



Getting Started

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If you created a TikTok Audiences destination instance before September 25th, 2023, your instance(s) and all subsequent instances are considered *legacy* instances. To create a new *legacy* instance, see the [Create a TikTok audience \(Legacy\)](#) documentation. Users who created their first instance after September 25, 2023 are considered to have *native* instances. To create a new *native* instance, see [Configure the TikTok Audiences destination](#) documentation.

Both *legacy* and *native* instances have the same set of features, but are configured differently. Legacy instances require you to create an audience or action manually, but native instances automatically create audiences and actions.

If you update the events names from the default Audience Entered/Audience Exited, please make sure to also update it in the "Add to Audience" and "Remove from Audience" mappings.

The Email ID or Advertising ID of the user must be provided.

TikTok [requires](#) phone number to be formatted in E.164 form, e.g. +1231234567. If your phone number is missing country code, you can prepend +1 in the Action Mapping.

For more information about how to update from *legacy* to *native*, reach out to friends@segment.com.

Prerequisites

Before connecting to the TikTok Audiences destination, you must have a [TikTok Ads Manager](#) account.

TikTok Audience Segments

Send Engage audiences to an existing TikTok audience segment or create a new audience. Note the `audience_id` as this is required to send Engage audiences to TikTok.

Configure the TikTok Audiences destination

1 From the Segment web app, navigate to **Engage > Audiences**. Choose an existing Engage audience or create a new one. Ensure you are in the Engage space you plan to use with the TikTok Audiences destination.

2 Navigate to **Engage > Engage Settings** and click **Destinations**.

3 Search for "TikTok Audiences" and select the destination. Click **Configure TikTok Audiences**.

4 On the Select Source screen, your Engage space should already be selected as the source. Click **Confirm Source**.

5 On the **Settings** tab for the TikTok Audiences destination, name your destination and authenticate with TikTok Audiences using OAuth.

6 Once authenticated, toggle "Enable Destination" on and click **Save Changes**.

7 Navigate to the **Mappings** tab, click **New Mapping**, and select **Add to Audience**.

8 Navigate to the **Mappings** tab, click **New Mapping**, and select **Remove from Audience**.

9 Navigate back to **Engage > Audiences** and click on the audience from step 1.

10 Click **Add Destinations** and select the TikTok Audiences destination you just created. In the settings that appear in the side panel, toggle the **Send Track** option on and **Send Identify** option off. Provide the [Advertiser ID](#) linked to the TikTok account that will receive the audience data, as well as the **ID Type** of data you'll be sending. Click **Save Settings**.

The setup is complete and the audience will start syncing to TikTok. The audience will appear in your [TikTok Ads Manager](#) account under **Assets > Audiences**. Please note that it can take 24-48 hours for users to appear in TikTok.

Connect the TikTok Audiences (*Legacy*) destination



Add User and Remove User are considered legacy actions.

1 From the Segment web app, navigate to **Engage > Audiences**. Ensure you are in the Engage space you plan to use with the TikTok Audiences destination. Either choose an existing Engage audience or create a new one. This is the audience you plan to send to TikTok.

2 Navigate to **Engage > Engage Settings** and click **Destinations**. Please ensure you are still in the correct Engage space.

3 Search for "TikTok Audiences" and select the destination. Click **Configure TikTok Audiences**.

4 On the Select Source screen, your Engage space should already be selected as the source. Click **Confirm Source**.

5 On the Destination **Settings** tab, name your destination and authenticate with TikTok Audiences using OAuth.

6 Once authenticated, toggle "Enable Destination" on and click **Save Changes**.

7 Navigate to the **Mappings** tab, click **New Mapping**, and select **Add Users**.

8 Under Select mappings, select the TikTok "Advertiser ID" of the audience segment you want to add users to. Input the `audience_id` of that audience segment under "Audience ID." **Note: A separate mapping must be created for each audience segment you plan to send Engage audiences to.**

Note: Once you've created the audience using the name of Segment's audience key, you can get the Audience ID from TikTok's Assets>Audiences page. You'll also find the Advertised ID, noted by `aadvid`, over the TikTok URL.

9 Repeat steps 7 and 8 to also set up a **Remove Users** mapping.

10 Navigate back to **Engage > Audiences** and click on the audience from Step 1.

11 Click **Add Destinations** and select the TikTok Audiences destination you just created. In the settings that appear in the side panel, toggle the **Send Track** option on and do **not** change the Audience Entered/Audience Exited event names. Click **Save Settings**.

The setup is complete and the audience will start syncing to TikTok. The audience will appear in your [TikTok Ads Manager](#) account under **Assets > Audiences**. Please note that it can take 24-48 hours for users to appear in TikTok.

To sync additional audiences from your Engage space, create a separate mapping in the TikTok Audiences destination. Navigate to **Connections > Destinations**, search and select the TikTok Audiences destination, and follow steps 7-11 above.

Create a TikTok Audience

To create an audience in Segment:

1 Navigate to New Mapping and select **Create Audience**.

2 In the Add test event panel, click **Load Sample Event**.

3 Fill in the mappings on the Select mappings panel accordingly.

4 In the Send test event panel, click **Test Mapping**.

5 You've created your audience. Copy the `audience_id` from the response as you will need it to create additional mappings.

You can use the same mapping to create as many audiences as you'd like. To create another audience, change the audience name and click **Test Mapping**.

You can create a duplicate audience since TikTok doesn't restrict users from having multiple audiences with the same name. If you click **Test Mapping** multiple times, you will create audiences with the same name. However, each audience will have its own unique `audience_id`.

