TikTok: For Business

# User Guide for TikTok for Ads on Salesforce Commerce Cloud



# Agenda

1. Why TikTok?
2. TikTok for Ads on SFCC
3. Advertise on TikTok
4. Tips & Tricks
5. FAQs



TikTok Confidential & Proprietary

# 1. Why TikTok?

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# A moment that starts on TikTok can spark a movement.

In response to **@hannashschlenker**'s original post raving about Aerie's Crossover leggings, our community flocked to ae.com and the brand stores to purchase them!

**Original TikTok**




**@hannahschlenker** posted a TikTok showing off the must-have Aerie leggings.




Our community flocked to **ae.com**...




And to **Aerie stores** to purchase them.




**"TikTok helps sell things."**
American Eagle's CMO gets real about TikTok's impact on the business.



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# A new age of retailing: merging creativity and discovery in the purchase experience.

## Now available on Salesforce Commerce Cloud.




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# 2. TikTok on Salesforce Commerce Cloud

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We bring you...

# Instant access to advanced performance and product promotion

## TikTok for Ads
Set-up and linking

## TikTok Pixel
Advanced features

## Catalog Discovery Tools
Amplify your products

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# We will now walk you through...

- Create a TikTok Account and register as **a TikTok Business account**
- Add **TikTok for Business on Salesforce Commerce Cloud**
- Create or connect your **TikTok, Business Center and Ad Manager accounts**
- Create a **TikTok Pixel**
- Synchronize **Product Catalog**
- Complete **Setup**
- Manually install **TikTok Pixel to send Shopper Activities**
- Learn more about **Available Ad Products**

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# IMPORTANT: TikTok Glossary

## On the (phone) App

### TikTok (Business) account
Click here

The TikTok account (either Standard, Creator or Business) is the public profile that your audience will see. Once you open a Business Account, you will be able to authorize TikTok For Business and run advertising in your posts.

*TikTok Shopping features, such as shopping tab and product links, are available for select markets, platforms and merchants. Please contact your sales representative for more information.

## On the Web

### TikTok Pixel
Click here

Our pixel powers our advertising tools and optimizes the results of any campaign. It is automatically offered in its most evolved version (developer-mode) when setting up your new sales integration on Salesforce Commerce Cloud.

### TikTok For Business
Click here

TikTok For Business is the overarching business platform to help brands grow their audience on TikTok and maximize their ROI, through pixel installation, ads creation & management tools, as well as catalog sync.

### TikTok Business Center
Click here

TikTok Business Center is a brand's "control room" for all its assets on TikTok: it lets businesses edit their users access to advertising tools, catalog, audiences and pixel, monitoring logs and activity.

### TikTok Ads Manager
Click here

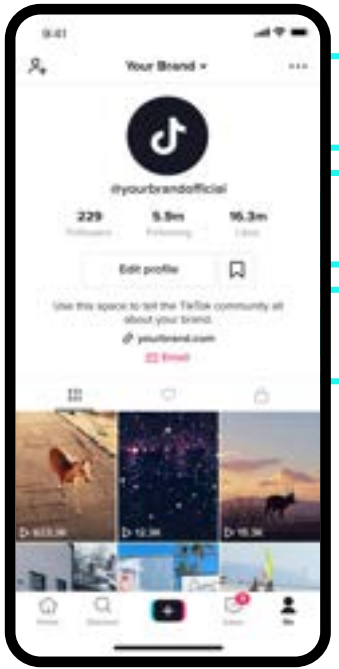
Our advertising platform offers brands a broad range of ad formats and campaign management tools including video-generation solutions, real-time result & cost monitoring, smart audience targeting and more.

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1

Create a TikTok Account and register as a

# TikTok Business Account




**Audience insights**

**Real-time data**

**E-commerce solutions**

If you don't already have a TikTok account for your business, you can create one in the TikTok App.

Download the TikTok app from Google Play or the App Store and register for a new TikTok account.

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2

Add

# Salesforce Commerce Cloud Prerequisites

‼️ Before you can set up the integration, confirm you have previously:

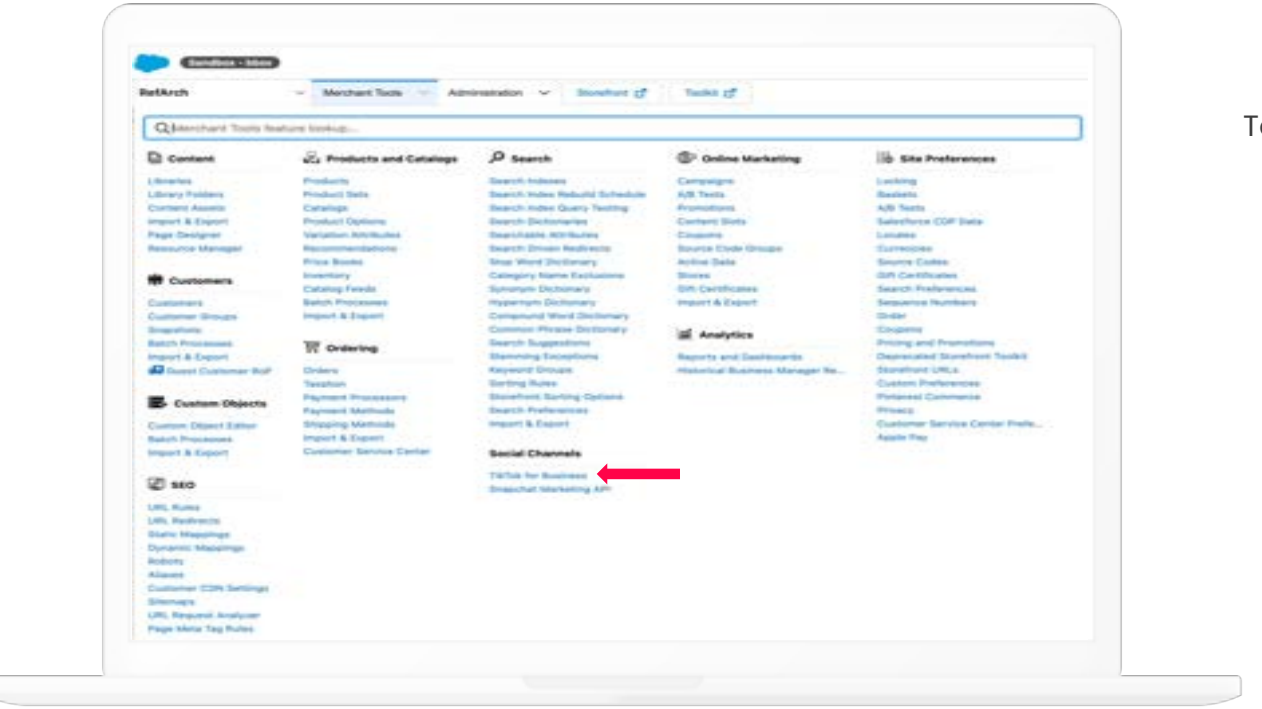
- Uploaded both `bm_socialchannels` and `int_tiktok` cartridges to your active code version
- Added `bm_socialchannels` cartridge to your SFCC Business Manager cartridge path
  *Administration > Sites > Manage Sites > Business Manager - Settings*
- Added `int_tiktok` to your site cartridge path
  *Administration > Sites > Manage Sites > <your site> - Settings*
- After steps 2 + 3, zip the content of the data folder and import the zip file through the *Administration > Site Development > Site Import & Export* menu
- Give permission to the `TikTok for Business` Business Manager menu to the required users

