



# TikTok Pixel Troubleshooting Guide

**TikTok**: For Business



# Diagnostics Suite

The pixel toolkit.

Pixel Diagnostics Suite, located in Events Manager, helps you verify pixel setup, test pixel events in real-time, and troubleshoot common issues by providing issue details and solutions on how to fix it.

## Pixel Status

- 1 Verify pixel setup or monitor activity with quick access to details at the pixel, event, or in some cases, parameter level in real-time.

## Real-Time Event Testing

- 2 Test pixel events in real-time using a live test environment that mimics how your website will show up in the TikTok app.

## Detailed Diagnostics

- 3 Troubleshoot common issues and improve pixel performance by fixing errors detected by our system with our recommended solutions.

## Change Log

- 4 Pinpoint exactly what tweaks were made, when, and by whom to help you with pixel or event troubleshooting.

# Pixel Helper 2.0

Detailed diagnostics.  
On the fly.

Pixel Helper 2.0 is a Chrome extension that can help you verify and troubleshoot pixel installation by checking for errors and providing implementation recommendations for your website.

## Pixel Status

- 1 Verify pixel implementation with quick access to installation details at the pixel, event and in some cases, parameter level in real-time.

## Real-Time Event Testing

- 2 Test pixel events in real-time using a live test environment that mimics how your website will show up in the TikTok app.

## Detailed Diagnostics

- 3 Troubleshoot common setup issues and improve pixel performance by reviewing error messages and recommended solutions.

[Install Pixel Helper 2.0](#)

# Best Practices

*When to use...*

## Diagnostics Suite

- Monitor pixel health and event status
- Quick troubleshooting and event testing via mobile device
- View history of changes or recent activity
- Get alerted for issues detected by our system

## Pixel Helper

- Check pixel and event setup after first implementing
- Check Advanced Matching setup after first implementing
- Extensive troubleshooting and event testing via desktop browser
- If you don't have access to TikTok Ads Manager

# How to use these tools to get started

## Before you begin:

- You need to have a website for your business.
- You need to be able to edit your website's code or theme.
- You need to have access to Google Chrome to use Pixel Helper.



## Step 1

Create a Pixel

**Step 1a** (Optional; Developer Mode Only)  
Enable Advanced Matching by toggling it on - this lets us know your pixel will be setup for AM but doesn't mean it's in effect just yet!



## Step 2

Install the Pixel base code into your website.



## Step 3

Download **Pixel Helper 2.0** to check if you installed the Pixel correctly.

**Step 4a** (Optional; Developer Mode Only)  
Include the Advanced Matching code in each of your event codes.



## Step 4

Set up your Events

**Step 4b** (Optional; Developer Mode Only)  
Include parameters in each of your event codes.



## Step 5

Use **Pixel Helper** again to check if your Events, Advanced Matching and/or parameters were all installed correctly.



## Step 6


You're all set to go! Remember to periodically check **Pixel Diagnostics** for any issues detected by our system.

# Diagnostics Suite

# How to access Pixel Diagnostics

*Find Pixel Diagnostics in TikTok Ads Manager*

1



**Website Pixel**  
Configure a piece of code to define your website event.

[Manage](#)

In TikTok Ads Manager, navigate to “Events Manager” by clicking the Assets tab, Event and then Manage Website Pixel

2



Somebody's Pixel  
ID : 01234567890123456789 Creation Time : 2020-04-16 10:55:32


126 Total Events

Active

All events

Select an existing pixel

3



Somebody's Pixel  
ID : 01234567890123456789 Creation Time : 2020-04-16 10:55:32 Setup Method : Standard

Overview Test Events Diagnostics Change Log

**Event Funnel Statistics**  
Display the user behavior data funnel by the number of events, in order of events that happened most to least.

