

TikTok Ads

To connect Shoplytics with your TikTok advertising account, log in to TikTok Ads and go to Events Manager --> datasources

1. Copy the displayed Pixel ID or create a new pixel and then copy the ID.
2. Log in to [Shoplytics](#) and go to [Other Pixels](#)
3. Here you will find the "TikTok ID" field where you can paste the copied ID. (Make sure that **no space** has been inserted!)

OPTIONAL: Connect TikTok Conversion API (server-side tracking)

Please create a TikTok API key and send it to data@shoplytics.io so that a technician can activate the API for you.

How do I create an API key?

1. In the TikTok Events Manager, click on the pixel and then on "settings".
2. Scroll to the "Access Token Generation" section and click the button to generate a key.

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