

TikTok Ads Third-Party Tracking Instructions for Global Reservation Ads

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TikTok

Introduction

TikTok Ads has integrated with leading measurement platforms to provide our clients with the capability to successfully track campaign metrics and gauge performance. Currently TikTok reservation ads accept impression and click tracking for standard ad placements.

This document outlines key information including but not limited to the types and examples of tags accepted, and frequently asked questions. This document will be updated non-periodically, for latest versions please check with your ad ops contact.

TikTok Ads reserves all the right of final interpretation.



Discrepancy

In the event where discrepancy were larger than the normal maximum range, TikTok Ads would work with advertisers and measurement partners to investigate, only under the circumstance that client was using tags from one of the certified measurement partners listed in this document. **Discrepancy calculation:**

Discrepancy = (TikTok Ads data – Third-party data) / TikTok Ads data * 100%.

Basic Parameter Requirements

We use macros to communicate information in the tracking URL calls. Please generate the link according to the requirements and sample tags listed below.

- Parameters are separated by “&” or “;”. Not all parameters in the sample are required, please refer to each partner's guide.
- If the tag contains cache buster parameter, such as [timestamp] or [CACHEBUSTER], or [INSERT CACHEBUSTER] please modify it into __TS__ for TikTok ad server to expand proper values. Please make sure all parameters are in the correct upper or lower case as indicated by the samples.
- Parameters that need to be expanded by TikTok server would be in the format of __MACRO__ (double underscores before and after). Parameters listed below are expandable dynamic parameters supported by TikTok Ads. For partners who accept server-to-server (S2S) integration, these parameters will be generated automatically by the partners' system. For partners who only accept client-to-server (C2S) integration, clients can add any of the below to the custom parameters provided by the partner to allow for more dimensions of reporting.

Name	Format
Ad name	__AID_NAME__
Ad ID	__AID__
Campaign name	__CAMPAIGN_NAME__
Campaign ID	__CAMPAIGN_ID__
Creative name	__CID_NAME__
Creative ID	__CID__

Measurement Partners

Partners	Supported ad placements						Supported actions		
	TikTok, Helo			BuzzVideo		Vigo, Ulike, Babe/Babe+	Impression		Click
	Takeover	In-Feed	TopView	Takeover	In-Feed	Takeover	C2S	C2S	S2S
AppsFlyer	✓	✓	✓	✓	✓	✓	✓	×	✓
Adjust	✓	✓	✓	✓	✓	✓	✓	×	✓
Double Click	✓	✓	✓	✓	✓	✓	✓	✓	×
Sizmek	✓	✓	✓	✓	✓	✓	✓	✓	×
Kochava	✓	✓	✓	✓	✓	✓	✓	×	✓
Branch	✓	✓	✓	✓	✓	✓	✓	×	✓
FlashTalking	✓	✗	✓	✓	✗	✓	✓	✓	×
Adform	✓	✗	✓	✓	✗	✓	✓	✓	×
Singular	✓	✓	✓	✓	✓	✓	✓	×	✓
Tenjin	✓	✓	✓	✓	✓	✓	✓	×	✓

Note: ✗ stands for partially supported

Adform & FlashTalking can only support impression and click tracking for Takeover, Topview, and In-Feed landing page, they can't support impression and click tracking for In-Feed click out to app download page.

For Takeover, TopView, In-Feed of landing page, In-Feed of app download

- iOS Impression Tracking Tag

```
https://impression.appsflyer.com/id578915438?af_siteid=__CSITE__&af_channel=__PLACEMENT__&c=__CAMPAIGN_NAME__&af_c_id=__CAMPAIGN_ID__&af_adset=__AID_NAME__&af_adset_id=__AID__&af_ad=__CID_NAME__&af_ad_id=__CID__&af_ad_type=__CTYPE__&pid=bytedanceglobal_int&af_viewthrough_lookback=1d&clickid=__CALLBACK_PARAM__&advertising_id=__GAID__&idfa=__IDFA__&os=__OS__&af_ip=__IP__&af_ua=__UA__&af_lang=__SL__&redirect=false
```

- iOS Click Tracking Tag

```
https://app.appsflyer.com/id578915438?af_siteid=__CSITE__&af_channel=__PLACEMENT__&c=__CAMPAIGN_NAME__&af_c_id=__CAMPAIGN_ID__&af_adset=__AID_NAME__&af_adset_id=__AID__&af_ad=__CID_NAME__&af_ad_id=__CID__&af_ad_type=__CTYPE__&pid=bytedanceglobal_int&af_click_lookback=7d&clickid=__CALLBACK_PARAM__&advertising_id=__GAID__&idfa=__IDFA__&os=__OS__&af_ip=__IP__&af_ua=__UA__&af_lang=__SL__&redirect=false
```

- Android Impression Tracking Tag

```
https://impression.appsflyer.com/com.king.candycrushsaga?af_siteid=__CSITE__&af_channel=__PLACEMENT__&c=__CAMPAIGN_NAME__&af_c_id=__CAMPAIGN_ID__&af_adset=__AID_NAME__&af_adset_id=__AID__&af_ad=__CID_NAME__&af_ad_id=__CID__&af_ad_type=__CTYPE__&pid=bytedanceglobal_int&af_viewthrough_lookback=1d&clickid=__CALLBACK_PARAM__&advertising_id=__GAID__&idfa=__IDFA__&os=__OS__&af_ip=__IP__&af_ua=__UA__&af_lang=__SL__&redirect=false
```

