

## **Influence's Integration with the TikTok Creator Marketplace (TTCM) API**

Influence is implementing TikTok's Creator Marketplace (TTCM) API. With this release, we will need to remove any previously collected TikTok data that was pulled from a different source to stay compliant with TikTok's terms.

This API integration will result in some changes in available TikTok data points across the Influence suite and some changes in user workflows. Some of the main benefits with this integration include:

- Compliant and reliable data directly from TikTok
- We will support influencers to authenticate their TikTok accounts
- More data points, including audience data, in CRM and Campaigns for authenticated accounts

For more detailed information about how the API integration affects Influence's different products, please see the below sections.

### **Changes to CRM**

The biggest change in the CRM that will come with this release is that **only TikTok accounts that are in TikTok's Creator Marketplace will be possible to add as non-authenticated accounts.**

However, this release will also enable us to support TikTok account authentication going forward, so **any TikTok account can be added as an authenticated account in Influence.**

How will existing TikTok accounts in CRM be affected?

#### **For existing TikTok accounts that are non-TTCM:**

We will no longer be able to track these accounts while they're in the non-authenticated state. For us to resume tracking of this account, you will have two options:

- Users will need to either invite the TikTok account to TikTok's Creator Marketplace via the button available in the CRM profile, or:
- Have the influencers add their TikTok accounts via the influencers' dashboard

#### **For existing TikTok accounts that are already in TTCM:**

These accounts can be kept and continued to be tracked. They will remain in the non-authenticated state until they've been authenticated by the influencer. Please note that previously tracked data for these accounts using the old TikTok data source will be removed from their Influence CRM profile to comply with TikTok's policy. We started collecting data for these accounts in January 2024 using TikTok's Creator Marketplace

API, so by launch, it will have some data available to show for these accounts. Users can also optionally ask influencers to authenticate their accounts via the regular authentication method.

**Types of TikTok accounts supported after release**

After migration to TTCM, we will support the following types of accounts:

**Non-TTCM accounts:**

- Must be authenticated
- Can only be added via the influencers' dashboard or via the influencer application flow, directly into the authenticated state

**TTCM accounts:**

- Can be either authenticated or non-authenticated
- Can be added via the CRM as non-authenticated accounts

**Note:** Non-authenticated, non-TTCM accounts will not be supported in CRM.

Available account-level TikTok data before and after release

Account metrics	Current support	After TTCM Release		
	For non-authenticated TikTok accounts	For authenticated non-TTCM accounts	For authenticated TTCM accounts	For non-authenticated TTCM accounts
Audience locales	X	X	✓	X
Average views	✓	X	✓	X
Engagement rate	✓	X	✓	X
Completion rate	X	X	✓	X
Creator rate	X	✓	✓	X
Audience countries	✓	✓	✓	X
Audience genders	✓	✓	✓	X

Audience ages	✓	✓	✓	X
Profile image	✓	✓	✓	✓
User name	✓	✓	✓	✓
Display name	✓	✓	✓	✓
Follower count	✓	✓	✓	✓
Like count	X	✓	✓	✓
Video count	✓	✓	✓	✓
Creator ID	✓	✓	✓	✓
Average views	✓	X	X	X
Average comments	✓	X	X	X
Average likes	✓	X	X	X
Followers growth	✓	X	X	X
Follower credibility	✓	X	X	X
Followers	✓	X	X	X
Total posts	✓	X	X	X
Audience reachability	✓	X	X	X
Audience gender and age	✓	X	X	X
Notable followers	✓	X	X	X

---

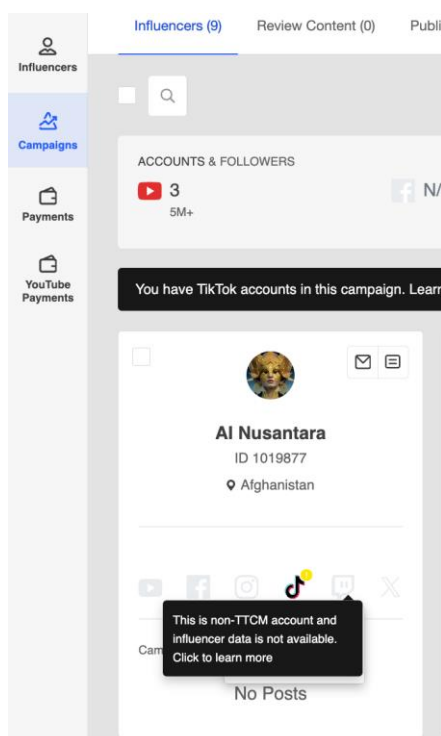
## Changes in Campaigns

The biggest change in Campaigns is the user's workflow when running campaigns with TikTok accounts. We will no longer be allowed to detect campaign posts on TikTok using

keyword detection, so users will have to send orders to the TikTok accounts that they will need to fulfill to have their campaign posts tracked. In addition, TikTok campaign posts will be displayed under the Published Posts tab and not alongside the campaign posts from other social networks.

### How will current campaigns with existing TikTok accounts be affected?

- Supported TikTok accounts — meaning authenticated TTCM accounts, non-authenticated TTCM accounts, and authenticated non-TTCM accounts — will be displayed as expected.
- Non-supported accounts — meaning non-authenticated, non-TTCM accounts — will still be displayed but with an error message.



Any previously captured posts in the campaign, meaning posts pulled from the old TikTok data source, will be hidden. To track the posts from TikTok accounts again, the user should create an order for the TikTok accounts and send the invite link/campaign code to the influencers.

Posts that have already been published to TikTok can be tied to an order using the campaign code. You can also choose to manually add posts to a campaign from the All Posts section, but this will lead to significantly fewer post statistics being available for the posts.

### Available post-level TikTok data before and after release

Post metrics	Current support	After TTCM release		
		Available for posts tracked via invite link/order	Available for posts that are not tracked via invite link/order (Account type: Authenticated TTCM accounts and authenticated non-TTCM accounts)	Available for posts that are not tracked via invite link/order (Account type: non-authenticated TTCM accounts)
Total engagements	✓	✓	✓	✗
Engagement rate	✓	✓	✓	✗
Reach	✗	✓	✗	✗
Comments	✓	✓	✓	✓
Likes	✓	✓	✓	✓
Shares	✓	✓	✓	✓
Video views	✓	✓	✓	✓
Total play time	✗	✓	✗	✗
Average play time	✗	✓	✗	✗
Video completion rate	✗	✓	✗	✗
Video view retention	✗	✓	✗	✗
Retention rate vs. Second	✗	✓	✗	✗

Audience age	X	✓	X	X
Audience gender	X	✓	X	X
Audience geography	X	✓	X	X
Audience country	X	✓	X	X

---

### Changes for Influence Business API users

Please note that the Influence **account\_type** will change to **tiktok\_creator**.