

↳ How to Install Extension

Once you placed the order you will receive link to download extension package in your email box.

You can also download extension package from your MyAccount > My Downloadable Products Section.

Step 1

Extract downloaded extension package in your magento root folder using FTP(File Transfer Protocol) Tools. For verification of root folder you can see some folders inside magento root folder like app,bin,lib,phpserver and vendor etc.

Step 2

Next Need to run some magento commands to install extension in your system , so connect with your server via SSH and go to magento root folder (e.g : cd /var/www/html/magento243) and run below commands one by one.

- php bin/magento setup:upgrade
- php bin/magento setup:static-content:deploy-f
- php bin/magento indexer:reindex
- php bin/magento cache:clean
- php bin/magento cache:flush
- chmod-R 777 var/ pub/ generated/

Step 3

If your all commands run successfully than login to your system Admin Panel and goto Store > Configuration, if you will see new Tab in left side bar with MageCurious Logo it means extension installed successfully.

Hey !! You Installed Extension Successfully Now it's time to Configure Extension.

Extension Title : Tiktok Pixel and Conversions API

About the Extension:

The **Magento 2 TikTok Pixel and Conversation API Extension** is designed to help merchants easily integrate TikTok's tracking tools into their Magento store. With this extension, you can track important customer actions, send reliable event data to TikTok Ads Manager, and optimize your advertising campaigns for better performance.

It supports both **browser-side tracking** using the TikTok Pixel and **server-side tracking** through the **TikTok Events API (Conversation API)**. This dual tracking approach ensures more accurate data collection, even if users have ad blockers or cookies disabled.

Features of Magento 2 TiktokPixel and Conversation API Extension:

1. Easy TikTok Pixel and Conversation API Integration

- This extension allows you to seamlessly connect your Magento 2 store with TikTok for advanced marketing and ad tracking. It offers quick setup and flexibility, ensuring you can easily track customer actions and send high-quality event data to TikTok.
- Provides a dedicated admin configuration section to manage the Pixel ID.
- **Simple Configuration:** Set up your TikTok Pixel and Conversation API without writing any code — just fill in your Pixel ID and Access Token.
- **Dual Tracking (Browser + Server):** Capture user actions both via the browser (TikTok Pixel) and server-side (Conversation API) for more reliable data.
- **Selective Enable/Disable Options:** Easily enable or disable the Pixel, Conversation API, or the entire module based on your needs.
- **Access Token Management:** Only requires an Access Token when server-side (Conversation API) tracking is enabled.

2. Multi-Event Tracking

- Tracks essential customer events, including:

- **PageView:** Monitors when users visit specific pages.
- **ProductList:** Monitors when users view specific product listing pages.
- **ProductView:** Tracks views on individual product pages.
- **AddToCart:** Detects when customers add products to their shopping carts.
- **ViewCart:** Detects when customers view the shopping cart.
- **RemoveFromCart:** Detects when customers remove products from their shopping cart or minicart.
- **BeginCheckout:** Captures when a user begins the checkout process.
- **AddShippingInfo:** Detects when customers add or select shipping information during checkout.
- **OrderSuccess:** Logs successful orders and completed purchases.

3. Dynamic Data Tracking

- Automatically captures and sends data like product ID, name, price, and currency etc for advanced analytics.

4. Retargeting Capability

- Helps build powerful retargeting campaigns by tracking customer actions across the store.

5. Optimized for Performance

- Ensures lightweight pixel scripts to minimize any impact on site speed.

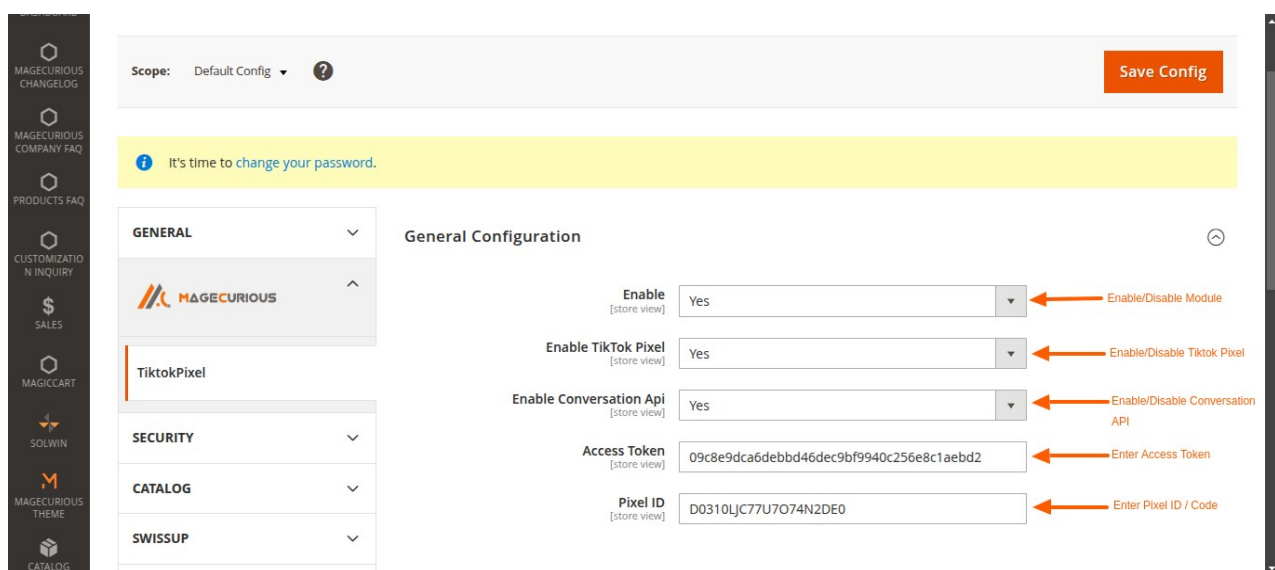
6. Content Security Policy (CSP) Support