- Android Click Tracking Tag

```
https://app.appsflyer.com/com.king.candycrushsaga?af_siteid=__CSITE__&af_channel=__PLACEMENT__&c=__CAMPAIGN_NAME__&af_c_id=__CAMPAIGN_ID__&af_adset=__AID_NAME__&af_adset_id=__AID__&af_ad=__CID_NAME__&af_ad_id=__CID__&af_ad_type=__CTYPE__&pid=bytedanceglobal_int&af_click_lookback=7d&clickid=__CALLBACK_PARAM__&advertising_id=__GAID__&idfa=__IDFA__&os=__OS__&af_ip=__IP__&af_ua=__UA__&af_lang=__SL__&redirect=false
```


Field	Description				If required
https://impression.appsflyer.com/	Domain name for impression tracking				√
https://app.appsflyer.com/	Domain name for click tracking				√
id1139683379?	iOS landing page ID or install package ID, generated automatically				√
com.droidhang.ad?	Android landing page ID or install package ID, generated automatically				√
Parameter	Description	Default value	If customizable	If required	
c	Campaign name	__CAMPAIGN_NAME	√	√	
af_c_id	Campaign ID	__CAMPAIGN_ID__	√	√	
af_adset	Ad name	__AID_NAME__	√	√	
af_adset_id	Ad ID	__AID__	√	√	
af_ad	Creative name	__CID_NAME__	√	√	
af_ad_id	Creative ID	__CID__	√	√	
af_siteid	Ad placement	__CSITE__	√		
af_ad_type	Creative type	__CTYPE__	√		
af_prt	Agency Account Name	N/A	√		
pid	Media source name	bytedanceglobal_int		√	
af_channel	App name (TT, Helo,Vigo, Pangle)	__PLACEMENT__	√		
af_click_lookback	Click attribution window, 1-30 days, recommend (default) 7 days	7d	√		
af_viewthrough_lookback	Impression attribution window, 1h-7d, recommend(default) 1 day	1d	√		
clickid	The Ad network unique click identifier	__CALLBACK_PARAM		√	
advertising_id	Google Advertising ID	__GAID__		√	
idfa	iOS device identifier	__IDFA__		√	

Parameter	Description	Default value	If customizable	If required
os	Operating system 0-Android / 1-iOS / 2- WP / 3-Others	__OS__		
af_ip	The IP of the Device	__IP__		√
af_ua	Device User Agent	__UA__		√
af_lang	Device Language	__SL__		√
redirect	When set to false, parameters that are on the tracking link are not forwarded to the redirected page	false		√

Setup Guide and Notes

Setup Guide :

Go to the measurement partner's dashboard and click on Integrated Partners on the left bar. Enter "TikTok Ads(ByteDance Global)" in the search field and click on the logo next to TikTok Ads(ByteDance Global) to open ByteDance's configuration window and generate the tracking tag.

Notes :

1. In compliance with GDPR, the AppsFlyer tracking tag will not be used for tracking non-personalized ads running in Europe.
2. AppsFlyer is a CCPA compliant partner and can be used for tracking ads running in the US.
3. For Brand Takeover, Topview and in feed ads of landing page, please follow the sample of either iOS or Android. In this way, you could still receive the total data of impression and click in aggregation, not separable by iOS or Android. For in feed ads of app download, please follow the sample of iOS and Android respectively. For Brand Takeover, Topview and In-Feed ads of landing page, if the ad groups for Android and IOS are set up separately, and client sends us tracking url for Android & IOS separately, then it is possible to track the imp & clk separately for Android & IOS.

Notes:

4. Device ID matching is the primary attribution method, when missing IDFA or GAID macro, AppsFlyer would match the click ID with the IP and UA. Attribution parameters support postback but do not support troubleshooting.
5. The agency account dashboard allows similar viewing capabilities to the Advertiser's dashboard after adding `<af_prt=[agencyname]>` anywhere in the tracking tag.
 1. Parameter `<af_prt=[agencyname]>` will be included in initial link generated from agency's account.
 2. Parameter `<af_prt=[agencyname]>` won't be included in initial link generated from Advertiser's account, in this case we suggest that agency manually add this parameter into the tracking tag.
6. TikTok Ads has completed S2S integration with AppsFlyer, click data will be transmitted via S2S.
7. By default, an install would be ignored if AppsFlyer already logged a previous install on the same device within the last 90 days. The only exception is if the device is on the whitelist, in which case all installs from this device would be considered "new installs".
Guide: [Whitelisting a Test Device](#).
8. Further questions please refer to: [AppsFlyer Help Center](#).

Adjust

Sample Tracking Tag

For Takeover, TopView, In-Feed of landing page, In-Feed of app download

- Impression Tracking Tag (For iOS and Android)

```
https://s2s.adjust.com/impression/abc123?campaign=__CAMPAIGN_NAME__%26__CAMPAIGN_ID__&adgroup=__AID_NAME__%26__AID__-__PLACEMENT__&creative=__CID_NAME__%26__CID__&s2s=1&idfa=__IDFA__&gps_adid=__GAID__&android_id=__ANDROIDID1__&ip_address=__IP__&user_agent=__UA__&tiktok_callback_param=__callback_param__&tiktok_install_callback=__CALLBACK_URL__
```

- Click Tracking Tag (For iOS and Android)

```
https://s2s.adjust.com/abc123?campaign=__CAMPAIGN_NAME__%26__CAMPAIGN_ID__&adgroup=__AID_NAME__%26__AID__-__PLACEMENT__&creative=__CID_NAME__%26__CID__&s2s=1&idfa=__IDFA__&gps_adid=__GAID__&android_id=__ANDROIDID1__&ip_address=__IP__&user_agent=__UA__&tiktok_callback_param=__callback_param__&tiktok_install_callback=__CALLBACK_URL__
```

