events → Events Manager → Web Events** and click the **Manage** button to open all earlier created pixels.

The screenshot shows the TikTok Ads Manager interface. At the top, there is a navigation bar with 'TikTok: Ads Manager', 'Dashboard', 'Campaign', 'Tools' (highlighted with a red box), and 'Analytics'. Below this, the 'Web Events' section is visible, featuring a 'Set Up Web Events' button and a 'Check pixel code installation' link. A search bar with the placeholder 'Search by name or ID' and a magnifying glass icon is present, along with a 'Time Zone : (UTC+01:00) Warsaw Time' dropdown. A list of web events is shown below, with one event named 'Demo' and its ID 'CMGG3DRC77U16065N66G' highlighted with a red box. The creation time for this event is '2024-01-12 10:09:11'. To the right of the event list, there is a 'No Recent Activity' indicator with a three-dot menu icon.

If you've just created a new pixel, it may take some time for the collected data to become visible.

**Store View** - Select the store view(s) for which this Pixel will collect the data.

### TikTok Pixel (events)

## TikTok Pixel

View Content (Category)	<input checked="" type="checkbox"/>	Yes
View Content (Product)	<input checked="" type="checkbox"/>	Yes
Initiate Checkout	<input checked="" type="checkbox"/>	Yes
Place An Order	<input checked="" type="checkbox"/>	Yes
Product Search	<input checked="" type="checkbox"/>	Yes
Add To Cart	<input checked="" type="checkbox"/>	Yes
Add To Wishlist	<input checked="" type="checkbox"/>	Yes
Complete Registration	<input checked="" type="checkbox"/>	Yes
Add Payment Info	<input checked="" type="checkbox"/>	Yes
Newsletter Subscribe	<input checked="" type="checkbox"/>	Yes

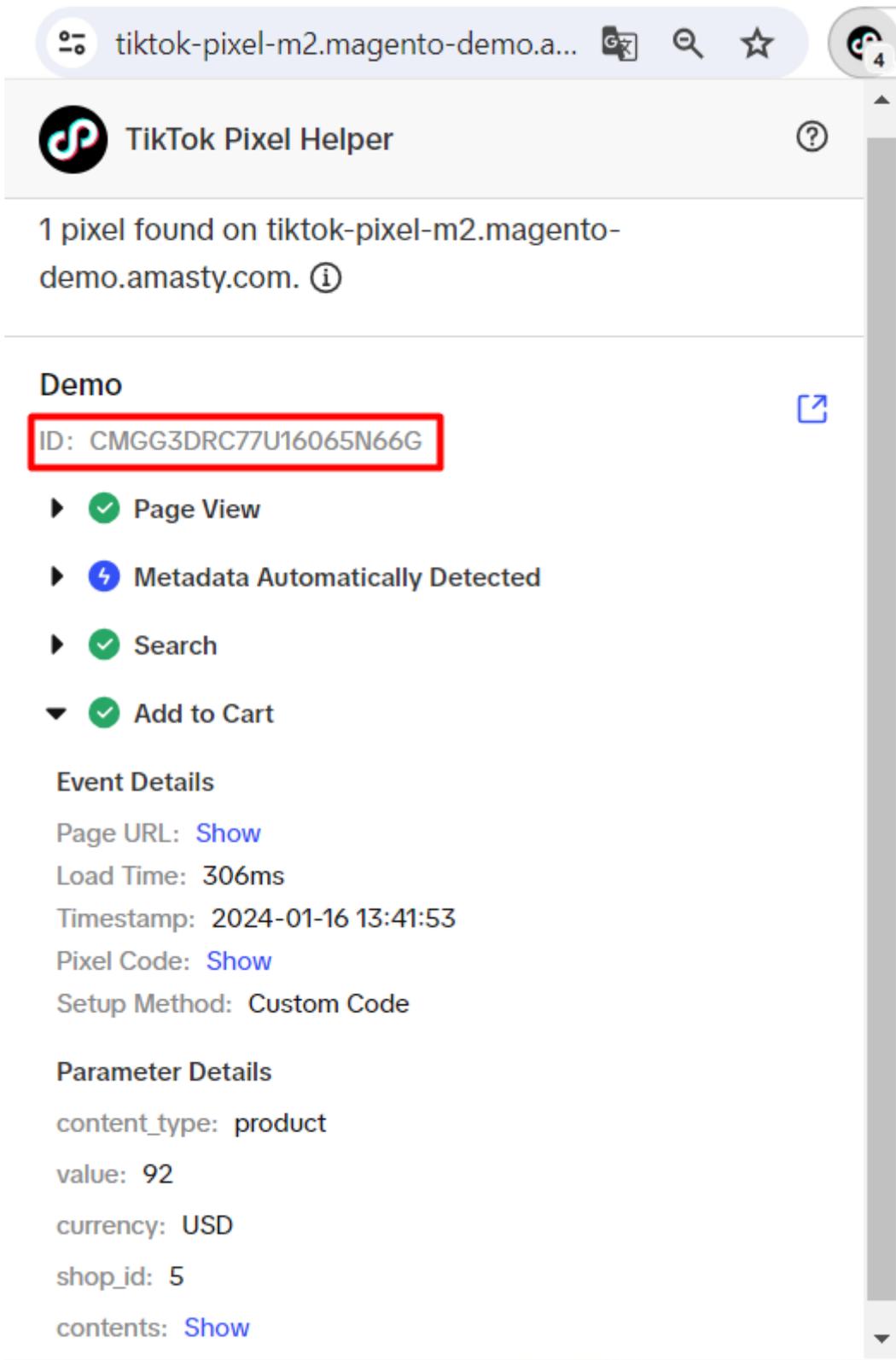
Decide which user actions on your website will be tracked using the Pixel method and enable them in a few clicks.