- Adds TikTok Pixel URLs to Magento's CSP whitelist, ensuring compatibility with Magento's security settings.

↳ How to Configure Extension

Step 1 : Configuration

To Configure Extension go to **Stores -> Settings -> Configuration -> Magecurious -> TiktokPixel**



Enable/Disable Module: Enable or Disable the TiktokPixel Module.

Enable/Disable TikTok Pixel: Enable or Disable the **browser-based** TikTok Pixel tracking.

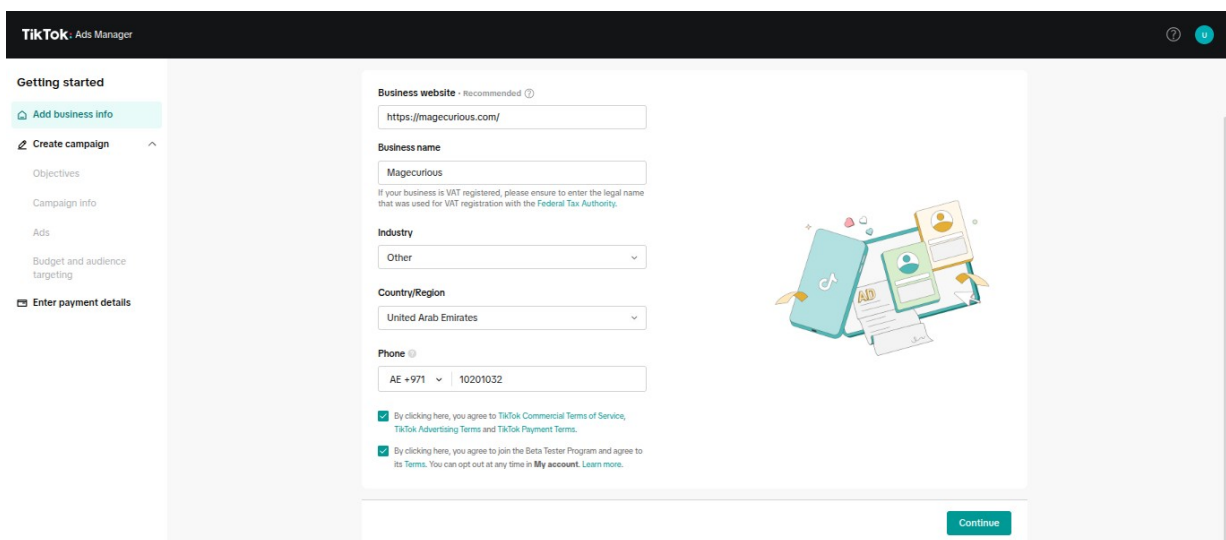
Enable/Disable Conversation API: Enable or Disable the **server-side** tracking.

Access Token: Enter Access Token from Tiktok Conversation API event manager.

Pixel ID: Enter Pixel ID from Tiktok Pixel event manager.

Step 2 : Create TikTok Business Account

- Visit the **TikTok Business Center** : <https://ads.tiktok.com/i18n/login?>
- Click **Sign Up**.
- Enter your **email address** or **phone number** and set a password.
- Agree to the **terms and conditions**, then click **Sign Up**.
- Fill in your business details, such as business name, industry, and country/region.



TikTok Ads Manager

Getting started

- Add business info
- Create campaign
 - Objectives
 - Campaign info
 - Ads
 - Budget and audience targeting
- ☑ Enter payment details

Business website - Recommended ⓘ

Business name

If your business is VAT registered, please ensure to enter the legal name that was used for VAT registration with the Federal Tax Authority.

