TikTok Shop BigCommerce Connector

by CedCommerce Products Documentation

1. Overview 3
2. Registration and Configuration 3
2.1. How to install the app? **4**
2.2. Connect TikTok Shop account with the app **5**
2.3. Default Profiling **6**
2.4. Default Configuration **8**
3. Dashboard Section 10
4. Profile Tab 13
4.1. How to create a Profile? **13**
4.2. How to edit an existing product Profile? **17**
4.3. How to upload product profile-wise? **18**
5. Product 20
5.1. How to list simple product on TikTok Shop? **22**
5.2. How to view/ edit product details? **25**
5.3. How to upload products in bulk? **26**
6. Orders 28
6.1. How to cancel an order from the app? **30**
7. Returns 31
8. Configuration 32
8.1. General Settings **33**
8.2. Account Settings **34**
9. Activities 34

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 connector by CedCommerce enables the BigCommerce store owner to bypass the manual process of uploading products & facilitates product uploading directly with the connector 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 Shop Connector 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 connector 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 connector app, you can also map TikTok attributes with BigCommerce attributes in just a few clicks. Merchants can do attribute mapping on profile levels for bulk products.

Simplified Listing: The connector 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 connector 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)

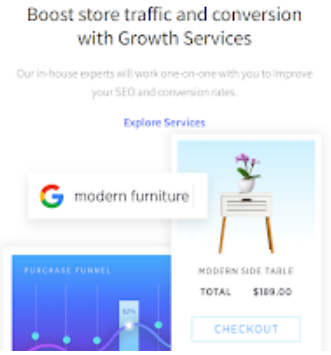
- **Connect TikTok business account with app(https://docs.cedcommerce.com/bigcommerce/tiktok-**

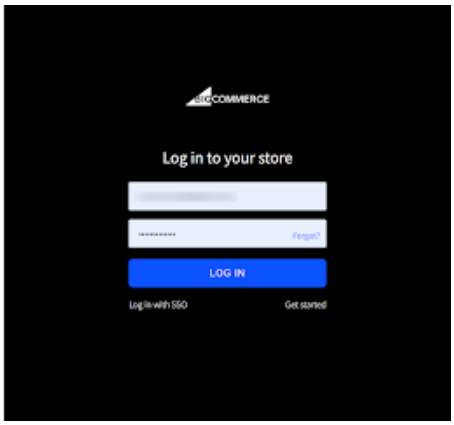
shop-bigcommerce-user-guide/?section=connect-tiktok-shop-account-with-the-app)

- **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)

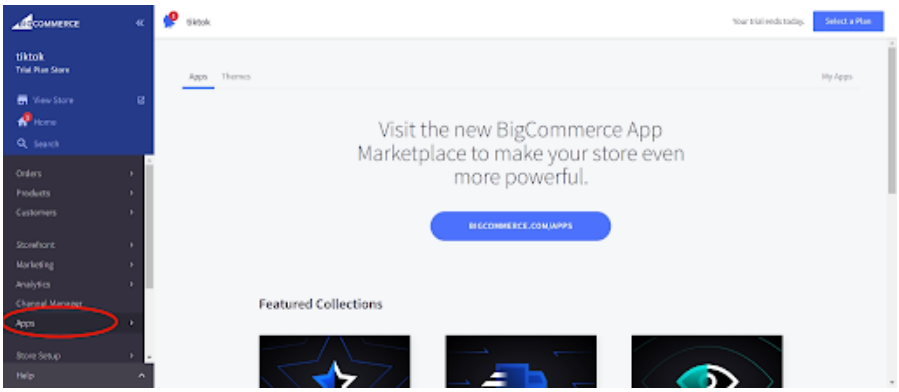
2.1. How to install the app?

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

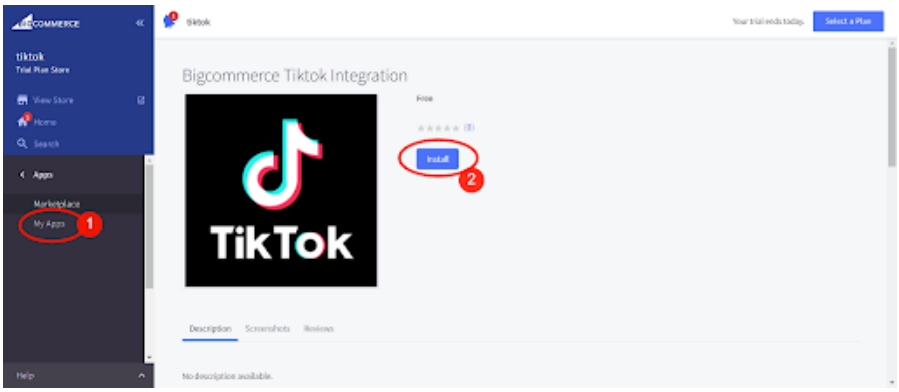




2. From the menu bar, click on ‘Apps’ > Marketplace



3. Search for the **“TikTok Shop Integration(http://www.bigcommerce.com/apps/tiktok-shop-connector-by-cedcommerce/)** **”** app, and click on the “**Install”** button, to get started with the app.

