magmodules



Hyvä and Headless Storefronts

TikTok Marketing Suite for Magento 2

Which storefronts the TikTok Marketing Suite supports, and what to install for each.

Storefront	What to install
Luma	This module
Hyvä Theme	This module
Hyvä Checkout	This module + magento2-tiktok-marketing-suite-hyva
Headless (PWA Studio, Vue Storefront, ...)	This module + magento2-tiktok-marketing-suite-graphql

Both companion modules need version 1.2 or later of this module. All settings stay in this module, under **Stores → Configuration → Magmodules → TikTok - Pixel & CAPI**.

Hyvä Theme

Nothing extra is needed. The Pixel script has no RequireJS, jQuery or Knockout dependency:

- Page events (ViewContent, ViewCategory, Search, ViewCart, InitiateCheckout, Purchase) are rendered with the page, also on full-page-cached pages.
- AddToCart on the product page and CustomizeProduct work with Hyvä's add-to-cart form and swatches.
- AJAX add-to-cart from category pages, AddToWishlist and CompleteRegistration fire when Hyvä reloads the customer sections (`private-content-loaded`).
- Advanced Matching identifies logged-in customers from the `tiktok` customer section.

Hyvä Checkout

Hyvä Checkout saves the checkout through Magewire instead of the Magento REST API, so two things need the Hyvä compatibility module:

Without the Hyvä module	With the Hyvä module
InitiateCheckout and Purchase are sent	InitiateCheckout and Purchase are sent
No AddPaymentInfo	AddPaymentInfo when a payment method is chosen, once per method
No Advanced Matching for a guest's email address	The guest's email address is hashed on the server and passed to `ttq.identify()`

On installs without Hyvä Checkout, the Hyvä module disables itself, so it is safe to install everywhere.

Headless storefronts

A headless storefront renders the TikTok Pixel itself. The GraphQL module gives it:

- `tiktokPixelConfig` : Pixel ID, enabled events, Advanced Matching and consent settings.
- `tiktokEvent` : an event with its Pixel properties, hashed identify data and an `event_id` .
- `tiktokTrackEvent` : queues the same event for the Events API, so TikTok counts it once.
- `tiktokSetCartAttribution` : stores the TikTok cookie and click ID on the cart, so the Purchase sent when the order is placed keeps its attribution.

Supported events: ViewContent, Search, AddToCart, AddToWishlist, ViewCart (Pixel only), InitiateCheckout, AddPaymentInfo, CompleteRegistration and Purchase. ViewCategory and CustomizeProduct are not available through GraphQL yet.

Customer Groups: for excluded customer groups no Events API events are queued, also through GraphQL. `tiktokPixelConfig` does not take the exclusion into account yet, so a headless storefront should not fire Pixel events for those customers itself.

See the GraphQL module README for queries and examples.

Need More Help?

- All Help Articles - Complete documentation
- Contact Support - Get help from our team

For a complete overview of features and configuration options, see the TikTok Marketing Suite extension on magmodules.eu

All articles for TikTok Marketing Suite

Installation

1	Install through FTP and SSH
2	Installation using Composer (recommended)
3	Installation using the Adobe Marketplace

Configuration

1	Quick Start Guide
2	Feed Configuration
3	Pixel & Events API Configuration

Troubleshooting

1	Troubleshooting

Other

1	**Hyvä and Headless Storefronts (current)**

Grids

1	Data Feed Logs
2	Processing Queue

Background

1	CLI Commands

