Pragtech CRM TikTok Leads

TikTok has 689 million global users and counting, making it a rich resource for connecting with new customers and a growing brand online.

TikTok's Lead Generation format displays a pre-filled lead generation form natively, where customers can choose the kind of information they want to share about themselves.
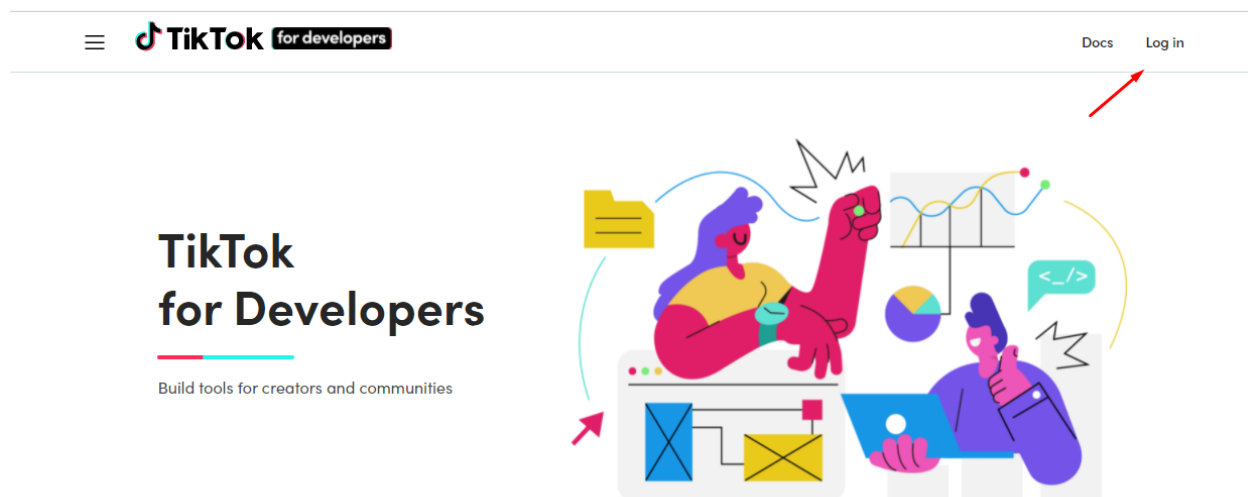
Like other native lead form ads, this results in lower cost leads and a great customer experience.

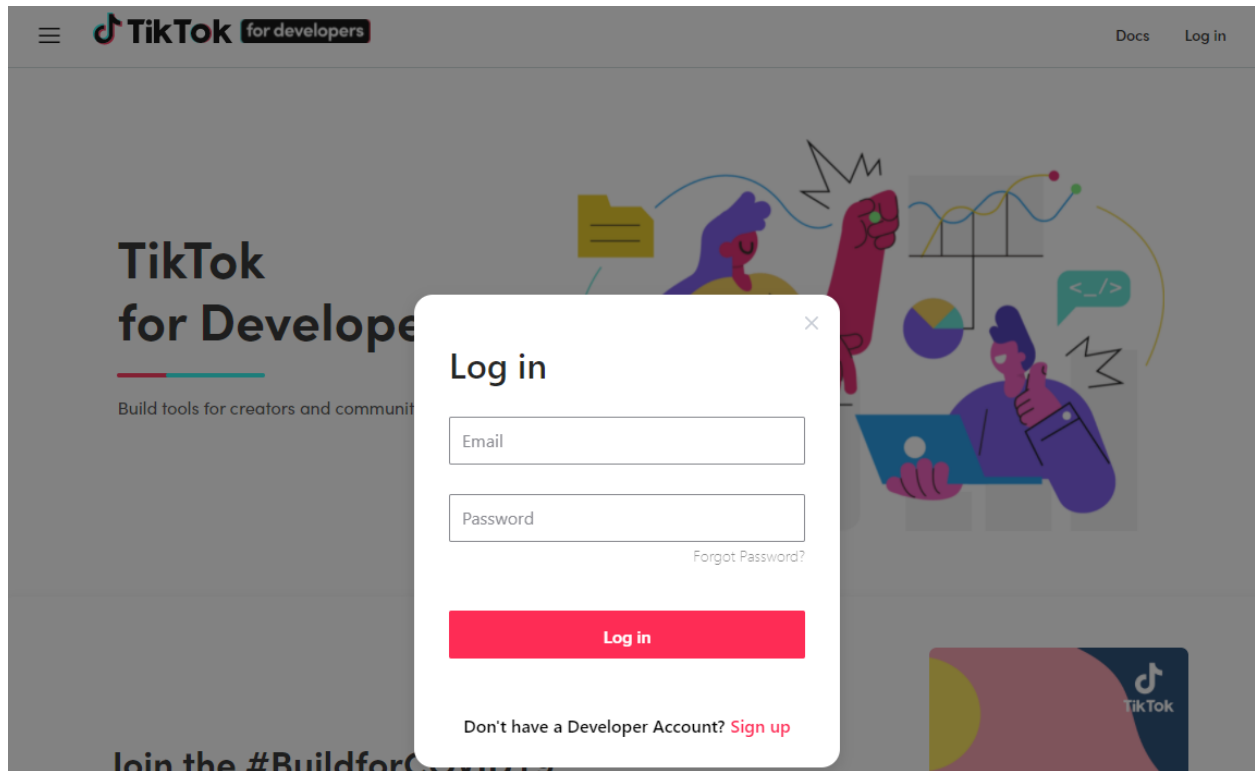For configuration follow the steps below.