Field Explanation

Field	Description	If required
https://s2s.adjust.com/impression/	Domain name implies impression tracking	√
https://s2s.adjust.com/	Domain name implies click tracking	√
abc123?	token ID	√

Adjust

Field Explanation

Parameter	Description	Default value	If customizable	If required
campaign	Campaign name and campaign ID	__CAMPAIGN_NAME__%26__CAMPAIGN_ID__	√	√
adgroup	Ad name and ad ID	__AID_NAME__%26__AID__	√	√
creative	Creative name and creative ID	__CID_NAME__%26__CID__	√	√
s2s	when s2s=1, tracking link are not forwarded to the redirected page	1		√
gps_adid	Google Advertising ID	__GAID__		√
android_id	Device Android ID	__ANDROIDID1__		√
idfa	Apple Advertiser ID	__IDFA__		√
ip_address	The IP of the Device	__IP__		√
user_agent	Device User Agent	__UA__		√
tiktok_callback_param	The Ad network unique click identifier	__CALLBACK_PARAM__		√

Setup Guide :

Go to the “Apps” screen of your Adjust dashboard, expand your app. Hit “New Tracker” at the bottom of the list. Enter publisher named TikTok Ads hit Enter to generate the tag.

Note :

1. In compliance with GDPR, the Adjust tracking tag will not be used for tracking non-personalized ads running in Europe.
2. Adjust is a CCPA compliant partner and can be used for tracking ads running in the US.
3. Device ID matching is the primary attribution method, when missing IDFA or GAID, Adjust matches the click ID with the IP and UA. Attribution parameters support postback but do not support troubleshooting.
4. Parameter <s2s=1> should be generated from Adjust’s platform, and the letters are required in lower case.
5. TikTok Ads has completed S2S integration with Adjust, click data will be transmitted via S2S.
6. If you want to test install tracking using the same device, its advertising ID and activity history must be cleared from our system, click here to [learn testing console](#).
7. Further question please refer to [Adjust Help Center](#).

Double Click

Sample Tracking Tag

For Takeover, TopView, In-Feed of landing page, In-Feed of app download

- Impression Tracking Tag (For iOS and Android)

```
https://ad.doubleclick.net/ddm/trackimp/N1234.2429503TIKTOK/B12345678.123456789;dc_trk_aid=123456789;dc_trk_cid=123456789;ord=__TS__;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;tfua=?
```

- Click Tracking Tag 1 (For iOS and Android)

```
https://ad.doubleclick.net/ddm/trackclk/N8994.2429503TIKTOK/B21253414.224661647;dc_trk_aid=422929057;dc_trk_cid=103445659;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;tfua=
```

- Click Tracking Tag 2 (For iOS and Android)

```
https://ad.doubleclick.net/ddm/clk/448253173;252121330;r
```

Field Explanation

Field	Description	If required
https://ad.doubleclick.net/ddm/trackimp/	Domain name implies impression tracking	√
https://ad.doubleclick.net/ddm/trackclk/	Domain name implies click tracking	√
N1234	The Campaign Manager account ID	√
2429503TIKTOK	An identifier for a site, based on the site's web address	√
B12345678	The Campaign Manager campaign ID	√
123456789	The Campaign Manager placement ID	√

Double Click

Field Explanation

Parameter	Description	Default value	If customizable	If required
dc_trk_aid	Ad ID	N/A	√	√
dc_trk_cid	Creative ID	N/A	√	√
ord	Timestamp	__TS__		√
dc_lat	If the user has enabled “Limit Ad Tracking” options	[0 1]		
dc_rdid	Mobile applications to pass resettable device identifiers	N/A		
tag_for_child_directed_treatment	If a request may come from a user under the age of 13	[0 1]		
tfua	If a request may come from a user under the age of 16 (differ by country)	[0 1]		

Setup Guide and Notes

Setup Guide :

In your campaign, click New > Tracking to [create a tracking ad](#). Only submit URL link from impressions (image) format tracking tag to TikTok Ads team.

Notes :

1. DCM can be used for tracking both personalized ads and non-personalized ads running in Europe.
2. DCM is a CCPA compliant partner and can be used for tracking ads running in the US.
3. If the timestamp parameter is <ord=[timestamp]> or <cachebuster=[CACHEBUSTER]> in initial tracking tag, please modify it into <ord= __TS__> or <cachebuster=__TS__> in order to make it work. Notice that, __TS__ is with double underscores before and after and TS in capital.
4. Impressions and clicks data are sent via C2S for DoubleClick.
5. Further question please refer to : [Campaign Manager Help](#) and [Manage placement tag](#)

For Takeover, TopView, In-Feed of landing page, In-Feed of app download

New Tracking Tag (SAS)

- Impression Tracking Tag (For iOS and Android)

```
https://bs.serving-  
sys.com/Serving/adServer.bs?cn=display&c=19&pli=1074839924&adid=107884  
2475&ord=__TS__
```

- Click Tracking Tag (For iOS and Android)

```
https://bs.serving-  
sys.com/Serving/adServer.bs?cn=trd&pli=1074839924&adid=1078842475&ord=  
__TS__
```

Previous Tracking Tag (MDX)

- Impression Tracking Tag (For iOS and Android)

```
https://bs.serving-  
sys.com/serving/adServer.bs?cn=display&c=19&mc=imp&pli=29576139&PluID  
=0&ord=__TS__&rtu=-1
```

