

TikTok Shop BigCommerce

by CedCommerce Products Documentation

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1. Overview

TikTok's popularity has skyrocketed ever since its launch. The app empowers people to create, share & discover short, entertaining videos. Seeing the app's huge popularity, TikTok announced the launch of TikTok Shopping: a long-awaited social commerce experience in August 2021. The platform brings an in-app shopping experience for users and streamlines product discovery.

TikTok Shop is a new innovative shopping feature that facilitates merchants, brands, and creators to showcase and sell products directly on the platform. And tap into the world of social eCommerce with over 1 Billion active monthly users.

The TikTok Shop Integration by CedCommerce enables the BigCommerce store owner to bypass the manual process of uploading products & facilitates product uploading directly with the integration app. The app is a suite of solutions, features, and tools that allow businesses to tap into the power of commerce on TikTok. The app is built with features like near real-time sync, bulk inventory updates, centralized order management, easy onboarding, and more.

Key Features of BigCommerce TikTok Integration app:

Centralized Management: Don't shuffle between apps to update inventory, listings & orders. Manage your BigCommerce store and TikTok Shop from a centralized app and save yourself from repetitive manual work. With the TikTok Shop integration app, you can connect, configure & sync both your stores, and manage everything centrally.

Real-Time Synchronization: Sync price, inventory & order between BigCommerce & TikTok Shop in near real-time. Now you don't need to update inventory or order one by one.

Attribute Mapping: With the BigCommerce TikTok Shop integration app, you can also map TikTok attributes with BigCommerce attributes in just a few clicks. Merchants can do attribute mapping on individual product levels as well as on profile levels for bulk products.

Simplified Listing: The integration app simplifies your task of listing products on the TikTok Shop, making it quick and easy. Not just this, whether it is product attribute mapping, setting a price, or managing orders, everything is easily handled on the integration app without much hassle.

Profile Creation: This feature allows you to map your BigCommerce attribute with TikTok Shop. And categorize it into one profile based on some commonality. So before you upload a product, you can assign a profile to it, and most of the pre-requisite information fields will be filled automatically.

Bulk Upload: Bulk product upload is the ultimate solution for merchants to get rid of the operational overload in product uploading. Upload all your BigCommerce products on TikTok Shop in just a few clicks.

2. Registration and Configuration

CedCommerce equips online sellers with cutting-edge powerful software solutions and expert services for automating the sync of product listings, inventory, and orders. Now manage your BigCommerce store & TikTok Shop via a single software interface through the TikTok Shop Integration solution.

- **How To Install the app**(<https://docs.cedcommerce.com/bigcommerce/tiktok-shop-bigcommerce-user-guide/?section=how-to-install-the-app>)
- **Connect TikTok business account with app**(<https://docs.cedcommerce.com/bigcommerce/tiktok-shop-bigcommerce-user-guide/?section=how-to-connect-tiktok-business-account-with-app>)

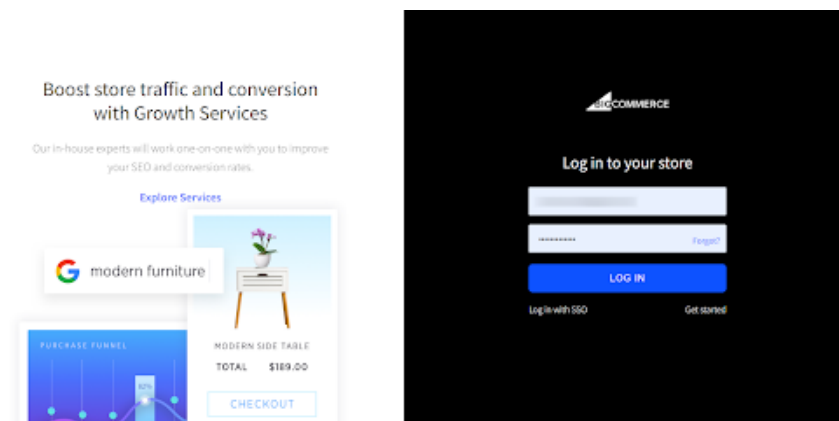
[shop-bigcommerce-user-guide/?section=connect-tiktok-shop-account-with-the-app](https://docs.cedcommerce.com/bigcommerce/tiktok-shop-bigcommerce-user-guide/?section=connect-tiktok-shop-account-with-the-app))

- **Default Profile**(<https://docs.cedcommerce.com/bigcommerce/tiktok-shop-bigcommerce-user-guide/?section=default-profiling-3>)
- **Default Configuration**(<https://docs.cedcommerce.com/bigcommerce/tiktok-shop-bigcommerce-user-guide/?section=default-configuration>)

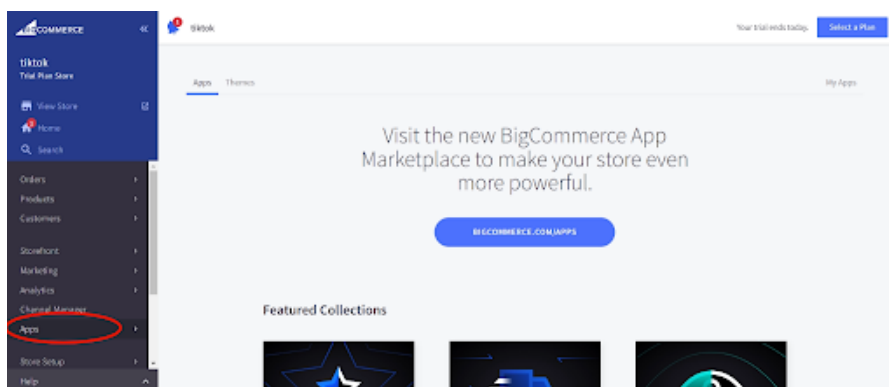
2.1. How to install the app?