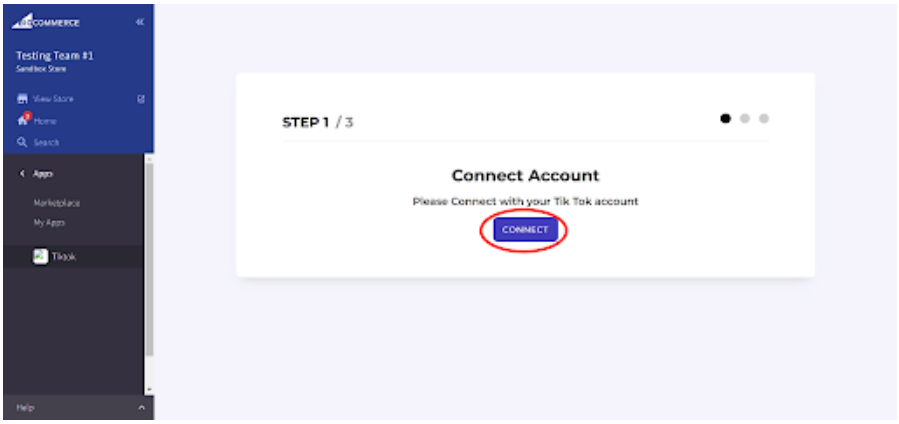


2.2. Connect TikTok Shop account with the app

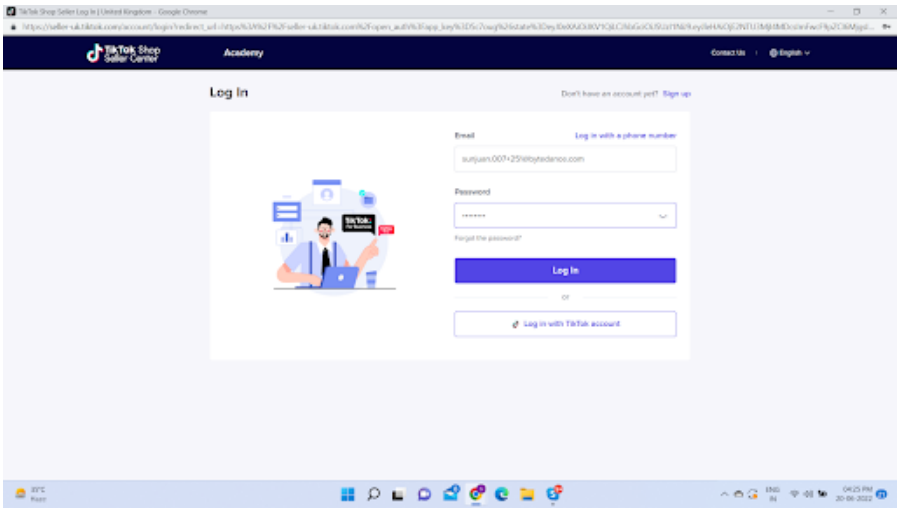
How to connect the connector app with the TikTok seller account?

Step 1: Connect

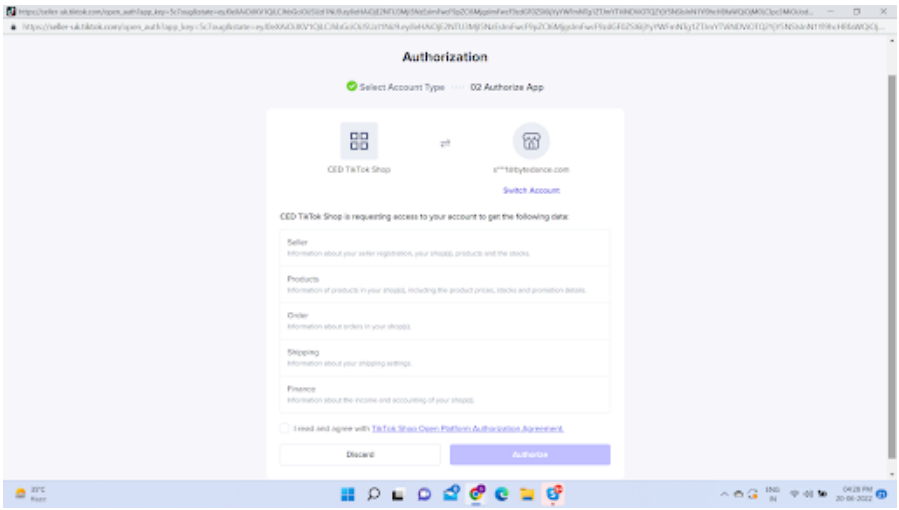
- Connect your TikTok Shop account with the app; when you click on connect button, you will be redirected to the **“TikTok seller center.**”



- Choose your region & login into your TikTok account.



