



Getting Started

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Help

This integration is partner owned. Please reach out to the partner's support for any issues.

[TikTok's Offline Events API](#) helps advertisers measure how TikTok ads result in offline customer actions, such as in-store purchases or offline subscriptions, purchases and more. Attributing online and offline events is an important step for advertisers to measure omni-channel results from their campaigns.

Benefits

Measure how TikTok ads influence offline conversions. Learn what online strategies lead to better Brick & Mortar sales, subscription sign-ups or leads.

Power holistic attribution models with cross-channel event tracking. Combine online and offline touchpoints to get comprehensive campaign metrics, like ROAS.

Reach offline customers online with custom audiences. Promote new products or services to high-value customers who initiate offline events.

This destination is maintained by TikTok. For any issues with the destination, [contact their Support team](#).

Getting started

Prior to setting up the **TikTok Offline Conversion Destination**, please create an Offline Event Set and generate the Access Token for it from **TikTok Events Manager**.

- 1 From the Segment web app, click **Catalog**, then click **Destinations**.
- 2 Find the Destinations Actions item in the left navigation, and click it.
- 3 Click **Configure Tiktok Offline Conversions (Actions)**.
- 4 Select an existing Source to connect to Tiktok Offline Conversions (Actions).
- 5 Give Destination a name.
- 6 On the Settings screen, provide Access Token and Event Set ID.
- 7 Toggle on the Destination.
- 8 Hit the Save Change button.

Mappings Enabled by Default

After setting up the Destination, four mappings will be enabled by default. You can click on the mappings tab to view and edit these mappings.

- Complete Payment: use this to track offline purchase events
- Subscribe: use this to track offline subscription events
- Contact: use this to track offline contact events
- Submit Form: use this to track offline form submissions

Destination Settings

SETTING	DESCRIPTION
Access Token	<i>Required.</i> Your TikTok Access Token. Please see TikTok's Events API 2.0 documentation for information on how to generate an access token via the TikTok Ads Manager or API.
Event Set ID	<i>Required.</i> Your TikTok Offline Event Set ID. Please see TikTok's Events API 2.0 documentation for information on how to find this value.

Available Presets


Tiktok Offline Conversions has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Download	Event event = "Download Link Clicked"	Track Offline Conversion
Page View	Event type="page"	Track Offline Conversion
Search	Event event = "Products Searched"	Track Offline Conversion
Complete Registration	Event event = "Signed Up"	Track Offline Conversion
View Content	Event event = "Product Viewed"	Track Offline Conversion
Place an Order	Event event = "Order Placed"	Track Offline Conversion
Initiate Checkout	Event event = "Checkout Started"	Track Offline Conversion
Click Button	Event event = "Product Clicked"	Track Offline Conversion

PRESET NAME	TRIGGER	DEFAULT ACTION
Contact	Event event = "Callback Started"	Track Offline Conversion
Complete Payment	Event event = "Order Completed"	Track Offline Conversion
Submit Form	Event event = "Form Submitted"	Track Offline Conversion
Add to Cart	Event event = "Product Added"	Track Offline Conversion
Add Payment Info	Event event = "Payment Info Entered"	Track Offline Conversion
Subscribe	Event event = "Subscription Created"	Track Offline Conversion
Add to Wishlist	Event event = "Product Added to Wishlist"	Track Offline Conversion

Available Actions

Build your own Mappings. Combine supported [triggers](#) with the following Tiktok Offline Conversions-supported actions:



Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

- [\[Deprecated\] Track Non Payment Offline Conversion](#)
- [\[Deprecated\] Track Payment Offline Conversion](#)
- [Track Offline Conversion](#)

[Deprecated] Track Non Payment Offline Conversion

[Deprecated] Send a non payment related event to the TikTok Offline Conversions API. This Action has been Deprecated. Please use the 'Track Payment Offline Conversion' Action instead

[Deprecated] Track Non Payment Offline Conversion is a **Cloud** action.

Click to show / hide fields

FIELD	DESCRIPTION
Event Name *	Type: <code>STRING</code> Conversion event name. Please refer to the “Offline Standard Events” section on in Tik Tok’s Events API 2.0 documentation for accepted event names.
Event ID	Type: <code>STRING</code> Any hashed ID that can identify a unique user/session.
Event Timestamp	Type: <code>STRING</code> Timestamp that the event took place, in ISO 8601 format.
Phone Number	Type: <code>STRING</code> A single phone number or array of phone numbers in E.164 standard format. Segment will hash this value before sending to TikTok. At least one phone number value is required if both Email and External ID fields are empty.
Email	Type: <code>STRING</code> A single email address or an array of email addresses. Segment will hash this value before sending to TikTok. At least one email value is required if both Phone Number and External ID fields are empty.
Order ID	Type: <code>STRING</code> Order ID of the transaction.