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3

Add

# TikTok on Salesforce Commerce Cloud




To start the integration setup,

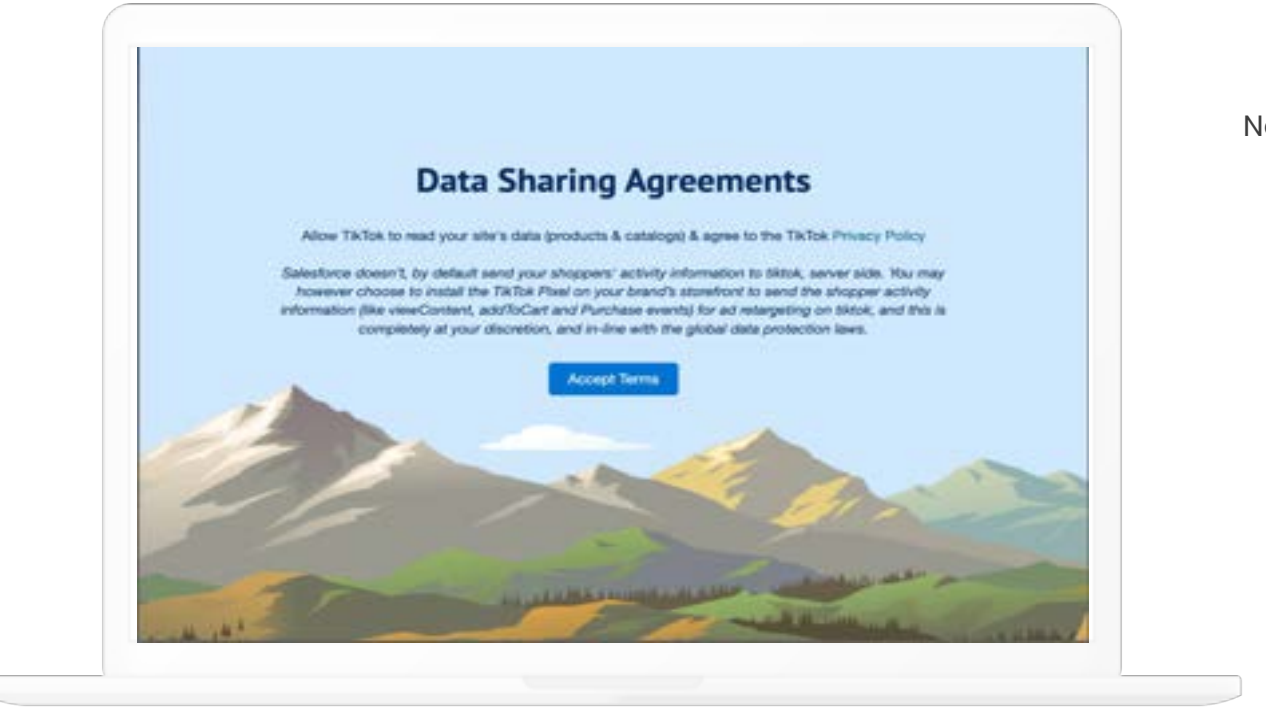
1. Navigate to the **Merchant Tools**
2. Go to **Social Channels**
3. Select "**TikTok for Business**"

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4

Add

# TikTok on Salesforce Commerce Cloud



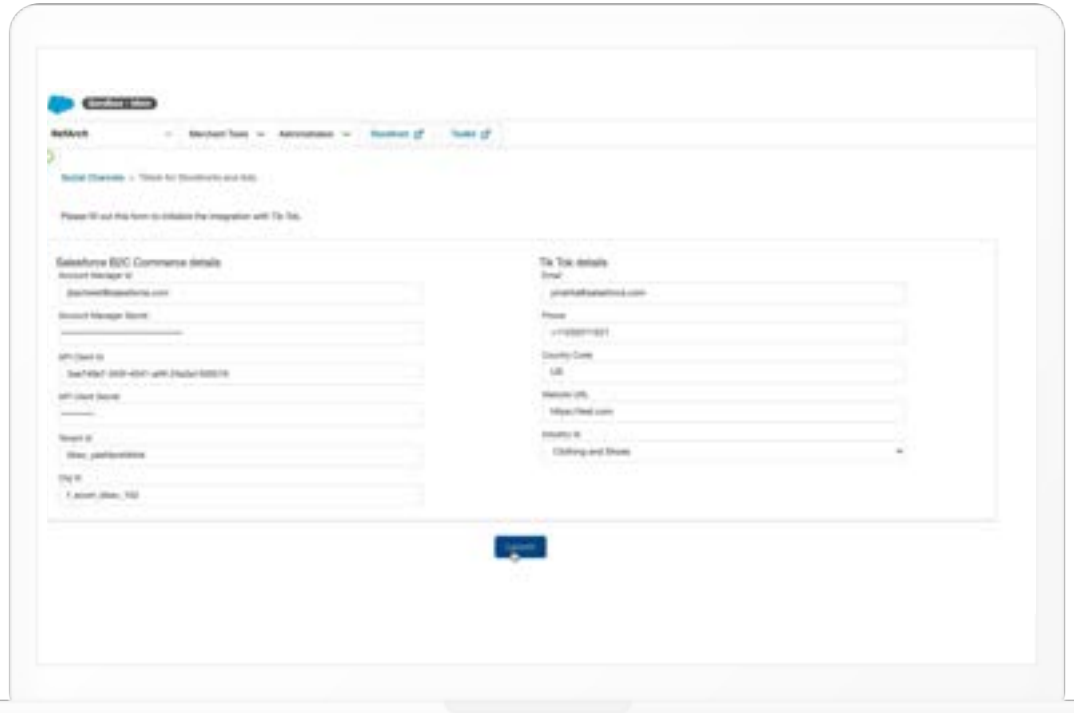

Next, accept Data Sharing Agreements

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Add

# TikTok on Salesforce Commerce Cloud



Next, you can:

1. Enter in your **Salesforce B2C Commerce details** AND **TikTok Details**

Salesforce B2C Commerce Details
- API client ID
- API client secret
- Tenant ID
- Org ID

TikTok Details
- Email for business user
- Phone number
- Country Code (where the website is setup)
- Website URL
- Industry ID

2. Select **Launch**

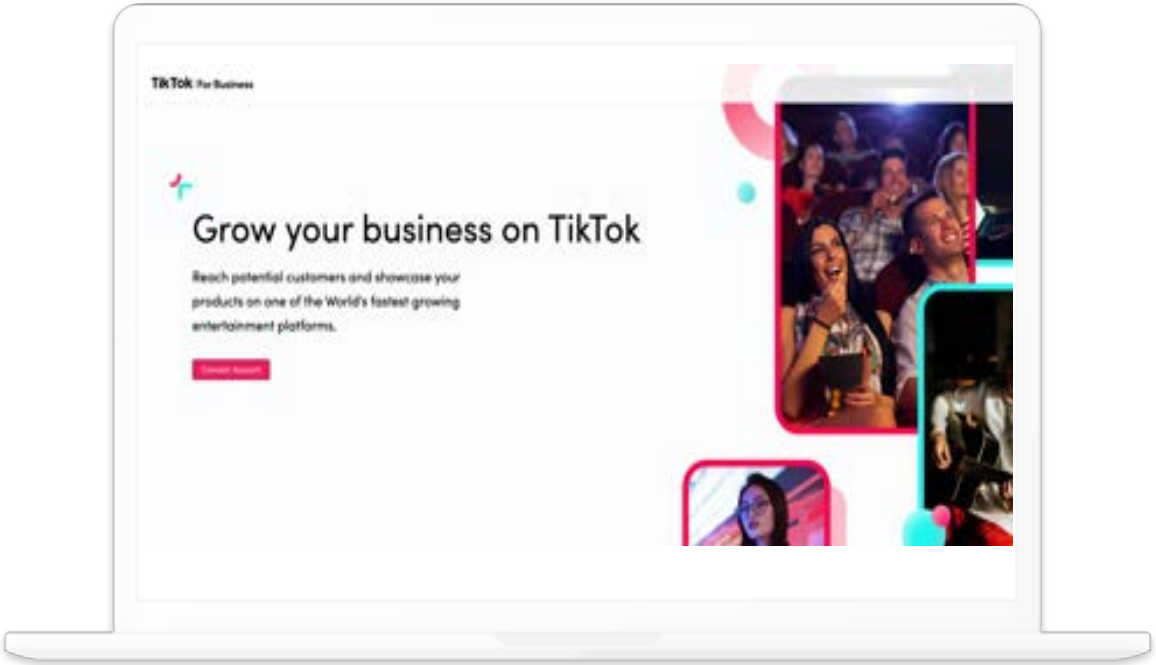
You will then be connected to the first setup page