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

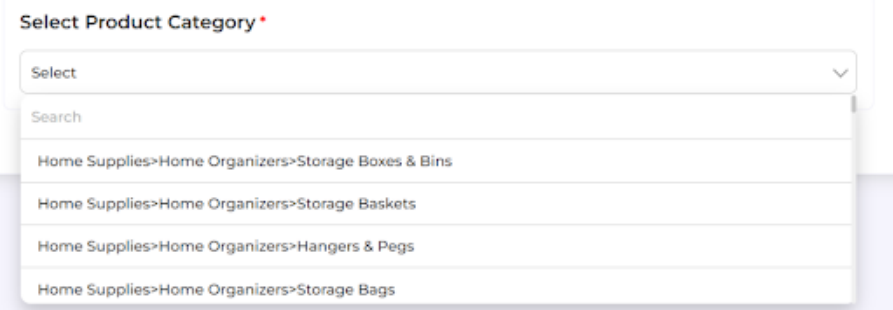


2.3. Default Profiling

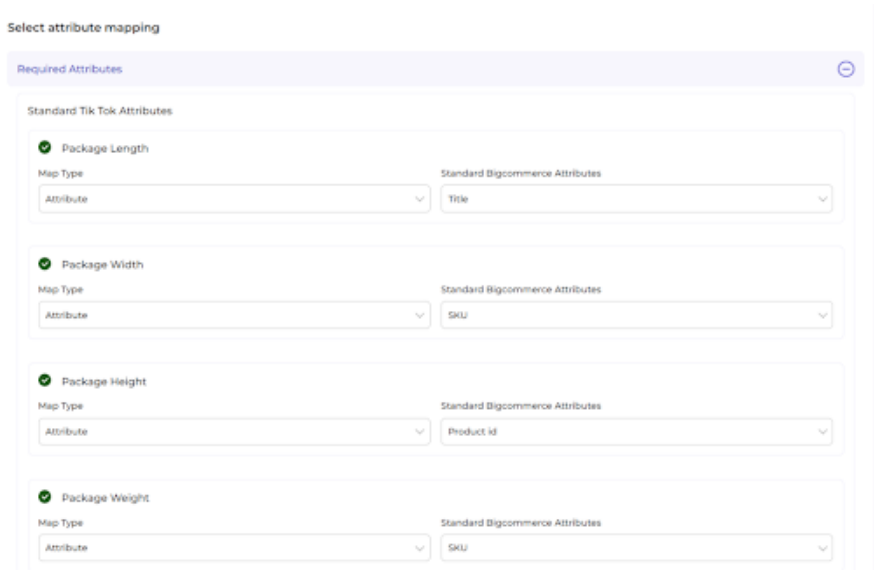
Map TikTok Shop attribute with BigCommerce attribute

Once you have successfully connected the connector 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:

