TikTok

Setup Guide

Easy | 20 minutes

Tandem Beam

Quick Facts

Click ID:	ttclid (TikTok Click ID)
Authentication:	Access Token + Pixel Code
Test Mode:	Test events supported
Events Supported:	purchase, add_to_cart, initiate_checkout, complete_payment, sign_up, contact, lead, page_view

Prerequisites

- TikTok For Business account
- Admin access to TikTok Ads Manager
- TikTok Pixel created

Setup Steps

1 Access TikTok Events Manager

Log in to TikTok Ads Manager (ads.tiktok.com) > Navigate to Assets > Events

2 Find Your Pixel Code

Select your Pixel > Copy the Pixel Code (format: alphanumeric string like C1234567890123)

3 Generate Access Token

Go to Pixel Settings > Events API > Generate Access Token. Keep this token secure.

4 Configure in Tandem Beam

1. Return to Platform Configurations
2. Click Add New Configuration
3. Select TikTok
4. Paste your Access Token
5. Enter your Pixel Code
6. Click Save Configuration

Configuration Fields Reference

Field Name	Format	Required
Access Token	Long alphanumeric string	**Required**
Pixel Code	Alphanumeric (e.g., C1234567890123)	**Required**

Security Note: Keep all API tokens, secrets, and credentials secure. Never share them publicly or commit them to version control. If credentials are compromised, regenerate them immediately in the respective platform's settings.
