

Sell on TikTok

Connect your store's product catalog to your own TikTok for Business account and check which products TikTok has approved.

Add-on [Online store](#)

Connecting your store to TikTok sends your product catalog to your TikTok for Business account. TikTok reviews the products before it uses them. The TikTok account is yours, and you sign in to it yourself. We never ask for your TikTok password.

Online stores are an add-on. If your site doesn't have one yet, ask us about adding it; we quote it in writing first.

Before you start

- These steps are for stores that show **Manage Store** under **Store** in the side panel. If yours doesn't, email us and we'll check what your store offers.
- To set up your ad account and catalog, TikTok reads three things from your store: its country, currency and web address. They can't be changed after you connect. If any of them needs fixing, fix it first. See [Set your store's business details](#) and [Change how prices and currency show](#).
- You'll need a phone number to enter during setup. Enter it yourself on the screen; please don't email it to us.
- No TikTok for Business account yet? TikTok guides you through creating one as part of connecting.

Steps

1. Log in to your site editor.
2. In the side panel, click **Store**, then **Manage Store**.
3. Under **Sales Channels**, click **TikTok**.
4. Enter your phone number.
5. Click **+Connect TikTok for Business Account**.
6. If you don't have an account, follow the prompts to create one.
7. Follow the steps TikTok shows to connect your product catalog.

After you connect

Expect TikTok's review of your products to take as long as several hours. To check on each product, go back to the **TikTok** page under **Sales Channels** and look in the **Products on TikTok** section.

If TikTok rejects a product, you have two choices: change the product's details so they fit TikTok's advertising policy, or apply to TikTok to approve it.

Tips

- TikTok sets its own rules and can change them. We can't promise it will approve a product, or what happens once it does.
- Read TikTok's advertising policy before you connect, so you know what your products have to meet.
- Keep prices and stock current in your store. See [Add a product](#).

Need a hand?

If your site doesn't have this yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve. Email hello@zossoz.com.

Already have a store? Email us if you'd like help with the store side before you connect, and we'll take care of it. We reply within one business day. See [Request a change](#).

Related guides: [Sell on Facebook and Instagram](#) · [Show your products on Google Shopping](#) · [Set your store's business details](#) · [Change how prices and currency show](#) · [Add a product](#)

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