Industry

Country/Region

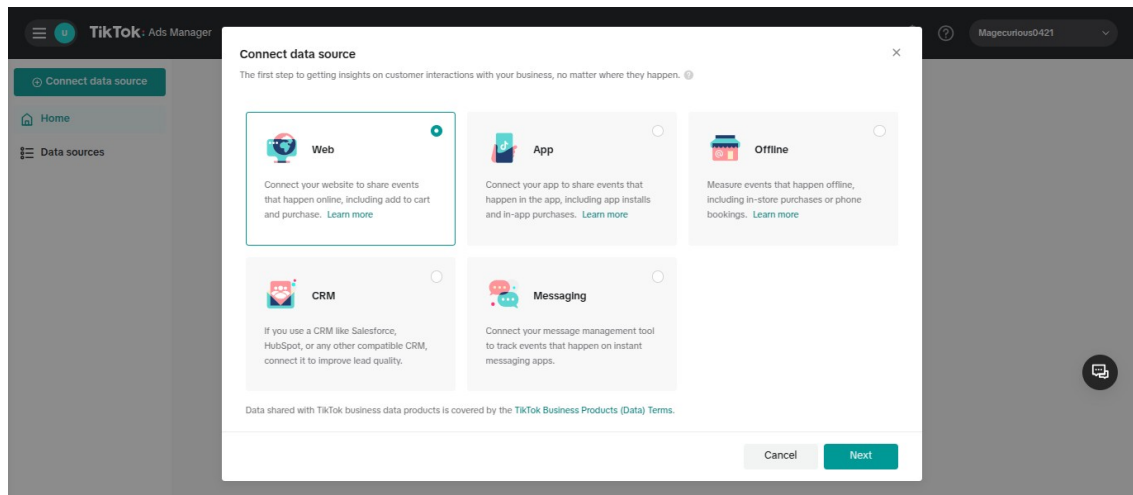
Phone ⓘ

By clicking here, you agree to [TikTok Commercial Terms of Service](#), [TikTok Advertising Terms](#) and [TikTok Payment Terms](#).

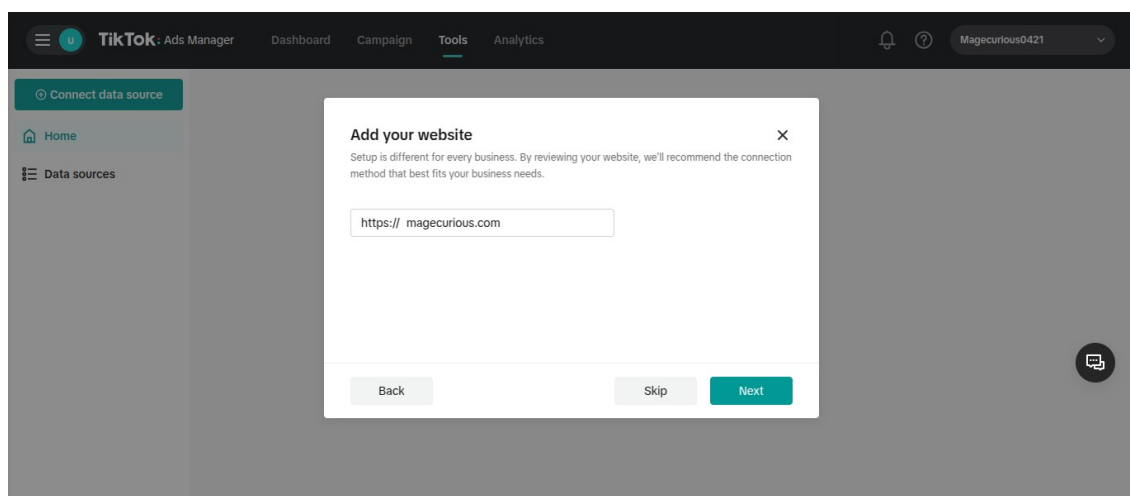
By clicking here, you agree to join the Beta Tester Program and agree to its [Terms](#). You can opt out at any time in [My account](#). [Learn more](#).

- **Create a TikTok Pixel**
 - Navigate to the **TikTok Ads Manager**: Click **Tools** in the top menu and select **Event** from the dropdown.
 - Verify your Email or Mobile number using varification code.
 - Next, click on **Connect data source** :

1. **Connect Data Source** : Select the appropriate data source based on your business needs. For a Magento 2 store, choose **Web**, then proceed by clicking **Next**.



2. **Add Your Website**: TikTok will evaluate your website's structure to recommend the most suitable connection method for installing the TikTok Pixel. Once you proceed, TikTok will create a Pixel ID that you'll integrate into your website. its an **optional**.