TikTok Developer Account Interface :-
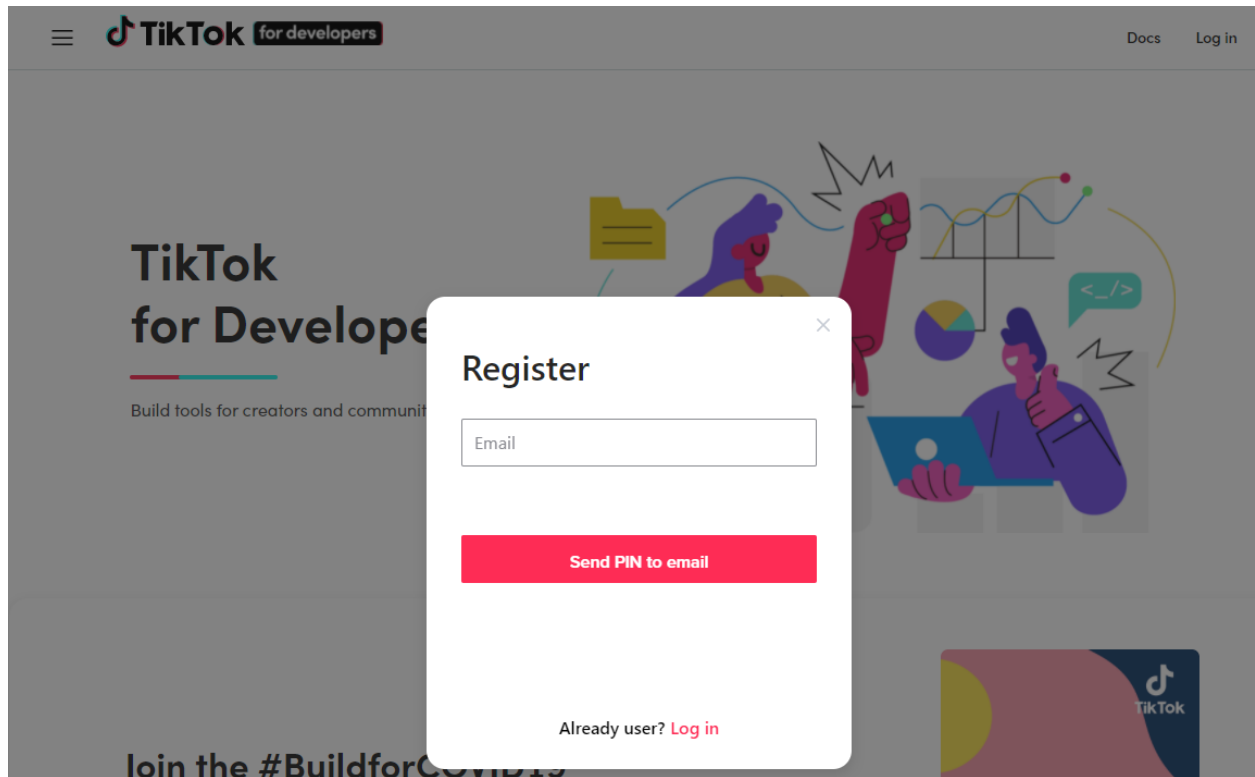
Step 1 : Create an Account **.**