How To Install the “TikTok Shop Integration” app

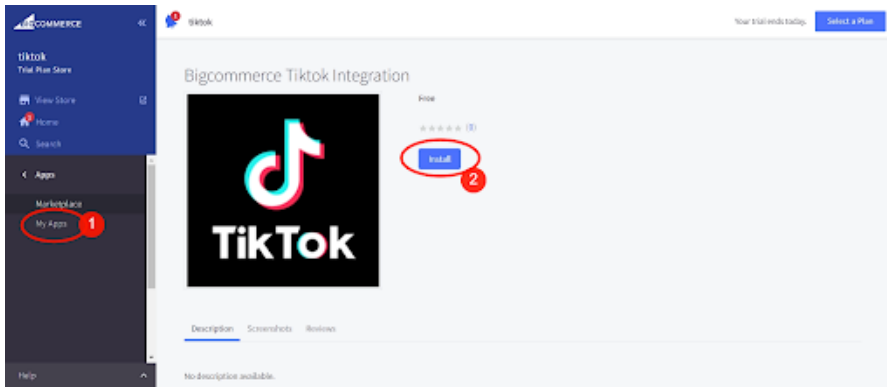
1. Log in to your BigCommerce Account with your email id & password via <https://login.bigcommerce.com/login> (<https://login.bigcommerce.com/login>)



2. From the menu bar, click on 'Apps' > Marketplace



3. Search for the “TikTok Shop Integration” app, and click on the “Install” button, to get started with the app.

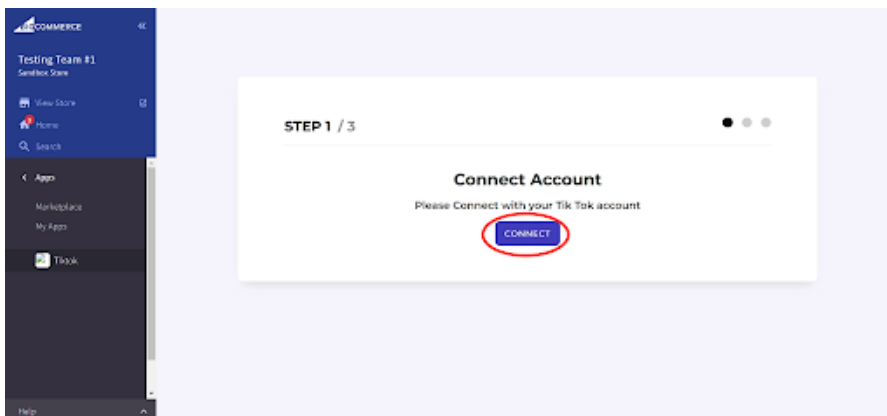


2.2. Connect TikTok Shop account with the app

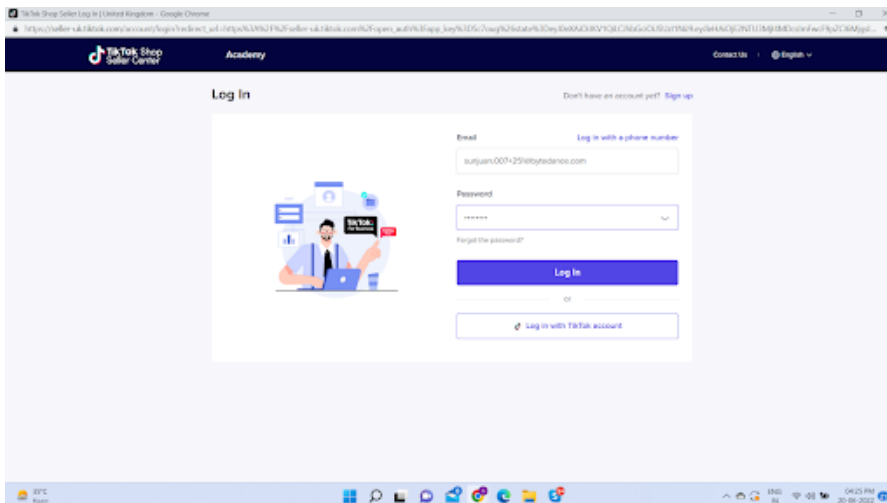
How to connect the integration app with TikTok seller account

Step 1: Connect

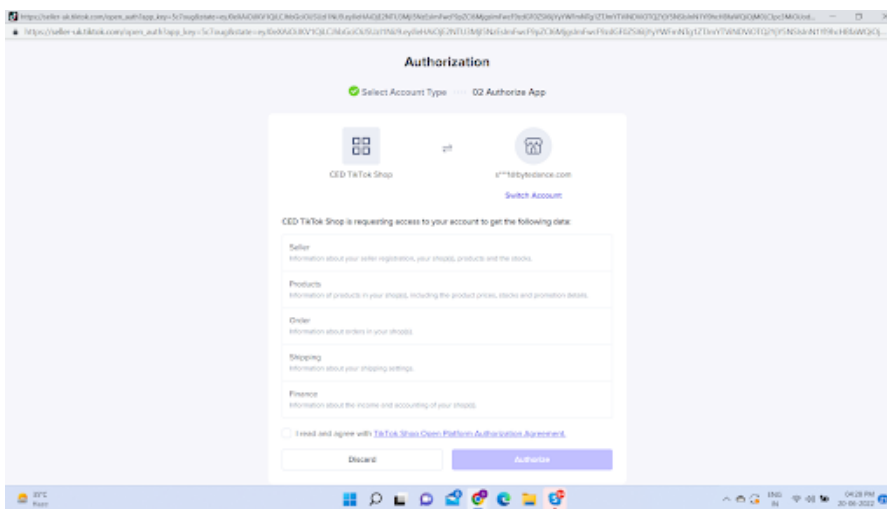
- Connect your TikTok account with the app; when you click on connect button, you will be redirected to the **“TikTok seller center.”**



- Choose your region & login into your TikTok account.



- Grant access to the **“TikTok Shop Integration”** app to access & update your TikTok Shop.



2.3. Default Profiling

Map TikTok Shop attribute with BigCommerce attribute.

