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

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