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Connect with

# TikTok for Ads integration




Authorize Salesforce Commerce Cloud to connect with TikTok by clicking **“Connect Account".**

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Create or connect your

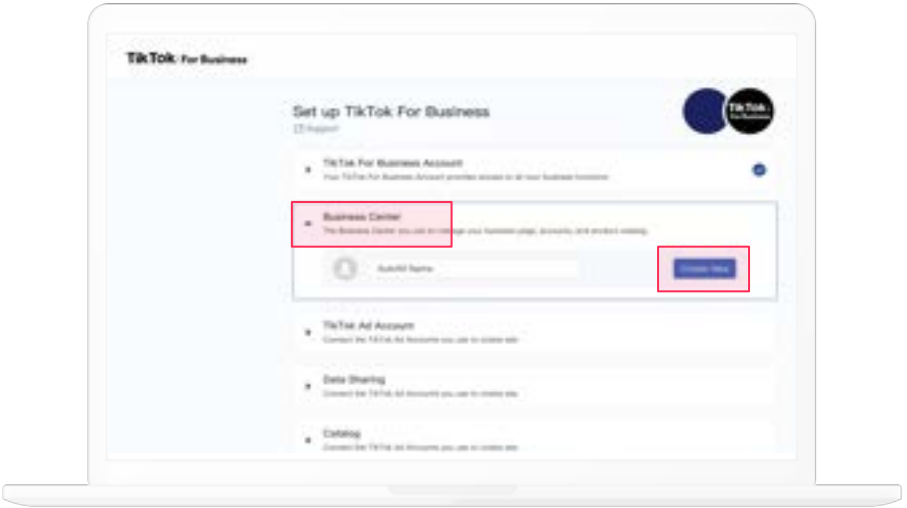
# Business Center

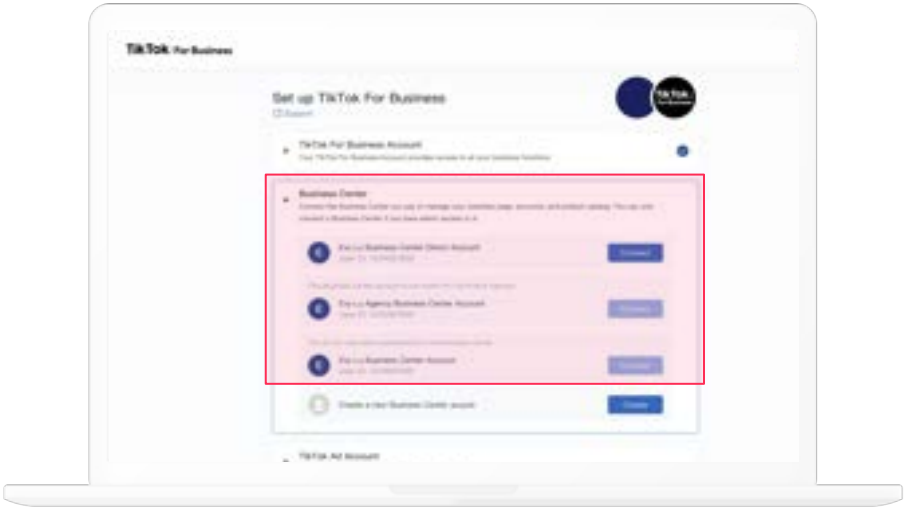
Next, you will be prompted to create or connect your TikTok Business Center.

Create a new **TikTok Business Center,** by simply clicking “Create New” in the Business Center module.

Or

Connect to an existing **TikTok Business Center** by clicking “Connect” next to the Business Center you wish to use. Only Business Center accounts associated with your TikTok For Business accounts will appear in this module.




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Create or connect your

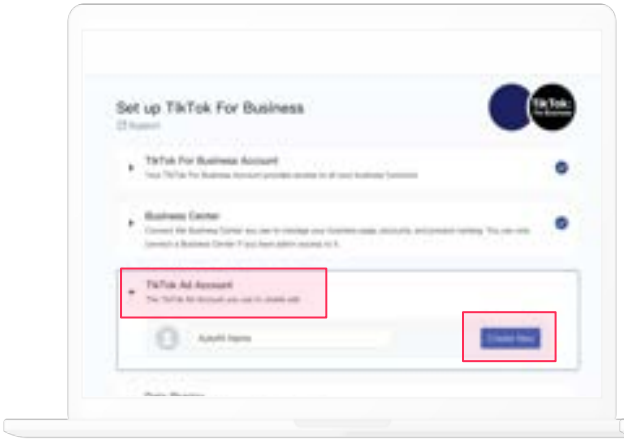
# TikTok Ads Account

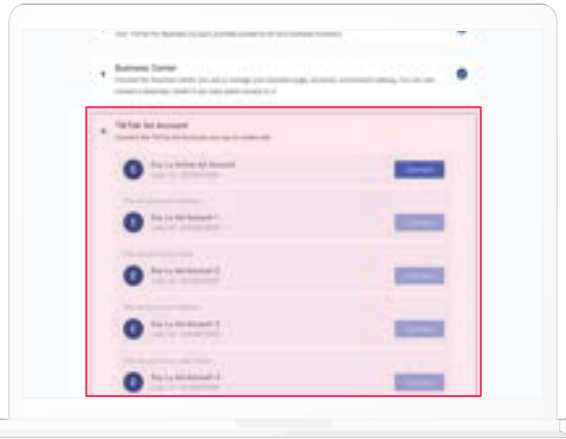
Create a new **TikTok Ad account** by clicking “Create New” to add it to your TikTok integration .

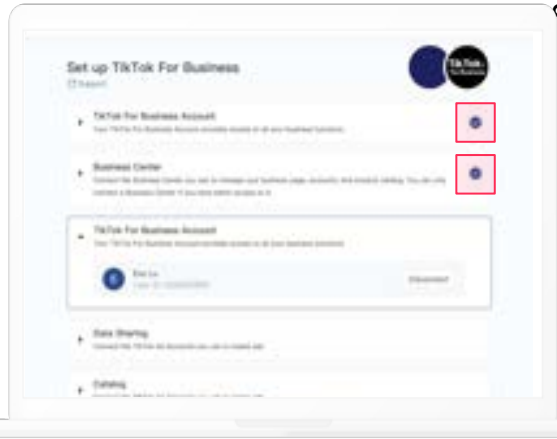
Or

Select an **existing TikTok Ad account** associated with your TikTok For Business account and click “Connect” to add it to your TikTok integration .