Once you have successfully connected the integration app with the TikTok seller account, next, you need to map your product category listed on BigCommerce with the TikTok Shop. By doing so, you will enhance the visibility of your product catalog for buyers across your TikTok Shop. To do so, you need to –

1. Choose the desired category from the dropdown option as shown in the image below:

Select Product Category *

Select

Search

Home Supplies>Home Organizers>Storage Boxes & Bins

Home Supplies>Home Organizers>Storage Baskets

Home Supplies>Home Organizers>Hangers & Pegs

Home Supplies>Home Organizers>Storage Bags

1. Firstly map mandatory/ required attributes, i.e., product weight, length, height & width.

Select attribute mapping

Required Attributes

Standard Tik Tok Attributes

Package Length

Map Type: Attribute

Standard Bigcommerce Attributes: Title

Package Width

Map Type: Attribute

Standard Bigcommerce Attributes: SKU

Package Height

Map Type: Attribute

Standard Bigcommerce Attributes: Product id

Package Weight

Map Type: Attribute

Standard Bigcommerce Attributes: SKU

(NOTE: Map standard TikTok attributes with similar BigCommerce attributes, for eg, if TikTok attribute is package length, the same should be selected as BigCommerce Attribute, i.e., length.)

3. Now Map product variant attribute, i.e., size & color

Variation Attributes

Standard Tik Tok Attributes

Colour

Attributes: color

Size

Attributes: size

(Note: Selecting atleast 1 product variant is mandatory to list product on TikTok)

4. Thirdly, set recommended attributes, which are not mandatory but will help your product rank better on TikTok Shop and help buyers better understand the product.

Recommended Attributes

Standard Tik Tok Attributes

- ☒ **Material**
Standard Tik Tok Attributes
Select Items
- ☒ **Season**
Standard Tik Tok Attributes
Select Items
- ☒ **Stretch**
Select
- ☒ **Washing Instructions**
Standard Tik Tok Attributes

2.4. Default Configuration

Step 3

Once the profile data is saved successfully, proceed with the default configuration.

Default Configuration

Choose your default configuration settings options to upload product(s) on Tik Tok.

Product Auto Update
Enable
Enable to automatically sync changes made to the product on Bigcommerce with Tik Tok

Product Auto Create
Enable
Uploads Only the Products (along with all variants). No individual variant will be created on Tik Tok.

Product Auto Delete
Enable
Enable to delete products from Tik Tok when deleted from Bigcommerce automatically

Threshold Inventory
2
Recommended minimum threshold value is 0

Sync Settings
☒ Title ☒ Description ☒ Price ☒ Weight ☒ Image
 Tick the options you want to use for product details to sync with Tik Tok

SAVE & PROCEED

Product auto-update: If you want to sync BigCommerce & the app in real-time, enable this feature, and any update on your BigCommerce will also be reflected in the integration app.

Product auto Import: By enabling this, you agree to create/ add a new product on the integration app if any product is created on the BigCommerce store.

Product auto delete: Any product deleted in the BigCommerce store will also be reflected in the TikTok Shop. Note: Individual variants won't be removed.

Threshold inventory: Set minimum inventory level, after reaching which product will reflect "Out Of Stock" status. This prevents you from overselling. For example, if you have set threshold inventory at 4, so when your inventory reaches 4, the product will automatically go "out of stock," and you will be notified for the same. You

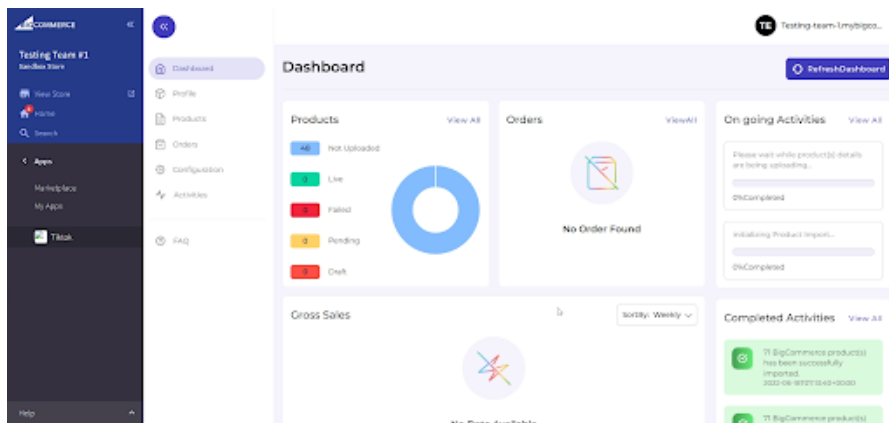
can then order more stock for the product.

Sync setting: Select the product details that you wish to sync to the app from the BigCommerce store, like product title, description, etc.

After selecting your option, save & proceed.

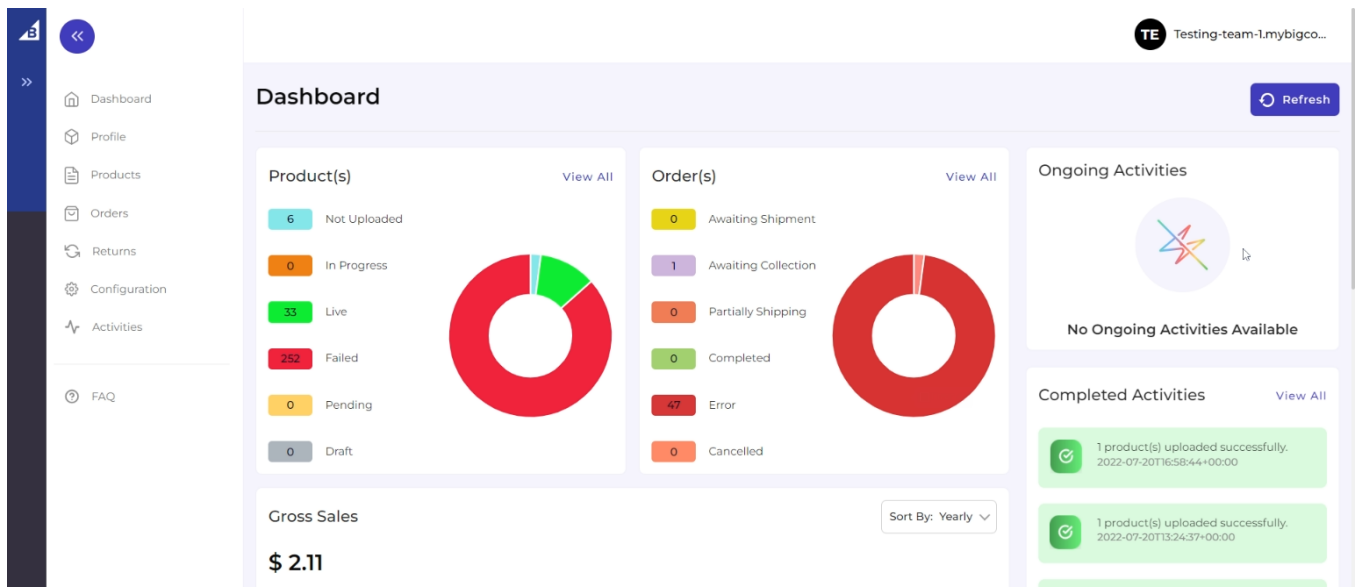
Step 4

After completing the onboarding process, you will be redirected to the dashboard.