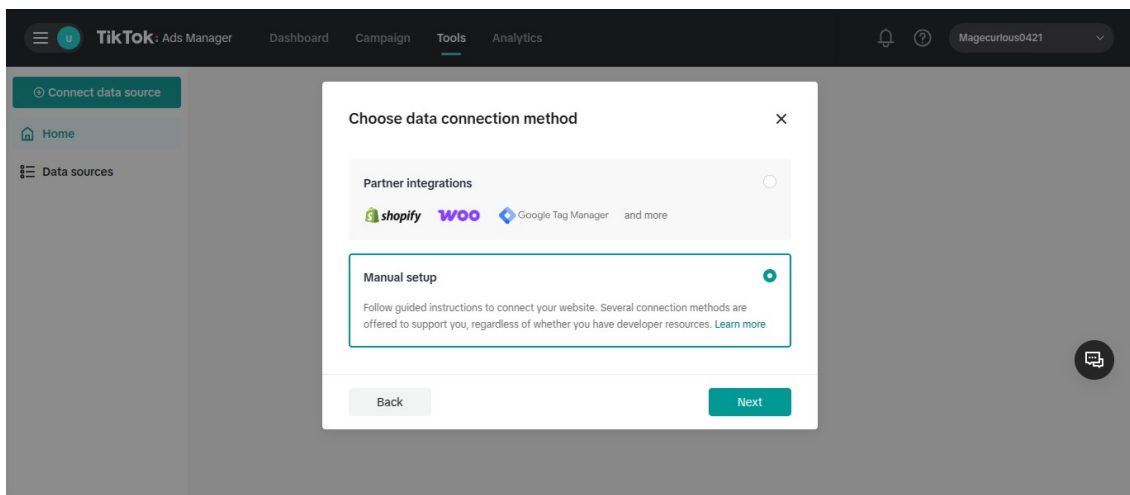


3. Choose data connection method :

TikTok gives you two options to connect your site:

1. Partner Integrations : These are plug-and-play integrations, if your site is built on one of the listed platforms.

1. Manual Setup : You get the raw Pixel code (JavaScript snippet). You manually place it into your Magento 2 theme or module. You control when and how events like AddToCart, Purchase, etc., are fired.



4. Choose a manual connection method :

This gives you **three options** for setting up event tracking with TikTok:

1. TikTok Pixel + Events API (Recommended)

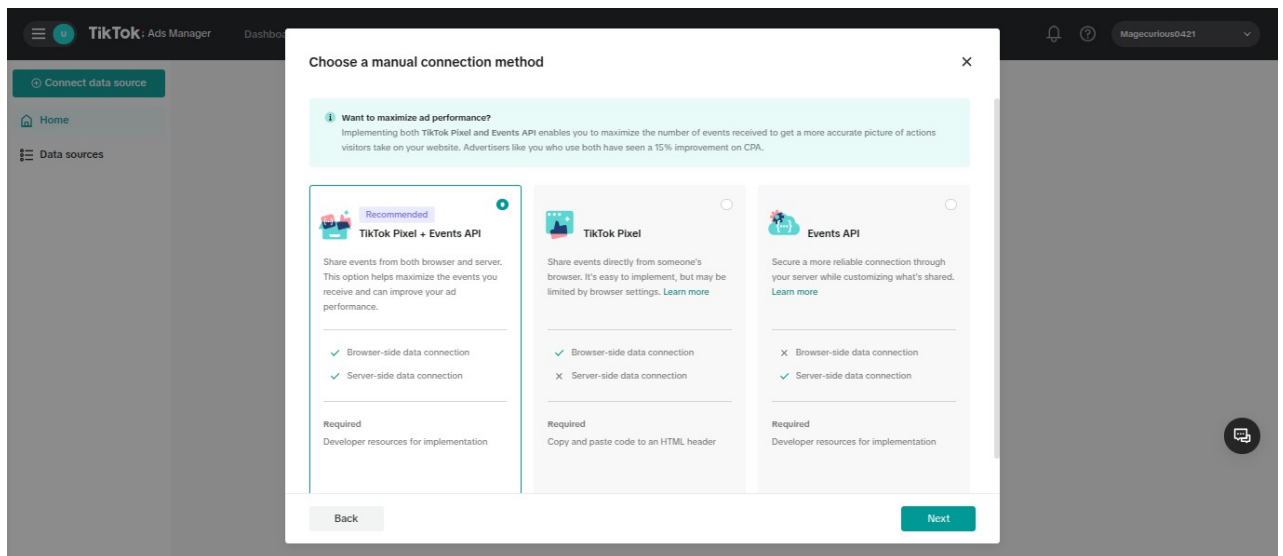
- Browser-side tracking (via TikTok Pixel)
- Server-side tracking (via Events API)
- This is the best option for accuracy and performance because it captures events from both the browser and the server.

2. TikTok Pixel (only)

- Browser-side tracking
- No server-side tracking
- Easier to set up but less reliable due to browser limitations like ad blockers or iOS tracking restrictions.