Having successfully connected your **TikTok For Business**, **TikTok Business Center** and **Ad accounts**, you will see the following page:





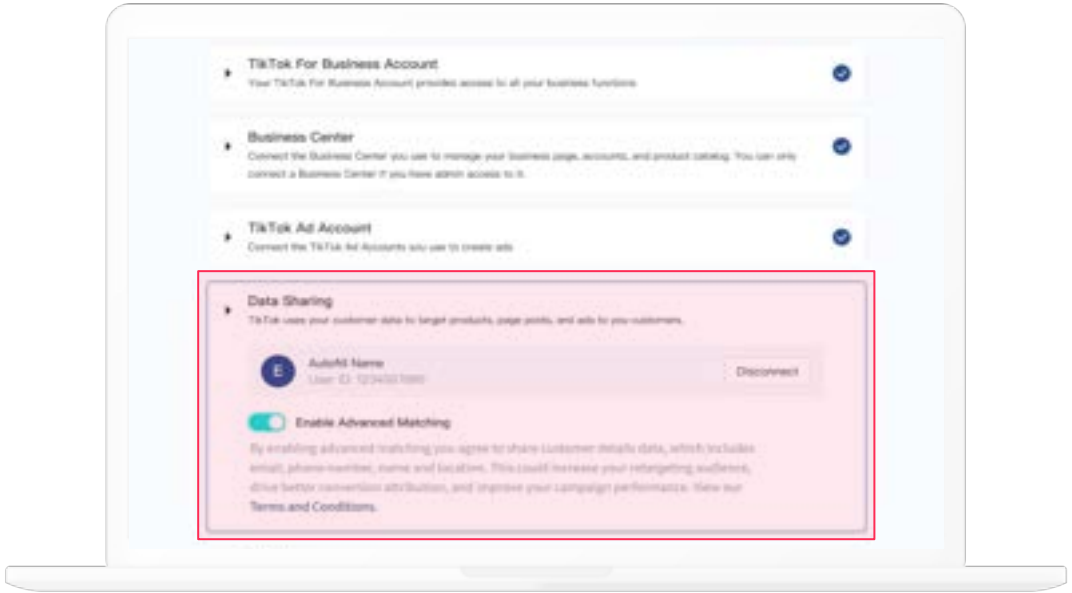

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Create a

# TikTok Pixel

TikTok pixel, built on the powerful developer basecode, allows you to track and optimize towards user events. Creating a pixel is a required step, but **Salesforce will not inject** the pixel into your website. Follow steps to manually complete Pixel implementation after initial set up.




a. Click “Create New” to create and install a new pixel.
b. **Enable** “Advanced Matching” to improve the match rate between TikTok ad clicks and conversions taking place on your website.
c. *Note: if you are an existing advertiser, you will be able to connect an existing pixel after the set-up process is complete. However, you will need to select “Create New” to complete this stage of the onboarding process*

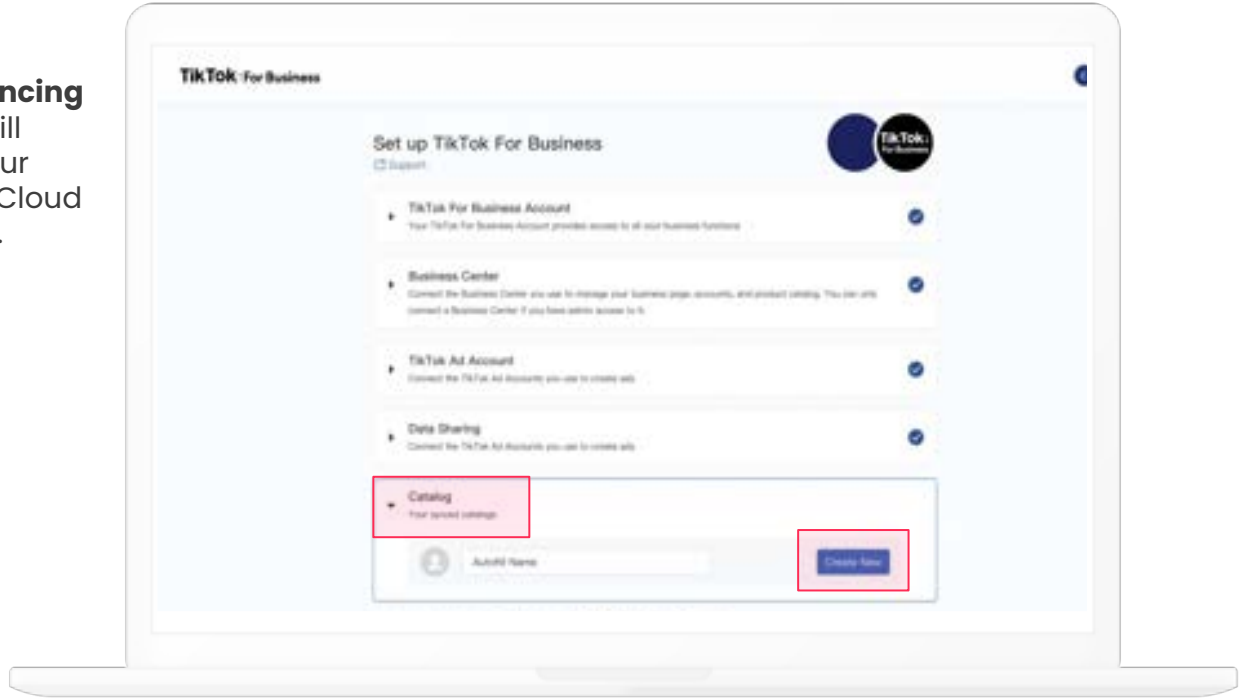
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Synchronize your

# Product Catalog

Set up your **product catalog syncing** by clicking “Create New”. This will create an automatic sync of your existing Salesforce Commerce Cloud catalog onto your TikTok profile.




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# Complete set-up

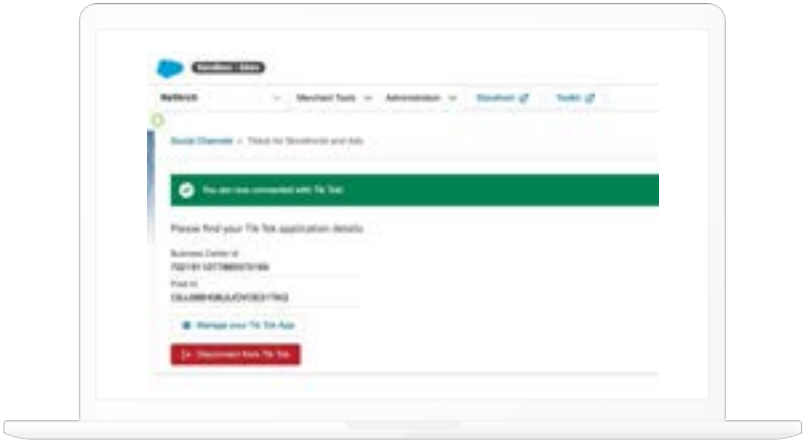
Once each section is completed, click ‘Finish Setup’.

A pop up window will appear to announce tha you have successfully connected to TikTok for Business.

