Tiktok for Business Setup

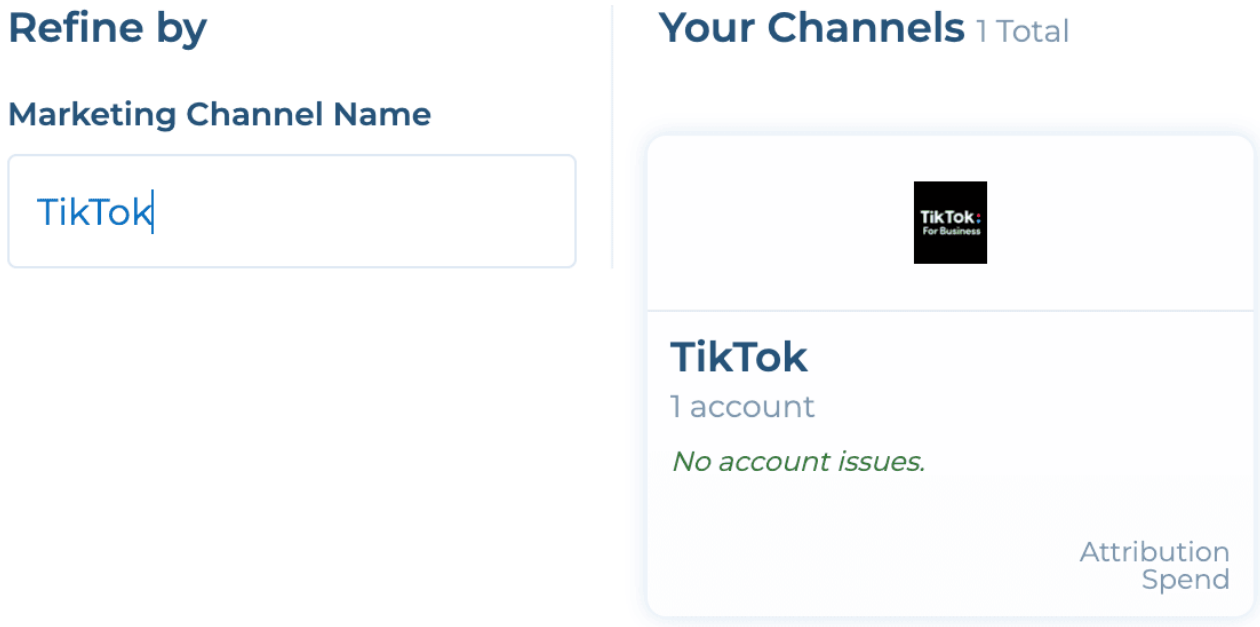
Channel Setup · https://tenjin.com/docs/tiktok-for-business-setup/

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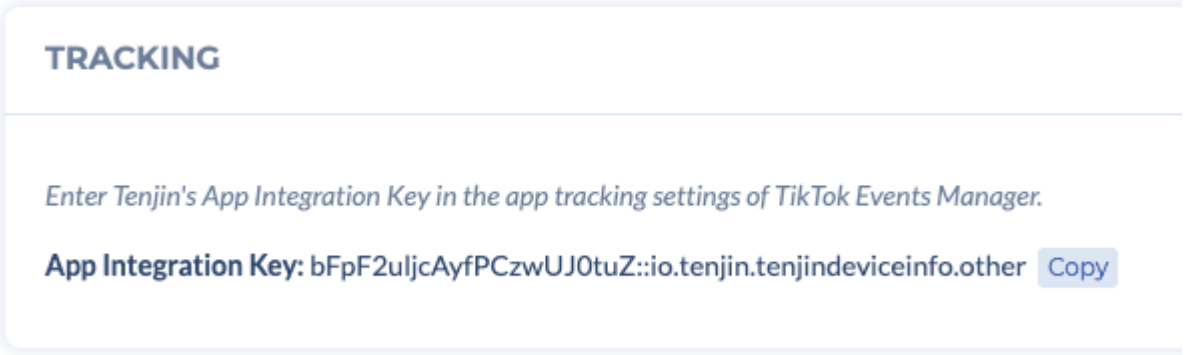
How to Set Up TikTok for Business Campaigns

TikTok now supports real-time reporting with Tenjin for iOS 14+ campaigns. No additional steps are required on your side. For more details, see here.