- Click Tracking Tag (For iOS and Android)

```
https://bs.serving-  
sys.com/serving/adServer.bs?cn=trd&mc=click&pli=29576139&PluID=0&ord=  
_TS__
```


Sizmek

Field Explanation

Field	Description			If required	
https://bs.serving-sys.com/serving/adServer.bs?	Domain name			√	
Previous parameter	Description	Default value	If customizable	SAS	MDX
cn	Code type	display (for imp trackers) trd (for click trackers)		√	√
c	c	19 (for imp trackers)		√	√
mc	Tracking type	MDX only imp (for imp trackers) click (for click trackers)			√
pli	Placement ID	Sizmek Placement ID (pli)		√	√
PluID		Sizmek PLU ID			
ord	Timestamp	__TS__		√	√
rtu	Redirect URL	A URL (enclosed in \$\$ symbols) or -1			
mb	when mb=1, parameters that are on the tracking link are for mobile tracking	1			
adid	Ad ID	SAS ONLY		√	

Setup Guide:

In your campaign, choose publisher named TikTok and generate the tracking tag.

Notes:

1. Sizmek tags can be used for tracking both personalized and non-personalized ads running in Europe.
2. If the timestamp parameter is `<ord=[timestamp]>` or `<cachebuster=[CACHEBUSTER]>` in initial tracking tag, please modify it into `<ord= __TS__>` or `<cachebuster=__TS__>` in order to make it work. Notice that ' __TS__ ' is with double underscores before and after and 'TS' in capital.
3. Sizmek is renewing code system globally. The new platform generates the new code format, and the old platform generates the old code format. The difference of new and old format lays on that `<pli=xxxxxxx>` represents old code ID while `<pli=xxxxxxxxxx>` represents new code ID, old code ID is 8 digits while the new one is 10 digits. Also, new code format will have parameter `<adid>` to represent Ad's ID.
4. Impressions and clicks data are sent via C2S for Sizmek.
5. Further question please refer to: [Sizmek Help Center](#). If client has access to Sizmek, can refer to below links:

SAS: <https://support.sizmek.com/hc/en-us/articles/360028001751-Placement-Tag-Parameters>

MDX: <https://support.sizmek.com/hc/en-us/articles/360034479471-Placement-Tag-Parameters>

For Takeover, TopView, In-Feed of landing page, In-Feed of app download

- iOS Impression Tracking Tag

```
https://imp.control.kochava.com/track/impression?campaign_id=sample&network_id=7116
&campaign_name=__CAMPAIGN_NAME__&click_timestamp=__TS__&creative_id=__CID__
&creative_type=__CTYPE__&device_id=__IDFA__&device_id_type=idfa&device_ua=__UA__
&impression_id=__CALLBACK_PARAM__&ip_address=__IP__&open_udid=__OPENUDID__&
os=__OS__&site_id=__AID__&sub_site_id=__CSITE__
```

- iOS Click Tracking Tag

```
https://control.kochava.com/v1/cpi/click?campaign_id=sample&network_id=7116&campaig
n_name=__CAMPAIGN_NAME__&click_id=__CALLBACK_PARAM__&click_timestamp=__TS__
&creative_id=__CID__&creative_type=__CTYPE__&c_id=__CAMPAIGN_ID__&device_id=__
IDFA__&device_id_type=idfa&device_ua=__UA__&ip_address=__IP__&open_udid=__OPEN
UDID__&os=__OS__&pbr=1&site_id=__AID__&sub_site_id=__CSITE__
```

- Android Impression Tracking Tag

```
https://imp.control.kochava.com/track/impression?campaign_id=sample&network_id=7117
&android_id=__ANDROIDID1__&campaign_name=__CAMPAIGN_NAME__&click_timestam
p=__TS__&creative_id=__CID__&creative_type=__CTYPE__&device_id=__GAID__&device_i
d_type=adid&device_ua=__UA__&imei=__IMEI__&impression_id=__CALLBACK_PARAM__&
ip_address=__IP__&mac=__MAC1__&open_udid=__OPENUDID__&os=__OS__&site_id=__
AID__&sub_site_id=__CSITE__
```

- Android Click Tracking Tag

```
https://control.kochava.com/v1/cpi/click?campaign_id=sample&network_id=7117&android
_id=__ANDROIDID1__&campaign_name=__CAMPAIGN_NAME__&click_id=__CALLBACK_PA
RAM__&click_timestamp=__TS__&creative_id=__CID__&creative_type=__CTYPE__&c_id=__
_CAMPAIGN_ID__&device_id=__GAID__&device_id_type=adid&device_ua=__UA__&imei=__
IMEI__&ip_address=__IP__&mac=__MAC1__&open_udid=__OPENUDID__&os=__OS__&p
br=1&site_id=__AID__&sub_site_id=__CSITE__
```

Kochava

Field Explanation

Field	Description	If required		
https://imp.control.kochava.com/tracking/impression?	Domain name implies impression tracking	√		
https://control.kochava.com/v1/cpi/click?	Domain name implies click tracking	√		
Parameter	Description	Default value	If customizable	If required
campaign_id	Campaign information	N/A		√
sub_site_id	Creative name & ID	__CID_NAME__(__CID__)	√	
site_id	Campaign name & ID	__CAMPAIGN_NAME__(__CAMPAIGN_ID__)	√	√
creative_type	Creative type	__CTYPE__	√	
creative_id	Ad name and Ad ID	__AID_NAME__(__AID__)	√	
network_id	7116-iOS / 7117-Android/8429-iOS&Android	[7116 7117 8429]		√
os	Operating system 0-Android / 1-iOS / 2-WP / 3-Others	__OS__		
open_udid	OpenUDID	__OPENUDID__		
mac	Unique identifier assigned to a network interface controller	__MAC1__		
ip_address	The IP of the Device	__IP__		√
imei	International Mobile Equipment Identity	__IMEI__		

