



Pixel & Events API Configuration

TikTok Marketing Suite for

Complete reference for TikTok Pixel and Events API settings. Use both for optimal tracking accuracy.

Location: Stores → Configuration → Magmodules → TikTok - Pixel & CAPI

Overview

The module supports two tracking methods:

Method	Type	Description
TikTok Pixel	Client-side (browser)	JavaScript-based tracking on your website
Events API	Server-side	Direct server-to-TikTok communication

Recommendation: Enable both for maximum accuracy. Events API captures events that Pixel might miss due to ad blockers or browser restrictions.

Pixel Configuration

Enable

Enable TikTok Pixel tracking on your store.

Pixel ID

Your unique TikTok Pixel identifier.

Where to find it:

1. Go to TikTok Ads Manager
2. Go to Assets → Events
3. Select your Pixel
4. Copy the Pixel ID from Settings

Events

Select which events to track via Pixel:

Event	Triggers when
PageView	Any page is viewed
ViewContent	Product page is viewed

Event	Triggers when
AddToCart	Product added to cart
ViewCart	Cart page is viewed
InitiateCheckout	Checkout is started
AddToWishlist	Product added to wishlist
Search	Search is performed
CompleteRegistration	Customer account is created
Purchase	Order is completed

Recommendation: Enable all events for complete funnel tracking.

Events API Configuration

Enable

Enable server-side event tracking via Events API.

Access Token

Your TikTok Events API access token (stored encrypted).

Where to find it:

1. Go to TikTok Events Manager
2. Select your Pixel
3. Go to Settings → Events API
4. Click "Generate Access Token"

Events

Select which events to track via Events API:

Event	Triggers when
ViewContent	Product page is viewed
AddToCart	Product added to cart

Event	Triggers when
AddToWishlist	Product added to wishlist
Search	Search is performed
InitiateCheckout	Checkout is started
AddPaymentInfo	Payment method is selected
CompleteRegistration	Customer account is created
Subscribe	Newsletter subscription
Lead	Contact form submission
Purchase	Order is completed

Test Event Code

Optional field for testing your Events API integration.

How to use:

1. Go to TikTok Events Manager → Data Sources → Your Pixel → Test Events
2. Copy the Test Event Code
3. Enter it in this field
4. Perform actions in your store
5. View real-time events in TikTok's Test Events tab

Important: Remove the Test Event Code after testing is complete!

How Events Are Tracked

Pixel Events (Client-Side)

Events fire via JavaScript when the action occurs in the browser:

Customer action → Browser JavaScript → TikTok Pixel → TikTok

Pros: Real-time, captures client data **Cons:** Blocked by ad blockers, affected by browser privacy settings

Events API (Server-Side)

Events are queued and sent from your server:

Customer action → Magento Observer → Processing Queue → Cron → TikTok API

Pros: Not affected by ad blockers, more reliable **Cons:** Slight delay (queue processed every 5 minutes)

Event Deduplication

When both Pixel and Events API are enabled, TikTok uses event_id to deduplicate events, ensuring each action is counted only once.

Data Captured

User Data (Hashed)

The following user data is captured and SHA-256 hashed before sending:

Data	Source
Email	Customer account or checkout
Phone	Billing address
First name	Customer account or billing
Last name	Customer account or billing
City	Billing address
State	Billing address
Zip code	Billing address
Country	Billing address

Technical Data

Data	Purpose
IP Address	Geo-targeting
User Agent	Device targeting
_ttp cookie	Cross-device tracking

Data	Purpose
ttclid	TikTok Click ID from URL
External ID	Customer ID matching

Processing Queue

Events API events are processed via a queue for reliability:

1. Event occurs → Added to queue (status: pending)
2. Cron runs every 5 minutes → Processes pending events
3. Success → Status updated to "success"
4. Failure → Retried up to 3 times, then marked "failed"

Monitor the queue at: **Marketing → Magmodules TikTok → Processing Queue**

Best Practices

Enable Both Pixel and Events API

For maximum event capture rate:

- Pixel catches immediate interactions
- Events API provides backup for blocked/missed events
- TikTok deduplicates automatically

Select Same Events for Both

Enable the same events in both Pixel and Events API settings to ensure complete coverage.

Monitor the Processing Queue

Regularly check the queue for failed events:

1. Go to **Marketing → Magmodules TikTok → Processing Queue**
2. Filter by Status = Failed
3. Check error messages
4. Fix configuration issues if needed

Verify in Events Manager

After setup, verify events in TikTok:

1. Go to Events Manager
2. Select your Pixel
3. Check "Overview" for recent events
4. Use "Test Events" for real-time debugging

Need More Help?

Documentation:

- [All Help Articles](#) - Complete documentation overview

Support:

- [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 (current)

Troubleshooting

1	Troubleshooting
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Grids

1	Data Feed Logs
2	Processing Queue

Background

1	CLI Commands
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