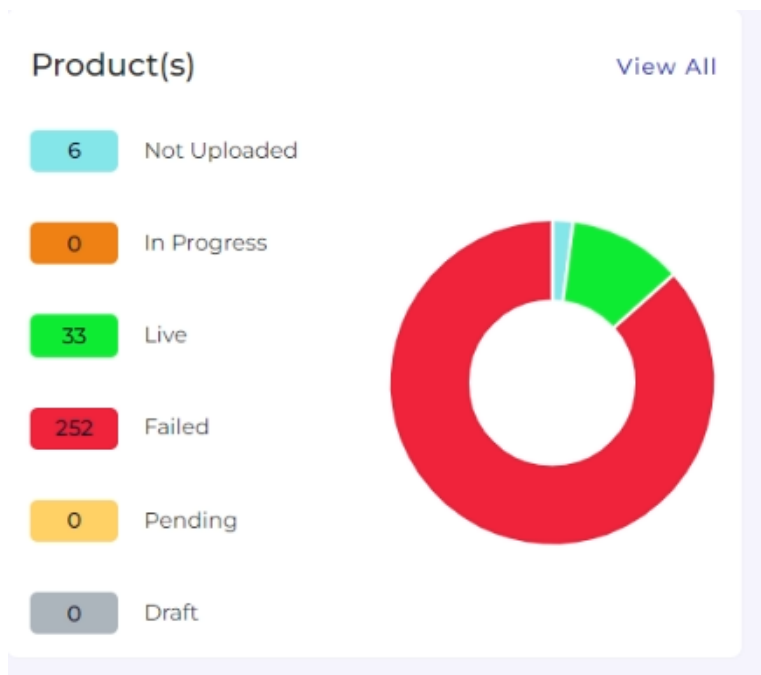
3. Dashboard Section

The app's dashboard provides a comprehensive view of all actions, operations & synchronization with TikTok Shop.



Product

From here, you can check the status of not uploaded, in progress, live, failed, pending & draft products.



Order

With this part of the dashboard, you can track the status of orders, i.e., awaiting shipment, awaiting collection, completed order, canceled order & error in the order.

Activity

Here all the ongoing & completed activities are listed. You can keep an eye on all the activities that are happening in the app, for example, product uploading, order fulfillment, etc.

Gross Sales

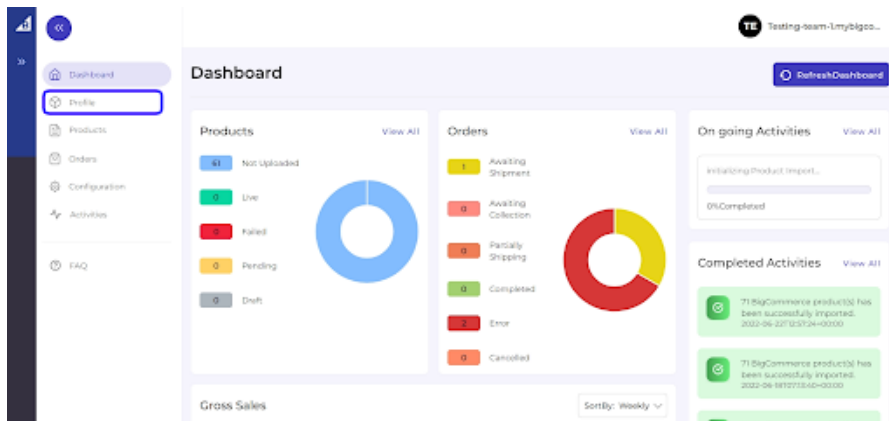
This is a graphical representation of your gross sale made during a specified period of time. You can filter the data based on a weekly, monthly & yearly basis.

4. Profile Tab

Product profiling is a means of categorizing similar products under a single category. This enables sellers to modify/edit all products under that profile in one go. With the help of Profiling, you can apply a certain set of rules and customization to your products. Profiling helps you to manage your bulk products to be category mapped and attribute mapped all at once such that in the future if any product of the same product type or vendor (or following any condition(s) that you have set in Profile) is added, it automatically gets mapped in the respective profile.

To manage product profile:

1. Firstly, go to the Profile section



There are two functions that you can perform:

1. Create Profile(<https://docs.cedcommerce.com/bigcommerce/tiktok-shop-bigcommerce-user-guide/?section=how-to-create-a-profile-6>)

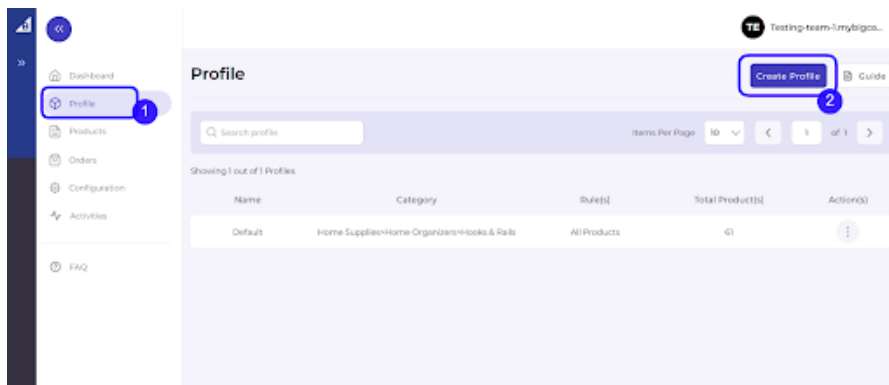
2. Edit

Profile(<https://docs.cedcommerce.com/bigcommerce/tiktok-shop-bigcommerce-user-guide/?section=how-to-upload-product-profile-wise-4>)

4.1. How to create a Profile?

Create Profile

1. Go to Profile > Create a profile



2. Fill in all details, like set a unique profile name so it's easily identifiable.

3. Further, you need to select & set “**Rule Group**” to fetch data from a similar set of products.

Product Match: The rule is based on ANY and ALL conditions that define whether you want all the selected conditions to be fulfilled or any of them to be true.