Select ‘Start Later’ - this will redirect you to your Salesforce Commerce Cloud Business Manager where you can see your connected TikTok application details: Business Center ID and Pixel ID

**Remember to finish the Pixel installation after setup is complete.**

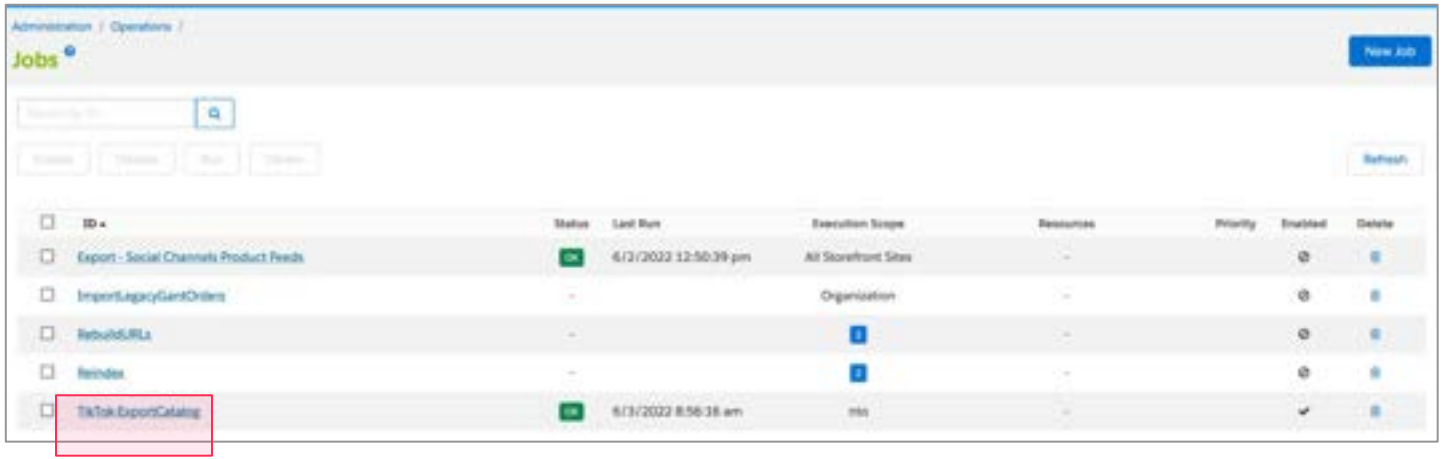


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# Product Catalog Sync

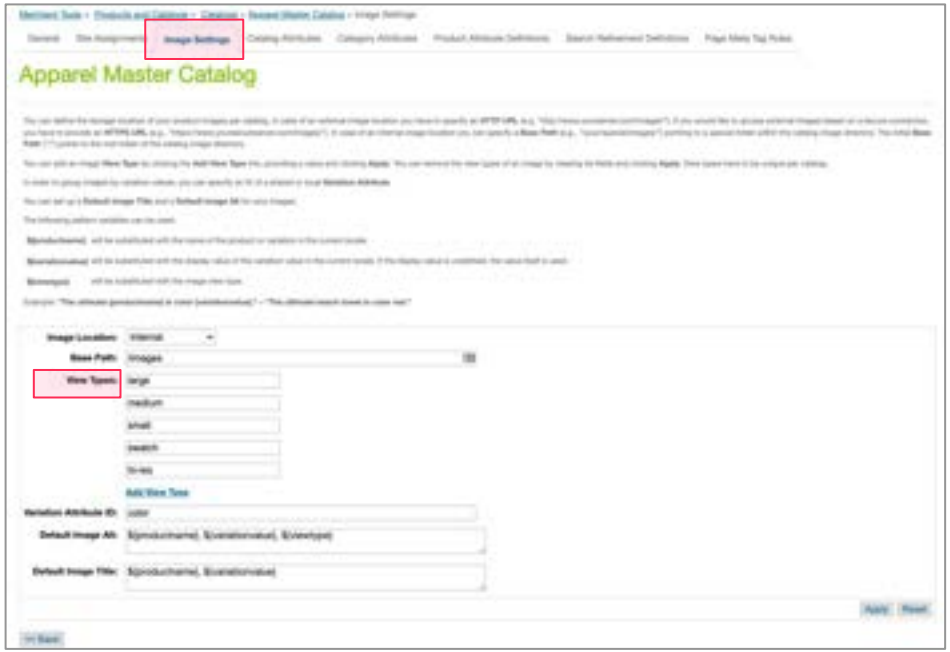
Once the integration between B2C Commerce and TikTok is setup, you can enable the product catalog sync by enabling the B2C Commerce job that sends the products to TikTok. Go to the **Administration > Operations > Jobs Business Manager** menu, click on the TikTok-ExportCatalog job and schedule it.




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# Product Catalog Sync

Open the TikTok-ExportCatalog Job, click on ExportCatalog job step, configure ProductImageViewType to the viewType that is defined in the catalog. The available values are listed in the main catalog image settings

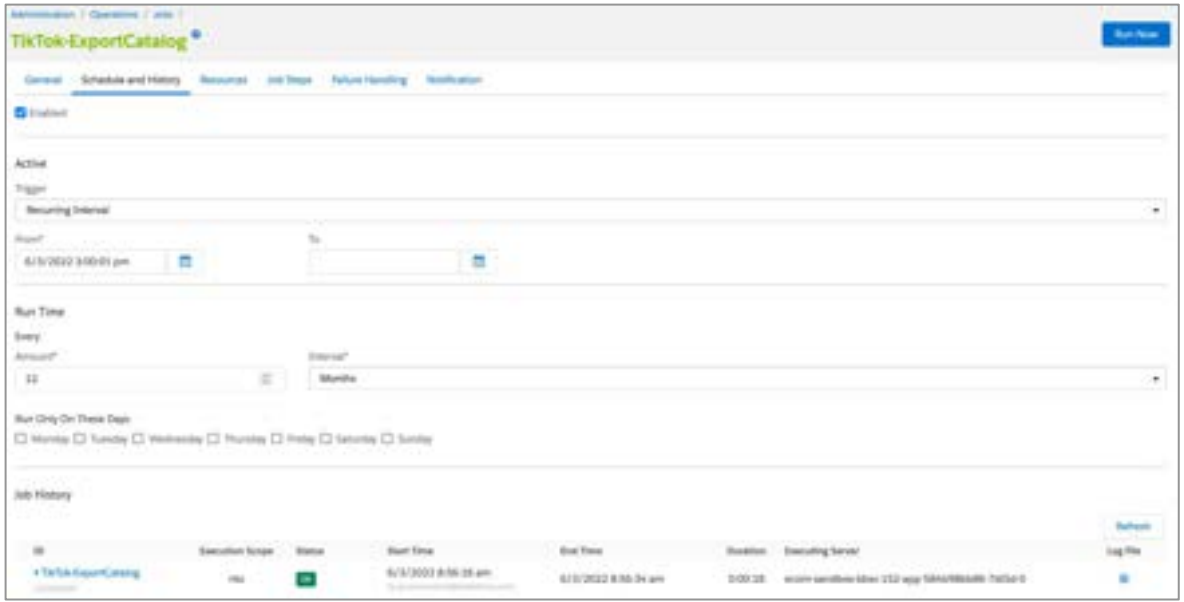



This value should either be “large” or “hi-res” depending on the view-type that is configured in the product → <General Tab> → Images section

