Benefits of TikTok Conversions

The TikTok Conversions destination provides the following benefits:

1. **Clear mapping of data.** Actions-based destinations enable you to define the mapping between the data Segment receives from your source and the data Segment sends to TikTok.

2. **Prebuilt mappings.** Mappings for TikTok Standard Events, like `PlaceAnOrder`, are prebuilt with the prescribed parameters and available for customization.

3. **Streamlined stability and security.** Integrate and iterate without client-side limitations, like network connectivity or ad blocker issues.

4. **Privacy-focused**: Stay compliant with rapidly evolving requirements with automatic PII hashing and flexible controls that let you adapt what data you share.

5. **Maximum event measurement**: Capture more events with improved accuracy across different browsers, apps, and devices to get a unified view of your customer's journey from page view to purchase.

Getting started

Follow the instructions below to enable your TikTok ads account and add the TikTok Conversions destination to

your Segment workspace.

> ℹ️ Refer to the destination as Tiktok Conversions in the Integrations object.

TikTok Requirements

The TikTok Conversions destination is configured to use the TikTok Events API. To generate a TikTok Pixel Code and Access Token:

1. Create a TikTok For Business account.

2. Create a TikTok Pixel in Developer Mode to obtain a Pixel Code. For more information about Developer Mode, please review the TikTok developer documentation.

3. Follow instructions for Authorization and generate a long term Access Token.

Connect TikTok Conversions to your workspace

1. From the Segment web app, click **Catalog**, then click **Destinations**.

2. Search for "TikTok Conversions" in the Destinations Catalog, and select the destination.

3. Click **Configure TikTok Conversions**.

4. Select the source that will send data to TikTok Conversions and follow the steps to name your destination.

5. On the Settings tab, enter in your TikTok Access Token and Pixel Code and click **Save**.

6. Follow the steps in the Destinations Actions documentation on Customizing mappings.

Destination Settings

SETTING	DESCRIPTION
Access Token	*Required.* Your TikTok Access Token. Please see TikTok's Events API documentation for information on how to generate an access token via the TikTok Ads Manager or API.
Pixel Code	*Required.* Your TikTok Pixel ID. Please see TikTok's Events API documentation for information on how to find this value.

Available Presets

TikTok Conversions has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Add Payment Info	Event event = "Payment Info Entered"	Report Web Event
Download	Event event = "Download Link Clicked"	Report Web Event
Initiate Checkout	Event event = "Checkout Started"	Report Web Event
Complete Registration	Event event = "Signed Up"	Report Web Event
Click Button	Event event = "Product Clicked"	Report Web Event
Contact	Event event = "Callback Started"	Report Web Event
Place an Order	Event event = "Order Placed"	Report Web Event
Search	Event event = "Products Searched"	Report Web Event

PRESET NAME	TRIGGER	DEFAULT ACTION
Complete Payment	Event event = "Order Completed"	Report Web Event
Submit Form	Event event = "Form Submitted"	Report Web Event
Page View	Event type="page"	Report Web Event
Add to Cart	Event event = "Product Added"	Report Web Event
View Content	Event event = "Product Viewed"	Report Web Event
Add to Wishlist	Event event = "Product Added to Wishlist"	Report Web Event
Subscribe	Event event = "Subscription Created"	Report Web Event

Available Actions

Build your own Mappings. Combine supported triggers with the following TikTok Conversions-supported actions:

> ℹ️ **Mapping limits per destination**
>
> Individual destination instances have support a maximum of 50 mappings.

Report Web Event

Report Web Event

Report Web events directly to TikTok. Data shared can power TikTok solutions like dynamic product ads, custom targeting, campaign optimization and attribution.

Report Web Event is a **Cloud** action.