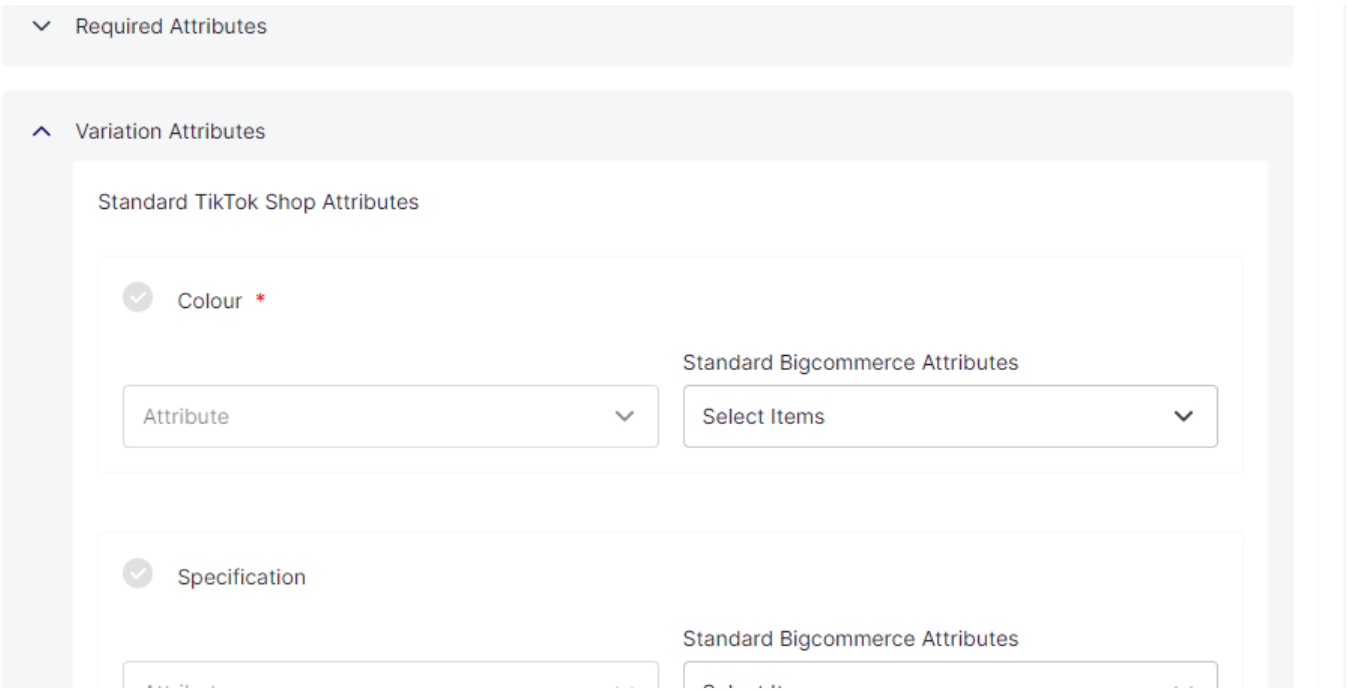


1. Firstly map mandatory/ required attributes, i.e., product weight, length, height & width.



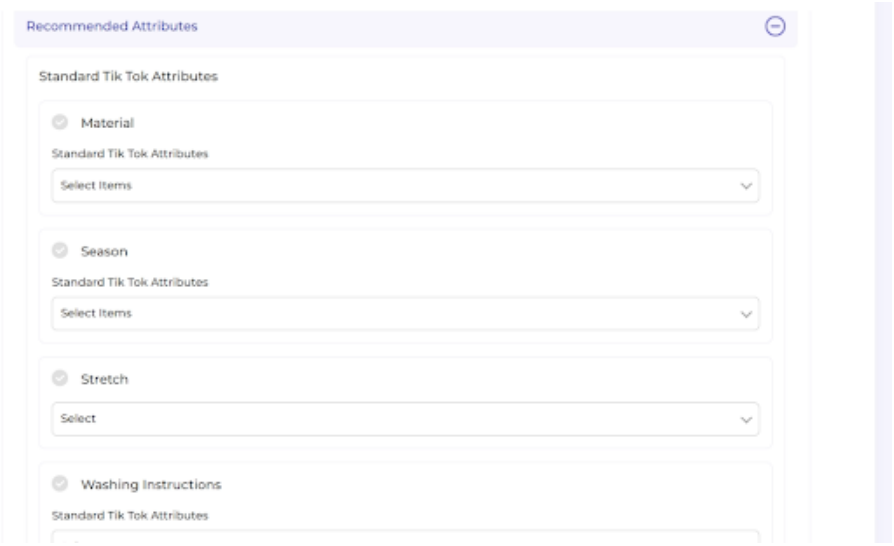
(NOTE: Map standard TikTok Shop attributes with similar BigCommerce attributes, for eg, if the TikTok shop attribute is package length, the same should be selected as BigCommerce Attribute, i.e., length.)

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



(Note: Selecting/creating at least 1 product variant is mandatory to list products on TikTok Shop. The product variant attribute varies from category to category.)

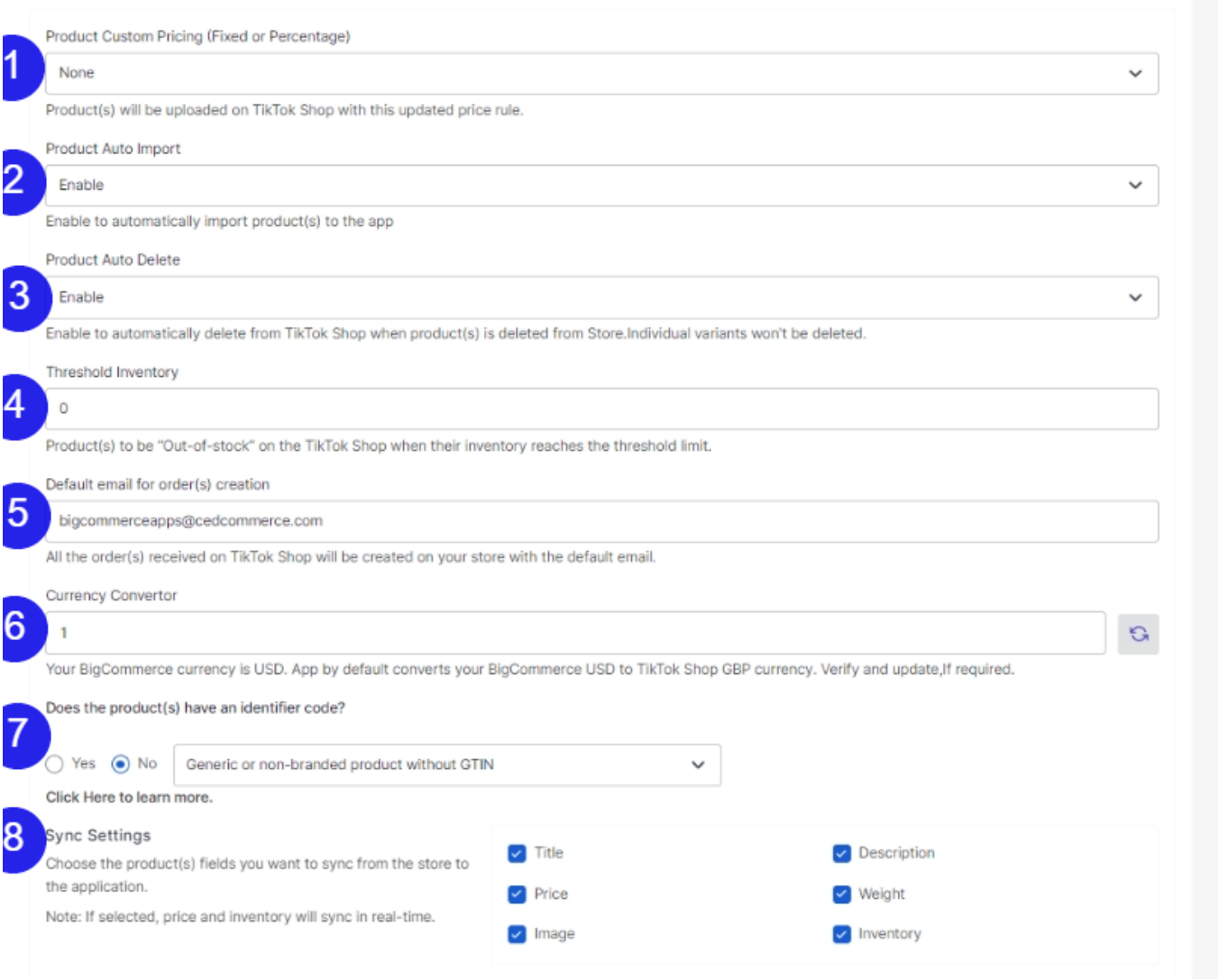
4. Thirdly, set recommended attributes, which are not mandatory but will help your product rank better on TikTok Shop and help buyers better understand the product.