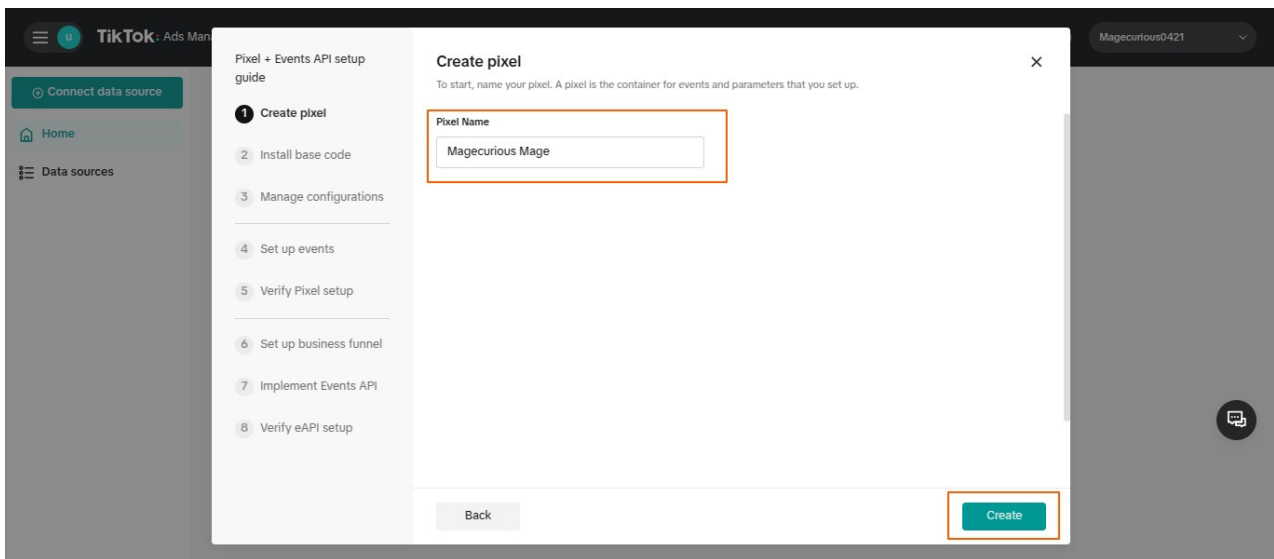
3. Events API (only)

- No browser-side tracking
- Server-side tracking
- Offers more reliability and privacy controls but misses client-side data like page views unless handled manually.

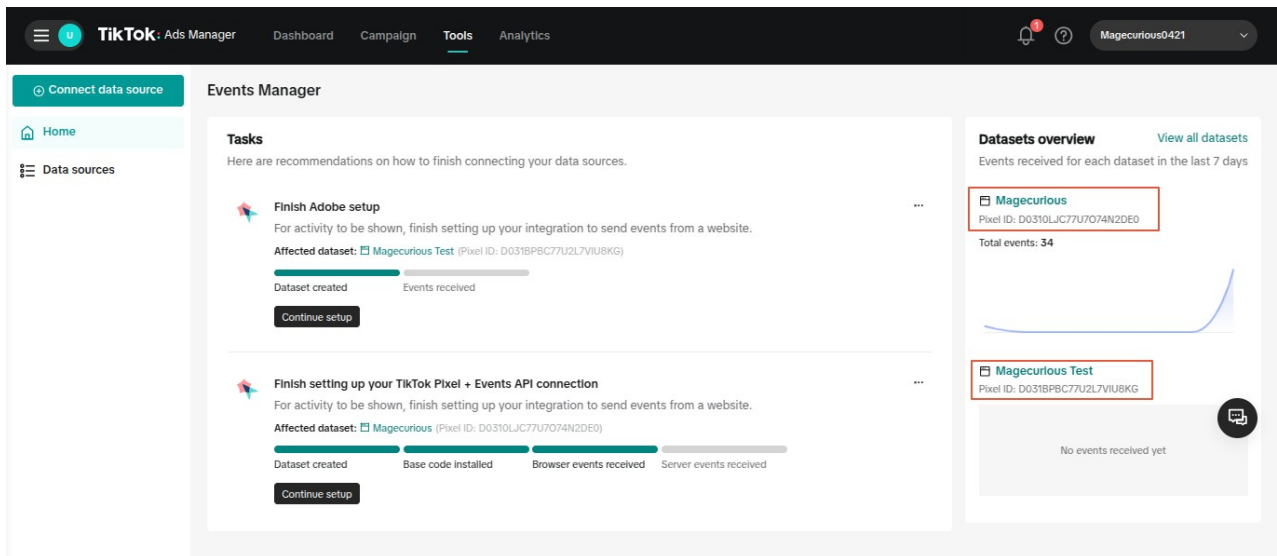


5. Create pixel

- Enter your **Pixel Name**
- The pixel acts as a container to track all events (e.g., page views, add to cart, purchases).
- Once you click "**Create**", you'll move on to the next steps like installing the base code, managing configurations, and setting up events.



6. Next, you go to **Tools ->Events** , see all **Events** and **Pixel ID**.



7. Events API (Conversation Event API) Setup :

- This section guides you through the process of setting up server-side tracking using TikTok's Events API.
- This is a checklist showing the steps required to complete the integration. The highlighted step, "Implement Events API," indicates that you're working on configuring server-side event tracking.
 - **Completed steps so far:**
 1. **Install base code**
 2. **Manage configurations**
 3. **Set up events**
 4. **Verify Pixel setup**
 5. **Set up business funnel**
 6. **Implement Events API**
 7. **Verify eAPI setup**

- **Implement Events API**

- **Getting Started**

- **Pixel ID: D05072RC7U9AMELNBC0**

- This is the unique identifier for your TikTok Pixel. It's used to associate the tracked events with your TikTok ad account.