You do not need to update the status of the mapping to `enabled`.

For instructions on how to create a TikTok audience segment, see TikTok's [Create/Delete an audience segment docs](#).

Available Actions

Build your own Mappings. Combine supported [triggers](#) with the following TikTok Audiences-supported actions:



Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

• [Add Users \(Legacy\)](#)

• [Remove Users \(Legacy\)](#)

Create Audience (Legacy)

Add to Audience

Remove from Audience

Add Users (Legacy)

Add contacts from an Engage Audience to a TikTok Audience Segment.

Add Users (Legacy) is a **Cloud** action. The default Trigger is: `event = "Audience Entered"`

Click to show / hide fields

FIELD	DESCRIPTION
Advertiser ID *	Type: <code>STRING</code> The advertiser ID to use when syncing audiences.
Audience ID *	Type: <code>STRING</code> Audience ID for the TikTok Audience you want to sync your Engage audience to. This is returned after you create an audience and can also be found in the TikTok Audiences dashboard.
User Email	Type: <code>STRING</code> The user's email address to send to TikTok.
User Phone Number	Type: <code>STRING</code> The user's phone number to send to TikTok.
User Advertising ID	Type: <code>STRING</code> The user's mobile advertising ID to send to TikTok. This could be a GAID, IDFA, or AAID
Send Email?	Type: <code>BOOLEAN</code> Send email to TikTok. Segment will hash this value before sending
Send Phone Number?	Type: <code>BOOLEAN</code> Send phone number to TikTok. Segment will hash this value before sending
Send Mobile Advertising ID?	Type: <code>BOOLEAN</code> Send mobile advertising ID (IDFA, AAID or GAID) to TikTok. Segment will hash this value before sending.

Remove Users (Legacy)

Remove contacts from an Engage Audience to a TikTok Audience Segment.

Remove Users (Legacy) is a **Cloud** action. The default Trigger is: `event = "Audience Exited"`

Click to show / hide fields

FIELD	DESCRIPTION
Advertiser ID *	Type: <code>STRING</code> The advertiser ID to use when syncing audiences.
Audience ID *	Type: <code>STRING</code> Audience ID for the TikTok Audience you want to sync your Engage audience to. This is returned after you create an audience and can also be found in the TikTok Audiences dashboard.
User Email	Type: <code>STRING</code> The user's email address to send to TikTok.
User Phone Number	Type: <code>STRING</code> The user's phone number to send to TikTok.
User Advertising ID	Type: <code>STRING</code> The user's mobile advertising ID to send to TikTok. This could be a GAID, IDFA, or AAID

FIELD	DESCRIPTION
Send Email?	Type: BOOLEAN Send email to TikTok. Segment will hash this value before sending
Send Phone Number?	Type: BOOLEAN Send phone number to TikTok. Segment will hash this value before sending
Send Mobile Advertising ID?	Type: BOOLEAN Send mobile advertising ID (IDFA, AAID or GAID) to TikTok. Segment will hash this value before sending.

Create Audience (Legacy)

Use this action to create a new audience in TikTok Audience Segment. This is required for legacy instances of the TikTok Audience destination to create a partner audience within TikTok for syncing Engage audiences to.

Create Audience (Legacy) is a **Cloud** action. The default Trigger is: `event = "Create Audience"`

[Click to show / hide fields](#)

FIELD	DESCRIPTION
Advertiser ID *	Type: STRING The advertiser ID to use when syncing audiences.
Custom Audience Name *	Type: STRING Custom audience name of audience to be created. Please note that names over 70 characters will be truncated to 67 characters with "... " appended.

Add to Audience

Add records from an Engage Audience to a TikTok Audience Segment.

Add to Audience is a **Cloud** action. The default Trigger is: `event = "Audience Entered"`

[Click to show / hide fields](#)

FIELD	DESCRIPTION
User Email	Type: STRING The user's email address to send to TikTok.
User Phone Number	Type: STRING The user's phone number to send to TikTok.
User Advertising ID	Type: STRING The user's mobile advertising ID to send to TikTok. This could be a GAID, IDFA, or AAID
Send Email?	Type: BOOLEAN Send email to TikTok. Segment will hash this value before sending
Send Phone Number?	Type: BOOLEAN Send phone number to TikTok. Segment will hash this value before sending
Send Mobile Advertising ID?	Type: BOOLEAN Send mobile advertising ID (IDFA, AAID or GAID) to TikTok. Segment will hash this value before sending.

Remove from Audience

Remove contacts from an Engage Audience to a TikTok Audience Segment.

Remove from Audience is a **Cloud** action. The default Trigger is: `event = "Audience Exited"`

Click to show / hide fields

FIELD	DESCRIPTION
User Email	Type: <code>STRING</code> The user's email address to send to TikTok.
User Phone Number	Type: <code>STRING</code> The user's phone number to send to TikTok.
User Advertising ID	Type: <code>STRING</code> The user's mobile advertising ID to send to TikTok. This could be a GAID, IDFA, or AAID
Send Email?	Type: <code>BOOLEAN</code> Send email to TikTok. Segment will hash this value before sending
Send Phone Number?	Type: <code>BOOLEAN</code> Send phone number to TikTok. Segment will hash this value before sending
Send Mobile Advertising ID?	Type: <code>BOOLEAN</code> Send mobile advertising ID (IDFA, AAID or GAID) to TikTok. Segment will hash this value before sending.

FAQS

Why is my audience considered too small in TikTok?

[TikTok](#) requires a minimum audience size of 1,000 to target Custom Audiences in an ad group.

This page was last modified: 20 Aug 2024

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