Filter & fetch products based on title, SKU, brand, or category.

Now select the value from equals and not equal.

Once you have entered all values, click on “Run Query”. A list of all products containing the mentioned value will be fetched & displayed.

Assign Products to the Profile *

Create Rule Group(s) (query) to fetch a particular set of the product(s) in the current profile.

Select **Any Condition** to filter the product(s) fulfilling any of the conditions created.
 Select **All Condition** to filter the product(s) fulfilling all the conditions created.

-Click on **Add More** to add multiple conditions in the RuleGroup.
 -Click on **Run Query** to filter the number of the product(s) on the basis of the Rule Group(s) created.

Rule Group

☒ **OVERRIDE EXISTING PRODUCT**

Product Must Match ☒ Any Condition ☐ All Conditions

Brand Equals Sagaform

RunQuery **AddMore**

Total 11 product(s) Will be affected.

4. Now select the product category for the product.

Profile

Profile Name *
 Enter a unique profile name/Profile name is limited to 93 characters.

Select Product Category *
 Select the Category that best defines your product(s).
 Note: You will map Bigcommerce attributes with TikTok attributes based on your selected category.

Select
 Search
 Home Supplies>Home Organizers>Storage Boxes & Bins
 Home Supplies>Home Organizers>Storage Baskets
 Home Supplies>Home Organizers>Hangers & Pegs
 Home Supplies>Home Organizers>Storage Bags

5. Map BigCommerce Attribute with TikTok Shop attribute

- Firstly map mandatory/ required attributes, i.e., product weight, length, height & width.

Select attribute mapping

Required Attributes

Standard Tik Tok Attributes

☒ **Package Length**
 Map Type: Attribute
 Standard Bigcommerce Attributes: Title

☒ **Package Width**
 Map Type: Attribute
 Standard Bigcommerce Attributes: SKU

☒ **Package Height**
 Map Type: Attribute
 Standard Bigcommerce Attributes: Product id

☒ **Package Weight**
 Map Type: Attribute
 Standard Bigcommerce Attributes: SKU

Now Map product variant attribute, i.e., size & color

(Note: Color attribute is a mandatory field on TikTok. Merchants must link it with relevant BigCommerce attributes)

Thirdly, set recommended attributes, which are not mandatory but will help your product rank better on TikTok Shop and help buyers better understand the product.

Lastly, set the custom price rule for the products falling under this profile. For example, if you want an increase of 10% in all products of this profile, choose percentage increment & then write 10%.

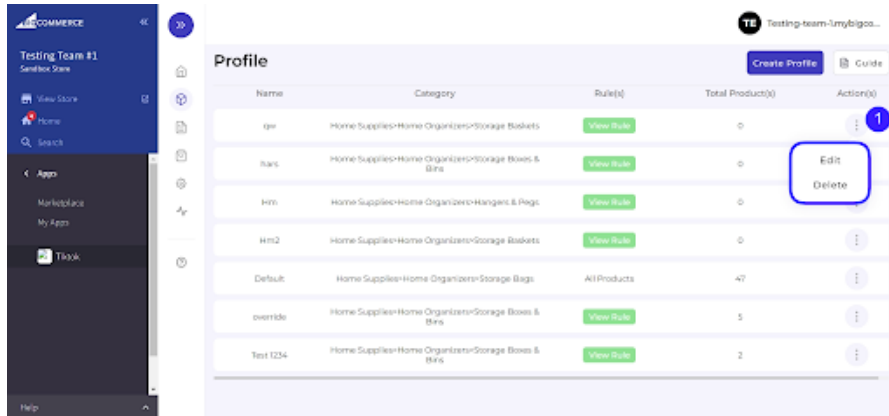
Save the settings, and now a profile is created successfully. You can view or edit them from the profile section.

4.2. How to edit an existing product Profile?

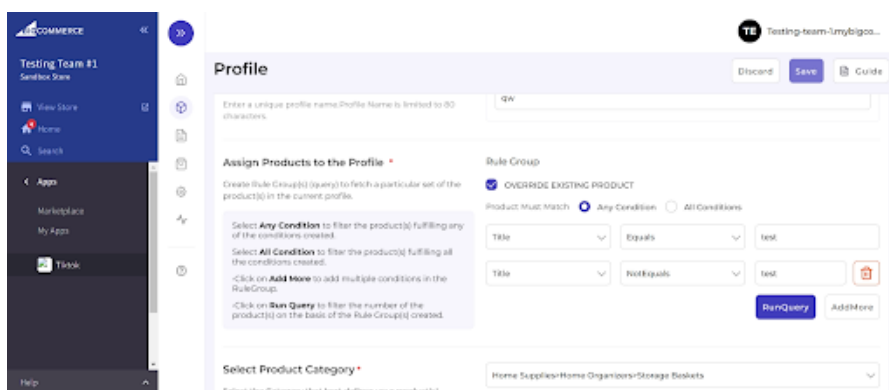
Edit Profile

You can also view, edit or delete the profile from the 'Profile Section'.

- Click on edit.



- Make the changes, whatever is required, like name attribute mapping or price rule, and save to implement those changes.



4.3. How to Upload Product Profile-wise?

1. Go to the **"Products"** Tab and click on the **"More Action"** tab in the right corner of the app. From here, click on **"Upload product on TikTok"**.

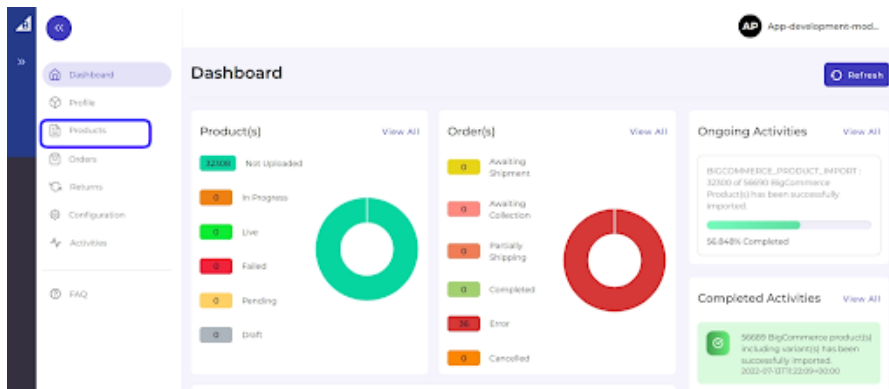
2. A pop-up message will appear, with two options, i.e., "Choose profile and warehouse".

