

## 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