It is the list of available events:

- View Content (Category)
- View Content (Product)
- Initiate Checkout
- Place An Order
- Product Search
- Add To Cart
- Add To Wishlist
- Complete Registration
- Add Payment Info
- Newsletter Subscribe

Please be informed that the extension monitors prices in your store's base currency.

**TIP:** To verify pixel and events setup, download [TikTok Pixel Helper](#) in the Chrome Store. Leverage this browser extension to check for errors and get installation recommendations.



tiktok-pixel-m2.magento-demo.a...    

 TikTok Pixel Helper 

1 pixel found on tiktok-pixel-m2.magento-demo.amasty.com. 

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**Demo** 

**ID:** CMGG3DRC77U16065N66G

-   Page View
-   Metadata Automatically Detected
-   Search
-   Add to Cart

**Event Details**

Page URL: [Show](#)

Load Time: 306ms

Timestamp: 2024-01-16 13:41:53

Pixel Code: [Show](#)

Setup Method: Custom Code

**Parameter Details**

content\_type: product

value: 92

currency: USD

shop\_id: 5

contents: [Show](#)

## Events API

Please note that you need to log in to your [TikTok Ads Manager](#) account and have at least one created pixel there to configure the Events API functionality.

In its official documentation, TikTok recommends advertisers set up both Tiktok Pixel and Events API to mitigate data loss and maximize performance benefits.

## Events API

Access Token

Generate Access Token in your TikTok Ads Manager account. Find more information [here](#).

Test Event Code

Leave empty, if you don't want to send the Test Events.

View Content (Category)  Yes

View Content (Product)  Yes

Initiate Checkout  Yes

Place An Order  Yes

Product Search  Yes

Add To Cart  Yes

Add To Wishlist  Yes

Complete Registration  Yes

Add Payment Info  Yes

Newsletter Subscribe  Yes

**Access Token** - place here the Access Token generated on your TikTok Ads Manager account side.

For this, in the top menu, go to **Tools** → **Events** → **Events Manager** → **Web Events** → click **Manage** button → open the needed pixel → **Settings** tab → **Events API** → **Generate Access Token**.

The screenshot shows the TikTok Ads Manager interface. At the top, there is a navigation bar with 'TikTok: Ads Manager', 'Dashboard', 'Campaign', 'Tools' (highlighted with a red underline), and 'Analytics'. Below this, there is a 'Back' link and a 'Demo' section with ID 'CMGG3DRC77U16065N66G' and creation time '2024-01-12 10:09:11'. A horizontal menu contains 'Overview', 'Test Events', 'Diagnostics', 'Change Log', and 'Settings' (highlighted with a red box). Under 'Settings', there is a 'Pixel Details' section, an 'Events API' section with a 'Learn more' link, and an 'Access Token Generation' section. The 'Generate Access Token' button in the 'Access Token Generation' section is highlighted with a red box and a red arrow points to it.

**Test Event Code** - specify the test code copied from the **Test Events** tab of the Pixel in your TikTok Ads Manager account. Leave empty, if you don't want to send the Test Events.

*This feature helps to make sure that your events are received correctly by TikTok.*

The screenshot shows the TikTok Ads Manager interface. At the top, there is a navigation bar with 'TikTok: Ads Manager', 'Dashboard', 'Campaign', 'Tools' (highlighted with a red underline), and 'Analytics'. Below this, there is a 'Back' link and a 'Demo' section with an ID 'CMGG3DRC77U16065N66G' and a creation time of '2024-01-12 10:09:11'. A horizontal menu contains 'Overview', 'Test Events' (highlighted with a red box), 'Diagnostics', 'Change Log', and 'Settings'. The main content area is divided into two columns: 'Test Browser Events' and 'Event Activity'. Under 'Test Browser Events', there are three steps: Step 1 (enter URL and generate QR code), Step 2 (scan QR code), and Step 3 (event appears on screen). A red button labeled 'Generate QR Code' is visible. Under 'Test Server Events', there are two steps: Step 1 (add 'test\_event\_code' parameter) and Step 2 (copy and paste test code). A text input field containing 'TEST62358' is highlighted with a red box and pointed to by a red arrow. Step 3 (send payload) is also present.

Please save the changes and flush the Magento Cache after the Pixel ID adding or editing is complete.

Thanks to the TikTok [event deduplication](#) functionality, it is possible to track the same events via Pixel and Events API simultaneously with no risk of data overlapping.

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Find out how to install TikTok Pixel for Magento 2 via [Composer](#).

From:

<https://amasty.com/docs/> - **Amasty Extensions FAQ**

Permanent link:

[https://amasty.com/docs/doku.php?id=magento\\_2:tiktok\\_pixel](https://amasty.com/docs/doku.php?id=magento_2:tiktok_pixel)

Last update: **2024/01/17 15:24**