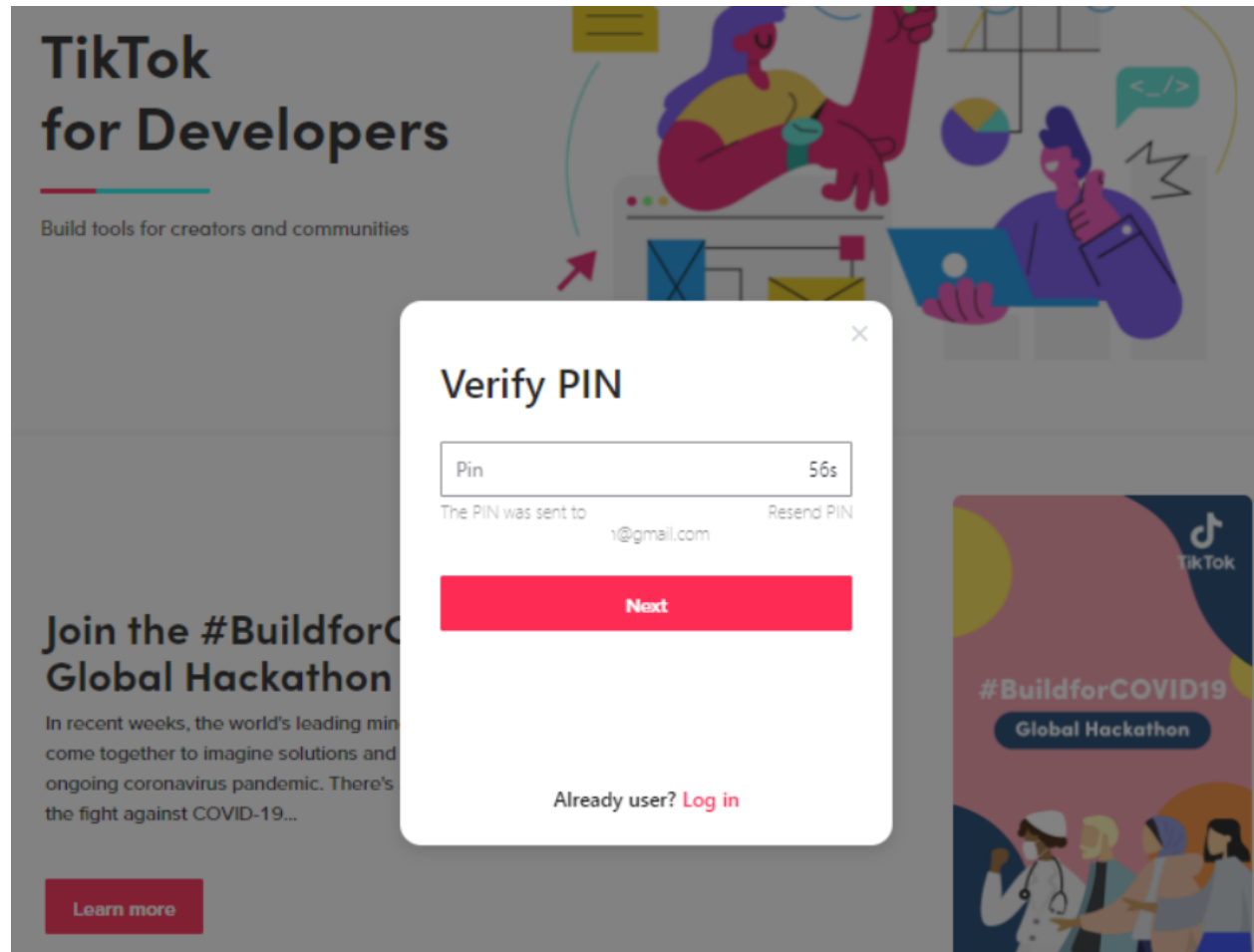First, go to the TikTok developers portal and then register an account**.**