2.4. Default Configuration

Step 3

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



Product custom pricing: You can set custom pricing with this option. Choose from fixed or percentage increment/decrement and set increment or decrement price.

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 on the TikTok Shop. 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 of the same. You can then order more stock for the product.

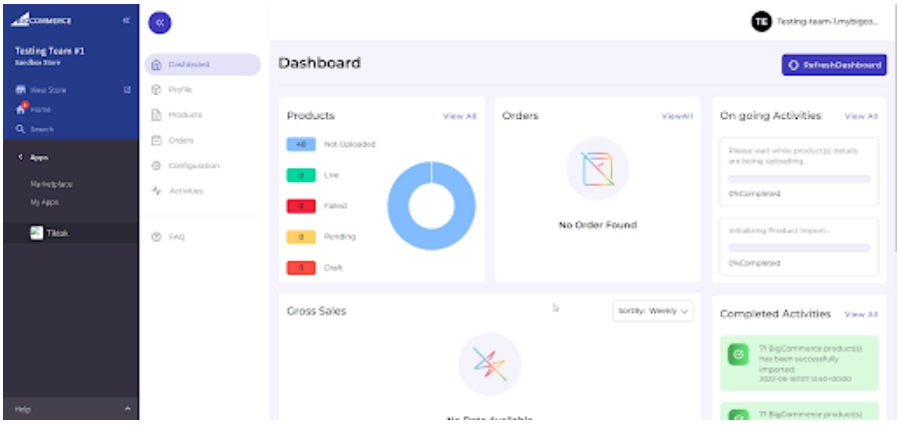
Default email for orders: Here you need to mention the email address on which you will receive the order notifications and order details. Make sure the email id is working so you don't miss important notifications.

Does the product have an identifier code?: Identifier code is a unique id/ code provided to the product as per industry standards. For example GTIN, MPN etc. Select "No" from the drop-down menu if you don't have this code and mention the reason to proceed further. You can manage it on the product level as well.

