TikTok for Business

Ready to Test Shopping Ads?

Follow the steps below to get started!

Step 0: Check to see if your commerce platform is integrated to skip steps 1-3*. TikTok has partnerships with Shopify, WooCommerce, BigCommerce, Square, Salesforce, ECWID by Lightspeed, PrestaShop, Tray Tecnologia, Loja Integrada, Kyte, Vtex, and OpenCart

Step 1

Set Up and Post Back Signals

✨ **(Optimal)** This step is necessary for advertisers looking to maximize performance.

(Minimum Required) This step is the minimum requirement to get started, but will not yield optimal performance.

Want to learn more about Shopping Ads? Check out the TikTok for Business website!

For Web Advertisers

(A) Set Up Signal Tools

(Optimal) Advanced Signals: Tracking every event in your conversion journey + passback of all supported parameters + Manual and/or Automatic Advanced Matching enabled

(Minimum Required) Basic to Intermediate Signals: 3 mandatory events (View Content, Add to Cart, Complete Payment) + 'Content_ID' parameter

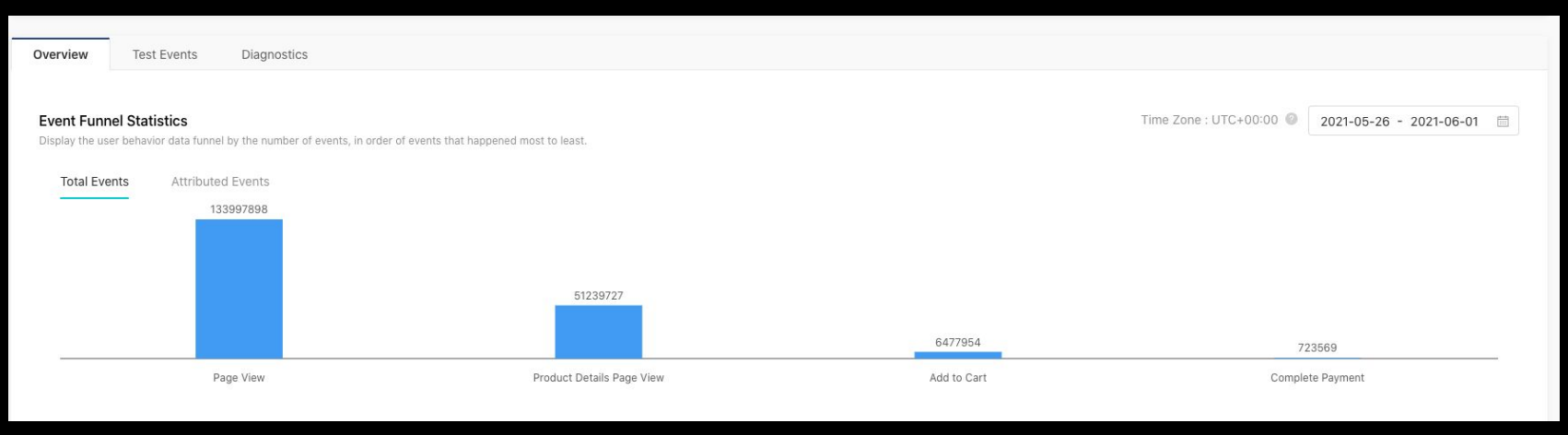
- [ ] Create a Developer Mode Pixel or Events API for web
  - [ ] **(Optimal)** Use both Events API and Developer Mode Pixel together. Using both ensures advertisers' setup is future-proof & sustainable against signal loss like ad blockers, connectivity issues, and more while maximizing all available signals/identity in the immediate term for better ad delivery and performance.
  - [ ] **(Minimum Required)** Developer Mode Pixel

- [ ] Set up TikTok Pixel Events and parameters for mSite
  - [ ] **(Optimal)** Full funnel event tracking, passback of all supported parameters, and either manual and/or automatic advanced matching. TikTok's supported event list and parameters can be found in our Help Center.
  - [ ] **(Minimum Required)** Tracking View Content, Add to Cart and Complete Payment events, and passback of 'content_ID' parameter are mandatory for catalog-based ad formats

