

How to Run TikTok Ads > Module 01: Ads Setup > Lesson 03: Installing Your Pixel

MODULE 01: ADS SETUP, LESSON 4

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Ramiro Jose V

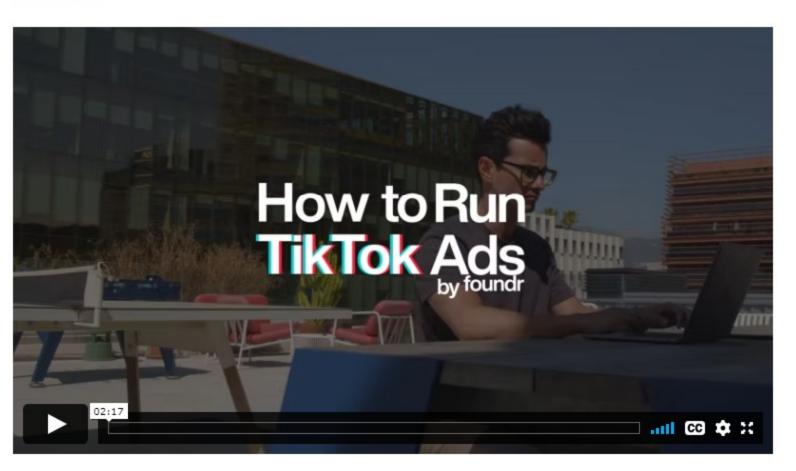
LESSON 03: INSTALLING YOUR PIXEL



Gerardo Perez

MODULE PROGRESS

75% Complete



It's time to install your pixel. Remember that even if you're not ready to start advertising on TikTok, get your pixel installed now so that it can get up and running. You might even get a little bit of data on user behavior! If you're using Shopify, this process has been made incredibly simple — however if you're creating ads to convert for a different kind of event (app download, website visit, etc), TikTok has made this process very straightforward.

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