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

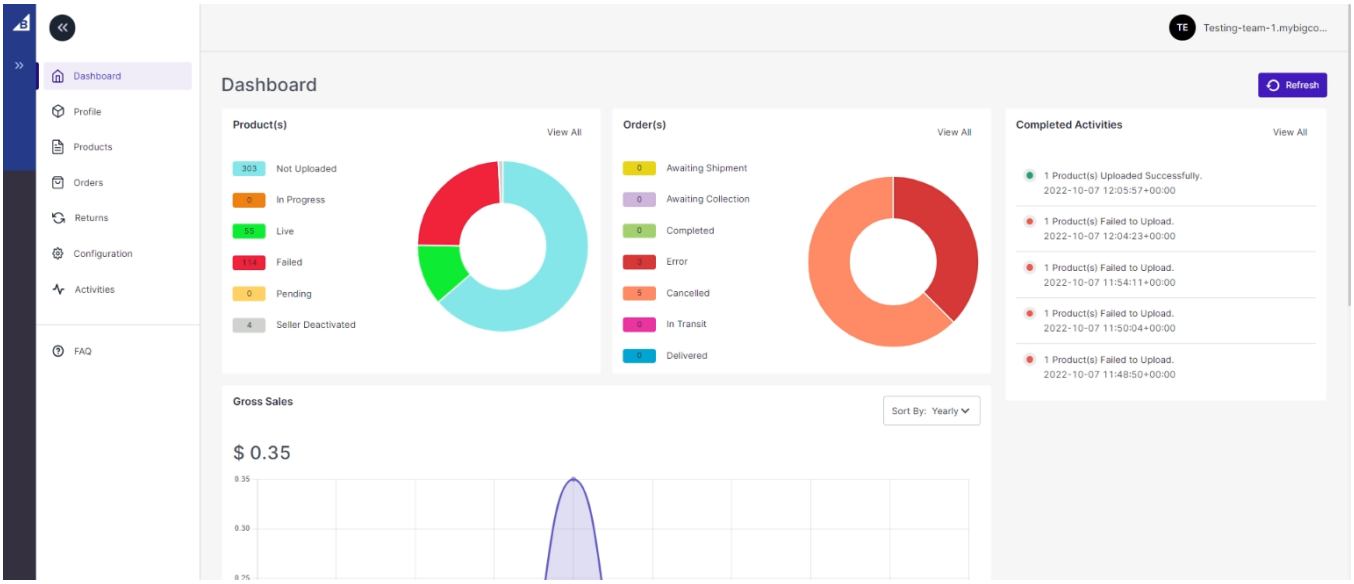
After selecting your option, save & proceed.

- Once the onboarding process is complete, you will be redirected to the dashboard. Initially, all the BigCommerce products will be imported into the app and you can find them under the “Product section.”



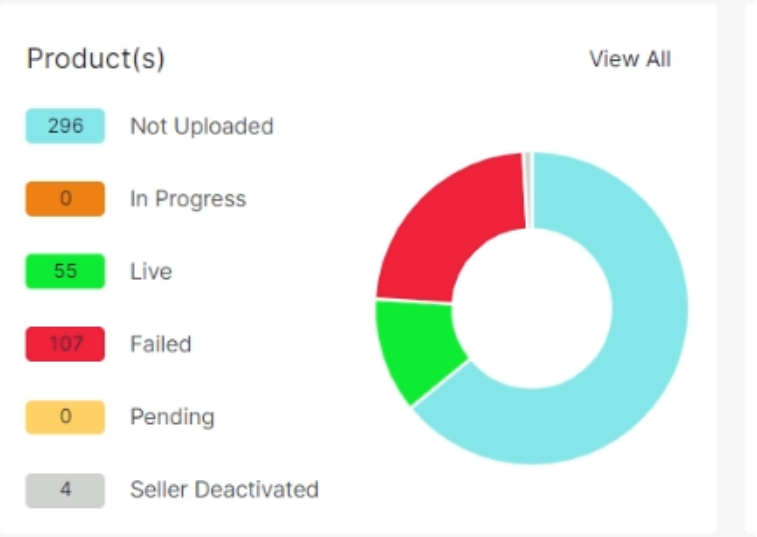
3. Dashboard Section

The app’s dashboard provides a comprehensive view of all actions, operations & synchronization with TikTok Shop. You can track products, orders, activities, sales reports, etc from a single dashboard. You can also find the FAQ section at the end of the page and find the most commonly asked questions, to resolve your doubt real quick.