3. Click on the **drop-down menu** to choose desired profile and a warehouse. Click on upload to proceed.

4. You will now be redirected to the activity section of the app, where you can see all the products (or product-set) under the profile selected will start uploading. You can also view it directly from the **Activities Tab**.

5. Products

The product section of the app provides you with every bit of detail you need to syn, list, and manage your products. To amend or update product settings, firstly go to the **'Product Section.'**



Product Status

At the top bar, you can view products on the basis of their status; it shows the following statuses:

All: It shows the total products in the integration app, whether they are listed or not listed on TikTok Shop.

Not Uploaded: Total no. of products imported from BigCommerce to the app but not uploaded in the TikTok product catalog.

In Progress: It lists the total number of products that is in progress and under review by the TikTok team.

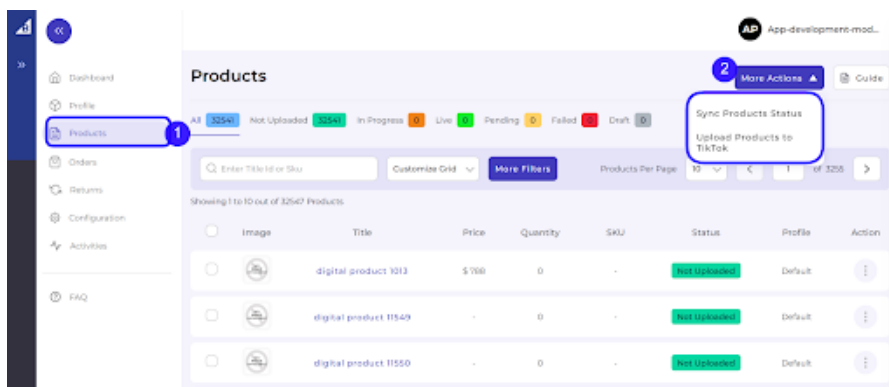
Live: The total number of products listed on TikTok Shop.

Pending: Products that are still not live on TikTok Shop, and review is still awaited.

Failed: The list of products that failed to get uploaded on the TikTok Shop due to some or other reason.

Draft: Products that are not uploaded and listed in TikTok Shop.

More Action

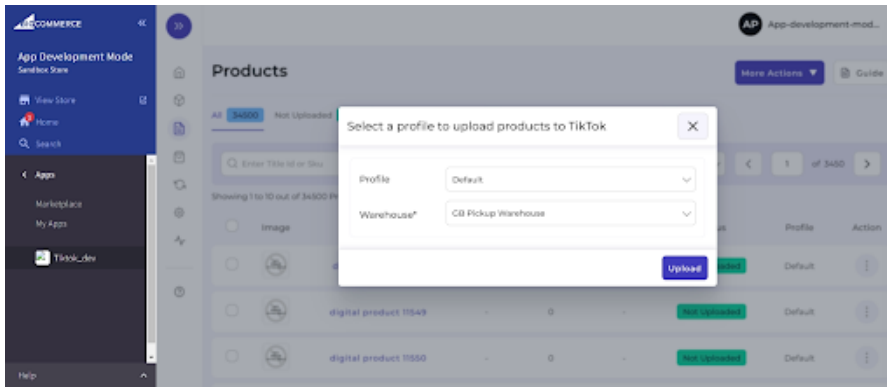


With the 'More Action' tab, you can sync and upload products on TikTok in bulk.

Sync Product Status: By clicking on this, you can sync product status with TikTok Shop. I.e., product status from TikTok Shop will be synced with the integration app.

Upload Products on TikTok: With this tab, you can list and **upload products in bulk on your TikTok Shop.**

1. Firstly click on "Upload Product on TikTok."
2. A pop will appear; choose a profile and a warehouse.



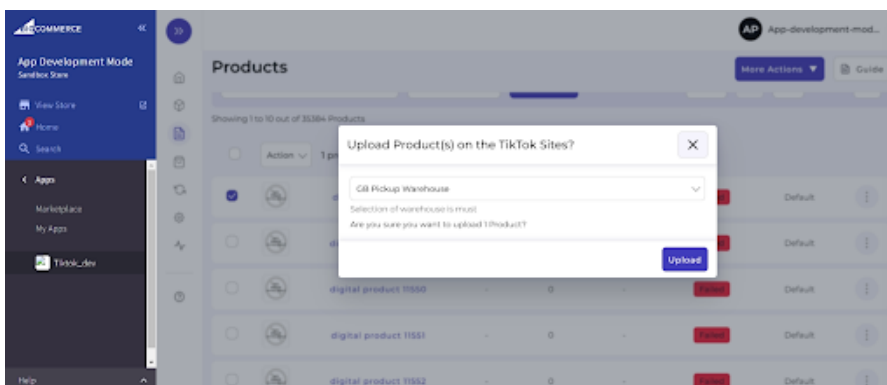
(Note: Creating a warehouse is mandatory, or else you won't be able to upload products on TikTok)

3. After clicking on 'Upload,' the process will start, and you will be redirected to the "Activity Section," where you can see and track the status of product uploading.

5.1. How to Upload Products in Bulk?

You can perform multiple actions in bulk , like product upload, activating, deactivating, or deleting products.

Product Upload: Select the desired product and click on 'Product upload'; a pop-up confirming the warehouse will appear. Click on 'Upload', and your product will be uploaded successfully on TikTok.