FIELD	DESCRIPTION
Shop ID	Type: <code>STRING</code> Shop ID of the transaction.
External ID	Type: <code>STRING</code> Uniquely identifies the user who triggered the conversion event. Segment will hash this value before sending to TikTok. TikTok Offline Conversions Destination supports both string and string[] types for sending external ID(s). At least one external ID value is required if both Email and Phone Number fields are empty.
TikTok Click ID	Type: <code>STRING</code> 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: <code>STRING</code> TikTok Cookie ID. If you also use Pixel SDK and have enabled cookies, Pixel SDK automatically saves a unique identifier in the <code>_ttp</code> cookie. The value of <code>_ttp</code> is used to match website visitor events with TikTok ads. You can extract the value of <code>_ttp</code> and attach the value here. To learn more about the <code>ttp</code> parameter, refer to Events API 2.0 - Send TikTok Cookie (_ttp) .
TikTok Lead ID	Type: <code>STRING</code> 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: <code>STRING</code> The BCP 47 language identifier. For reference, refer to the IETF BCP 47 standardized code .
Page URL	Type: <code>STRING</code> The page URL where the conversion event took place.
Page Referrer	Type: <code>STRING</code> The page referrer.
IP Address	Type: <code>STRING</code> IP address of the browser.
User Agent	Type: <code>STRING</code> User agent from the user's device.
Contents	Type: <code>OBJECT</code> Related item details for the event.
Content Type	Type: <code>STRING</code> Type of the product item. When the <code>content_id</code> in the <code>Contents</code> field is specified as a <code>sku_id</code> , set this field to <code>product</code> . When the <code>content_id</code> in the <code>Contents</code> field is specified as an <code>item_group_id</code> , set this field to <code>product_group</code> .

[Deprecated] Track Payment Offline Conversion

[Deprecated] Send details of an in-store purchase or console purchase to the Tiktok Offline Events API. This Action has been Deprecated. Please use the 'Track Payment Offline Conversion' Action instead

[Deprecated] Track Payment Offline Conversion is a **Cloud** action.

[Click to show / hide fields](#)

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Event Name *	Type: <code>STRING</code> Conversion event name. Please refer to the "Offline Standard Events" section on in TikTok's Events API 2.0 documentation for accepted event names.
Event ID	Type: <code>STRING</code> Any hashed ID that can identify a unique user/session.
Event Timestamp	Type: <code>STRING</code> Timestamp that the event took place, in ISO 8601 format.

FIELD	DESCRIPTION
Phone Number	Type: <code>STRING</code> A single phone number or array of phone numbers in E.164 standard format. Segment will hash this value before sending to TikTok. At least one phone number value is required if both Email and External ID fields are empty.
Email	Type: <code>STRING</code> A single email address or an array of email addresses. Segment will hash this value before sending to TikTok. At least one email value is required if both Phone Number and External ID fields are empty.
Order ID	Type: <code>STRING</code> Order ID of the transaction.
Shop ID	Type: <code>STRING</code> Shop ID of the transaction.
External ID	Type: <code>STRING</code> Uniquely identifies the user who triggered the conversion event. Segment will hash this value before sending to TikTok. TikTok Offline Conversions Destination supports both string and string[] types for sending external ID(s). At least one external ID value is required if both Email and Phone Number fields are empty.
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Currency	Type: <code>STRING</code>

Track Offline Conversion

Send details of an in-store purchase or console purchase to the Tiktok Offline Events API

Track Offline Conversion is a **Cloud** action.

Click to show / hide fields

FIELD	DESCRIPTION
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FIELD	DESCRIPTION
Event Name *	Type: <code>STRING</code> Conversion event name. Please refer to the “Offline Standard Events” section on in TikTok’s Events API 2.0 documentation for accepted event names.
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Access Token & Event Set ID

Please refer to the [documentation](#) to obtain the **Access Token** and the **Event Set ID**.

PII Requirement & Validation

TikTok Offline Events API requires at least one type of PII (email addresses and/or phone numbers) to be included in all offline conversion events. The email addresses and phone numbers will be hashed using SHA 256 from Segment before they are sent to TikTok. TikTok Offline Conversions Destination will automatically hash the provided PII, so please do not hash the PII before sending them to Segment. In addition, TikTok Offline Conversions Destination will validate all offline events before forwarding them to TikTok Offline Events API. TikTok Offline Conversions Destination will not send any offline events to TikTok with invalid or missing PII.

Data and Privacy Considerations

- Every offline event sent to TikTok Offline Events API requires at least one email address or phone number.
- E-mails and phone numbers will be hashed in a privacy-safe way by default so that TikTok cannot identify customers who are not TikTok users.
- iOS compliance checks will be performed on PII (ATT opt-out users will still be reported and attributed).
- TikTok will prune unmatched offline conversions IDs/records.

Engage

You can send computed traits and audiences generated using [Engage](#) to this destination as a **user property**. To learn more about Engage, schedule a [demo](#).

For user-property destinations, an [identify](#) call is sent to the destination for each user being added and removed. The property name is the snake_cased version of the audience name, with a true/false value to indicate membership. For example, when a user first completes an order in the last 30 days, Engage sends an Identify call with the property `order_completed_last_30days: true`. When the user no longer satisfies this condition (for example, it's been more than 30 days since their last order), Engage sets that value to `false`.

When you first create an audience, Engage sends an Identify call for every user in that audience. Later audience syncs only send updates for users whose membership has changed since the last sync.



Real-time to batch destination sync frequency

Real-time audience syncs to TikTok Offline Conversions (Actions) may take six or more hours for the initial sync to complete. Upon completion, a sync frequency of two to three hours is expected.

Settings

Segment lets you change these destination settings from the Segment app without having to touch any code.

SETTING	DESCRIPTION
Access Token (required)	<code>string</code> . Your TikTok Access Token. Please see TikTok's Events API 2.0 documentation for information on how to generate an access token via the TikTok Ads Manager or API.
Event Set ID (required)	<code>string</code> . Your TikTok Offline Event Set ID. Please see TikTok's Events API 2.0 documentation for information on how to find this value.

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