

Keeping your clients safe with reliable data connections

Fuel optimal campaign performance for your clients and understand the full impact of their advertising through our secure and privacy-safe solutions.

What are data connections?

Data connections enable our system to better measure campaign effectiveness and learn from the actions (i.e., events) that consumers take on your clients website or app.

Why do they matter?

Learnings from data connections **increase** TikTok's ability to drive **future conversions** for your clients and set the foundation for performance advertising – both essential to delivering high performing ads.

Find a new audience to grow your clients' business

Prove ROI to clients

Extend the impact of creative assets

Generate qualified leads

Retarget audiences to scale impact

Lower CPAs and measure ROAS

What are the benefits of data connections?



Improve Measurement

By gaining insights on the full, TikTok customer journey to conversion, you can measure client campaign performance and ROAS with ease.



Unlock Advanced Solutions

You can leverage TikTok solutions like Video Shopping Ads with Catalog and Value Based Optimization to supercharge client campaigns even more.



Build Target Audiences

Deliver ads that reach people more likely to convert by creating custom audiences based on valuable events, re-engaging previous visitors, and building lookalike audiences.

Get to know the core four data connection elements

Connection Type

How advertisers integrate their website to TikTok

> eg. TikTok Pixel, **Events API**



Actions that people take on the advertiser's website

eq. Subscribe, **Complete Payment**

Parameters

Contextual event info that enables enhanced reporting & products

eg. currency value



Match Keys

Anonymized identifiers that help advertisers tie events to users

eg. click ID

Data connection types

The power of Pixel & Events API

Both Pixel and Events API connection types are the foundation for successful performance advertising for your clients. Though Pixel and Events API can be implemented individually, they are made to be compatible to set your clients' businesses up for long term success.

What is it?

Benefits

Pixel | Standard Solution

A piece of code added to your client's website to safely and seamlessly share event and optimization data

Minimal maintenance

- Easy or automatic set up
- Option to customize event code Continual enhancements and updates

Events API | Future Facing Solution

A server-to-server (S2S) integration to share web visitor events

- More customization on what you share
- Server-side integration with TikTok
- Mitigates network connectivity issues
- Opportunity for CRM enrichment

Setting up Pixel and Events API

Through TikTok Ads Manager, there are a few ways to get your clients Pixel and Events API set up to fuel performance and measurement. Learn more below about how you can implement industry standard data collections fit for your clients' needs.

Direct Integration

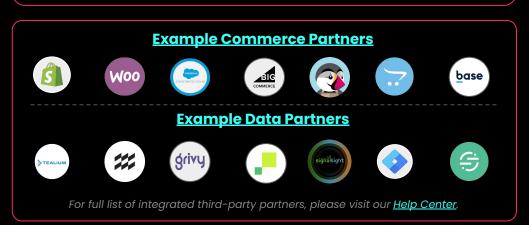
Place Pixel code on the site and/or build a direct integration with Pixel & eAPI

Pixel: Use Event Builder to create events without the need, and/or Custom Code to build events.

Events API: May require technical support from Developer or MarTech support for implementation.

Partner Installation

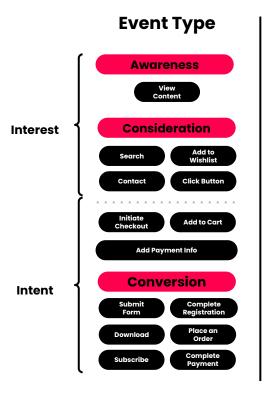
Complete full setup in just a few clicks with a TikTok partner for Pixel and/or Events API



Key strategies and features

Full funnel event strategy with Events & Parameters

Rather than jumping straight to conversion, strengthen impact by building a full-funnel strategy via Event Types and Key Parameters to better understand client campaign performance, maximize event optimization, and, build custom audiences.





Activate advanced matching

Advanced Matching is a feature that enables your clients' businesses to securely share customer information to better match website and app events with people on TikTok. There are two types to choose from for clients.

Manual Advanced Matching

Requires installing code on your client's website (unless using a partner-integrated pixel)

- Technical implementation required
- Information sharing can be customized
- Automatic hashing (via SHA-256)

02 Automatic Advanced Matching

Does not require coding and can be turned on/off via pixel settings.

- One-click activation (on TikTok Events Manager) recommended for advertisers without technical resources
- Information sharing managed by TikTok code
- Automatic hashing (via SHA-256)

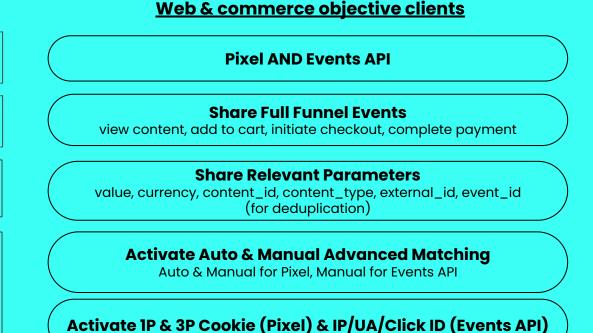
For the best results, activate Auto & Manual for Pixel and Manual for Events API.

Bringing it all together - Best practices

Tips for a successful client setup

Now that you know the core foundations, consider implementing the following setup when establishing data connections for your clients so they'll be ready for success from the start.

Connection Type How advertisers integrate with TikTok for web tracking Actions that people take on the advertisers website Key Parameters Contextual event info that enables advanced products Features that help TikTok tie an event to a user



Additional Resources

Looking to learn more about TikTok Data Connections or share resources with your clients? Check out these helpful resources below:

- Installing Pixel & Events via Direct Method
- Getting Started with Dynamic Parameter Postback
- Developer Guide for Events API & Manual Advanced Matching