Total Events

| Event                     | Total Events |
|---------------------------|--------------|
| Product Details Page View | 66           |
| Place an Order            | 30           |
| Add to Cart               | 20           |
| Complete Payment          | 9            |
| User Registration         | 1            |

In the pixel details page, there are 4 tabs available:

1. Overview
2. Test Events
3. Diagnostics
4. Change Log

# Step 1) Check Event Status

*Check to see if your pixel is active and/or events are actively firing*

**Overview** Test Events Diagnostics

**Event Funnel Statistics**  
Display the user behavior data funnel by the number of events, in order of events that happened most to least.

Time Zone : UTC+08:00 2021-05-08 - 2021-05-14

Install Pixel Code Search by Event ID Search

| Event ID             | Event Status       | Event Name | Event Type                | Preview Events | Attributed Events | Total Events | Last Received                |
|----------------------|--------------------|------------|---------------------------|----------------|-------------------|--------------|------------------------------|
| BQBSIF0AC2KFAM1CLKAG | Active             | 12         | Add to Cart               | 12             | 0                 | 19           | Last Received 10 hour(s) ago |
| BQBSIF0AC2KFAM1CLKB0 | Active             |            | Place an Order            | 15             | 0                 | 27           | Last Received 10 hour(s) ago |
| BQCP02BLKT09DTJG3HGG | Active             |            | Product Details Page View | 12             | 0                 | 79           | Last Received 6 hour(s) ago  |
| BRM9F8RJ8575DDH4F80G | Active             |            | Complete Payment          | 3              | 0                 | 5            | Last Received 10 hour(s) ago |
| C2ENKAQV140RDIOA6G   | No Recent Activity |            | User Registration         | 0              | 0                 | 0            | Waiting for the first event  |

1. Event Status indicates whether a pixel event is **'Active'** or if there is **'No recent activity'** meaning the event is not firing
2. Last Received shows when an event was last fired

## Step 2) Test Events

*Run a test event to see if  
the Pixel is tracking  
properly*

TikTok Ads Dashboard Campaign Library Insight Advertiser English

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Website Pixel [Edit](#)

ID : 12437108236732937 Create Time: 2020-04-11 04:23 Active

Overview **Test Event** Diagnostics

1 Landing Page URL

[Generate QR code](#)

Once you scan the QR code below, your website will pop up. Interact with your website to see if the events are triggered correctly. For the best result, we recommend you use the TikTok app to scan the QR code to mimic the experience of your users.

3 Event Activity

Page View  
Received at: 19:21:02 12-12-2020 [Detail Info](#)

User Registration  
Received at: 22:21:02 12-12-2020 [Detail Info](#)

Add to Cart  
Received at: 21:45:02 02-12-2020 [Detail Info](#)

Place an Order  
Received at: 18:34:02 02-12-2020 [Detail Info](#)

1. Enter your website URL to generate a QR code then scan it
2. Using your mobile device, test all of the events you set up
3. Events and details will be recorded and displayed here in real-time



## Step 3) Run Diagnostics

*Identify common setup errors and implement solutions based on the recommended actions*

TikTok Ads Dashboard Campaign Library Insight Advertiser English N

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Website Pixel [Edit](#)

ID : 12437108236732937 Create Time : 2020-04-11 04:23 Active

Overview Test Event **Diagnostics** ⚠️

1 Active Previously Detected Dismissed

**Active Issue**  
If an issue has been detected with your pixel setup in the last 24 hours it will appear here.

2 **Missing Event Name** 19:21:02 02-12-2020

Issue  
The event name for one or more of your events is invalid. This could impact your ad performance.

Suggestion  
Go to your source code and update your event(s).

[Dismiss](#)

**Missing Event Rules** 19:21:02 02-12-2020

Issue  
The event rule for one or more of your events is missing. This could impact your ad performance.

Suggestion  
Update your pixel event setup to include event rules.

[Dismiss](#)

1. Check for issues that were recently detected or see previous issues
2. For each issue found, review the error message displayed and follow our suggested solution (**Note:** Once you implement the solution, dismiss the issue and it will not resurface if resolved correctly).

