

# 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

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