- **Generate Access Token**

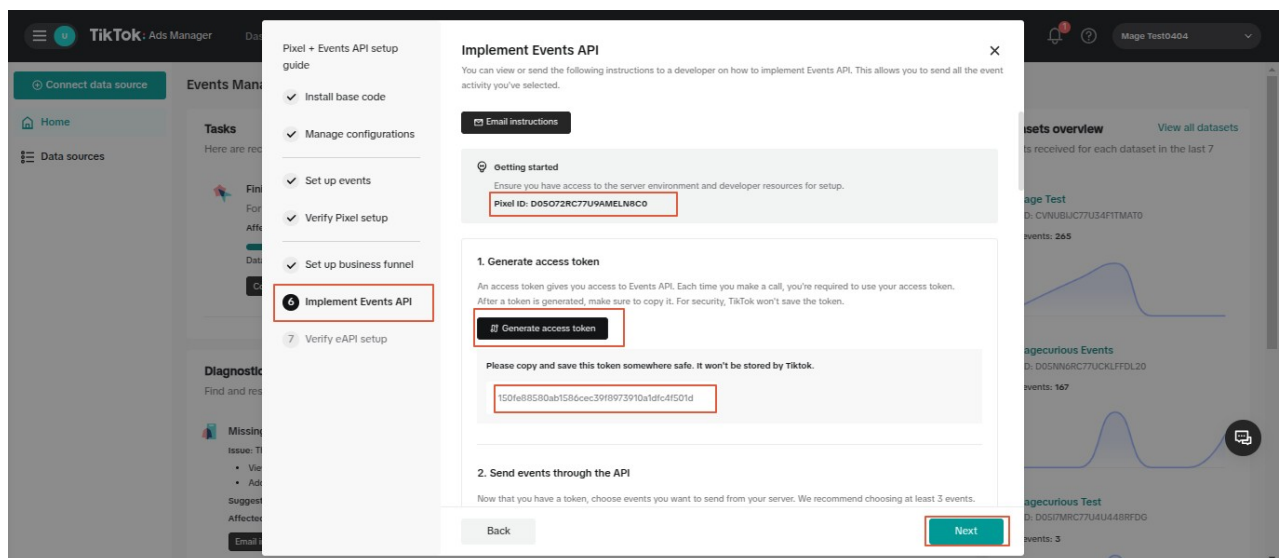
- You need an access token to authenticate requests sent to the TikTok Events API.

- The Generate access token button produces a unique token. Once generated, you must copy and securely store this token, as TikTok will not store it or allow you to retrieve it again later.

- Example token (shown in the screenshot):
150fe88580ab1586cec39f8973910a1dfc4f501d

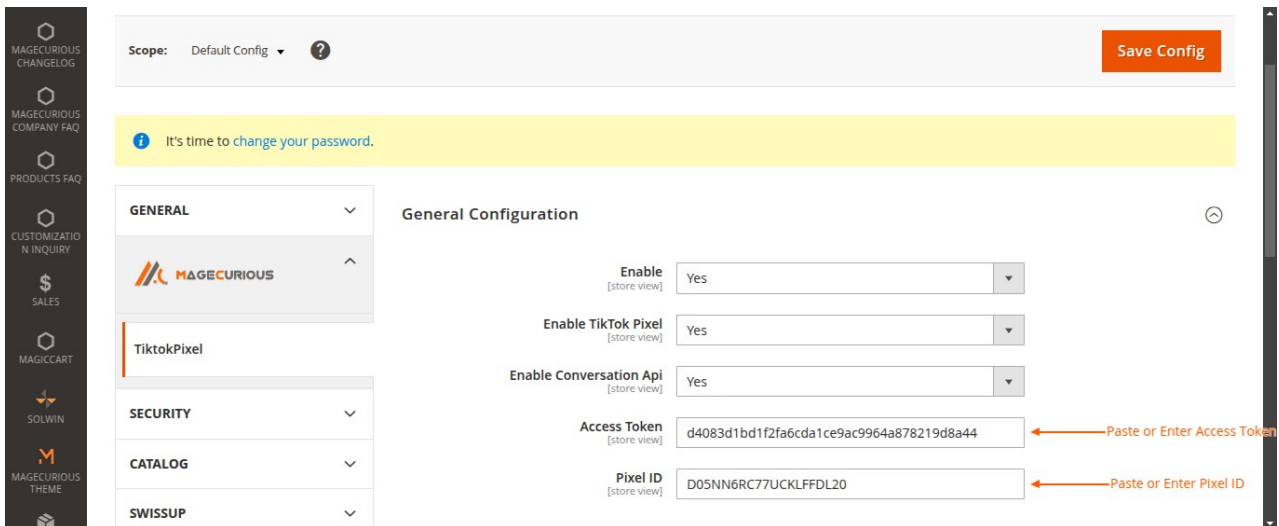
- once you click on **Next** button to redirect last step **Verify eAPI setup** .

