Integrate with TikTok

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Integrate with TikTok to target high-value audience segments leveraging your first party shopper identities, behaviors, and product catalog data.

When using Bluecore Audiences in TikTok, brands can increase Return on Ad Spend (RoAS) and orchestrate targeting to maximize the value and efficiency of their marketing efforts.

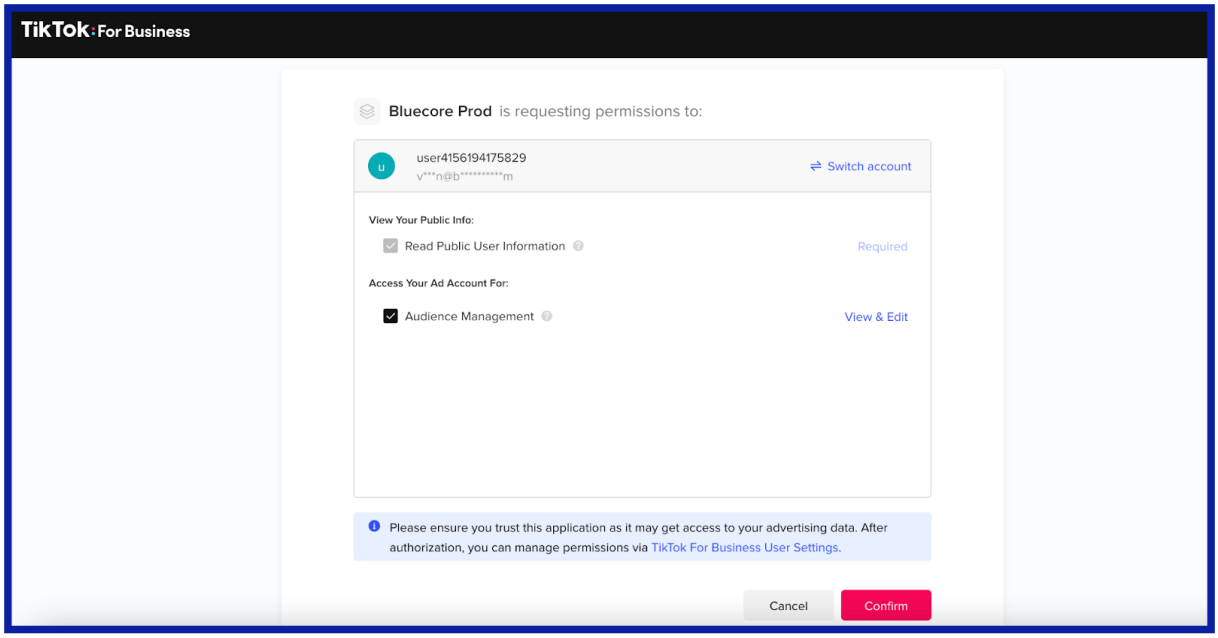
To learn more about how to create effective campaigns, see how tooptimize your campaigns with Bluecore Advertise.

> The minimum audience size to sync is 1,000 emails (or a ~2,000 person Bluecore list, given the 50% match rate).

Integrate with TikTok

> Have your TikTok Ads Manager ID ready to begin the integration. Your TikTok Ads Manager ID (needed for the integration) is different from your TikTok Business Manager ID. For help see https://getstarted.tiktok.com/

1. Navigate to **Data Management** > **Integrations**.
2. Click **New Integration**.
3. Select **Marketplace**.
4. Select **TikTok**.
5. Select **New Integration**.
6. In the 'Account ID' field enter the desired target **TikTok Ads Manager ID**.
7. Click **Save**.
8. Click **Connect**. You will be redirected to a TikTok permissions screen.
9. Log into TikTok. If needed, select **Switch Account** to log into the correct admin account.



> ⓘ A personal email ID will appear at the top left by your account bubble. Ensure that the personal email ID has admin permissions for the target TikTok Ads Manager account.

10. Select **Confirm** to grant the required permissions.
11. After the permissions have been accepted, the integration is complete.

Once finished, you can create an audience export campaign.

> ⓘ You can link your namespace to multiple TikTok Ad Accounts. Just select **New Integration** under **TikTok** in the **Integrations Marketplace**, to set up an integration to every desired TikTok Ads Manager account.

FAQ

Q: Do I need Bluecore assistance to set up any new TikTok audience sync?

- A: Please contact your CSM to enable the TikTok integration in your account. Once this integration is enabled, you can set up the integration using the steps outlined above.