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

1. **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)
2. **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)
3. **External ID:**
   - Uses the `first_handlID` cookie as `external_id`
   - This is automatically generated on first visit
4. **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

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