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Now it's time to instal your TikTok pixel. What I want you to do is head on over to the assets tab and then drag down over to events. Here, head on over to web events and click on manage. Once you're here, click on create pixel. Here you're going to have two different connection methods.

Number one is going to be TikTok pixel or the events API. In this case, we're just going to select TikTok pixel. Here you're going to have the option to manually instal your pixel code or automatically set it up with a partner platform. In this case, since we're using Shopify, we're going to use the partner platform. As you can see, you have multiple different partners to choose from, ranging from Google Tag Manager, to Shopify, Big Commerce, Woo Commerce, and pretty much all the big ones.

You're going to want to name your TikTok pixel, whatever your store is called, so that you have a little bit of cohesiveness and you don't get confused, if for whatever reason you end up creating multiple pixels.

Once you're here, just select add app, and it'll log you into your Shopify account so that you can easily add the app to your store.

Now that you're logged in, just select add app and scroll down to add sales channel. Once you're here on TikTok channel overview, go ahead and select setup now under grow your business on TikTok. Click on connect. Link it to whichever ad account that you're currently using. When it comes to data sharing, make sure that you click on maximum.

Finally, click connect, and you're good to go. Now, just to double check that your pixel is actually connected to your Shopify store, go back to events, and bam. You're good to go. Easy enough, right? I'll see you in the next lesson.