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HOW TO RUN TIKTOK ADS

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MODULE 01: ADS SETUP , LESSON 3

In Progress

Take Notes

LESSON 02: PIXEL OVERVIEW

Gerardo Perez

MODULE PROGRESS

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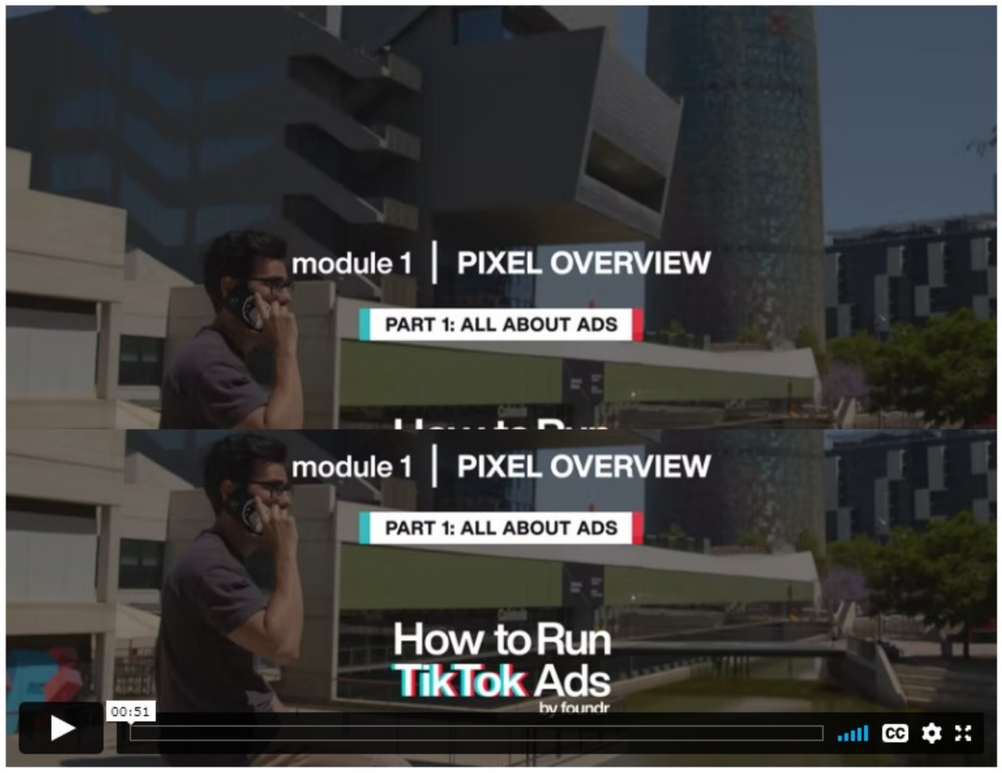

Understanding what a pixel does is **incredibly important** for your future success running TikTok ads. A pixel is a line of code that allows conversions that take place to be ***tracked*** so that you can learn what's working in your campaign and what isn't.

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