

**TikTok Pixel Conversion API Setup with GTM**

| **Event Types** | **Event Parameters** |
| --- | --- |
| **PageView** | **NO** |
| **ViewContent** | **content\_type**  **content\_name**  **content\_id**  **value**  **currency** |
| **AddToCart** | **content\_type**  **content\_name**  **content\_id**  **value**  **currency** |
| **InitiateCheckcout** | **content\_type**  **content\_name**  **content\_id**  **value**  **currency** |
| **PlaceAnOrder** | **content\_type**  **content\_name**  **content\_id**  **quantity**  **value**  **currency** |

**TO CREATE TIKTOK ADS ACCOUNT -**

**shorturl.at/MPU19**

# **Tiktok Template Browser Side -** [**https://drive.google.com/file/d/1Kf-Mf0vcXiGzAdr72MWHSqDYqt5kVU3F/view?usp=sharing**](https://drive.google.com/file/d/1Kf-Mf0vcXiGzAdr72MWHSqDYqt5kVU3F/view?usp=sharing)

**JavaScript Function:**

function(){{

return {{value}}

}

**Tiktok Array Schema**

function(){

var products = {{dlv - Ecommerce Items}};

return products.map(function(product) {

return {

"content\_id": product.item\_id,

"content\_name": product.item\_name,

"price": product.price,

"quantity": product.quantity || 1,

"content\_category": product.item\_category,

}

});

}

**Required Links -**

Tiktok standard events - <https://ads.tiktok.com/help/article?aid=10028&redirected=1>