

TikTok Pixel for Shopify

The TikTok Pixel for Shopify is a custom tracking solution developed in partnership with Shopify to offer a seamless pixel integration for our advertisers using the Shopify platform.

Why use the TikTok Pixel for Shopify?

We recommend that all TikTok Shopify advertisers utilize the TikTok Pixel for Shopify to unlock these main benefits:



Easy Implementation

- 1-click installation
- Full-funnel event tracking
- Fewer set up errors



Advanced Features

- Richer analytics
- Improved measurement with Advanced Matching
- Enriched audience creation



Automatic Updates

Updates pushed automatically, saving time and resources from manual pixel adjustments

How do I get Started?

Advertisers can create a pixel directly via the TikTok Channel App on Shopify. Here's how to get started:

1. Make sure you have the TikTok Channel App installed via Shopify
2. Connect your TT4B account
3. Set up your pixel through 1-click pixel implementation
4. Launch campaigns with TikTok Pixel for Shopify!

What if I Already have a TikTok Pixel on my Site?

If you already have a TikTok pixel setup on your site from TTAM, don't worry! It is quick and easy to set up a **new pixel** using the TikTok Channel App on Shopify in order to unlock the benefits of the Shopify integration. Click [here](#) for detailed instructions.

Ads using the TikTok Pixel for Shopify have a seen up to a **52% lift in CVR** and **300% increase** in learning phase pass rate due to fewer set up errors and more complete tracking. Install your TikTok Pixel for Shopify and unlock the benefits today!