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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.

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General		$\overline{\bigcirc}$
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.	2

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.

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Manage Pixel IDs (grid)

Create and oversee TikTok Pixel IDs in one place.

Navigate to **Marketing** \rightarrow **TikTok Pixel** \rightarrow **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 👻 Q Add New Pixel **Filters** 1 records found Actions • 20 ٠ per page 1 of 1 Pixel ID Store View ID Status Action • 1 CMGG3DRC77U16065N66G Active All Store Views Edit

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

Create or Edit Pixels

General

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Edit TikTok Pixel			Q	💄 admin 🗸
	← Back	Delete	Save and Continue Edit	Save
General				\odot
Is Enabled	Yes			
Pixel ID *	CMGG3DRC77U16065N66G Set up TikTok Pixel in your TikTo more information here.	k Ads Manager acc	count. Find	
Store View *	All Store Views Main Website Main Website Store Default Store View			
	4			

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** \rightarrow **Events** \rightarrow **Events Manager** \rightarrow **Web Events** and click the **Manage** button to open all earlier created pixels.

TikTok: Ads Manager	Dashboard	Campaign	Tools [®]	Analytics
< Web Events				
Set Up Web Events	Check pixel code	installation 🛛		
Search by name or ID	Q	Time Zo	one : (UTC+	01:00) Warsaw Time 🕐
Demo ID : CMGG3DRC77U16065N66	6G Creation Time :	2024-01-12 10:09:	•	No Recent Activity

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)

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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.

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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	19dd7c8b5f81b5094adee404ef0b7f01185b737b
	Generate Access Token in your TikTok Ads Manager account. Find more information here.
Test Event Code	TEST62358
	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** \rightarrow **Events** \rightarrow **Events Manager** \rightarrow **Web Events** \rightarrow click **Manage** button \rightarrow open the needed pixel \rightarrow **Settings** tab \rightarrow **Events API** \rightarrow **Generate Access Token**.

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TikTok: A	ds Manager	Dashboard	Campaign	Tools	Analytics
< Back					
Demo					
ID : CMGG3DR	C77U16065N66G	Creation Time	e : 2024-01-12	10:09:11	
				_	
Overview	Test Events	Diagnostics	Change	Log	Settings
Pixel Detai	ls				
View the det	ails of your TikTok	Pixel.			
闵 Events A	PI				
Send events and parameters directly from your server. Learn more					
Access Toke	n Generation				
You must ge	nerate an access t	oken to access th	ie Events API. C	Copy the ac	cess token
as it will be required when making an API call.					
Generate Access Token					

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.



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

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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.

Advanced Matching Support

The TikTok Pixel extension already supports **Advanced Matching** to help you improve conversion attribution, build custom audiences, and optimize campaigns.

- When sending events **from the backend**, customer information (email, external ID) is automatically included in the event request in a hashed format (SHA-256), as per TikTok requirements.
- The module securely passes available customer identifiers collected in the session for all tracked events via the Events API.

If you need to enable **Automatic Advanced Matching**, you can do this additionally in your TikTok Events Manager settings.

Phone number transmission is currently not supported. For more information on how Advanced Matching works, please refer to the TikTok documentation.

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

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