

TikTok Pixel Manual

Getting Started

Welcome to the **TikTok Pixel** documentation.

Whether you are a new or an advanced user, you can find some useful information here.

Go ahead, dive in!

Firstly, please, find our extension in [My Downloadable Products](#) section of our store. Learn [how to install extension](#).

How to install the extension

How to install the extension using composer

1. Backup your store's database and web directory.
2. Login to the SSH console on your server and navigate to the root directory of the Magento 2 store.
3. Copy the installation instructions from the page [My Downloadable Products](#) to the SSH console and press ENTER.

4. Enable the extension:

```
php -f bin/magento module:enable Mirasvit_Core Mirasvit_Tm Mirasvit_Til
```

5. Install the extension:

```
php -f bin/magento setup:upgrade
```

6. Clean the cache

```
php -f bin/magento cache:clean
```

7. Deploy static view files

```
rm -rf pub/static/*  
rm -rf var/view_preprocessed/*  
php -f bin/magento setup:static-content:deploy
```

How to install the extension manually

1. Backup your store's database and web directory.
2. Download archive from [My Downloadable Products](#).
3. Unzip the extension locally.
4. Copy unzipped folder to the root directory of the Magento store.
5. Enable the extension:

```
php -f bin/magento module:enable Mirasvit_Core Mirasvit_Tm Mirasvit_Til
```

6. Install the extension:

```
php -f bin/magento setup:upgrade
```

7. Clean the cache

```
php -f bin/magento cache:clean
```

8. Deploy static view files

```
rm -rf pub/static/*  
rm -rf var/view_preprocessed/*  
php -f bin/magento setup:static-content:deploy
```

Quick Start

Our **TikTok Pixel for Magento 2** is a simple, yet powerful extension that allows you to collect data about the actions of visitors on the site and then adjust advertising in TikTok based on this data.

Pixel data can be used to:

Creation of marketing audiences — individual audiences based on user actions on the site;

Optimizing ad delivery — targeting audiences that are more likely to take action on the website;

Campaign Performance Measurement — Ad performance and return on ad investment (ROAS) based on a series of specific conversion events.

- [Coconfiguration Settings](#)
 - [General](#)

Configuration Settings

The module TikTok Pixel for Magento 2 requires a prior configuration before it is fully ready to use.

Navigate to **Store > Settings > Configuration > Mirasvit Extensions > TikTok Pixel & API** to open the module's settings.

Option	Description
Enable TikTok Pixel	Set it to yes to allow integration of TikTok's tracking code into your website,
TikTok Pixel ID	Field for a Unique identifier assigned to the TikTok Pixel that you create within your TikTok Event Manager account. Tools->Events->Data sources->Select Your Pixel->Copy it's ID
TikTok Pixel code	Paste here a piece of JavaScript code provided by TikTok. This code snippet contains your unique TikTok Pixel ID and is responsible for tracking user interactions on your website, such as page views, clicks, and conversions.
Access Token	A field for a unique identifier provided by TikTok that allows to securely connect your server directly to TikTok Event Manager. Tools->Events->Data sources->Select Your Pixel->Settings Tab->Scroll Down to the "Access Token Generation"->Generate Access Token

Setup TikTok Pixel

In order to connect your Magento 2 store to the TikTok using our extension, it is required that you create a business account on TikTok. [Get started with the TikTok Pixel.](#)

1. Install Pixel in your store

In your Magento admin navigate to **Store > Settings > Configuration > Mirasvit Extensions > TikTok Pixel & API** do the following:

- Set **Enable TikTok Pixel** to yes
- In **TikTok Pixel ID** paste the Pixel identification number obtained on the step one
- In **TikTok Pixel code** paste the Pixel snipped code
- In **Access Token** paste the API access token

Note

TikTok Pixel may require some time for activation. It may take from several minutes to several hours before Pixel will start sending data to your Business account.

How to upgrade extension

To upgrade the extension, follow these steps:

1. Backup your store's database and web directory.
2. Login to the SSH console of your server and navigate to the root directory of the Magento 2 store.
3. Update the extension with all dependencies:

```
composer require mirasvit/module-tiktok-pixel:* --update-with-dependencies
```

Note

In some cases, the command above is not applicable, or it's not possible to update just the current module, or you need to upgrade all Mirasvit modules in a bundle. In this case, the command above will

have no effect.

Run instead `composer update mirasvit/*` command. It will update all Mirasvit modules installed in your store.

4. Install the updates:

```
php -f bin/magento setup:upgrade
```

5. Clean the cache

```
php -f bin/magento cache:clean
```

6. Deploy static view files

```
rm -rf pub/static/*  
rm -rf var/view_preprocessed/*  
php -f bin/magento setup:static-content:deploy
```

Disabling the Extension

Temporarily Disable

To temporarily disable the extension please follow these steps:

1. Login to the SSH console on your server and navigate to the root directory of the Magento 2 store.
2. Disable the extension:

```
php -f bin/magento module:disable Mirasvit_TikTokPixel
```

3. Log in to the Magento backend and refresh the store cache (if enabled).

Extension Removal

To uninstall the extension, please follow these steps:

1. Login to the SSH console on your server and navigate to the root directory of the Magento 2 store.
2. Disable the extension:

```
php -f bin/magento module:disable Mirasvit_TikTokPixel
```

3. Remove the extension:

```
composer remove mirasvit/module-tiktok-pixel
```

4. Log in to the Magento backend and refresh the store cache (if enabled).

1.0.0

(2024-10-08)

Features

- Initial release