Activate Product: If any product is in deactivated status, you can make the product live on TikTok Shop by

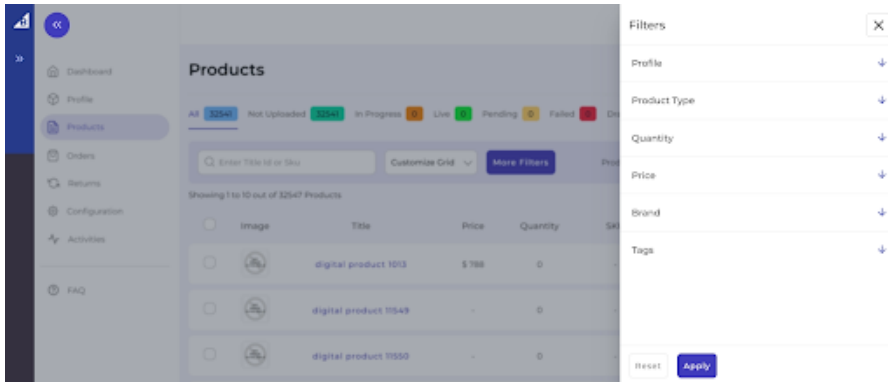
clicking on 'Activate Product.'

Deactivate Product: If a product is uploaded and listed on TikTok Shop, and you wish to delist it for some time, you can deactivate them from this option.

Delete Product: If you delete any product from TikTok Shop, you can do so from this option. Moreover, these products are not deleted forever; you can still recover them.

Search/ Filter Product

If you are looking for a particular product(S), you can easily search them from the 'Search Menu,' or you can also apply a filter based on SKU, profile, product type, etc.

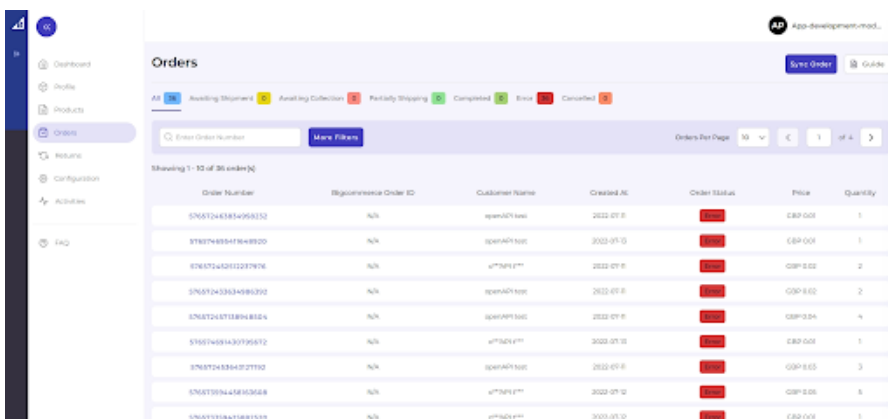


Set the filter here and apply. A list of products will appear immediately.

6. Orders

TikTok Shop integration app is carefully devised to best suit the selling needs of a demanding BigCommerce Business. Escalate the sales and profits on TikTok effortlessly from the comfort of a centralized app and scale your business, all this while saving time and resources. Receive all your TikTok orders in? the integration app and manage them from within the app effortlessly.

The end-to-end process of order syncing is real-time automated within the app itself. Whenever you receive an order on TikTok, and you sync it app, you will get that order in the integration app within 5 minutes and will be created on BigCommerce. So now, you don't have to worry about going back and forth on multiple apps to receive and manage your orders; you can do all of it now with a single integration app.



From the top bar, you can find the product on the basis of its status, i.e., awaiting shipment, awaiting collection, partially shipping, completed, error, cancelled.

etc.

Awaiting Shipment: When an order is received on TikTok Shop, it shows an '**Awaiting Shipment**' status, which means no shipping is yet arranged.

Awaiting Collection: When a seller uses 'Platform logistics fulfillment mode,' and the order is ready to ship, the status shows "Awaiting collection."

Partially Shipping: The order status changes to "Partially Shipping" when the partial order is ready to ship. For example, if a customer ordered

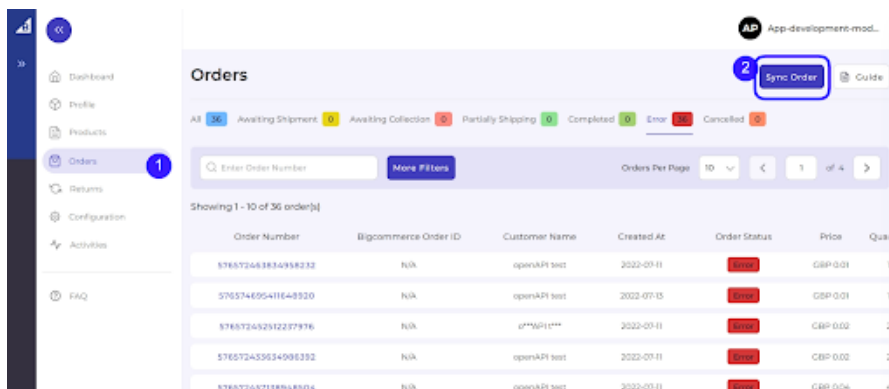
Completed: Once an order is delivered successfully and no return or refund request is raised by the buyer. Then the status will auto-update to 'Completed' in 14 days from the date of the delivery date.

Error: If an order is placed but it is not created on the BigCommerce store, or if the tracking details are not updated in the app, the order shows an error and is listed under the "**Error section.**"

Canceled: The order placed by a buyer can be canceled by the merchant via the app by providing a proper reason the status of the same will be updated on TikTok.

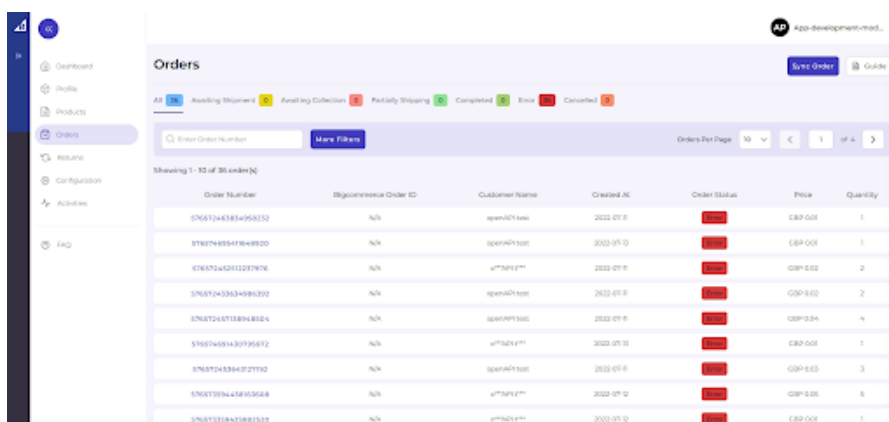
Sync Order

You can sync orders with TikTok. So if any new order is placed on TikTok, you can find it in the app. Just click on sync order, and within 5 minutes, any new order placed will be reflected in the app.