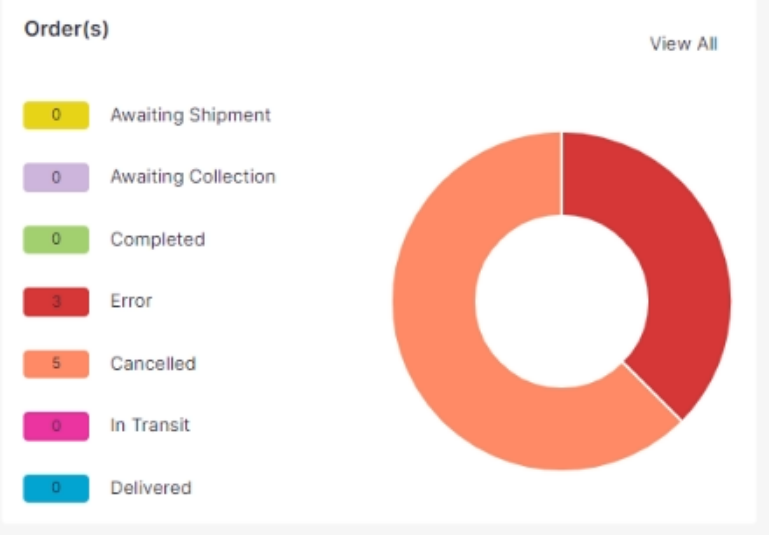
Product

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



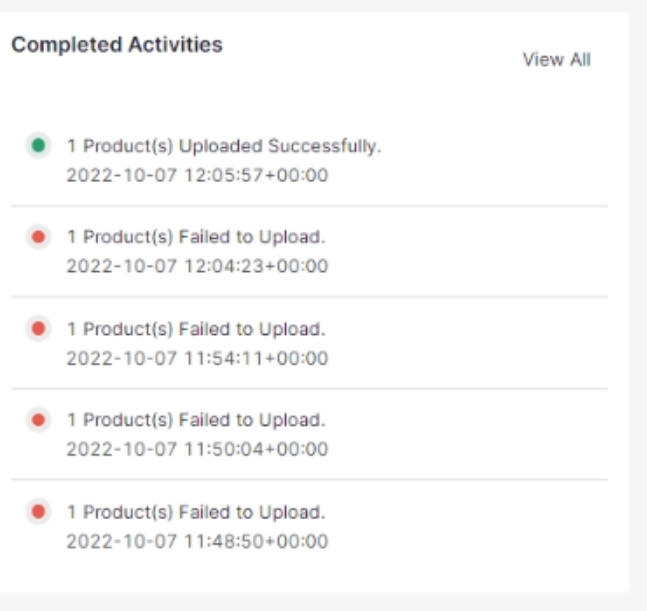
Order

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, in transit order, and orders that are delivered. Whenever you click on any of the order statuses, you will be navigated to orders in that section.



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

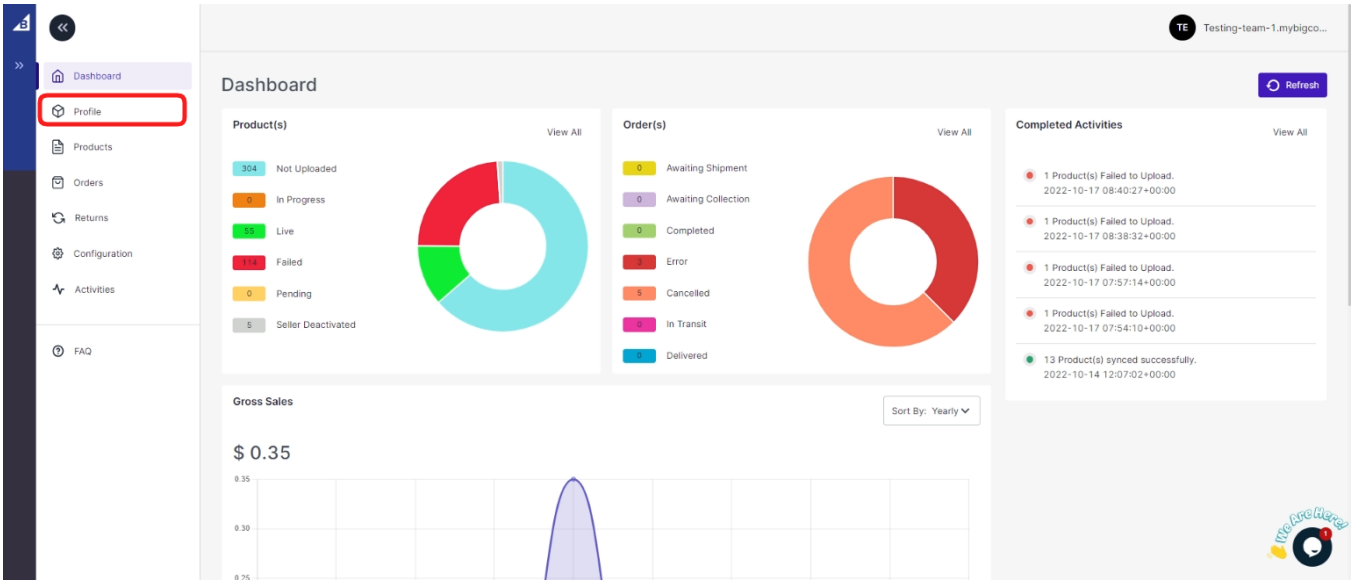
This is a graphical representation of your gross sale made during a specified period of time. You can filter the data based on a weekly, monthly & yearly basis.

4. Profile Tab

Product profiling means assigning the TikTok Shop product category to your BigCommerce products based on queries applied for the listed products. 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



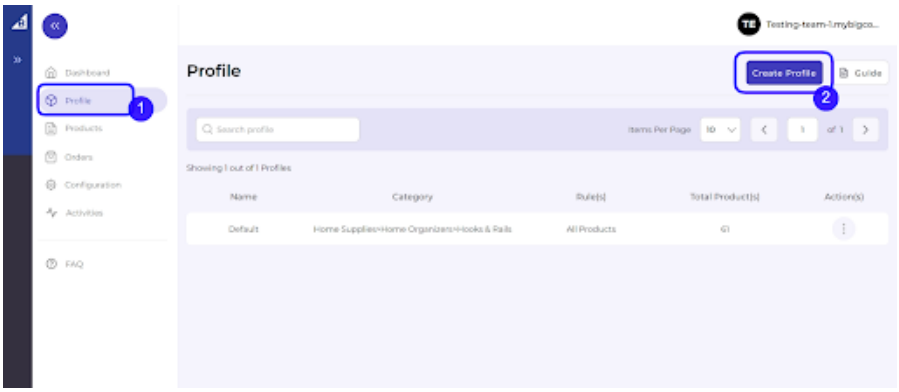
There are two functions that you can perform:
1. Create Profile(https://docs.cedcommerce.com/bigcommerce/tiktok-shop-bigcommerce-user-guide/?section=how-to-create-a-profile-6)

