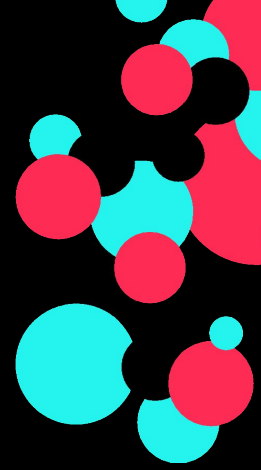


How to get started with e-commerce on TikTok Checklist



1: Create your Accounts & Pixel

Before you get started, ensure the groundwork is in place...

- TikTok Business Account: Make sure your TikTok profile is set up as a [Business Account](#). If it's not, [make the switch](#) in under 60 seconds.
- TikTok Business Center: Create a [TikTok Business Center](#) to collaborate with others and centralize your assets.
- TikTok Ads Manager: Sign up for [TikTok Ads Manager](#) to set up and manage campaigns
- TikTok Pixel: Install a [TikTok Pixel](#) to measure the performance of your advertising

Did you know?

You can Integrate with one of our Commerce Partners ([Shopify](#), [Square](#), [BigCommerce](#), or [Ecwid](#)) to easily create a Business Center, TikTok Ads Manager, and Pixel.

2: Set up TikTok Shopping

A partner integration will allow you to sync your products from your ecommerce platform to TikTok Store Manager.

TikTok Shopping provides native ways to encourage people to browse & buy:

- Sync your Product Catalog
- Set up your Product Showcase Tab

3: Try your first Spark Ad

Launching Spark Ads is easy using Identity in TikTok Ads Manager

- Step 1: Prepare assets & Post organically
- Step 2: Set up Campaign
- Step 3: Select your organic video as your ad creative
- Step 4: Launch Campaign