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If you're looking to run traffic to any sort of website, you're going to need a pixel. What is a pixel, and why is it important? A pixel is a line of code that is installed onto any website that allows you to track your conversions and report it back to the TikTok ad's dashboard. Don't even dream about running ads without a TikTok pixel, simply because you're not going to be able to track your campaign efficacy and there's going to be zero reporting back on the dashboard at the website level. I also want to mention that if you're still not ready to run ads, you should still instal your TikTok pixel onto your site so that you can start tracking different user data even if it's coming from different traffic sources. This is going to allow you to be better prepared once you actually start running TikTok ads, because you may even have audiences that you can already retarget. Now I'm going to teach you how to go about installing it.