

TikTok Ads Tracking

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Base Installation

Prerequisites

- HandL JS library must be loaded on your page
- You must have a TikTok Pixel ID from your TikTok Ads Manager

Step 1: Get Your TikTok Pixel ID

1. Log in to your [TikTok Ads Manager](#)
2. Navigate to **Assets** → **Events**
3. Create a new Pixel or select an existing one
4. Copy your **Pixel ID** (format: `C5A9CTNGE0M9N03H4840`)

Step 2: Initialize TikTok Pixel

Add the following script to your HTML page **before** the HandL script tag:

```
<script>
  // Set your TikTok Pixel ID
  window.handl_tiktok_pixel_id = 'YOUR_TIKTOK_PIXEL_ID_HERE';
</script>

<!-- Load HandL script --> Make sure to change your license key
<script>
var handl_custom_params = [];
var handl_js = document.createElement("script");
handl_js.setAttribute("src", "https://track.utmsimple.com/utm.js?license=<license code goes here>"), document.head.appendChild(handl_js),
handl_js.onload = function() {
  /*This is the UTM Simple ready event, you can put any code you'd like to trigger after the script fully loaded here*/
  console.log("I\'m ready")
  console.log("prnting all the cookies")
  console.log(HandL.getAll())
};
</script>
```

Example:

```
<script>
  window.handl_tiktok_pixel_id = 'C5A9CTNGE0M9N03H4840';
</script>
<script src="https://cdn.example.com/utm.js"></script>
```

Step 3: Verify Installation

After the page loads, the TikTok Pixel will automatically:

- Load the TikTok Pixel script
- Fire a `PageView` event
- Initialize advanced matching (if enabled)

You can verify the installation by:

1. Opening browser DevTools (F12)
2. Going to the **Network** tab
3. Filtering for `analytics.tiktok.com`
4. You should see requests to TikTok's analytics endpoint

Event Sending

Basic Event Sending

Use the `HandL.sendTikTokEvent()` function to send events to TikTok:

```
HandL.sendTikTokEvent(eventName, eventData);
```

Parameters:

- `eventName` (string, required): The name of the event
- `eventData` (object, optional): Event properties and parameters

Note: TikTok Pixel only supports one payload parameter (unlike Facebook which supports two).

Standard Events

TikTok supports the following standard events:

PageView

Automatically fired on page load. You can also manually trigger it:

```
HandL.sendTikTokEvent('PageView');
```

Purchase

Track completed purchases:

```
HandL.sendTikTokEvent('Purchase', {  
  value: 29.99,  
  currency: 'USD',  
  content_type: 'product',  
  content_id: 'SKU123',  
  quantity: 1  
});
```

CompleteRegistration

Track when users complete registration:

```
HandL.sendTikTokEvent('CompleteRegistration', {
  content_name: 'Account Registration',
  status: true
});
```

AddToCart

Track when items are added to cart:

```
HandL.sendTikTokEvent('AddToCart', {
  value: 19.99,
  currency: 'USD',
  content_type: 'product',
  content_id: 'SKU456',
  quantity: 1
});
```

InitiateCheckout

Track when checkout process begins:

```
HandL.sendTikTokEvent('InitiateCheckout', {
  value: 49.99,
  currency: 'USD',
  contents: [
    {
      content_id: 'SKU123',
      content_name: 'Product Name',
      quantity: 1,
      price: 29.99
    }
  ]
});
```

ViewContent

Track when users view content:

```
HandL.sendTikTokEvent('ViewContent', {
  content_type: 'product',
  content_id: 'SKU789',
  content_name: 'Product Name',
```

```
value: 99.99,  
currency: 'USD'  
});
```

Search

Track search queries:

```
HandL.sendTikTokEvent('Search', {  
  search_string: 'running shoes',  
  content_type: 'product'  
});
```

Contact

Track contact form submissions:

```
HandL.sendTikTokEvent('Contact', {  
  content_name: 'Contact Form',  
  content_category: 'Lead Generation'  
});
```

Subscribe

Track newsletter subscriptions:

```
HandL.sendTikTokEvent('Subscribe', {  
  content_name: 'Newsletter',  
  content_category: 'Email Marketing'  
});
```