(B) Confirming Signal Postback is Shopping Ads Ready

- [ ] Confirm you have created a Developer Mode Pixel
  - Head to Ads Manager > Assets > Event > Website Pixels and verify a pixel exists and its type is Developer

- [ ] Ensure you are reporting Video Shopping Ads web events
  - Head to Catalog Manager > Event Sources tab > the specific pixel card.
    - Ensure you are sending TikTok ViewContent, AddToCart and Complete Payment events (events are logged in pixel card)
    - Ensure event number is decreasing along the funnel (Eg: Decrease in events from Product Page View > Add to Cart > Complete Payment)



- [ ] **(Optimal)** Advanced Matching: Ensure the system matches back email or phone numbers from the pixel events to the TikTok user. Learn more about Advanced Matching here.
  - Use TikTok's Web Diagnostics tools to check that you are sending back valid email or phone number data from the pixel events (especially for Complete Payment events)

Please note partner specific requirements*: ***BigCommerce**: ensure 'View Content', 'Add to Cart' and 'Complete Payment' events are all enabled,* ***Salesforce Commerce Cloud:*** *manual pixel installation is required; follow steps here ,* ***Shopify:*** *ensure pixel is connected to your catalog*

TikTok for Business

For App Advertisers

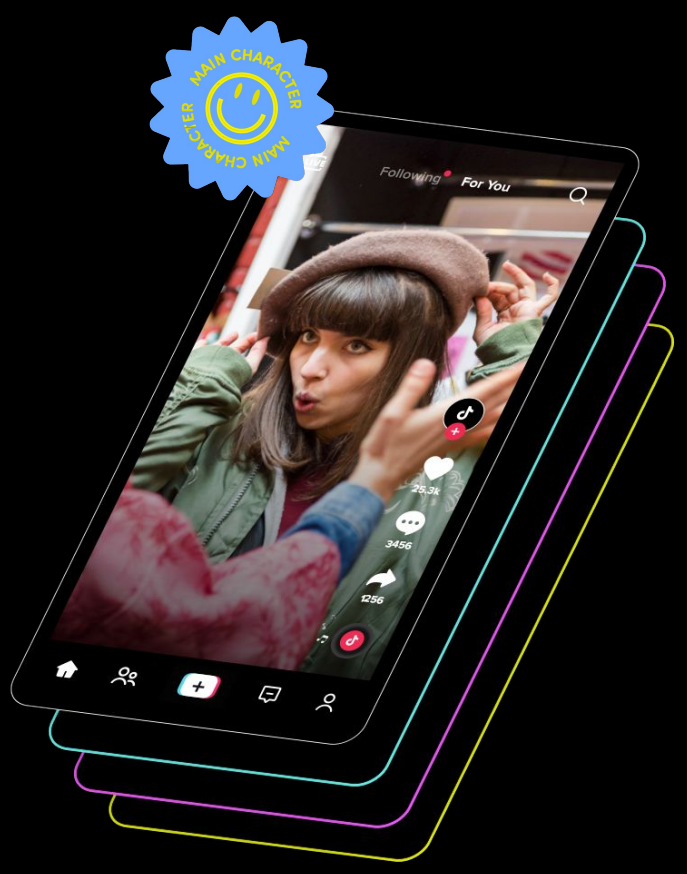
(A) Set Up

- [ ] Follow our Help Center guide based on your MMP (Branch, Singular, Adjust, and AppsFlyer) to correctly post back events

(B) Confirming signal postback is Shopping Ads ready

- [ ] Ensure you have posted back App events (View Content, Add to Cart, Complete Payment)
  - Head to Ads Manager > Assets > Event > App Events and verify there are app events being posted back for Android and iOS
- [ ] Ensure you are reporting VSA app events
  - In Catalog Manager, browse the Event Sources tab
  - Ensure the client is sending TT ViewContent, AddToCart and Complete Payment events
  - Ensure for all the above events, that a content ID is provided
- [ ] Enable full event data transmission on your MMP

  Grant read permission on your MMP or send a screenshot to your TikTok sales representative



Step 2

Sync Your Product Catalog

(A) Set Up

- [ ] Create a catalog in Business Center

Type	When to Use
Manual Upload	Advertisers with small catalogs
File Upload	Advertisers with any catalog size that do not require frequent updates
Feed Upload	Advertisers with large catalog sizes and frequent updates
Partner Integration	Advertisers with existing stores on partner platforms
Marketing API	Advertisers with large catalog sizes and frequent updates