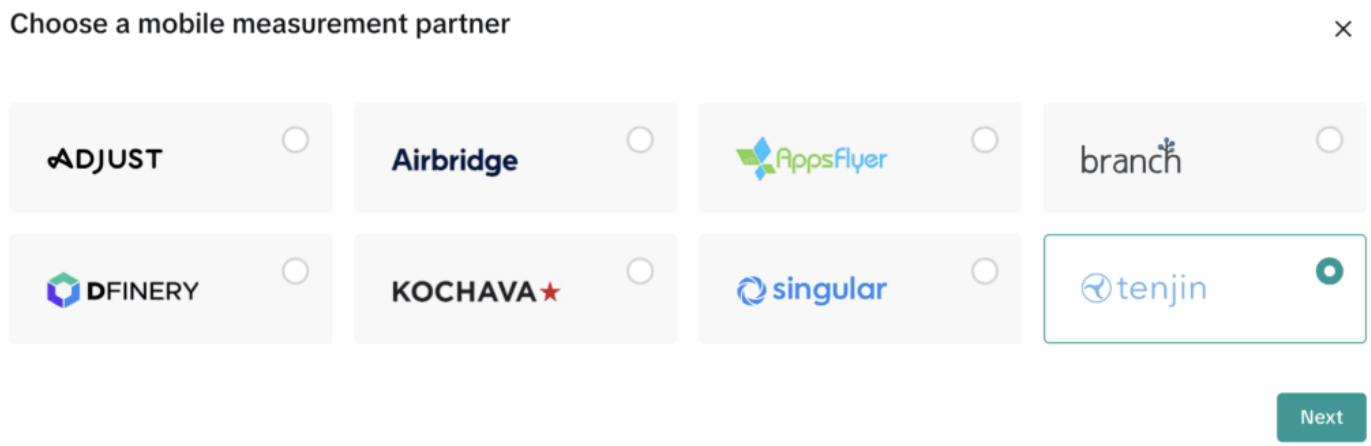
1. Make sure you have added your TikTok account in the channels tab. If you haven't set it up yet, please follow the instructions here.



