



Connecting TikTok to AdBeacon

This guide is designed to help you connect your TikTok Ads into your AdBeacon accounts. By following these simple steps, you will be able to connect, authorize, and manage your TikTok ad campaigns effectively, ensuring that your marketing efforts are as impactful and efficient as possible.

We'll walk you through each aspect of the integration process, from initiating the connection of your TikTok Ads account to implementing crucial tracking measures using UTM parameters. Let's get started

1. Access TikTok Ads Integration:

- Locate and click on the 'TikTok Ads' icon within the integration menu in AdBeacon (located on the left-hand column in your AdBeacon dashboard).

2. Initiate Account Connection:

- Click on 'Connect New Account'.
- A pop-up window will appear, titled 'TikTok Ads for Business'.

3. Confirm Selection and Authorize Access:

- Make sure all selections are correctly confirmed.
- Authorize access to TikTok Ads for your business.

4. Select the Correct Ad Account:

- Choose the appropriate TikTok ad account you wish to use.
- Click 'Continue' to proceed with the integration.

5. Copy UTM Parameters:

- Copy the provided UTM (Urchin Tracking Module) parameters.

6. Implement UTM Parameters in Your Ads:

- Paste the copied UTMs into the appropriate fields in your TikTok ads setup.

7. Verification Using UTM Checker:

- Utilize the UTM checker feature provided in the platform.

- The checker will inform you about the number of campaigns that have the UTMs connected and those that do not.

If you have any questions or need any assistance with this or any other integrations - don't hesitate to contact your AdBeacon team or send us a message in The Lighthouse Slack channel!