## Step 4) View Changes

*Pinpoint exactly what tweaks were made, when, and by whom to help you with troubleshooting*

TikTok Ads Dashboard Campaign Library Insight Advertiser English N

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Somebody's Pixel [Edit](#)

ID : 379137108294732937 Create Time: 2019-07-01 04:23 Active

Overview Test Event Diagnostics **Change Log**

Change Log Time Zone: UTC+08:00 2018-11-08 ~ 2018-11-21 < 5 >

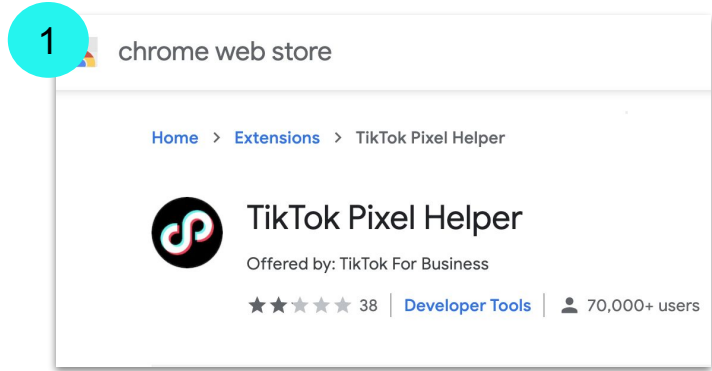
| Time                | Object                  | Activity Type             | Activity Details  | User                               |
|---------------------|-------------------------|---------------------------|---|------------------------------------|
| 2019-07-01 04:33:22 | Event: Search           | Event rule updated        | from Click Events:productdetail1,Click Events:productdetail2~update to Pop-up Event:popup | wdwdwdwdwdwdwdwdwdwd@bytedance.com |
| 2019-07-01 04:33:22 | Event: Complete Payment | Event updated             | delete event Complete Payment   | wdwdwdwdwdwdwdwdwdwd@bytedance.com |
| 2019-07-01 04:33:22 | pixel: test dev         | Pixel updated-Change name | XXX was created   | wdwdwdwdwdwdwdwdwdwd@bytedance.com |

1. Adjust the window to see any previous time period
2. For each change, you can see details of the changes, timestamp, and who made the changes

# Pixel Helper

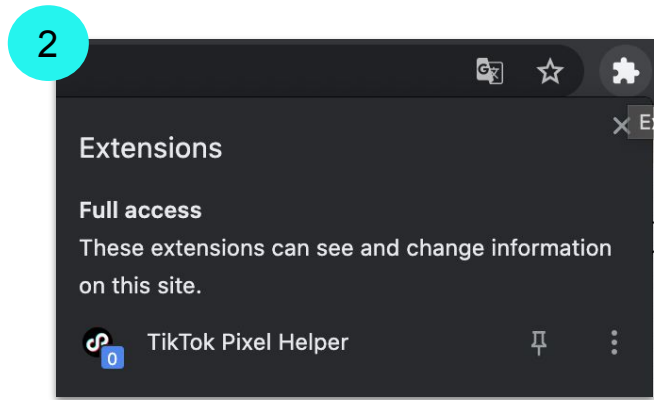
# How to access Pixel Helper

*Install Pixel Helper in the Google Chrome store and start using it*



Click here to install the TikTok Pixel Helper Chrome extension

[Install Pixel Helper 2.0](#)