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# Product Catalog Sync

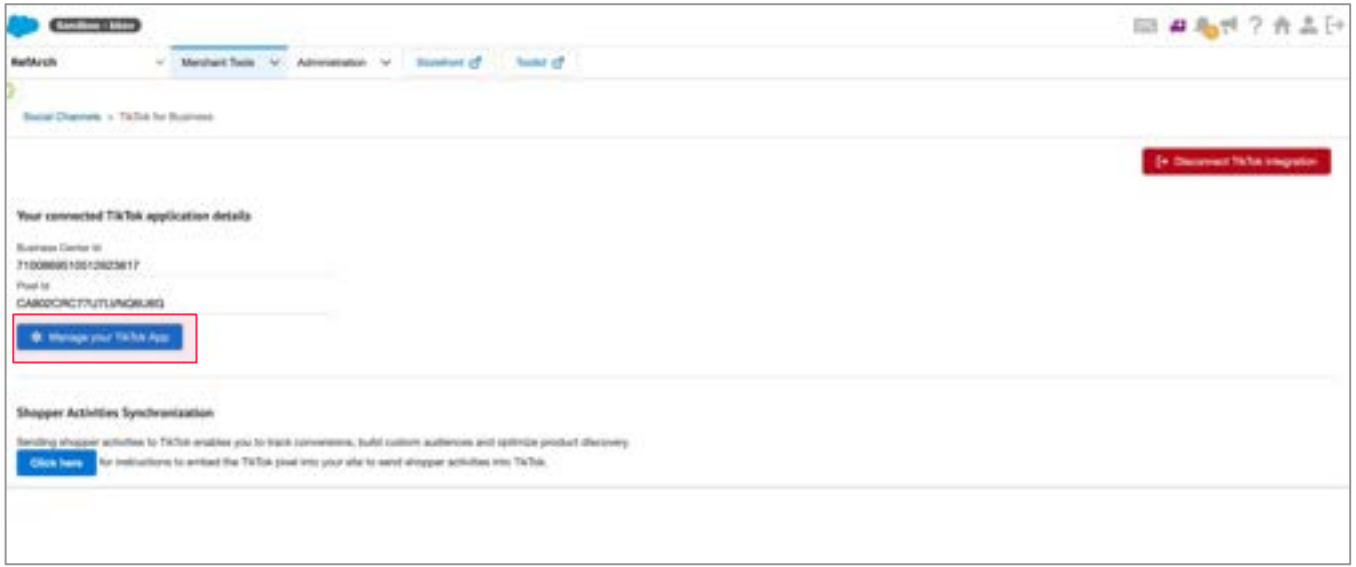
Execute or schedule it per desired schedule/frequency




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# Product Catalog Sync

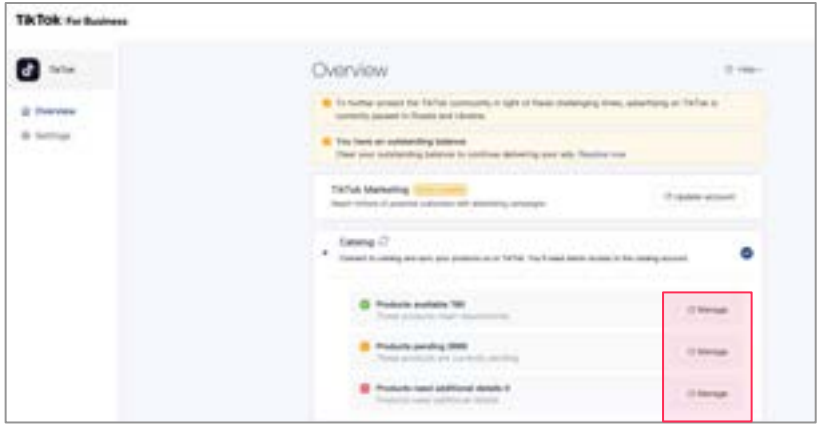
Check export catalog details directly by clicking on ‘Manage your TikTok App’

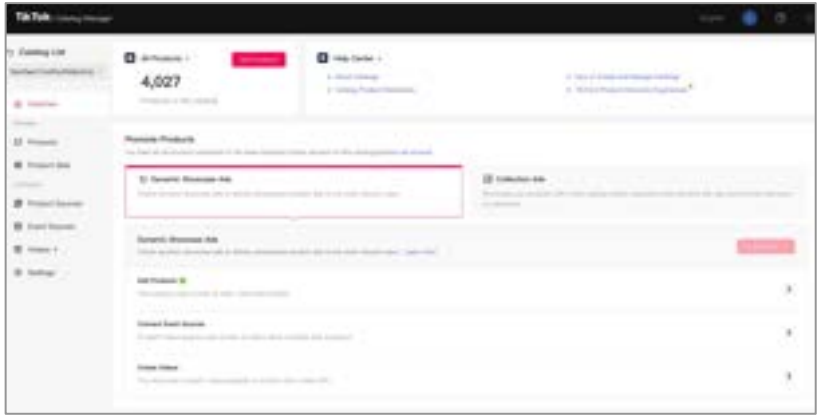



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# Product Catalog Sync

To manage your Catalog on TikTok. Go to the TikTok Integration, under the Catalog section and click ‘Manage’. This will open the TikTok Catalog Manager in TikTok Ads Manager



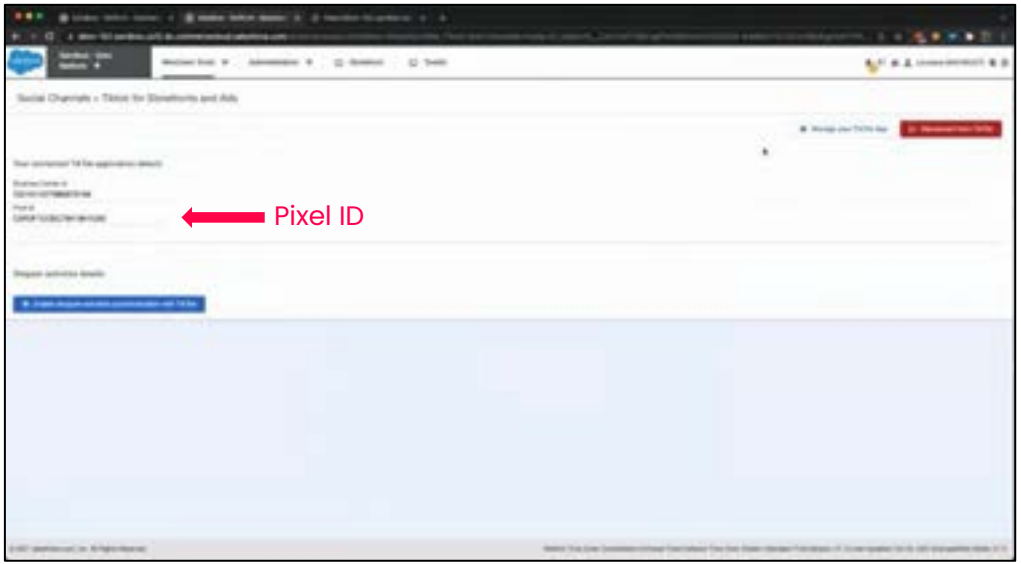

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Install the latest

# TikTok Pixel

During set-up, a developer-mode Pixel was created, **but not installed** on your website.
Complete these additional steps to add the TikTok pixel to your website and start sending shopper activities to TikTok.




