

What is the TikTok Pixel?

The TikTok Pixel is a **JavaScript code snippet** that is installed on a client's website. It acts as a data collection and measurement tool that records the actions users take on the website *after* interacting with a TikTok advertisement.

How it Functions

The Pixel works through a process known as **client-side tracking**:

1. **Tagging:** The JavaScript code places a tracker (also known as the Pixel code) on every page of the client's website.
2. **Tracking:** When a user arrives on the website via a TikTok ad, the Pixel starts recording user actions, which are defined as **Events**. For example, ViewContent, InitiateCheckout, and CompletePayment.
3. **Attribution:** Next, the data is sent back to the TikTok Ads Manager, which attributes the recorded events to the specific ad creative, advertisement group, and campaign the user interacted with.

Eligibility and Prerequisites

To obtain and use the TikTok Pixel, an entity must meet the following criteria:

- **TikTok Business Account:** Possession of an active TikTok Business Account.
- **TikTok Ads Manager:** A configured and active advertising account within the TikTok Ads Manager platform.
- **Website Access:** Full access to the website's source code or CMS (Content Management System) to insert the code.

The TikTok Pixel Code

The **TikTok Pixel Code** is a unique, account-specific JavaScript snippet. It includes a dedicated **Pixel ID** that links the tracked events to the client's specific Ads Manager instance. The primary component is the **Base Code**, which fires on every page load.

Placement of the Pixel Code

The **Base Code** must be implemented in the following location for maximum tracking efficiency:

- **Location:** Within the <head> section of the website's HTML.
- **Rationale:** Placing it near the opening <head> tag ensures the pixel loads immediately upon page visitation, preventing lost data if a user navigates away quickly