TikTok Turns to Pixels to Show Advertisers What Happens Beyond Its Walled Garden

For years, TikTok has treated its commerce ecosystem like a fortress—what happens in the app stays in the app. But as advertiser scrutiny around measurement intensifies, the short-form video giant is opening its garden's walls.

TikTok is quietly expanding its ability to measure what happens after people leave the platform, rolling out a new tool designed to track indirect sales driven by ads and organic content. According to four ad buyers and platform documentation, TikTok's new Off-site Performance Analysis tool—which rolled out on Dec. 24 —uses a pixel, or small bit of code to track behavior, that links engagement across organic posts, TikTok Shop, Live videos, and paid ads to purchases made on a brand's own website.

Recommended videos
https://www.adweek.com/media/tiktok-shop-off-site-performance-pixel-tracking/