Kochava

Field Explanation

Parameter	Description	Default value	If customizable	If required
device_ua	Device User Agent	__UA__		√
device_id_type	Device ID type	adid(Android) IDFA(iOS)		√
device_id	Device ID	__GAID__(Android) __IDFA__(iOS)		√
click_timestamp	Timestamp	__TS__		
impression_id	The Ad network unique impression identifier	__CALLBACK_PARAM__		√
click_id	The Ad network unique click identifier	__CALLBACK_PARAM__		√
android_id	Device Android ID	__ANDROIDID1__		
pbr	when pbr=1, tracking link are not forwarded to the redirected page	1		√

Setup Guide and Notes

Setup Guide :

Select App Tools>Partner Configuration, locate the desired network and select ByteDance Global - Android or ByteDance Global - iOS>Reconciliation.

Notes :

1. In compliance with GDPR, the Kochava tracking tag will not be used for tracking non-personalized ads running in Europe.
2. Kochava is a CCPA compliant partner and can be used for tracking ads running in the US.
3. TikTok Ads has completed S2S integration with Kochava, clicks data will be transmitted via S2S.
4. Further question please refer to : [Kochava Help Center](#)

Branch

Sample Tracking Tag

For Takeover, TopView, In-feed of landing page, In-feed of app download

- IOS Impression tracking tag

```
https://impression.link/impression?branch_key=key_live_hkDytPACTipny3N9XmnbZlapBDdj4WIL&%243p=a_tiktok_ads&%24idfa=__IDFA__&%24s2s=true&~ad_set_id=__AID__&~ad_set_name=__AID_NAME__&~branch_ad_format=App%20Only&~campaign=__CAMPAIGN_NAME__&device_ip=__IP__&~campaign_id=__CAMPAIGN_ID__&~click_id=__callback_param__&~creative_id=__CID__&~creative_name=__CID_NAME__&~feature=paid%20advertising&~placement=__PLACEMENT__
```

- IOS Click tracking tag

```
https://xxxxxxx.app.link/SFqK3AAkH5?%243p=a_tiktok_ads&%24idfa=__IDFA__&%24s2s=true&~ad_set_id=__AID__&~ad_set_name=__AID_NAME__&~campaign=__CAMPAIGN_NAME__&device_ip=__IP__&~campaign_id=__CAMPAIGN_ID__&~click_id=__callback_param__&~creative_id=__CID__&~creative_name=__CID_NAME__&~placement=__PLACEMENT__
```

- Android Impression tracking tag

```
https://impression.link/impression?branch_key=key_live_hkDytPACTipny3N9XmnbZlapBDdj4WIL&%243p=a_tiktok_ads&%24aaaid=__GAID__&%24s2s=true&~ad_set_id=__AID__&~ad_set_name=__AID_NAME__&~branch_ad_format=App%20Only&~campaign=__CAMPAIGN_NAME__&device_ip=__IP__&~campaign_id=__CAMPAIGN_ID__&~click_id=__callback_param__&~creative_id=__CID__&~creative_name=__CID_NAME__&~feature=paid%20advertising&~placement=__PLACEMENT__
```

- Android Click tracking tag

```
https://branchster.app.link/Qh6IRWOkH5?%243p=a_tiktok_ads&%24aaaid=__GAID__&%24s2s=true&~ad_set_id=__AID__&~ad_set_name=__AID_NAME__&~campaign=__CAMPAIGN_NAME__&device_ip=__IP__&~campaign_id=__CAMPAIGN_ID__&~click_id=__callback_param__&~creative_id=__CID__&~creative_name=__CID_NAME__&~placement=__PLACEMENT__
```


Branch

Field Explanation

Field	Description			If required
https://impression.link/impression?	Domain name implies impression tracking			√
https://xxxxxx.app.link/ExDxN1GueU?	Domain name implies click tracking			√
Parameter	Description	Default value	If customizable	If required
branch_key	tracker ID (imp only)	N/A		√
3p	Publisher name	a_tiktok_ads		√
campaign	Campaign name	__CAMPAIGN_NAME__	√	√
campaign_id	Campaign ID	__CAMPAIGN_ID__	√	√
ad_set_name	Ad name	__AID_NAME__	√	√
ad_set_id	Ad ID	__AID__	√	√
creative_name	Creative name	__CID_NAME__	√	√
creative_id	Creative ID	__CID__	√	√
aaaid	Google Advertising ID	__GAID__		√
idfa	iOS device identifier	__IDFA__		√
click_id	The ad network unique click identifier	__CALLBACK_PARAM__		√
branch_ad_format	Ad format (imp only)	App%20Only		√
feature	Tracking type (imp only)	paid%20advertising		√
Placement	App name(TT, NewsFeed_Series, Helo,Vigo, Pangle)	__PLACEMENT__		
device_ip	The IP of the device	__IP__		√
%24s2s	s2s	TRUE		

Setup Guide:

Advertisers choose publisher named **TikTok Ads** in Branch UI and generate the tracking tag.

