Signals & Measurements

Pixel 101: Pixel Troubleshooting

Are you experiencing some issue with Pixel? On this document we will cover what to do when troubleshooting, from investigating a case to answering the client.

First Steps

- Understand and verify the question
- Gather all the relevant information (Pixel ID, Client's website, Timeframe)
- Try to reproduce the Client's steps

Investigation List

Events Manager

01 Get to know the Pixel ID and the timeframe for analysis (e.g. last 30 days)

02 How was the pixel connected: Event Builder, Custom Code, or via partners like Shopify?

03 Take a look at the statistic type (Once or Every)

Ads Manager (TTAM)

01 Pick a timeframe and select custom columns for the client's pixel events

02 Check that the client's campaign has the same Pixel selected

03 Review the campaign objective

04 Verify the optimization event for the ad group and the ad URL

Client's Website

01 **Pixel Helper:** it identifies firing Pixels and events, but it may miss some due to geo-location restrictions, unsupported 3rd party implementation tools, lack of cookies consent, or the client's Event API might also be hiding pixels and codes

02 **Inspect the page for pixels and events:** to do this right-click on the page, select "Inspect," click on "Network," type "pixel," and find the events under "Payload"

03 **Recreate the purchase process**

Answering List

01 Include screenshots to support suggestions and troubleshooting

02 **When addressing discrepancies:**
- Request screenshots of results from the client's comparison platform and TTAM
- Ensure the same timeframe is used for both platforms

03 **For Conversions comparison** (website sales):
- Verify that conversions are exclusively from TikTok Ads (not TikTok organic users)
- Ask the client to test events with TikTok Pixel Helper
- Check the campaign setup and optimization events

04 When suggesting checking geo-restrictions for the TikTok Pixel Helper, provide three supporting screenshots

TikTok for Business