Pixel Developer Mode

TikTok : For Business

Designed for developers

Developer Mode offers additional flexibility to create custom event rules and enrich conversion data via parameter inputs.

Customize event rules

Code, create and configure pixel event rules with purpose-built flexibility.

Custom event rules let advertisers control how and when events are triggered, like scrolling down a page or completing a set of actions.

Add parameters

Activate audiences and enrich reporting with data-driven visitor insights.

Parameters enable ambitious advertisers to send additional information about website visitor events, like product purchased or price paid.

Requirements

Developer Mode requires knowledge of how to implement and customize Javascript code. In order to add the pixel to a website or tag manager, developers will need:

- Access to the advertiser website source code
- Access to the advertiser TikTok Ads Manager Account
- Pixel base code found in Events Manager

Developer Mode vs Standard Mode

	Standard Mode	Developer Mode
JavaScript developer knowledge	No	Yes
Track Event Set events	Yes	Yes
Custom event rules	Limited to Click Events, Destination URLs, Pop-up events via URL and CSS rules	Yes
Event creation	Yes. In TikTok Events Manager	Yes. Using custom Javascript
Additional Parameters	No	Yes
ROAS tracking	Static	Dynamic via parameters
Required for Advanced Matching	No	Yes
Required for Dynamic Product Ads (Web)	No	Yes
Trigger events in Google Tag Manager	No	Yes
Custom events	No	No
Delete Events	Yes. In TikTok Events Manager	Yes. Manually remove event specific code
Add Events	Yes	Yes
View data on Ads Manager	Yes	Yes

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Get started

After creating a new pixel in Events Manager, select 'Developer Mode.'

Copy the pixel base code and add it to your website.

Add pixel event code by referencing the developer documentation.

Verify pixel installation with Pixel Status, Test Events and the Pixel Helper Chrome extension.

Create Pixel

Pixel created!
Choose how you would like to set your event rules.

ⓘ Note: Once you select a mode, you cannot change it.

Standard Mode

Set the event rules on Event Manager. You will install the base code on your website.

Learn more

Standard mode is recommended for most advertisers unless you want to post back parameters with events.

Developer Mode

Set the event rules by using code. This mode supports parameters such as content_id and value. You will install both the base code and event code on your website.

Learn more

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