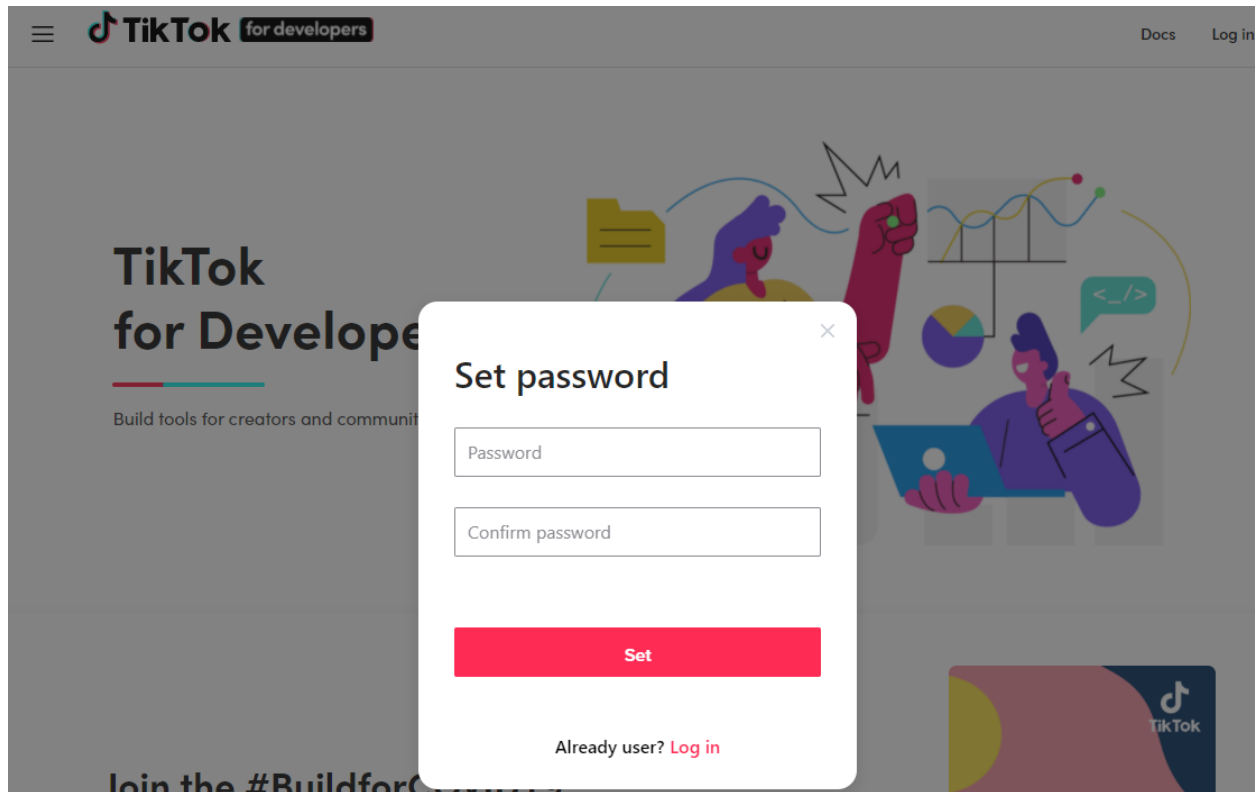Click the login button and enter the service if you already have an account or click Sign up.