Lead

Track lead generation events:

```
HandL.sendTikTokEvent('Lead', {  
  content_name: 'Lead Form',  
  value: 0,  
  currency: 'USD'  
});
```

Custom Events

You can also send custom events with any event name:

```
HandL.sendTikTokEvent('CustomEventName', {  
  custom_parameter: 'value',  
  another_param: 123  
});
```

Event Data Parameters

Common event parameters you can include:

Parameter	Type	Description	Example
value	number	Monetary value of the event	29.99
currency	string	Currency code (ISO 4217)	'USD', 'EUR'
content_type	string	Type of content	'product', 'video'
content_id	string	Unique identifier for content	'SKU123'
content_name	string	Name of the content	'Product Name'
content_category	string	Category of content	'Electronics'
quantity	number	Quantity of items	2
contents	array	Array of content items	See example above

Advanced Matching

Advanced matching allows TikTok to match events to users more accurately by sending hashed user identifiers.

Requirements

1. Enable Advanced Matching:

```
<script>
  window.handl_advanced_matching = 1;
  window.handl_tiktok_pixel_id = 'YOUR_PIXEL_ID';
</script>
```

2. **Collect User Data:** The HandL library automatically collects user data from forms when advanced matching is enabled. It looks for:
- Email fields (email, email_address, e-mail, mail)
 - Phone fields (phone, telephone, mobile, cell, phone-number, tel)

How It Works

- Data Collection:**
 - When users fill out forms, HandL automatically captures email and phone number
 - Data is stored in `localStorage` with keys: `em` (email) and `ph` (phone)
- Automatic Hashing:**
 - All identifiers are automatically hashed using SHA-256 before sending to TikTok
 - Email is normalized (lowercase, trimmed)
 - Phone numbers are cleaned (digits only)
- External ID:**
 - Uses the `first_handlID` cookie as `external_id`
 - This is automatically generated on first visit
- Automatic Identification:**
 - When TikTok Pixel loads and advanced matching is enabled, `ttq.identify()` is called automatically
 - Identification is updated whenever new email/phone data is saved

Manual Data Collection

You can manually save user data for advanced matching:

```
HandL.saveAdvancedMatchingParams({
  em: 'user@example.com', // Email (will be hashed)
  ph: '+1-555-123-4567'   // Phone (will be cleaned and hashed)
});
```

Note: The data will be automatically hashed when sent to TikTok.

Advanced Matching Parameters

TikTok supports the following identifiers (all SHA-256 hashed):

Parameter	Description	Source
email	User's email address	localStorage.getItem('em')
phone_number	User's phone number	localStorage.getItem('ph')
external_id	Unique identifier	Cookies.get('first_handlID')

Verification

To verify advanced matching is working:

1. Open browser DevTools (F12)
2. Go to **Console** tab
3. Look for: `UTMSimple: TikTok advanced matching parameters sent`
4. Check **Network** tab for requests containing hashed identifiers

Custom Events / Listeners

Listening to TikTok Events

HandL fires custom events you can listen to:

```
// Listen for TikTok initialization
document.body.addEventListener('UTMSimpleTikTokInitCompleted', function(event) {
    console.log('TikTok Pixel initialized');
});

// Listen for any TikTok event completion
document.body.addEventListener('UTMSimpleTikTokEventCompleted', function(event) {
    console.log('TikTok event sent');
});

// Listen for specific event completion
document.body.addEventListener('UTMSimpleTikTokPurchaseCompleted', function(event) {
    console.log('Purchase event sent to TikTok');
});

// Listen for advanced matching completion
document.body.addEventListener('UTMSimpleTikTokAdvancedMatchingCompleted', function(event) {
    console.log('Advanced matching data sent:', event.detail);
});
```

Example: Track Button Clicks

```
document.getElementById('buy-button').addEventListener('click', function() {
    HandL.sendTikTokEvent('InitiateCheckout', {
        value: 99.99,
        currency: 'USD',
        content_type: 'product'
    });
});
```

Example: Track Form Submissions

```
<form id="contact-form" onsubmit="trackFormSubmission(event)">
  <!-- form fields -->
</form>

<script>
function trackFormSubmission(event) {
  // Form submission logic here

  HandL.sendTikTokEvent('Contact', {
    content_name: 'Contact Form',
    content_category: 'Lead Generation'
  });
}
</script>
```