- After setup, you can test if events are configured correctly and being received by TikTok and then click on **Finish** Button.



8. Copy the TikTok Pixel ID and Access Token :

- Once the pixel is created, you'll see a unique Pixel ID.
- Generate your Access Token from **Implement Events API** section.
- Copy this ID and Token—you'll need it to configure the Magento 2 module.
- Open the Magento admin panel.
- Navigate to **Stores > Configuration > Magecurious > TiktokPixel**.
- Paste or Enter the Pixel ID and Access Token in the configuration field.
- **Save** the configuration.



The screenshot shows the Magento 2 admin panel configuration page for the TiktokPixel module. The left sidebar contains navigation links: MAGECURIOUS CHANGELOG, MAGECURIOUS COMPANY FAQ, PRODUCTS FAQ, CUSTOMIZATION INQUIRY, SALES, MAGICCART, SOLWIN, and MAGECURIOUS THEME. The main content area is titled "General Configuration" and includes a "Save Config" button. A yellow notification banner at the top says "It's time to change your password." The configuration fields are:

- Enable** (store view): Yes
- Enable TikTok Pixel** (store view): Yes
- Enable Conversation Api** (store view): Yes
- Access Token** (store view): d4083d1bd1f2fa6cda1ce9ac9964a878219d8a44 (with an arrow pointing to "Paste or Enter Access Token")
- Pixel ID** (store view): D05NN6RC77UCKLFFDL20 (with an arrow pointing to "Paste or Enter Pixel ID")

Step 3 : Check Events Using TikTok Pixel Helper

1. Install TikTok Pixel Helper:

- Download and install the TikTok Pixel Helper extension from the Chrome Web Store or your preferred browser's extensions marketplace.
- Ensure the extension is enabled.

2. Open Your Website:

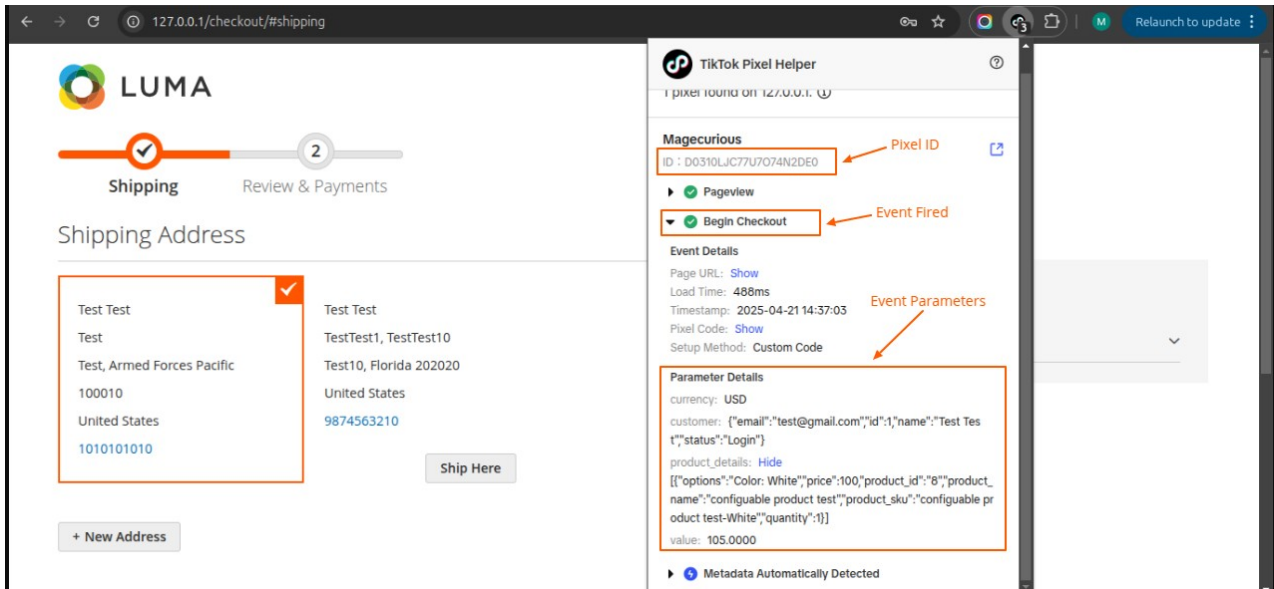
- Visit your website (e.g., <https://magecurious.com>) where the TikTok Pixel has been installed.
- Make sure to test on pages where specific events (e.g., "ProductView", "ProductList", "Add to Cart", "OrderSuccess") are supposed to fire.

