magmodules



# Hyvä en Headless Storefronts

TikTok Marketing Suite for Magento 2

Which storefronts the TikTok Marketing Suite supports, and what to install for each.

| Storefront | What to install |
|---|---|
| Luma | This module |
| Hyvä Theme | This module |
| Hyvä Checkout | This module + magento2-tiktok-marketing-suite-hyva |
| Headless (PWA Studio, Vue Storefront, ...) | This module + magento2-tiktok-marketing-suite-graphql |

Both companion modules need version 1.2 or later of this module. All settings stay in this module, under **Stores → Configuration → Magmodules → TikTok - Pixel & CAPI**.

## Hyvä Theme

Nothing extra is needed. The Pixel script has no RequireJS, jQuery or Knockout dependency:

- Page events (ViewContent, ViewCategory, Search, ViewCart, InitiateCheckout, Purchase) are rendered with the page, also on full-page-cached pages.
- AddToCart on the product page and CustomizeProduct work with Hyvä's add-to-cart form and swatches.
- AJAX add-to-cart from category pages, AddToWishlist and CompleteRegistration fire when Hyvä reloads the customer sections ( `private-content-loaded` ).
- Advanced Matching identifies logged-in customers from the `tiktok` customer section.

## Hyvä Checkout

Hyvä Checkout saves the checkout through Magewire instead of the Magento REST API, so two things need the Hyvä compatibility module:

| Without the Hyvä module | With the Hyvä module |
|---|---|
| InitiateCheckout and Purchase are sent | InitiateCheckout and Purchase are sent |
| No AddPaymentInfo | AddPaymentInfo when a payment method is chosen, once per method |
| No Advanced Matching for a guest's email address | The guest's email address is hashed on the server and passed to `ttq.identify()` |

On installs without Hyvä Checkout, the Hyvä module disables itself, so it is safe to install everywhere.

## Headless storefronts

A headless storefront renders the TikTok Pixel itself. The GraphQL module gives it:

- `tiktokPixelConfig` : Pixel ID, enabled events, Advanced Matching and consent settings.
- `tiktokEvent` : an event with its Pixel properties, hashed identify data and an `event_id` .
- `tiktokTrackEvent` : queues the same event for the Events API, so TikTok counts it once.
- `tiktokSetCartAttribution` : stores the TikTok cookie and click ID on the cart, so the Purchase sent when the order is placed keeps its attribution.

Supported events: ViewContent, Search, AddToCart, AddToWishlist, ViewCart (Pixel only), InitiateCheckout, AddPaymentInfo, CompleteRegistration and Purchase. ViewCategory and CustomizeProduct are not available through GraphQL yet.

**Customer Groups:** for excluded customer groups no Events API events are queued, also through GraphQL. `tiktokPixelConfig` does not take the exclusion into account yet, so a headless storefront should not fire Pixel events for those customers itself.

See the GraphQL module README for queries and examples.

## Need More Help?

- All Help Articles - Complete documentation
- Contact Support - Get help from our team

For a complete overview of features and configuration options, see the TikTok Marketing Suite extension on magmodules.eu

# All articles for TikTok Marketing Suite

## Installation

| | |
|---|---|
| 1 | Installatie via FTP en SSH |
| 2 | Installatie met Composer (aanbevolen) |
| 3 | Installatie via de Adobe Marketplace |

## Configuration

| | |
|---|---|
| 1 | Snelstartgids |
| 2 | Magento 2 TikTok Product Feed Configuratie |
| 3 | Pixel & Events API Configuratie |

## Troubleshooting

| | |
|---|---|
| 1 | Probleemoplossing |

## Other

| | |
|---|---|
| **1** | **Hyvä en Headless Storefronts (current)** |

## Grids

| | |
|---|---|
| 1 | Data Feed Logs |
| 2 | Processing Queue |

## Background

| | |
|---|---|
| 1 | CLI Commando's |