Then, fill in your email address and click Send PIN to email.

Please check your inbox for the TikTok platform's automated message. Press Next after entering the code to verify your developer account. Remember that you only have one minute to complete this activity.

TikTok for Developers

Build tools for creators and communities

Verify PIN

Pin   56s

The PIN was sent to   Resend PIN
1@gmail.com

Next

Join the #BuildforC
Global Hackathon

In recent weeks, the world's leading min
come together to imagine solutions and
ongoing coronavirus pandemic. There's
the fight against COVID-19...

Already user? **Log in**

Learn more

#BuildforCOVID19
Global Hackathon

The final step is to create a password for account access.

Step 2 – Accept the ''**TikTok for developers**'' Terms of service.

The next step is to read and accept the TikTok Developer Terms and Conditions agreement that appears in the next window.

TikTok Developer Terms of Service

Last modified: April 20, 2021

This TikTok Developer Terms of Service (these "**Terms**"), when accepted, form a legal agreement between you ("**Developer**" or "**you**") and TikTok Inc. ("**TikTok**", "**we**" or "**us**") and governs your access to and use of the TikTok Developer Site and Platform Offerings (both defined below, and together, the "**TikTok Developer Services**"), which are made available to you solely for interacting with TikTok Services (as defined below) in accordance with these Terms. If you send us Business Products Data (as defined in the TikTok Business Products (Data) Terms), the use of the Business Products Data shall be governed by the terms of TikTok Business Products (Data) Terms, which shall be deemed to form part of these Terms. If there is any conflict between the terms of the TikTok Business Products (Data) Terms and these Terms, the terms of the TikTok Business Products (Data) Terms shall prevail to the extent of such conflict.

If you are entering into these Terms on behalf of a company or other legal entity, you represent that you have the authority to bind such entity to these Terms, in which case "you" or "Developer" refers to such company or other legal entity. You may not use TikTok Developer Services and may not accept these Terms if you are not of legal age to form a binding contract with TikTok or you are a person prohibited from using or receiving the TikTok Developer Services under the applicable laws of the country in which you are a resident or from which you use the TikTok Developer Services. TikTok reserves the right to update these Terms at any time, and your continued use of the TikTok Developer Services will constitute acceptance of such updates.

Please read the terms and conditions of these Terms carefully. BY CLICKING THE "Accept the TikTok for Developers Terms of Service" BUTTON AT THE END OF THESE TERMS OR BY OTHERWISE

Accept the "TikTok for Developers" Terms of Service

We strongly advise you to take your time and read the text thoroughly so that you are aware of the usage guidelines and limitations.

Step 3 – Create a new application.
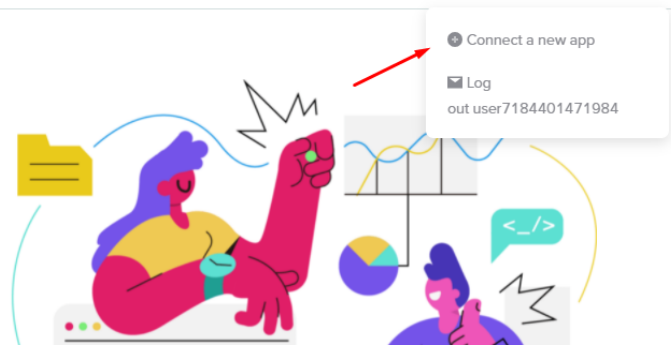
Upload the icon for the app you wish to connect with TikTok and give it a name. To continue, press Start.

Step 4 – Submit application for review

Step 5: Once review done Verification Status will be 'Approved'.

Step 6: Go to App Fill "Callback Address". Given the sample as "**https://d09a-114-143-52-222.ngrok.io/social_tiktok_leads/callback**".
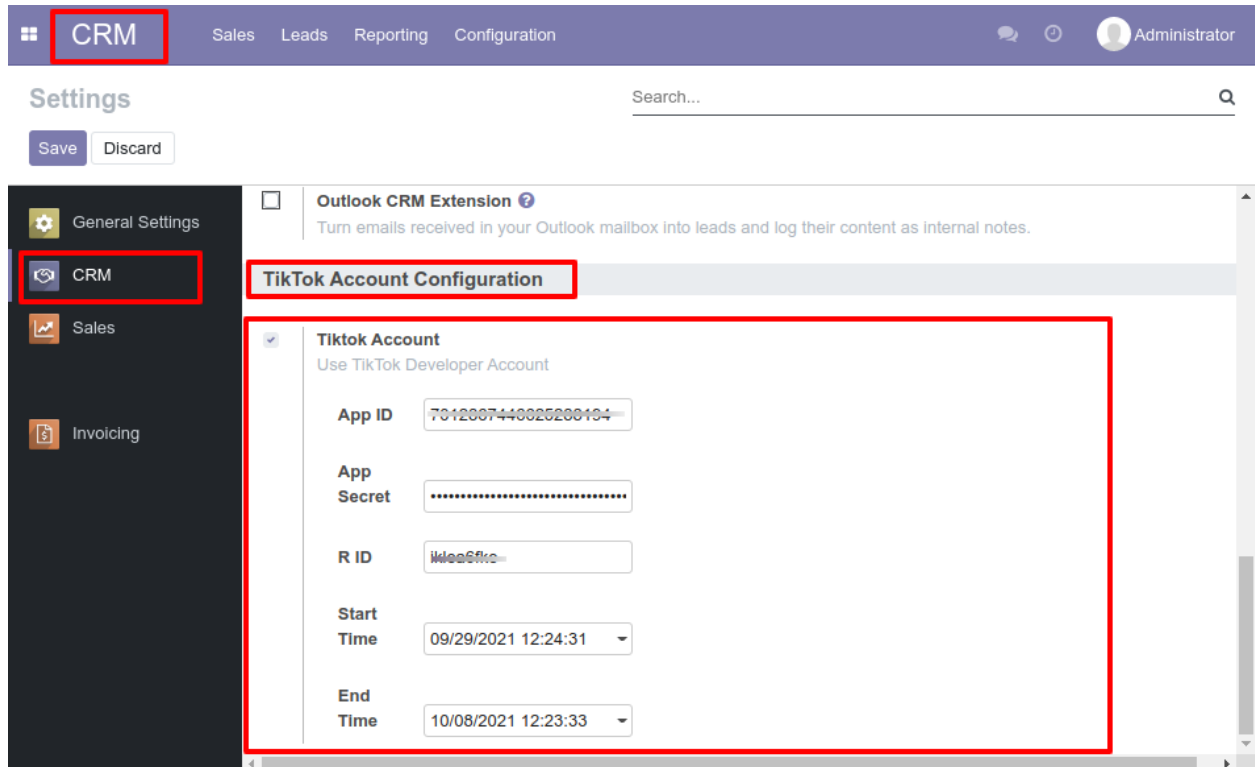
The URL should be a https url
It should be appended by the link "**/social_tiktok_leads/callback**".