If you are a **new** advertiser, follow steps to manually install the pixel created during set-up:

a. Find your TikTok Pixel ID listed in Salesforce Commerce Cloud Business Manager
b. Follow steps outlined in TikTok Help Center to guide you through installing the pixel:
    i. Choose pixel implementation method: either Developer Mode or Partner Integration
    ii. Make sure your pixel base code uses the alphanumeric Pixel ID found in your SFCC Business Manager
c. If you toggled on advanced matching. Follow additional steps to install script that captures user email address and/or phone number

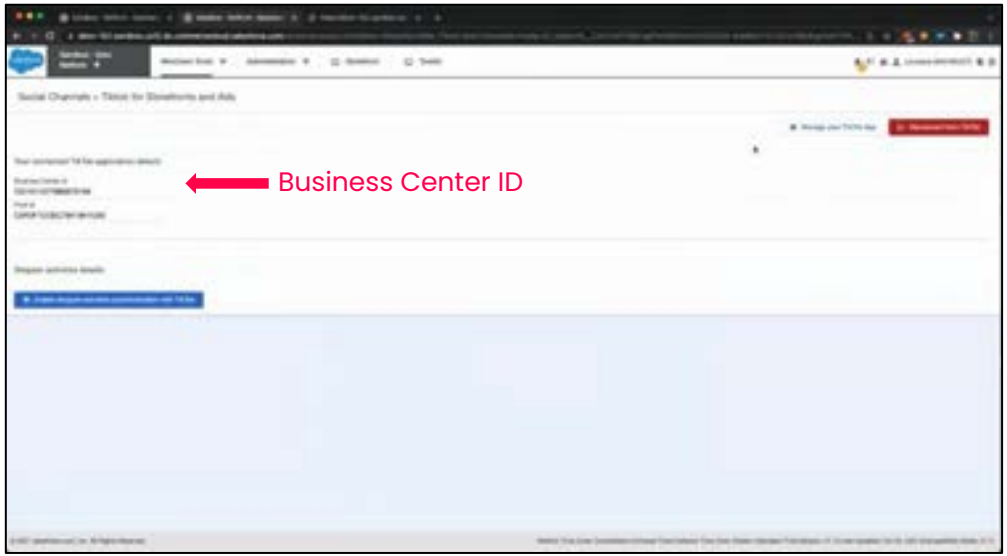
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Install the latest

# TikTok Pixel

**Existing** advertisers can choose to install the newly created pixel from SFCC setup by , or connect an existing Pixel




To install a new pixel, follow the steps listed for **new** advertisers

To connect an **existing** pixel:

a. Add or transfer your existing Pixel to your TikTok Business Center
b. Complete Pixel Sharing in Business Center
    i. Provide the TikTok Business Center ID from your SFCC Business Manager to transfer pixel to this Business Center

Your pixel needs to be connected to your product catalog to support matching between user events.

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Install the latest

# TikTok Pixel

TikTok pixel consists of 3 parts: **base code, events and parameters**.
To maximize opportunity for conversion and use catalog-based ad formats, setting up **Advanced Signals** are recommended

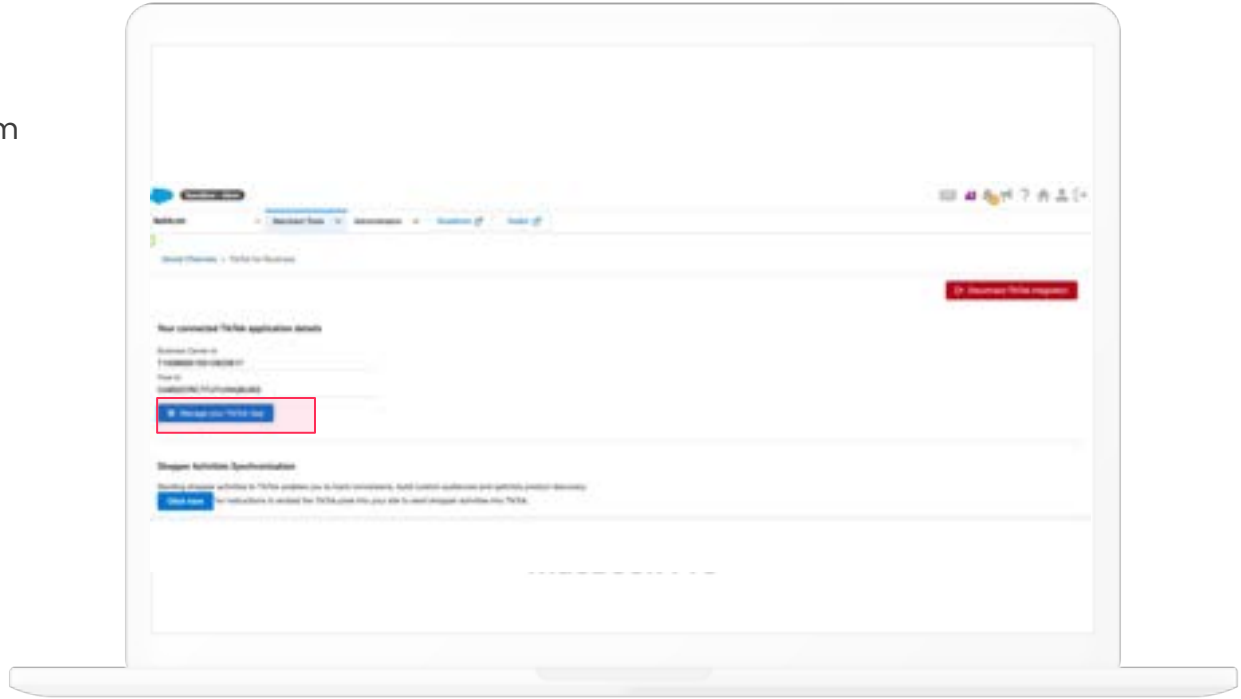
**Advanced Signals (Recommended)**

- Track all of the events in your conversion journey
    - At a minimum, track 'View Content', 'Add to Cart' and 'CompletePayment' events. These events are required for commerce ad formats
- Pass all supported parameters types with your events to improve signal quality with contextual information
    - 'Content_id' is required for commerce ad formats
    -
- Enable Advanced Matching to increase probability of matching events to TikTok ads

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# Create Ads

Click **‘Manage your TikTok App’** to launch the plugin and create a cam



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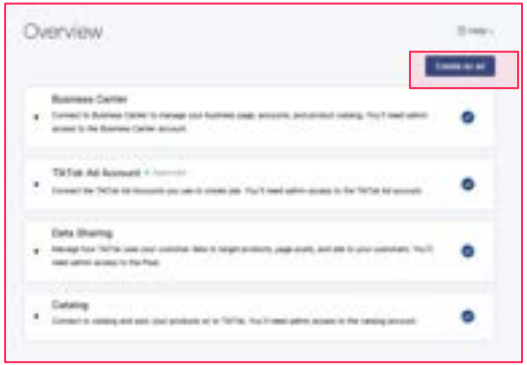
# 4. Advertise on TikTok

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# Once you've finished onboarding onto the TikTok integration on your store, **you can choose where to create and manage ad campaigns:**

## Option 1: Ideal for new TikTok Ads users
Directly within your TikTok integration on SFCC

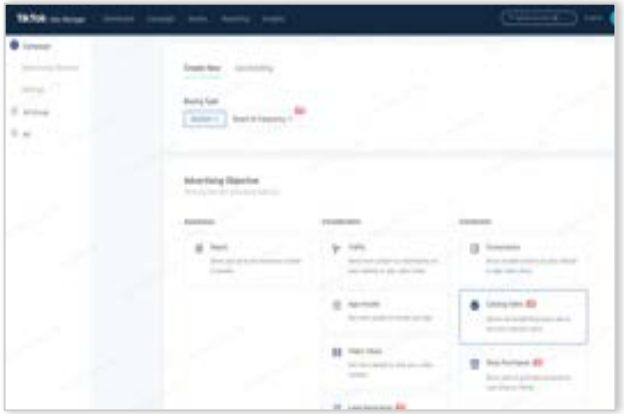
Create a **Conversion campaign** in minutes directly from the TikTok integration :




**Consider if:** You want to quickly build and manage TikTok ads directly within your store.

## Option 2: For existing TikTok Ads users
On TikTok Ads Manager

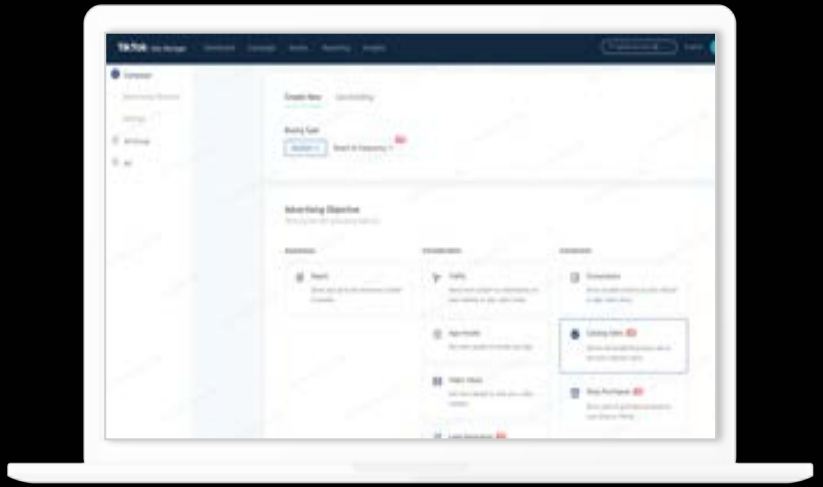
Manage your campaigns in **TikTok Ads Manager** to leverage on more options to pick from.