Click to show / hide fields

FIELD	DESCRIPTION
Event Name *	Type: `STRING` Conversion event name. Please refer to the "Supported Web Events" section on in TikTok's Events API documentation for accepted event names.
Event ID	Type: `STRING` Any hashed ID that can identify a unique user/session.
Event Timestamp	Type: `STRING` Timestamp that the event took place, in ISO 8601 format.
Phone Number	Type: `STRING` A single phone number or array of phone numbers in E.164 standard format. Segment will hash this value before sending to TikTok. e.g. +14150000000. Segment will hash this value before sending to TikTok.
Email	Type: `STRING` A single email address or an array of email addresses. Segment will hash this value before sending to TikTok.
First Name	Type: `STRING` The first name of the customer. The name should be in lowercase without any punctuation. Special characters are allowed.
Last Name	Type: `STRING` The last name of the customer. The name should be in lowercase without any punctuation. Special characters are allowed.
Address	Type: `OBJECT` The address of the customer.

FIELD	DESCRIPTION
Order ID	Type: `STRING` Order ID of the transaction.
Shop ID	Type: `STRING` Shop ID of the transaction.
External ID	Type: `STRING` Uniquely identifies the user who triggered the conversion event. Segment will hash this value before sending to TikTok. TikTok Conversions Destination supports both string and string[] types for sending external ID(s).
TikTok Click ID	Type: `STRING` The value of the ttclid used to match website visitor events with TikTok ads. The ttclid is valid for 7 days. See Set up ttclid for details.
TikTok Cookie ID	Type: `STRING` TikTok Cookie ID. If you also use Pixel SDK and have enabled cookies, Pixel SDK automatically saves a unique identifier in the `_ttp` cookie. The value of `_ttp` is used to match website visitor events with TikTok ads. You can extract the value of `_ttp` and attach the value here. To learn more about the `ttp` parameter, refer to Events API 2.0 - Send TikTok Cookie (`_ttp`).
TikTok Lead ID	Type: `STRING` ID of TikTok leads. Every lead will have its own lead_id when exported from TikTok. This feature is in Beta. Please contact your TikTok representative to inquire regarding availability
Locale	Type: `STRING` The BCP 47 language identifier. For reference, refer to the IETF BCP 47 standardized code.
Page URL	Type: `STRING` The page URL where the conversion event took place.
Page Referrer	Type: `STRING` The page referrer.
IP Address	Type: `STRING` IP address of the browser.
User Agent	Type: `STRING` User agent from the user's device.

FAQ & Troubleshooting

Deduplication with the TikTok Pixel

If you independently placed the TikTok Pixel on your website, reach out to your TikTok representative to see if there are any necessary changes to your Pixel to properly deduplicate events sent through both the Pixel and the Segment TikTok Conversions destination.

Match Keys

To increase the probability of matching website visitor events with TikTok ads, send one or more of the following match keys and identifiers when possible:

- TikTok Click ID
- External ID
- Phone Number
- Email
- IP Address
- User Agent

Other Standard Events

If you want to send a TikTok standard event that Segment doesn't have a prebuilt mapping for, you can use the Report Web Event action to send the standard event. For example, if you want to send a `CompleteRegistration` event:

1. Create a mapping for Report Web Event.
2. Set up your Event Trigger criteria for completed registrations.
3. Input a literal string of "CompleteRegistration" as the Event Name.

Please be aware that TikTok only supports these event names.

PII Hashing

Segment creates a SHA-256 hash of the following fields before sending to TikTok:

- External ID
- Email
- Phone Number

Web Diagnostics

You can check whether the integration is working, test events in real-time, and troubleshoot common issues in TikTok's Web Diagnostics Suite. See the TikTok Pixel Web Diagnostics documentation for more information.

Support

The TikTok Conversions destination is owned and maintained by the TikTok team.

- For general Segment questions, including issues with event data not being sent to TikTok Events Manager, contact Segment support.
- For questions regarding campaign setup and performance, web tracking, or additional API functionality, contact your TikTok representative.

This page was last modified: 29 Jan 2025

Need support?

Questions? Problems? Need more info? Contact Segment Support for assistance!

Visit our Support page

Help improve these docs!

📝 **Edit this page**

⊕ **Request docs change**

Was this page helpful?

👍 Yes

👎 No

Get started with Segment

Segment is the easiest way to integrate your websites & mobile apps data to over 300 analytics and growth tools.

Your work e-mail

Request Demo

or

Create free account

Privacy

Terms

Website Data Collection Preferences

Get started with Segment

Segment is the easiest way to integrate your websites & mobile apps data to over 300 analytics and growth tools.

Your work e-mail

Request Demo

Create free account