More Filter

You can also search product by its name or number, or you use the 'More filter' option to search for an order based on its creation date.



7. Returns

The return section of the TikTok Shop Integration app shares a complete view of orders returned to the seller, their status, and all related information to product return.

Sync Return: The “Sync Return,” option helps you fetch any new product return and it is shown in the app.

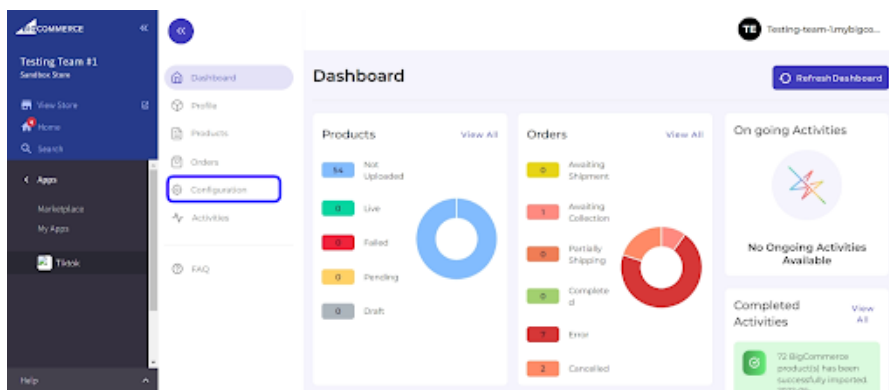
All: All the returns for the orders that buyers place on TikTok are fetched to the app and created under this tab.

After applying: A return order shows up under this tab when the merchant accepts the return for the product from the app, and the status of the same will be updated on TikTok Shop.

After-sale reject status: A return order shows up under this tab when the merchant rejects the return for the product from the app, and the status of the same will be updated on TikTok Shop.

8. Configuration

The configuration setting connects & bridges the gap between your BigCommerce store and TikTok Shop.

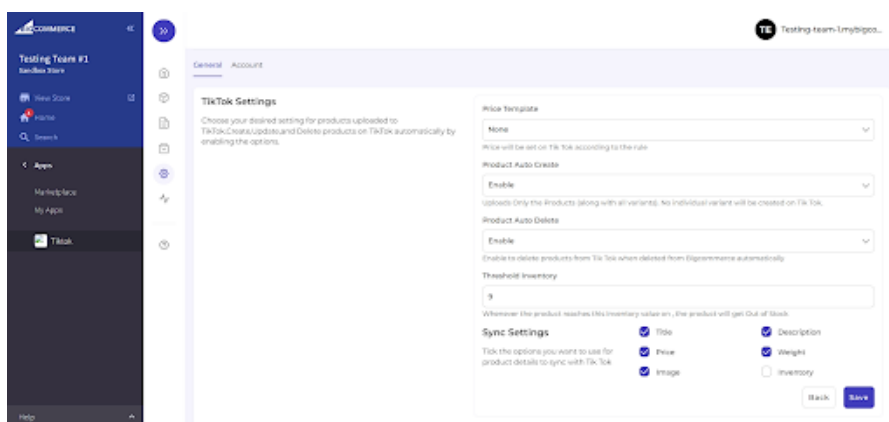


Here you can perform two functions:

1. General Configuration
2. Account Configuration

8.1. General Settings

Firstly, go to the **“Configuration”** section. Under the general setting, you can modify and update the price rule, auto-syncing option, and also set the threshold inventory limit.



Price Rule: Here, you can set the price rule, i.e., set percentage increase or decrease or fixed price increase and decrease rule. For example, if you want an increase of 10% in all products, choose percentage increment & then write 10%.

Product Auto Import: By enabling this, you agree to create/ add a new product on the app if any product is

created on the BigCommerce store.

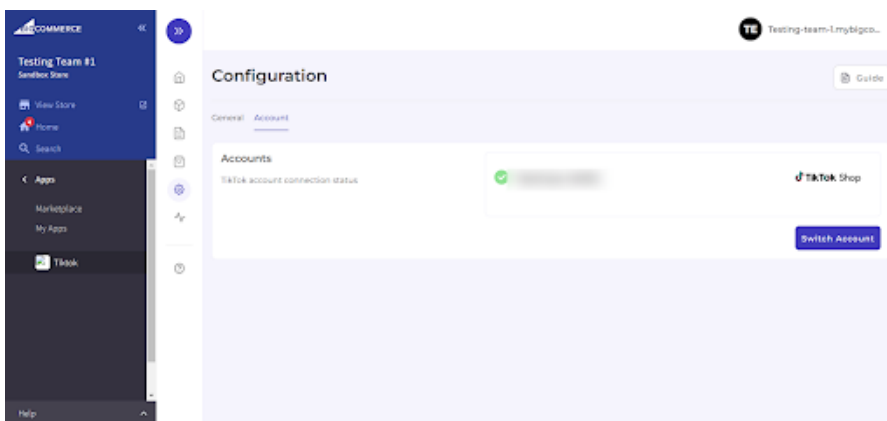
Product Auto Delete: Any product deleted in the BigCommerce store will also be reflected in the TikTok Shop as well. Note: Individual variants won't be deleted.

Threshold Inventory: Set minimum inventory level, after reaching which product will reflect "Out Of Stock" status. This prevents you from overselling.

Sync Setting: Select the product details that you wish to sync with the app, like product title, description, etc. Save the changes & you are good to go.

8.2. Account Settings

Under the 'Account' tab, you can check your **TikTok Account status and its unique I.d.**



You can also switch account by clicking on the "Switch account" button.

9. Activities

This section displays the activities running in the background and any other completed activities. For example, if you have performed bulk product uploading, then that activity will be visible here in the activities section.