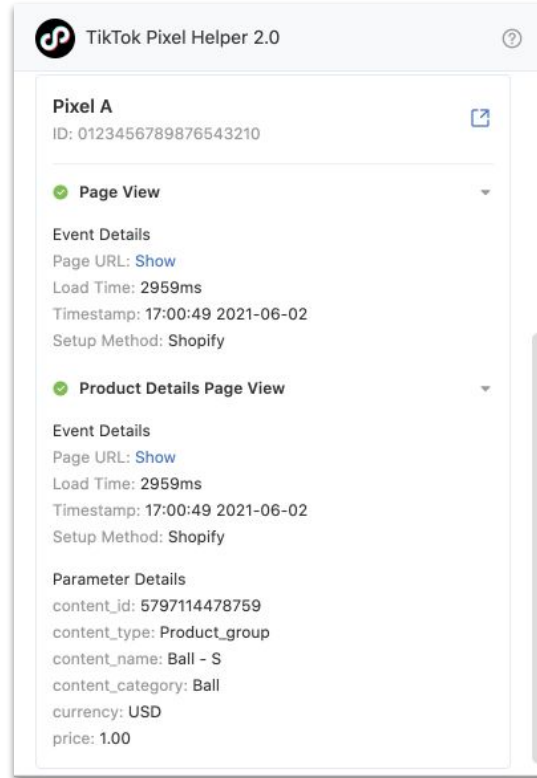


Navigate to your website, open the extensions menu on your browser by clicking the puzzle icon, and select 'TikTok Pixel Helper'



# Step 1) Check Pixel Status

*Check to see if your pixel is active and/or events are actively firing*

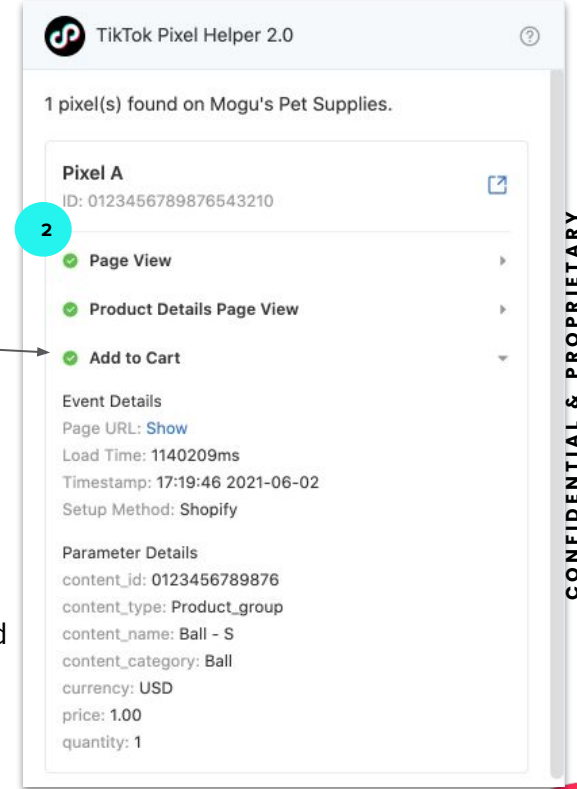
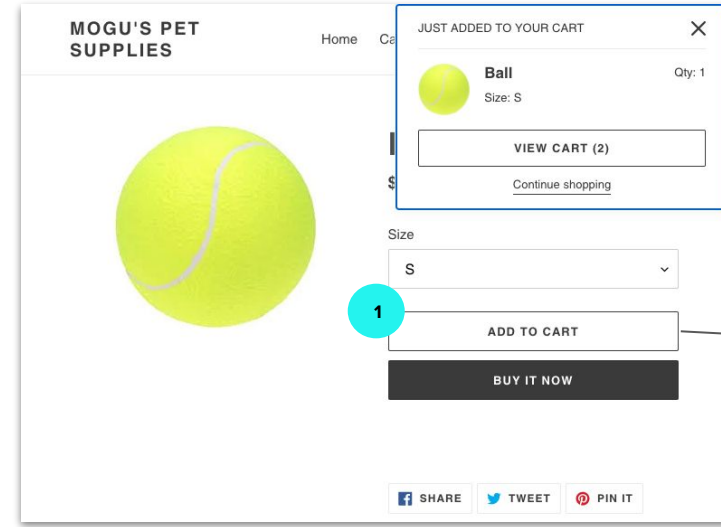


Check to see if your pixel is listed under the Pixel Helper tool.