Notes:

1. In compliance with GDPR, the Branch tracking tag will not be used for tracking non-personalized ads running in Europe.
2. Branch is a CCPA compliant partner and can be used for tracking ads running in the US.
3. TikTok Ads has completed server to server integration with Branch, clicks data will be transmitted via S2S.
4. Further question please refer to your Branch account manager.

For Takeover, TopView, In-Feed of landing page

- Impression Tracking Tag (servedby, for both iOS and Android)

```
https://servedby.flashtalking.com/imp/1/105980;3683397;201;pixel;TikTok;Tracker/?ft_custom=__CAMPAIGN_NAME__&ft_section=__AID_NAME__&cachebuster=__TS__
```

- Click Tracking Tag (servedby, for both iOS and Android)

```
https://servedby.flashtalking.com/click/1/105980;3683397;50126;211;0/?ft_custom=__CAMPAIGN_NAME__&ft_section=__AID_NAME__&ft_width=1&ft_height=1&url=22844883
```

Field Explanation

Field	Description	If required
https://servedby.flashtalking.com/imp/1/	Domain name implies impression tracking	√
https://servedby.flashtalking.com/click/1/	Domain name implies click tracking	√
105980	Ad server ID	√
3683397	Campaign ID	√
50126	Placement ID	√ (Only for click tracking)
211	Creative ID	√
Pixel/0	Impression/click event	√
TikTok	Site name	√ (Only for imp tracking)

FlashTalking

Field Explanation

Parameter	Description	Default value	If customizable	If required
ft_custom	Campaign name	__CAMPAIGN_NAME__	√	√
ft_section	Ad name	__AID_NAME__	√	√
cachebuster	Timestamp	__TS__		√ (imp only)
ft_width	Pixel size	1		√ (click only)
ft_height	Pixel size	1		√ (click only)
url	Landing page ID	N/A		√ (click only)

Sample Tracking Tag

For Takeover, TopView, In-Feed of landing page

- Impression Tracking Tag (D9, for both iOS and Android)

```
https://d9.flashtalking.com/img/img.png?D9v.CampID=3175&D9r.DeviceID=true&D9c=ftImp  
&D9v.CCampID=123375&D9c.placementId=4494394&cb=__TS__
```

- Click Tracking Tag (D9, for both iOS and Android)

```
https://servedby.flashtalking.com/click/8/123375;4494394;50126;211;0/?ft_width=1&ft_he  
ight=1&url=27279319
```

FlashTalking

Field Explanation

Field	Description	If required		
https://d9.flashtalking.com/img/img.png?	Domain name implies impression tracking	√		
https://servedby.flashtalking.com/click/1/	Domain name implies click tracking	√		
D9v.CampID=3175	HardCoded Service ID	√		
D9r.DeviceID=true	Recording setting, leave TRUE	√		
D9c=ftImp	Tracking type, leave as is	√		
D9v.CCampID=123375	Campaign ID, will be prepopulated	√		
D9c.placementId=4523810	Placement ID, will be prepopulated	√		
Parameter	Description	Default value	If customizable	If required
ft_custom	Data Capture Field	Per Advertiser	√	Per Advertiser
ft_section	Data Capture Field	Per Advertiser	√	Per Advertiser
cb	Timestamp (imp only)	__TS__		√
url	Landing page ID (clk only)	N/A		√

Setup Guide :

Advertisers please choose site name TikTok and generate the tracking tag.

Notes :

1. Flashtalking tracking tag can be used for tracking both personalized and non-personalized ads running in Europe.
2. Flashtalking is a CCPA compliant partner and can be used for tracking ads running in the US.
3. If the timestamp parameter is <cachebuster=[CACHEBUSTER]> in initial tracking tag, please modify it into <cachebuster=__TS__> in order to make it work. Notice that, __TS__ is with double underline before and after and TS in capital.
4. Impressions and clicks will be sent via C2S to FlashTalking.
5. Further question please contact : UKTechAccountManagement@flashtalking.com

Adform

Sample Tracking Tag

For Takeover, TopView and In-Feed of landing page

- Impression tracking tag (For iOS and Android)

```
https://track.adform.net/adfserve/?bn=31779888;1x1inv=1;srctype=3;ord=__TS__
```

- Click tracking tag (For iOS and Android)

```
https://track.adform.net/C/?bn=31779888;cpdir=http://www.example.com  
https://track.adform.net/C/?bn=35311544
```

Field Explanation

Field	Description			If required
https://xxx.adform.net/adfserve/	Domain name implies impression tracking			√
https://xxx.adform.net/C/?bn=31779888	Domain name implies click tracking			√
Parameter	Description	Default value	If customizable	If required
bn	Tracker ID	N/A		√
1x1inv	1x1 pixel tag	1		√
srctype	Imp tracking type	3		√
ord	Timestamp	__TS__		√
cpdir	Redirect	N/A	√	

Setup Guide:

Advertisers get tracking tag file from adform directly.