- Upload required product parameters
- Adhere to best practices

Catalog Troubleshooting

	1. Catalog Upload Error	2. Unavailable or Disapproved Products				
		Image Size	Image URLs	Ad Policy	Spelling/Claims	Server load
Best Practice	Ensure all compulsory fields are filled in correct format	Both primary and additional images must be 500*500	Image URL must load and live on the retailer's or image hosting site. Image URL must end with .png or jpeg. extension	Items and imagery must abide by local policy guidelines. Eg, no restricted items.	Title and description should not exceed character count and not have spelling errors or false claims.	Retailer's server or image hosting site should not block TikTok's server from fetching product images.

- Upload your products at least 28 days ahead of the campaign to optimize product preview process

- [ ] For existing advertisers who have already created a catalog on Ads Manager, ensure your catalog is migrated to Business Center

(B) Confirming catalog upload is Shopping Ads ready

- [ ] Ensure you have created a Catalog associated with your Pixel/MMP
  - Head to Ads Manager > Assets > Catalog and verify a catalog exists
  - Select the catalog and browse the Event Sources tab to confirm

- [ ] Ensure you have configured a product source:
  - In Catalog Manager, browse the Product Sources tab
  - Ensure a product source exists
  - Select the source and verify that, if type is "Data Feed Schedule", the most recent schedule did not fail.
- [ ] Ensure you have servable products (ETA ~24 hours after uploading the catalog to the account)
  - In Catalog Manager, browse the Products tab
  - In the filter section, a count of products by review status is available, which means the products are servable.
  - Some products may be in processing status. If you have more than 20% of products that are in processing for 1+ week, please consult your TikTok Partner Manager.
  - Note that not all your products have to be reviewed for your campaign to deliver.
- [ ] **[Optional]** For Product Sets: You can select your best sellers or specific category to create a product set which can be used for campaign delivery. There will be servable products within 24 hours after creating product set.
  - If you have elected for running ads across a sub-section of products (Product Set)
  - In Catalog Manager, browse the Products tab
  - In the filter section selected the correct Products Set
  - In the filter section a count of products by review status is available
  - Recommend that you do not select all your products to create a product set

