

TikTok Pixel

TikTok Pixel is a piece of code that you can place on your website to help you find new customers, optimize your campaigns and measure ad performance.

By installing the pixel code directly on your website or using one of our partner integrations, you can track your website visitor's actions such as 'view page' or 'purchase,' which lets you:

Build marketing audiences

Create Custom Audiences, based on website visitor actions, to re-engage previous site visitors or to model lookalikes to find new customers.

Optimize ad delivery

Target audiences that are more likely to initiate a website event by setting an optimization goal on visitor events like add to cart, view page or purchase.

Measure campaign performance

See the impact of your campaigns by measuring ad performance and return on ad spend (ROAS) based on a series of conversion events you define.

How it works

Once installed, the pixel will automatically capture and transmit privacy-safe web page information as visitors interact with your website from clicking on your ad.

The pixel will only collect information about the ad, what action took place and when, the IP address, and the User Agent which is all used to attribute actions to your ad.