**Consider if:** You want access to additional ad formats and targeting, and want to run multiple campaigns

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# Advertising on TikTok Ads Manager



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# Connect with audiences through their For You feeds

## In-Feed Ads

- Full-screen
- Immersive
- Auto-play
- Sound-on
- Up to 3 mins (for specific formats)
- **Perfect for CTA (20+ button options including "Shop Now", "Order Now" and "Visit Store")**

The formats in the following slides are available as Self-serve




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In-Feed Ads

# Promote
(via the TikTok app)

- Bolster your organic videos as paid media to increase reach
- Increase video views
- Guide more website traffic
- Drive TikTok profile traffic
- Add Product Links to directly increase sales




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In-Feed Ads

# Lead Gen Ads
## (via TikTok Ads Manager)

- A campaign objective that allows brands to seamlessly collect new leads on TikTok
- Instant forms are customizable and can be pre-filled with basic customer information to further reduce friction
- Integrate with CRM partners to help qualify and convert leads

Click the link below to learn more about this ad solution:
https://ads.tiktok.com/help/article?aid=10001624

**9X**
Faster Load Time




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In-Feed Ads

# Spark Ads
## (via TikTok Ads Manager)

- **A native ad display format that enables brands to leverage organic TikTok posts and features in advertising**
- **This unique format lets you publish ads:**
  - Using your own TikTok account's posts
  - Using organic posts made by other Creators (with their authorization)

Click the link below to learn more about this ad solution:
https://ads.tiktok.com/help/article?aid=10001881

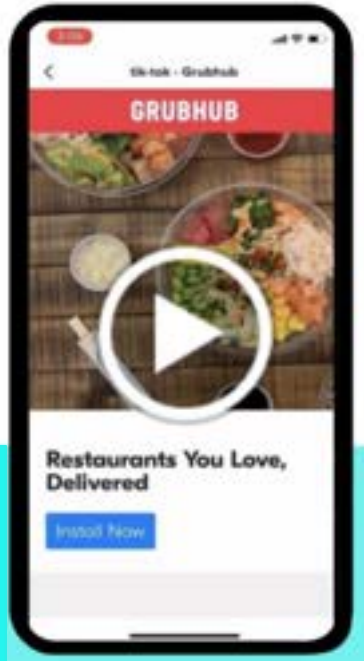



**42%**
**increase in immediate CVR compared to non-Spark ads**

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# Reservation Ads

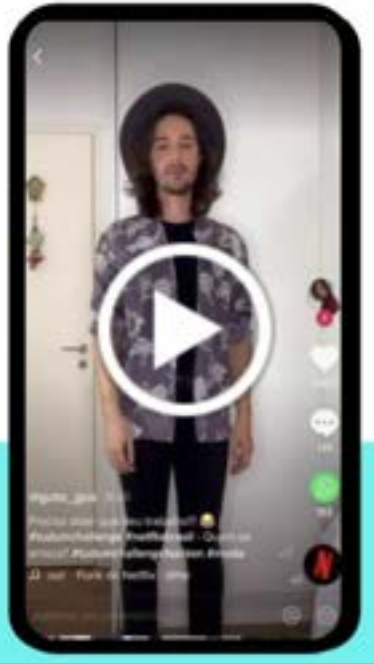
**Note:** To access these reservation only campaigns, reach out to your account manager for more details, and if you don't have one, reach out to merchant-support@bytedance.com




**Brand Takeover**



**Top View**



**Hashtag Challenge**




**Branded Effects**

# TikTok Ad Policy

## How our ad review system works

1. Submit an ad for review through the TikTok Ads Manager platform.

2. The creative undergoes review to ensure all creative elements (ad caption, video, audio, etc.) adhere to our policies

3. You will receive a notification once your TikTok ads have been approved and published.
   *Most TikTok ads are reviewed within 24 hours, although some may take longer

1. If the ad is rejected and there are changes that can be made to help publish it, you will be notified via Ad Group in the TikTok Ads Manager platform.

## Prohibited Products/Services:

- Animals, animal parts or products
- Adult sexual products, services, and entertainment
- Casinos and gambling games
- Cigarettes and tobacco products
- Counterfeiting & piracy
- Drugs and paraphernalia
- Police/military gears and equipment
- Political Ads
- Weaponry and weapon parts

Visit https://ads.tiktok.com/help/article?aid=9550 to view the full list of guidelines to ensure a smoother ad review process

# 6. TikTok Marketing FAQs

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# FAQ:

## Onboarding & Installation

- **When connecting SFCC Business Manager to TikTok, whose phone number and email address should be provided in the TikTok for Business fields?**
  - Under "TikTok Details' the phone number and email address provided should belong to Marketing Team who will be using the ad account

## Catalog

- **Can I connect more than 1 event source to a product catalog?**
  - Yes

- **How can I connect my product catalog created during onboarding to a pre-existing pixel?**
  - TikTok Catalog Manager > Event Sources > Connect Event Sources

- **Is there a max frequency catalog sync settings should be configured?**
  - Generally, catalog job settings should be configured no more than 1x daily

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# FAQ:

## TikTok Pixel and User Event Tracking

- **What does TikTok pixel enable and why is it important?**
  - Sharing key user events; build custom audiences
  - Required for catalog-based ad formats
  - Optimize ads delivery and user product discovery

- **If I already have a TikTok pixel installed on my website, do I need to create a new pixel?**
  - YES; you will need to create or connect a pixel during the integration setup process
  - To replace an existing pixel - remove this pixel from your website and install the new pixel. Cross reference and match the alphanumeric pixel code found in your Salesforce CC Business Manager with the new pixel ID added to your site.
  - To use an existing pixel, follow step-by-step guidance on our Help Center

- **Why does the integration require manual pixel installation?**
  - Salesforce Commerce Cloud will not automatically install TikTok pixel to give brands control over how they share shopper activities with TikTok
  - If steps are not taken to complete pixel installation, the merchant can use the integration but the benefits are limited

- **During pixel installation, which events should I install across my storefront?**
  - Full-funnel event tracking is recommended
  - Minimum requirements for commerce ad formats: 'View Content', 'Add to Cart', 'Complete Payment' plus parameters. Detailed recommendation can be found on our Help Center

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# Troubleshooting:

- Did you know you can find a number of useful articles on our **Business Help Center?**
- Ultimately, If you still can't find the answer to your questions, please reach out to your **TikTok Representative.** If you do not have one, please file a **Customer Support ticket here** (please, use your TikTok For Business credentials to log in and track your tickets)

We will get back to you as soon as possible!

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# Thank you

TikTok: For Business