3. Access TikTok Pixel Helper:

- Open the TikTok Pixel Helper extension by clicking its icon in your browser toolbar.

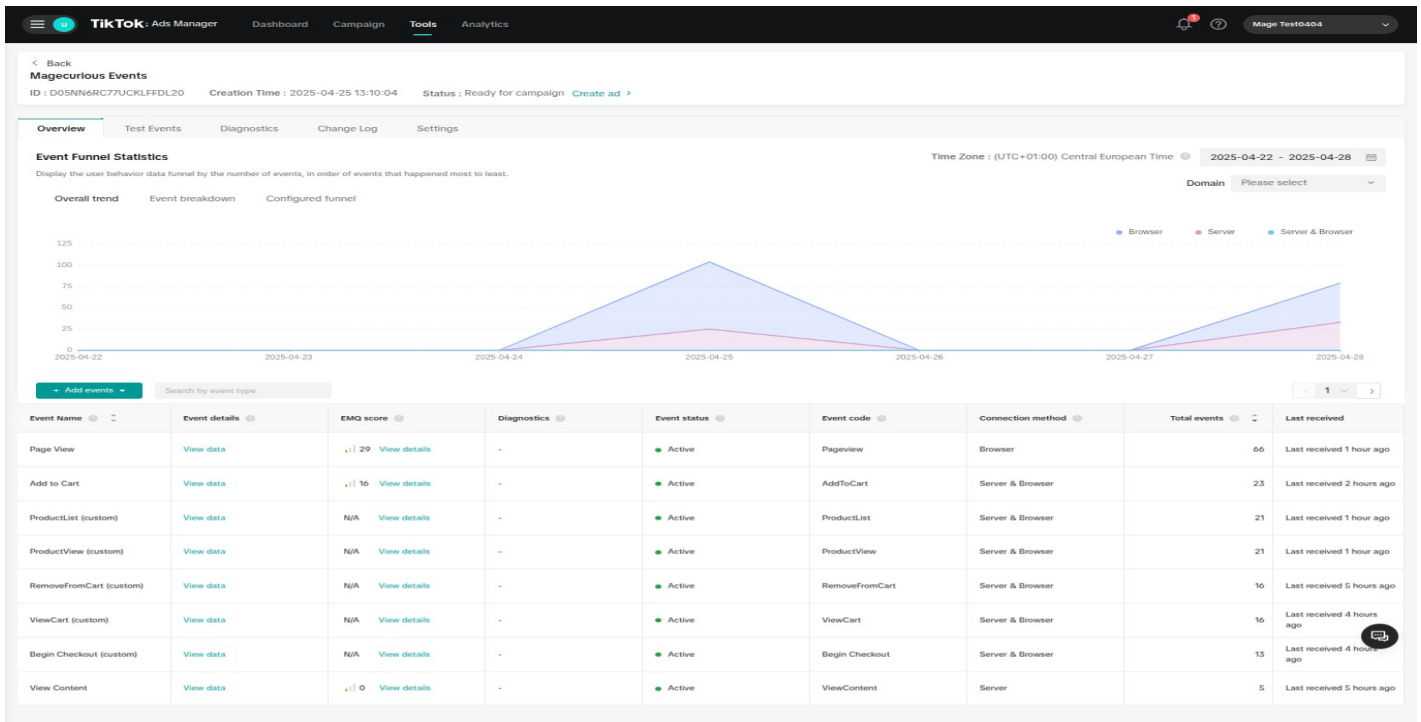
4. Analyze the Pixel Data:

- TikTok Pixel Helper will display the following details:
 - **Pixel ID:** Ensures the correct Pixel ID is firing.
 - **Events Fired:** Shows the events that were triggered on the page, such as:
 - **Page View:** When a page is loaded.
 - **Add to Cart:** When a user adds a product to their shopping cart.
 - **ProductList:** When a user views a product list.
 - **ProductView:** When a user views the details of a specific product.
 - **ViewCart:** When a user views their shopping cart.
 - **RemoveFromCart:** When a user removes an item from their shopping cart.
 - **BeginCheckout:** When a user starts the checkout process.
 - **AddShippingInfo:** When a user select shipping method and than click on next.
 - **OrderSuccess:** When a user completes a purchase successfully.
 - **Event Parameters:** Displays additional data sent with the events (e.g., product name, price, product id, category).



Step 4 : Check Events Using Conversation API

1. **Login** to your TikTok Ads Manager:
 - <https://ads.tiktok.com/i18n/home>
2. In the top menu, **click on "Tools"**
3. Under Tools, choose **"Events" → "Web Events"**.
4. Select your **Pixel** (in your case, something like the one sending server and browser events).
5. Quick Visual
 - TikTok Ads Manager → Tools → Events → Web Events → Select Pixel



Still Have any Doubt's ?

No Worries Just Contact Us Using Our Email / Phone

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Email : support@magecurious.com

Thank You !!!