1. **If your pixel is shown without any error or message**, then your pixel was installed properly and is actively running.
2. **If your pixel is shown with an error message**, then your pixel code was detected but needs to be revised in order to function properly. Follow the suggested actions to take.
3. **If your pixel is not showing in the Pixel Helper tool**, then the pixel code wasn't detected on your website and may not have been completed. We recommend restarting the steps to install your pixel code again in Events Manager.

## Step 2) Test Events

*Run a test event to see if the Pixel is tracking properly*

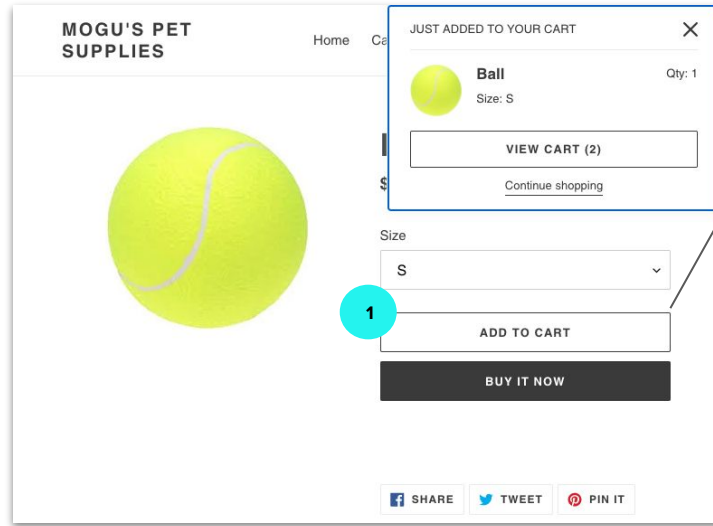


1. Test events throughout your website
2. Events and details will be recorded and displayed here in real-time
3. Events with green check next to it means the event is actively firing and tracking actions

## Step 3) Run Diagnostics

*Identify common setup errors and implement solutions based on the recommended actions*

1. Test events throughout your website
2. Check for error messages and follow the suggested steps to resolve the issue
3. Check to see if the event and parameter details are accurate
4. If Advanced Matching is listed, then it is installed correctly and actively passing valid info for this event



### ⚠️ Add to Cart

2 The currency code for one or more of your events does not match a supported currency code. This could impact the return on ad spend calculation. Go to your source code and update the currency parameter(s) for the "Add to Cart" event to a supported currency code.

3 Event Details

Setup method: Developer  
Page URL: [Hide](https://tiktok.com/collections/pet)  
<https://tiktok.com/collections/pet>  
Timestamp: 13:23:34 2021-02-21  
Load time: 32ms

Parameter Details

Content type: pet\_bed  
Content id: 234abc456  
Content name: dog\_bed\_large  
Value: 24.00  
Currency: ABC

4 Advanced Matching: email, phone

- ✓ Initiate Checkout
- ✓ Complete Payment



# Solutions to Common Scenarios



# Scenario: Setup Method displaying “-”

The screenshot shows the TikTok Ads Manager interface for a pixel setup. The top navigation bar includes 'TikTok: Ads Manager', 'Dashboard', 'Campaign', 'Assets', 'Reporting', and 'Insights'. The main content area shows 'My Pixel' with ID C2RUCUS98FMAUGDPF7E0, creation time 2021-06-03 04:13:47, and setup method '-'. The 'Event Funnel Statistics' section displays 'Data Source: Pixel' and a date range of 2021-05-28 to 2021-06-03. A 'Complete Pixel Setup' button is visible at the bottom.