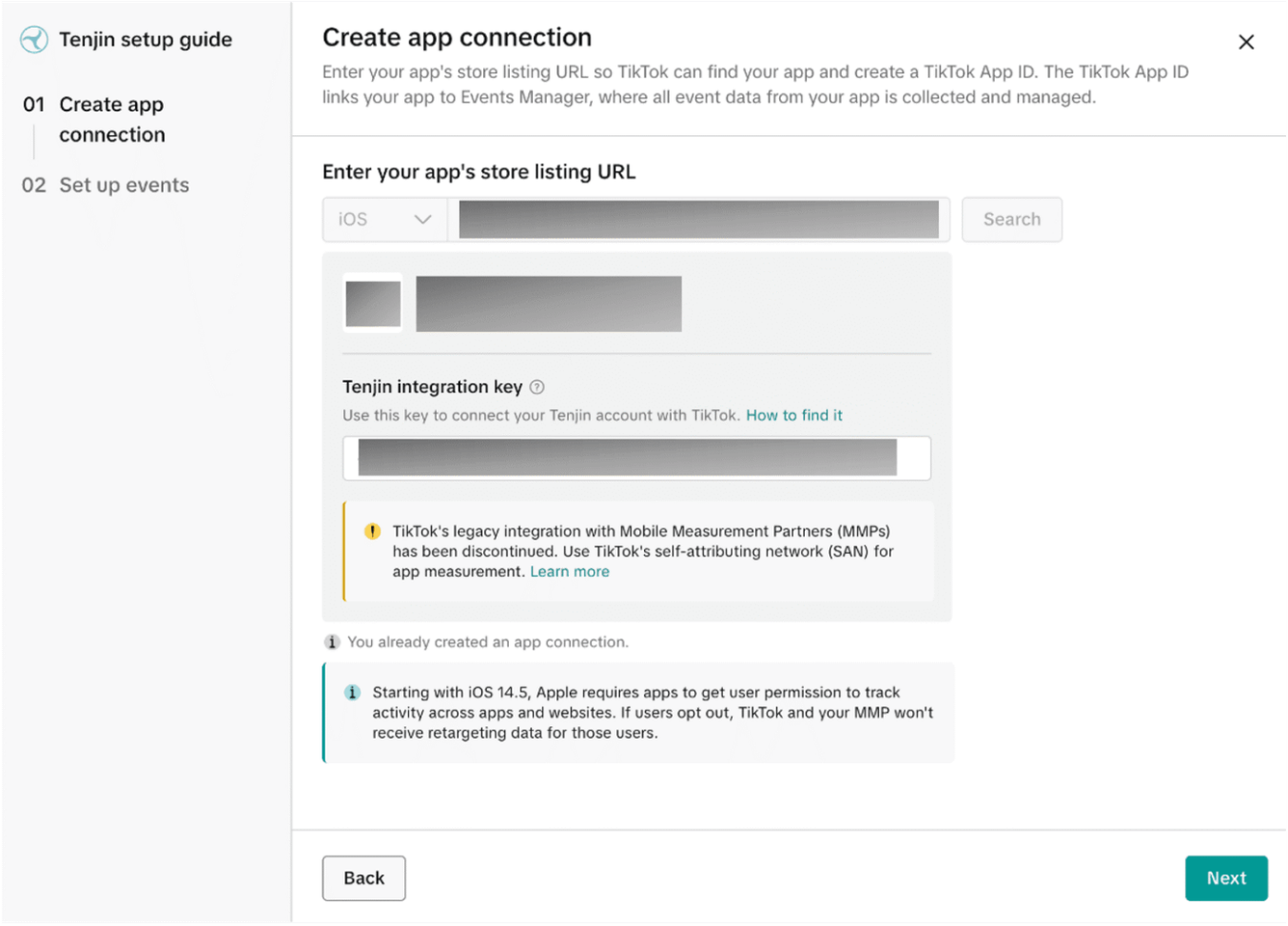
2. Go to the campaigns tab, select your TikTok account and create a campaign. You will see the App Integration Key for TikTok under Tracking.



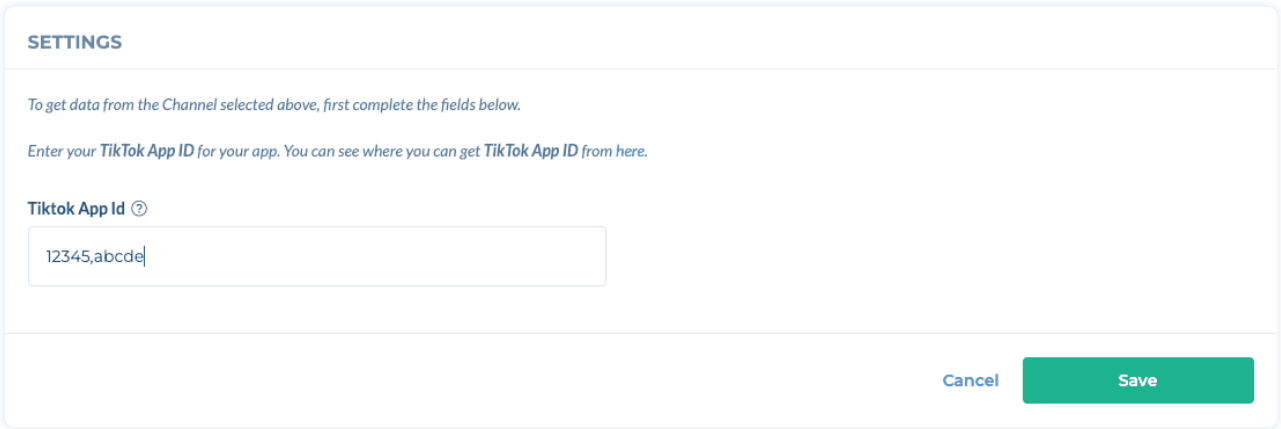
3. Go to TikTok Ad Manager and click **Connect data source** in Events Manager. Then select app, then in step 2, select "Tenjin" under **Connect to a mobile measurement partner**.