Notes:

1. Adform tracking tag can be used for tracking both personalized and non-personalized ads running in Europe.
2. Adform is a CCPA compliant partner and can be used for tracking ads running in the US.
3. There's no mature click tracking tag provided. Ad operation team needs to join adform target URL and landing page URL into a tracking tag. Steps:
 1. Find "Tag 1. '1x1' session "Target URL" in the adform tracking file provided by advertisers (usually in txt format).
 2. Target URL sample: <http://track.adform.net/C/bn=31779888>
 3. Add `;cpdir=https://www.example.com` after the target URL. Please replace the https URL with advertisers' ad landing page URL.
 4. After previous steps, we will get the click tracking tag, sample:
<https://track.adform.net/C/?bn=31779888;cpdir=https://www.example.com>
4. If the timestamp parameter is `<ord=[timestamp]>` or `<cachebuster=[CACHEBUSTER]>` in initial tracking tag, please modify it into `<ord= __TS__>` or `<cachebuster=__TS__>` in order to make it work. Notice that, `__TS__` is with double underline before and after and TS in capital.
5. Impressions and clicks data are sent via C2S for Adform.
6. Further question please refer to [Adform Help Center](#), or send your question email to technical@adform.com

For Takeover, TopView, In-feed of landing page, In-feed of app download

- iOS Impression Tracking Tag (Singular links)

```
https://i.sng.link/D59c0/b9r3?idfa=__IDFA__&andi=__ANDROIDID1__&aifa=__GAID__&redirect=false&pscid=__AID__&cl=__CALLBACK_PARAM__&ip=__IP__&pcrn=__CID_NAME__&pcid=__CAMPAIGN_ID__&pcn=__CAMPAIGN_NAME__&pcrid=__CID__&pscn=__AID_NAME__
```

- iOS Click Tracking Tag (Singular links)

```
https://singularassist.sng.link/D59c0/b9r3?idfa=__IDFA__&andi=__ANDROIDID1__&aifa=__GAID__&redirect=false&pscid=__AID__&cl=__CALLBACK_PARAM__&ip=__IP__&pcrn=__CID_NAME__&pcid=__CAMPAIGN_ID__&pcn=__CAMPAIGN_NAME__&pcrid=__CID__&pscn=__AID_NAME__
```

- Android Impression Tracking Tag (Singular links)

```
https://i.sng.link/D59c0/jrgp?idfa=__IDFA__&andi=__ANDROIDID1__&aifa=__GAID__&redirect=false&pscid=__AID__&cl=__CALLBACK_PARAM__&ip=__IP__&pcrn=__CID_NAME__&pcid=__CAMPAIGN_ID__&pcn=__CAMPAIGN_NAME__&pcrid=__CID__&pscn=__AID_NAME__
```

- Android Click Tracking Tag (Singular links)

```
https://singularassist.sng.link/D59c0/jrgp?idfa=__IDFA__&andi=__ANDROIDID1__&aifa=__GAID__&redirect=false&pscid=__AID__&cl=__CALLBACK_PARAM__&ip=__IP__&pcrn=__CID_NAME__&pcid=__CAMPAIGN_ID__&pcn=__CAMPAIGN_NAME__&pcrid=__CID__&pscn=__AID_NAME__
```

For Takeover, TopView, In-feed of landing page, In-feed of app download

- iOS Impression Tracking Tag (Legacy links)

```
https://i.singular.net/api/v1/imp?st=649081024882&andi=__ANDROIDID1__&aifa=__GAID__&idfa=__IDFA__&redirect=false&cl=__CALLBACK_PARAM__&ip=__IP__&pcrn=__CID_NAME__&pcid=__CAMPAIGN_ID__&pcn=__CAMPAIGN_NAME__&pscid=__AID__&pcrid=__CID__&pscn=__AID_NAME__&h=cb58a2cb1b1f6ce6d1342e1cb68d2f4b3528e97d
```

- iOS Click Tracking Tag (Legacy links)

```
https://c.singular.net/api/v1/ad?st=649081024882&andi=__ANDROIDID1__&aifa=__GAID__&idfa=__IDFA__&redirect=false&cl=__CALLBACK_PARAM__&ip=__IP__&pcrn=__CID_NAME__&pcid=__CAMPAIGN_ID__&pcn=__CAMPAIGN_NAME__&pscid=__AID__&pcrid=__CID__&pscn=__AID_NAME__&h=cb58a2cb1b1f6ce6d1342e1cb68d2f4b3528e97d
```

- Android Impression Tracking Tag (Legacy links)

```
https://i.singular.net/api/v1/imp?st=648207566119&andi=__ANDROIDID1__&aifa=__GAID__&idfa=__IDFA__&redirect=false&cl=__CALLBACK_PARAM__&ip=__IP__&pcrn=__CID_NAME__&pcid=__CAMPAIGN_ID__&pcn=__CAMPAIGN_NAME__&pscid=__AID__&pcrid=__CID__&pscn=__AID_NAME__&h=84876ee3d637a9881796b3077b63076076d8ce95
```

- Android Click Tracking Tag (Legacy links)

```
https://c.singular.net/api/v1/ad?st=648207566119&andi=__ANDROIDID1__&aifa=__GAID__&idfa=__IDFA__&redirect=false&cl=__CALLBACK_PARAM__&ip=__IP__&pcrn=__CID_NAME__&pcid=__CAMPAIGN_ID__&pcn=__CAMPAIGN_NAME__&pscid=__AID__&pcrid=__CID__&pscn=__AID_NAME__&h=84876ee3d637a9881796b3077b63076076d8ce95
```

Singular

Field Explanation

Field	Description			If required
https://i.singular.net/api/v1/imp?	Domain name implies impression tracking			√
https://c.singular.net/api/v1/ad?	Domain name implies click tracking			√
https://i.sng.link/D59c0/c84n?	Domain name implies impression tracking			√
https://singulassist.sng.link/D59c0/c84n?	Domain name implies click tracking			√
Parameter	Description	Default value	If customizable	If required
st	Tracker ID (legacy link only)	N/A		√
andi	Android ID	__ANDROIDID1__	√	√
aifa	Google Advertising ID	__GAID__	√	√
idfa	iOS device identifier	__IDFA__	√	√
pscid	Ad ID	__AID__	√	√
pscn	Ad name	__AID_NAME__	√	√
pcrid	Creative ID	__CID__	√	√
pcrn	Creative name	__CID_NAME__	√	√
pcn	Campaign name	__CAMPAIGN_NAME__	√	√
pcid	Campaign ID	__CAMPAIGN_ID__	√	√
cl	The Ad network unique click identifier	__CALLBACK_PARAM__		√
redirect	No redirect	False		√
h	link_hash (legacy link only)	N/A		√
ip	IP address	__IP__		√

Setup Guide :

Go to Attribution > [Create Link](#). Select the App, Site, and Destination URL. Start typing ByteDance and select it from the optional list of sources.