Step 7 : Give **Scope of Permission** as "Ad Account Management , Ads Management all,Creative Management all"

Step 8 : On Developer Dashboard Click on 'Basic Information', Copy App ID, App Secret and R ID.

Odoo Interface :-
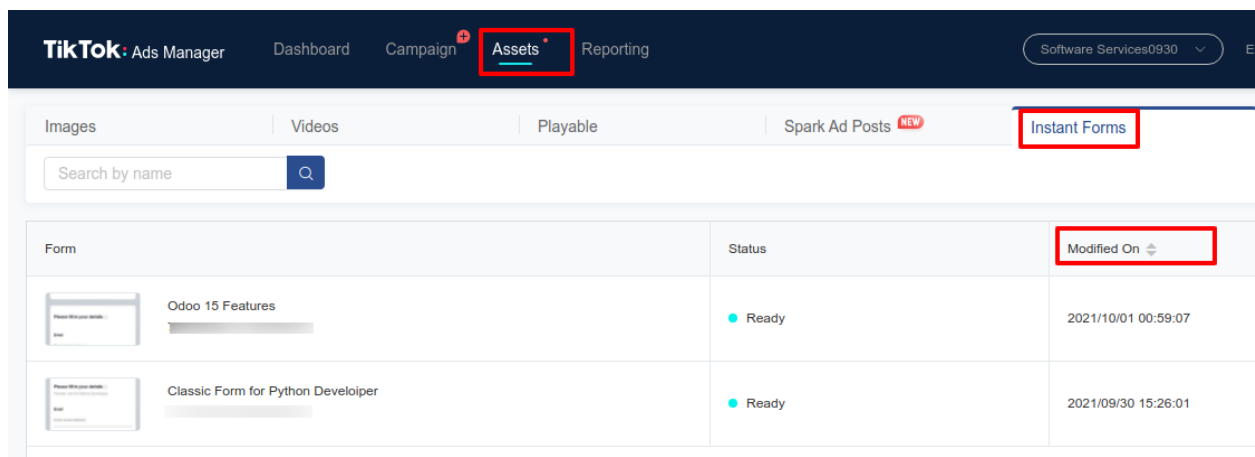
Step 1: Go to CRM → Settings and Check the boolean for "Tiktok Account" to Paste the credentials For Tik Tok App ID , App Secret , R ID and   Instant Forms Create(Start Date) and Last Updated Date (End Date) and Time .

P.S - When time is not accurate , it will still fetch the data. Make sure that date entered is accurate. Also date is for filtrating the data and it the mandatory fields.