## What this means:

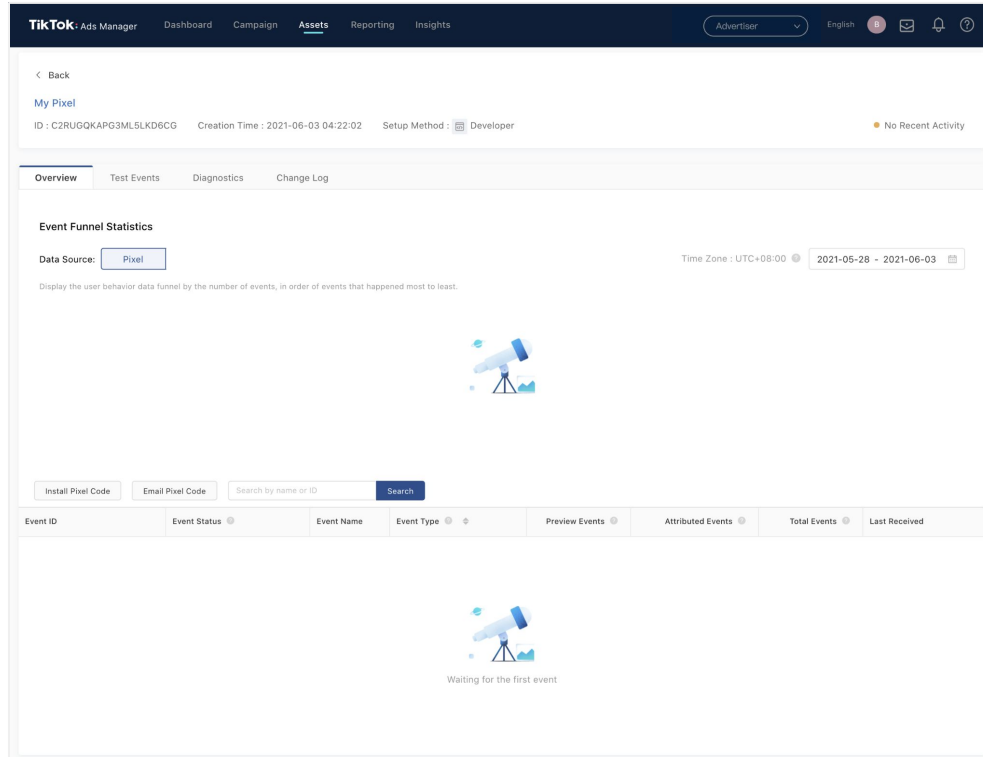
You haven't completed the pixel setup process

## Solution:

Click the 'Complete Pixel Setup' button at the bottom, follow the on-screen instructions to finish setup, and ensure you click Complete once the pixel code is on your website.



# Scenario: No data or events are displaying under my Pixel



## What this means:

If your setup method is showing “-”, go back to the previous page to resolve this.

If not, you may have implemented the pixel but you haven’t set up any events.

## Solution:

For standard mode, click ‘Create Events’ at the center of the screen under the telescope image to get started.

For developer mode, refer to our [developer documentation](#) to get started.

## Scenario:

# My events are displaying but aren't tracking or showing 'no recent activity'

**TikTok Ads Manager** | Dashboard | Campaign | **Assets** | Reporting | Insights

Advertiser | English | [User Profile] | [Email] | [Notifications] | [Help]

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My Pixel

ID: 0123456789876543210 | Creation Time: 2021-06-24 05:13:03 | Setup Method: Standard | No Recent Activity

Overview | Test Events | Diagnostics | Change Log

### Event Funnel Statistics

Data Source: Pixel | Time Zone: UTC+08:00 | 2021-06-18 - 2021-06-24

Display the user behavior data funnel by the number of events, in order of events that happened most to least.

Total Events | Attributed Events

0 | 0 | 0 | 0

Product Details Page View | Add to Cart | Place an Order | Complete Payment

Install Pixel Code | Search by name or ID | Search | 1

| Event ID             | Event Status       | Event Name                | Event Type | Preview Events | Attributed Events | Total Events | Last Received               |
|----------------------|--------------------|---------------------------|------------|----------------|-------------------|--------------|-----------------------------|
| C39Q7POEDD9241SC3QIG | No Recent Activity | Product Details Page View |            | 0              | 0                 | 0            | Waiting for the first event |
| C39Q7POEDD9241SC3QJ0 | No Recent Activity | Add to Cart               |            | 0              | 0                 | 0            | Waiting for the first event |
| C39Q7POEDD9241SC3QJG | No Recent Activity | Place an Order            |            | 0              | 0                 | 0            | Waiting for the first event |
| C39Q7POEDD9241SC3QK0 | No Recent Activity | Complete Payment          |            | 0              | 0                 | 0            | Waiting for the first event |

## What this means:

You've set up events for your pixel but we didn't detect any actions or activity on your website. This could mean you haven't set up any rules for your events to follow or those rules weren't set up properly. Follow the solution below to check.