Step 3

Confirm Your Events-Catalog Match Rate is Ready

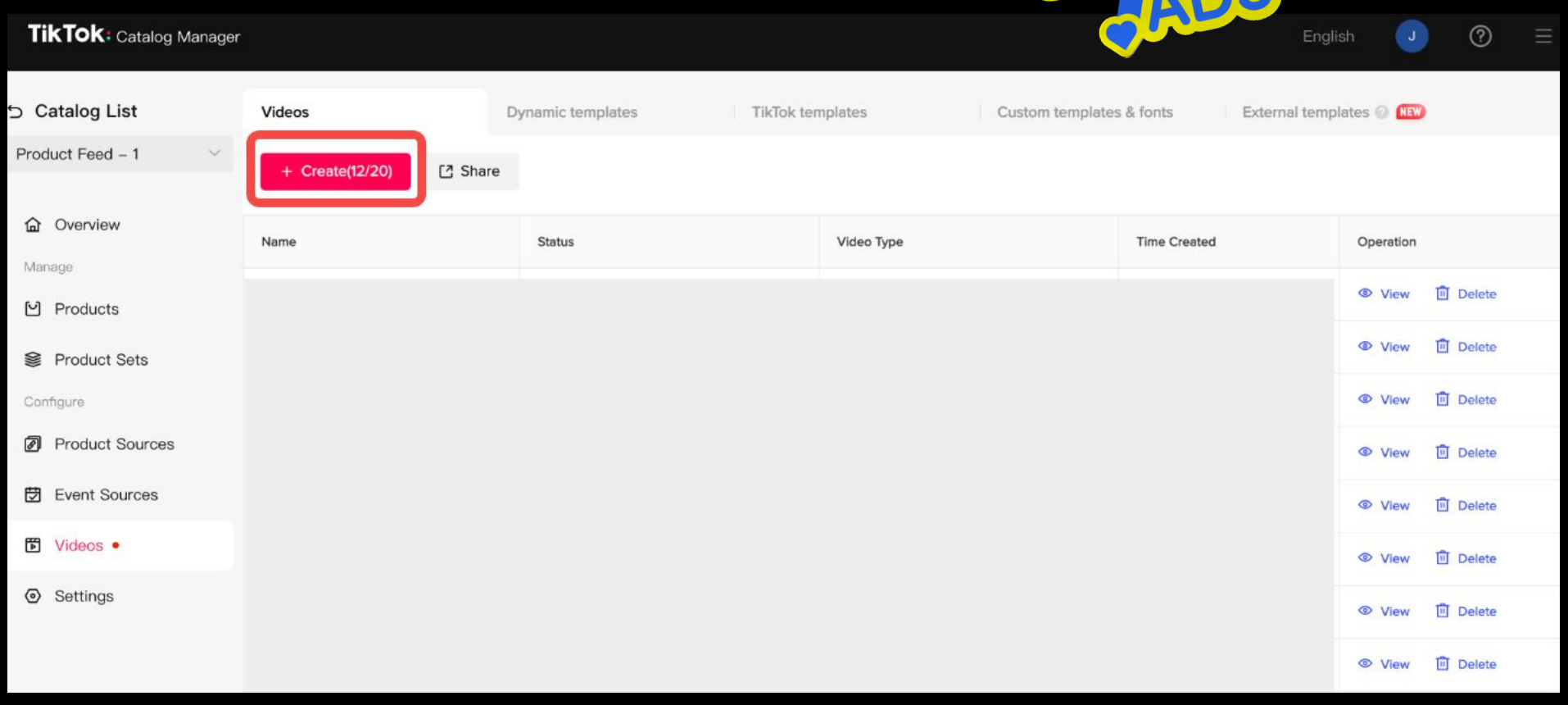
- [ ] Ensure you are reporting View Content, Add to Cart, Complete Payment events with SKUs matching the catalog
- [ ] Event Availability: Ensure you have event availability for your catalog
  - Head to *Catalog Manager > Event Sources tab > the specific pixel card/iOS/Android*
    - For all events, ensure the % of Events with content ID is above 50%
      - Note that View Content event might be used to track key pages outside of product pages, and in these cases the % of events will likely not reach 100%. This should not affect AddToCart and Complete Payment.
- [ ] Events Available in the L7D: Ensure you have events available in the L7D for your catalog
  - In Catalog Manager, browse the Event Sources tab and open the events card for Android, iOS or Pixel
    - **For Prospecting campaigns: minimum 50% of events with content IDs matching inventory is recommended**
    - **For Retargeting campaigns: minimum 80% of events with content IDs matching inventory is recommended**
- [ ] Sample Events: Use the Sample Events table to export a list of events
  - Select the applicable option for troubleshooting:
    - Events with no content IDs:
      - Make sure you include a content ID and that the ID is formatted correctly. Check back on the user guides for MMP and Pixel integration to ensure that your content ID is set up correctly.
    - Events with content IDs that don't match inventory:
      - Make sure your content ID matches with SKU ID in this catalog. Refer to the user guides for MMP and Pixel integration guides to ensure that your content ID is set up correctly.
    - Events with content IDs that match inventory:
      - These are examples of the events that match the content IDs in your catalog. Use them as examples for what is correctly set up.

Step 4

Set Up Your Creative (For Testing Video Shopping Ads)

(A) Set Up

- [ ] Ensure you have either a Template Video or Generic Video
- [ ] Create a video package using the video template
  - Head to *Ads Manager > Assets > Catalog > Videos* and click on "+Create"
  - Select the template of your choice



**Please note: Each Catalog can only have a maximum of seven Dynamic video packages and a total of 20 video packages. If you wish to create another video package delete one and create another.*

- [ ] Upload one generic video incorporating creative guidelines
  - Head to *Ads Manager > Assets > Creatives > Videos* and upload a video
  - This video should feature your brand or product and can contain any number of products. As part of our creative guidelines, the generic video should ideally correspond to the product they select and the landing page advertisers provide.

You're Ready to Test Shopping Ads.

Contact your TikTok partner to learn more about the solution and when you can start to test with us.

New to TikTok? Get in touch with our team here.