Step 2. Go To Social Dashboard Menu.
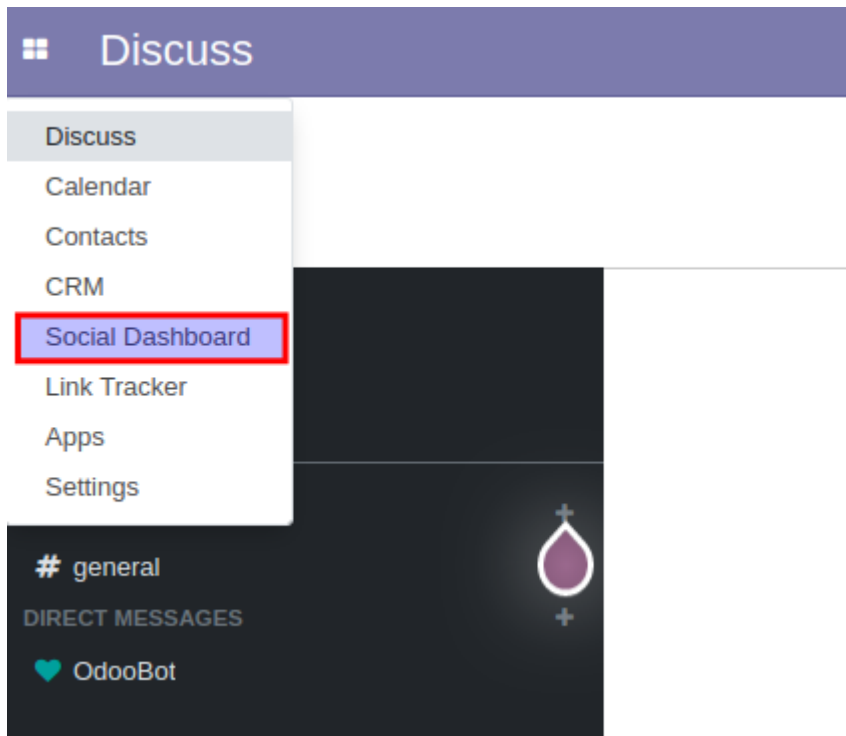
Step 3: On the Social Dashboard click on TikTok Dashboard. From this menu you will see the installed module. To authenticate, click on the "Link Account" button.
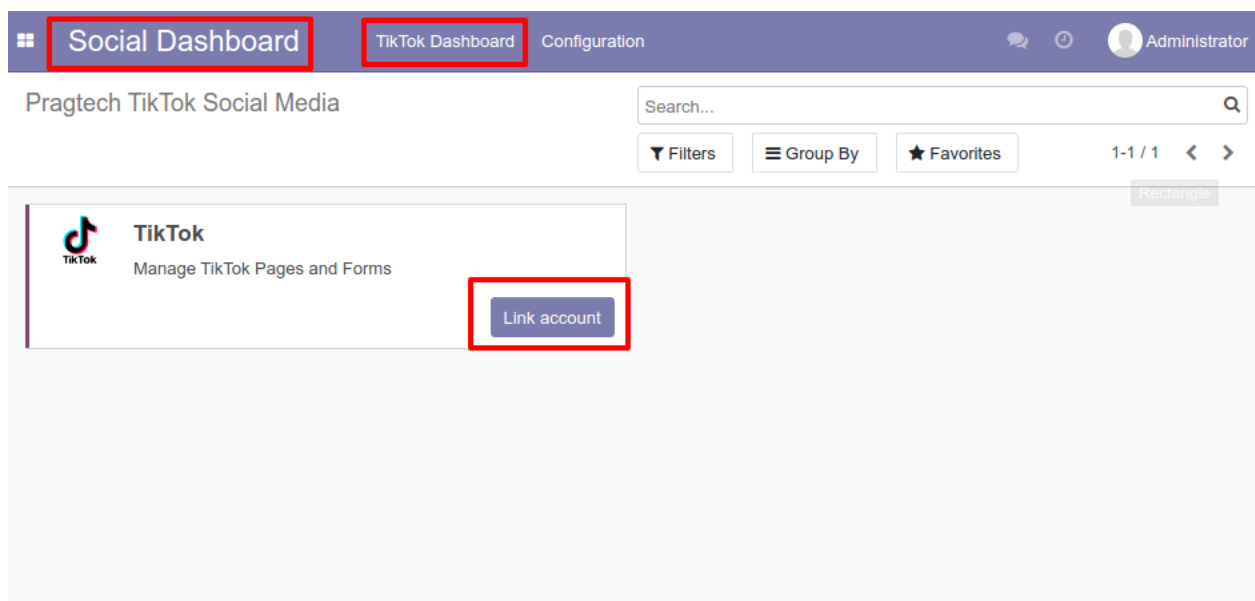
Step 4: After Clicking On the "Link Account" button a wizard opens, that contains
        "**View Your Public Info , Access Your Ad Account For** " . And click on the
"Confirm" button to complete the authentication part.