## Solution:

Hover over an event that isn't showing activity:

| Event ID             | Event Status   | Event Name                | Event Type |
|----------------------|--|---------------------------|------------|
| C39Q7POEDD9241SC3QIG | This event has no trigger rules. <a href="#">Set Rules</a> | Product Details Page View |            |

1. If 'No event rules' displays, that means you haven't set up rules for this event. Hover over the tooltip and click 'Set Rules' to get started.
2. If nothing is displayed, that means you've set up rules for this event but they aren't triggering. Click 'Edit' to double check if the rules were set up correctly.



## Scenario:

# How can I check if Advanced Matching is working properly?

**Add to Cart**

The currency code for one or more of your events does not match a supported currency code. This could impact the return on ad spend calculation. Go to your source code and update the currency parameter(s) for the "Add to Cart" event to a supported currency code.

**Event Details**

Setup method: Developer  
Page URL: [Hide](https://tiktok.com/collections/pet)  
<https://tiktok.com/collections/pet>  
Timestamp: 13:23:34 2021-02-21  
Load time: 32ms

**Parameter Details**

Content type: pet\_bed  
Content id: 234abc456  
Content name: dog\_bed\_large  
Value: 24.00  
Currency: ABC  
Advanced Matching: email, phone

Initiate Checkout ▶  
Complete Payment ▶

**Solution:** You can check to see if Advanced Matching is enabled and which events are passing valid information using the TikTok Pixel Helper

1. Navigate to your website
2. Open the Pixel Helper extension
3. Test each event that has Advanced Matching enabled
4. Open the event details and go to 'Parameter Details'
5. If Advanced Matching is listed, then it is installed correctly and actively passing valid info for this event
  - a. If it is not listed, then Advanced Matching hasn't been properly implemented. Refer to our [developer documentation](#) to restart the process.
  - b. If it is listed but showing an error message, follow the suggested action shown in the error message.

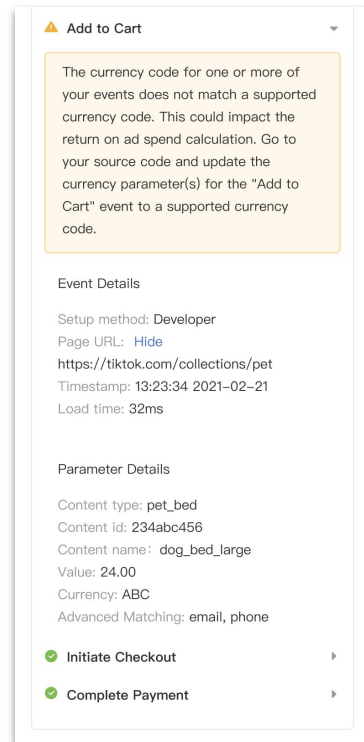
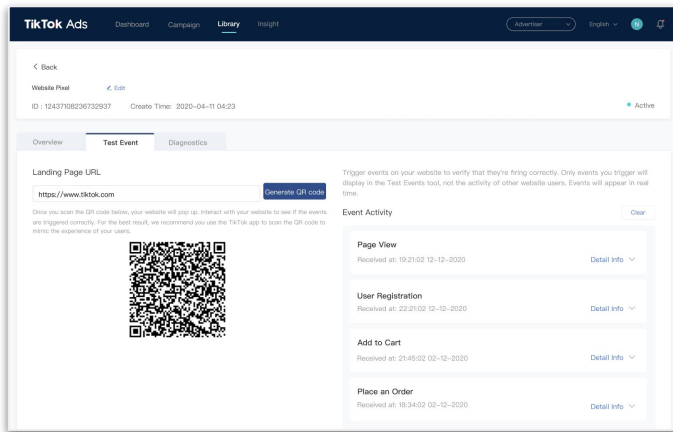