Notes :

1. In compliance with GDPR, the Singular tracking tag will not be used for tracking non-personalized ads running in Europe.
2. Singular is a CCPA compliant partner and can be used for tracking ads running in the US.
3. TikTok Ads has completed S2S integration with Singular, click data will be transmitted via S2S.
4. Further question please refer to : [Singular Help Center](#)

For Takeover, TopView, In-feed of landing page, In-feed of app download

- iOS impression tracking tag

```
https://track.tenjin.io/v0/top_buzz/sample?bundle_id=sample&platform=ios&click_id=__CALLBACK_PARAM__&advertising_id=__IDFA__&campaign_id=__AID__&campaign_name=__AID_NAME__&creative_name=__CID_NAME__&impression=true
```

- iOS click tracking tag

```
https://track.tenjin.io/v0/top_buzz/sample?bundle_id=sample&platform=ios&click_id=__CALLBACK_PARAM__&advertising_id=__IDFA__&campaign_id=__AID__&campaign_name=__AID_NAME__&creative_name=__CID_NAME__
```

- Android impression tracking tag

```
https://track.tenjin.io/v0/top_buzz/sample?bundle_id=sample&platform=ios&click_id=__CALLBACK_PARAM__&advertising_id=__GAID__&campaign_id=__AID__&campaign_name=__AID_NAME__&creative_name=__CID_NAME__&impression=true
```

- Android click tracking tag

```
https://track.tenjin.io/v0/top_buzz/sample?bundle_id=sample&platform=ios&click_id=__CALLBACK_PARAM__&advertising_id=__GAID__&campaign_id=__AID__&campaign_name=__AID_NAME__&creative_name=__CID_NAME__
```

Tenjin

Field Explanation

Field	Description	If required		
https://track.tenjin.io/v0/top_buzz/sample?	Domain name Implies landing page ID or install package ID, generated automatically	√		
Parameter	Description	Default value	If customizable	If required
bundle ID	Tracking ID	N/A		√
platform	Operating system	iOS or Android		√
click_id	The ad network unique click identifier	__CALLBACK_PARAM__		√
advertising_id	Device ID	__IDFA__ or __GAID__		√
campaign_id	Ad ID	__AID__	√	√
campaign_name	Ad name	__AID_NAME__	√	√
creative_name	Creative name	__CID_NAME__	√	√
impression	Impression tracking	true		√

Setup Guide and Notes

Setup Guide :

Advertisers please choose site named TikTok Ads in Tenjin UI and generate the tracking tag.

Notes :

1. In compliance with GDPR, the Tenjin tracking tag will not be used for tracking non-personalized ads running in Europe.
2. Tenjin is a CCPA compliant partner and can be used for tracking ads running in the US.
3. TikTok Ads has completed server to server integration with Tenjin, clicks data will be transmitted via S2S.
4. Further question please refer to your Tenjin account manager.

Notes

① If required

If this parameter is marked as “V” here, it means it's required in the tracking tag.

② If customizable

Refers to whether the parameter's value can be manually modified in the third party vendor background.

If this parameter is marked as “V” here, it's available to modify or custom based on advertise's need.

Example: parameter `<c=__CAMPAIGN_NAME__>` can custom into `<c=TikTok_iOS_US_New_All_CPM_022019>`;

If this parameter is marked as N/A here, it means it's unavailable to custom.

Example: parameter `<idfa=__IDFA__>` can't be customized.

③ Add `<af_prt=account name>` in anywhere in the tracking tag

Tracking tags listed in our document are only sample, advertisers can add other parameters in the link if needed. For example, AppsFlyer can add `<af_prt=agency AF account name>` to authorize agency receiving data.

Any other parameter added into the tag should follow the format `¶meter=__MACRO__`. New parameter is free to place anywhere after domain name.

FAQs

Q. Can we support sequential click tracking?

Yes, we can support sequential click tracking for some 3rd parties' tags: FlashTalking, Sizmek and Adform.

For all other 3rd parties we don't support sequential tracking. Please generate and provide tracking tag and landing page/download link separately. TikTok Ads is not responsible for larger than normal discrepancies caused by using sequential tracking for partners other than FlashTalking, Sizmek and Adform.

Q. Is this document for all markets, is there a difference between tracking fields for different countries?

This document is for all markets. However:

1. In compliance with GDPR, non-personalized ads delivered to Europe market are only allowed to use DoubleClick, Sizmek, FlashTalking and Adform as impression/click tracking vendors.
2. For ads delivered in the US, we can only use tracking tags from AppsFlyer, Adjust, DoubleClick, Kochava, Branch, Singular, Tenjin, FlashTalking, Adform for impression and click tracking.

Q. Does this manual apply to both auction and reservation ads?

This manual only applies to reservation ads, for instructions about auction ads please consult with your account representative.