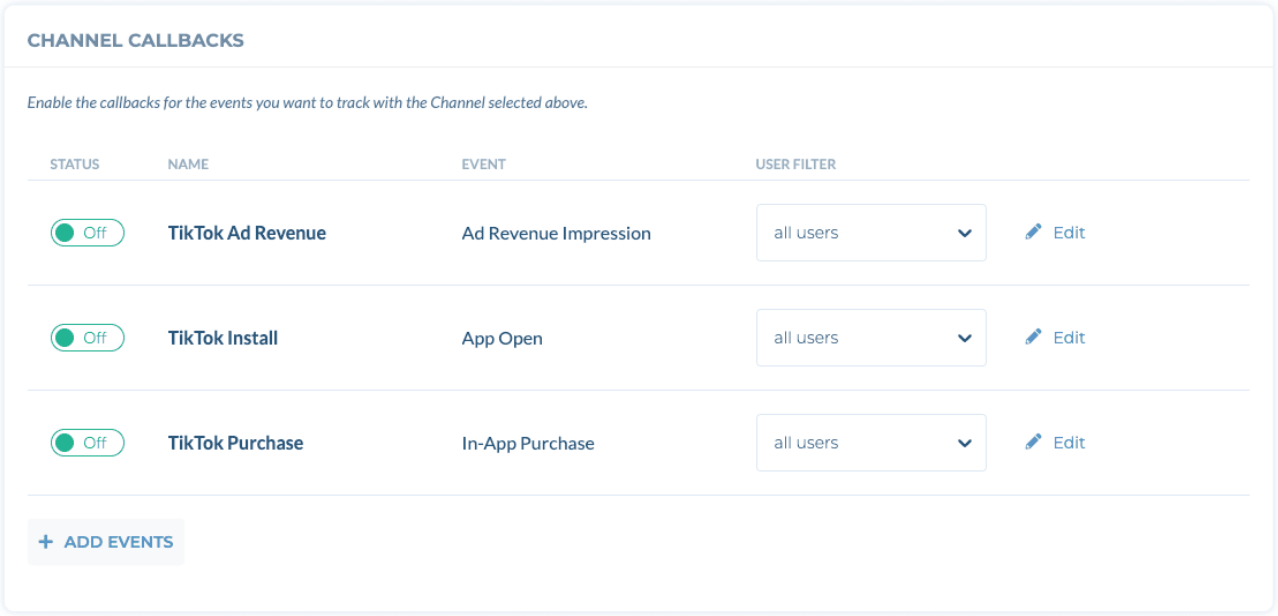
4. Copy App Integration Key from Tenjin dashboard and paste it in the tracking setting. Click confirm to complete the setting on TikTok Events Manager, and you will see a button to copy the TikTok App ID. (Please note it can take up to 24 hrs for TikTok to generate the tracking link after the App Integration Key has been added.)



5. Next, Go to the Tenjin Apps tab, find your app and click **Callbacks** tab.
6. Select TikTok in the Channels and Partners drop-down. Enter TikTok App ID and click **Save**. If you have multiple TikTok App IDs, you can enter them comma separated as shown below.



6. Toggle on **Tiktok Install** callback.



- For Ad Revenue events, toggle on **TikTok Ad Revenue** callback.
- For IAP events, toggle on **TikTok Purchase** callback.
- For other types of events, click ADD EVENTS and setup a custom event.

  Once your app started sending events to Tenjin, you should find App Events in Events Manager (Tools --> Management --> Events).

Why is my app still showing “Pending Verification” in TikTok?

How TikTok campaigns appear in Tenjin

Campaign names are shown as `ad group name (campaign name)`. The name in brackets is the TikTok campaign the ad group belongs to. In exports and callbacks, `remote_campaign_id` is the ad group ID.

In Tenjin	In TikTok
Campaign	Ad group
Creative	Ad
Site ID	Placement