# Scenario: Does every event need value parameters?

**Solution:** Not every event needs to have value parameters attached to it except for *COMPLETE PAYMENT* events which should **always** have value parameters in order to track *REVENUE* and *ROAS*.

To check event parameters, test events using either Diagnostics Suite or Pixel Helper.

**Note:** "Price" is the price for a single item, and "value" is the total price of the order. For example, if you have 2 items for \$10 each, the "price" parameter should pass "10" and the "value" parameter should pass "20." "Price" parameter is always optional.





## Scenario:

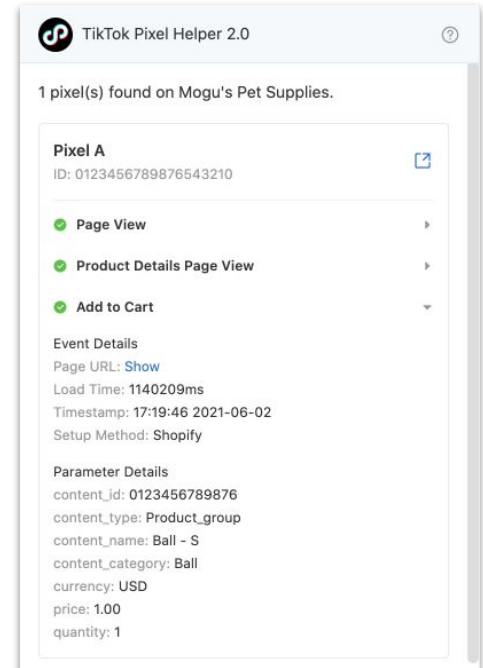
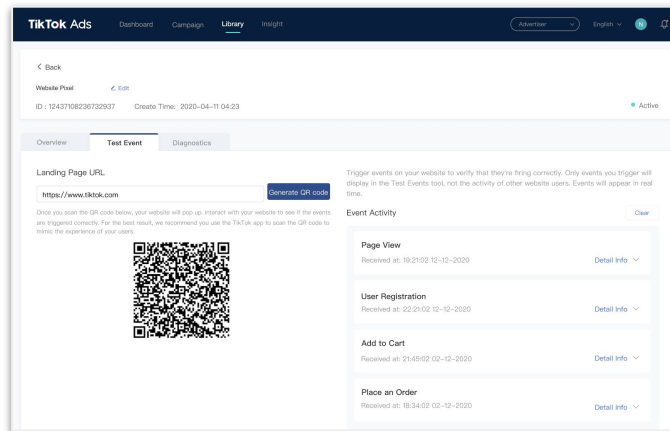
# How do I test purchase events without making a purchase?

**Solution:** There is currently no solution to test an event without taking that action as event testing, in both Diagnostics Suite and Pixel Helper, is testing your website in real-time.

We recommend two options:

1. Create a 'dummy' product on your website that allows you to complete the purchase
2. Use a test account within your website that allows you to complete the purchase

Please remember to use either Diagnostics Suite or Pixel Helper while testing the event.



# Things to keep in mind

- For Standard Mode, if you are creating more than 1 rule per event, rules are based on an '**OR**' statement and not '**AND**'. (e.g, when Rule 1 **OR** Rule 2 is triggered, the event will fire)
- Total Events = both **Organic** events & **Attributed** events, [**Organic = Fired and not attributed to an Ad**], [**Attributed = This event came from a TikTok Attributed session**]
- We recommend the Pixel base code is installed as early on within the website as possible, specifically the 'header' of the page to prevent any latency issues with tag loading