Step 5 :After successful authentication the following message will be displayed on the screen
shown in the image below.

You can Close this window now

Step 6 : Go to the Social Dashboard Click on Configuration → Tiktok Advertisers Menu. Here we are going to get "Advertiser Name, Social Media, Media Type , TikTok Advertiser ID, TikTok Access Token" from TikTok.

Step 7: To create TikTok Pages Go to CRM → Configuration → TikTok Pages.
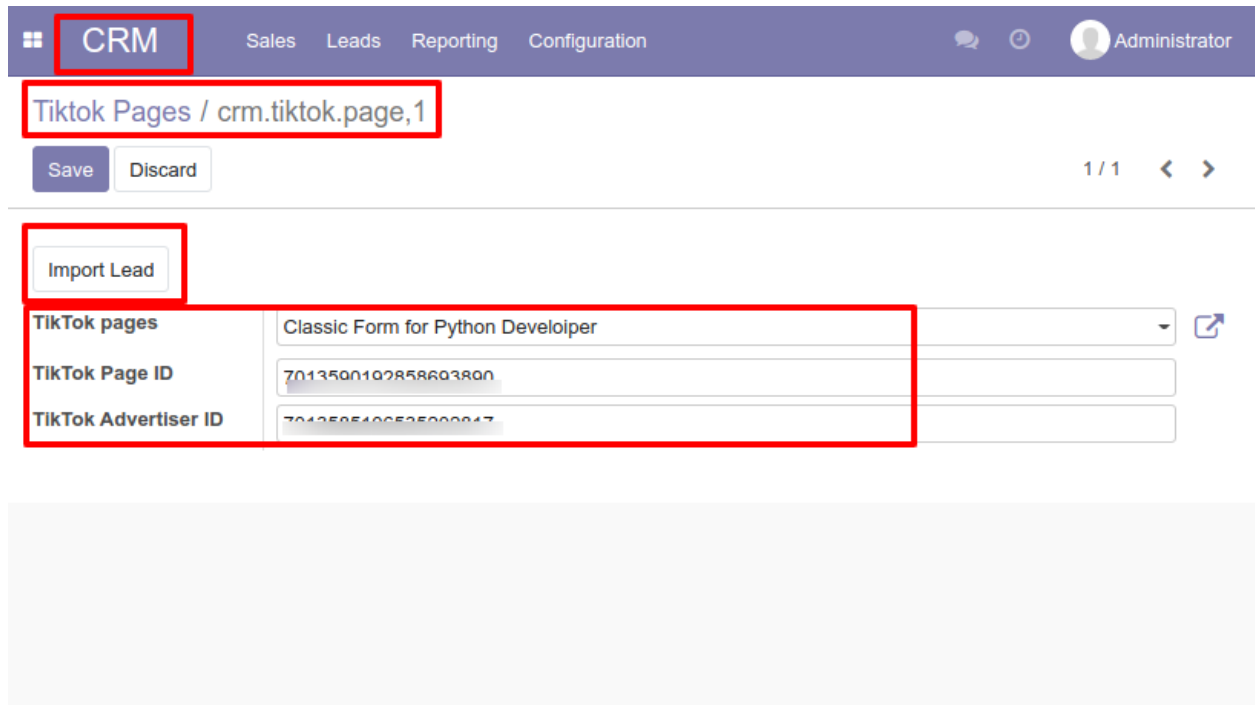
Step 8: Click on the create button→ Select the existing TikTok page from fetched page data.

Automatically the details like page id and advertiser id will be loaded.

Click on the "Save" button.

To Create Lead at Odoo ,click on the "Import Lead" Button.

Step 9: Lead gets created on odoo with mapped and unmapped fields along with Tracking Information.

Step 10 : More Detailed information on TikTok at 'TikTok Info' page.

=================== **The End** ====================================