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

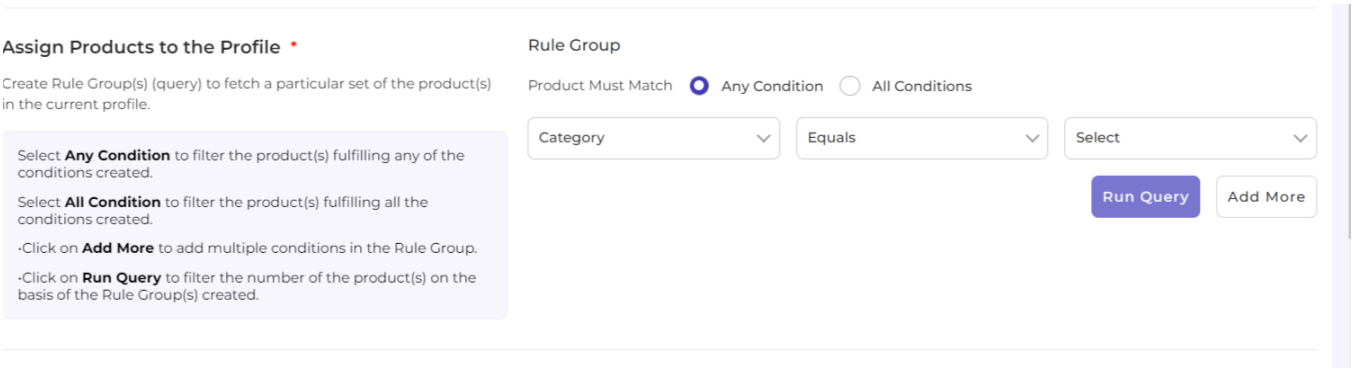
1. Go to Profile > Create a profile



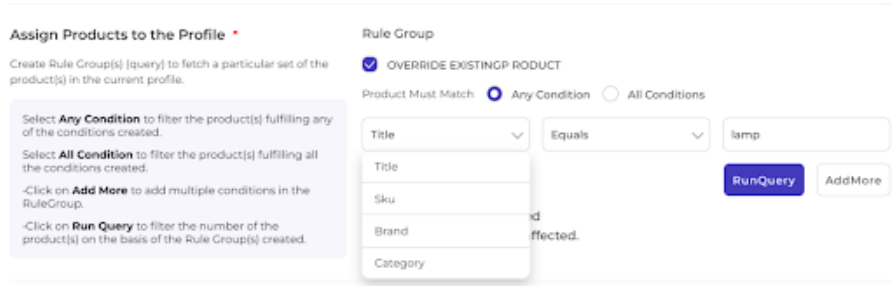
2. Fill in all details, like set a unique profile name so it’s easily identifiable.

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

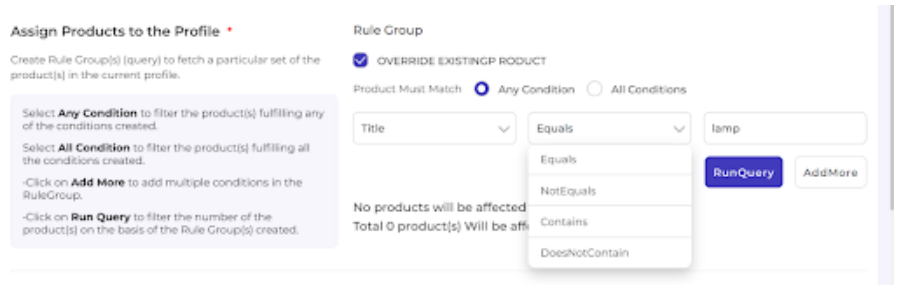
Product Match: The rule is based on ANY and ALL conditions that define whether you want all the selected conditions to be fulfilled or any of them to be true.



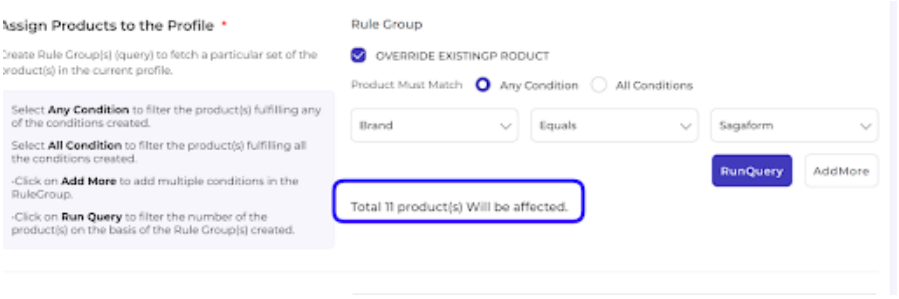
Filter & fetch products based on Title, SKU, brand, or category.



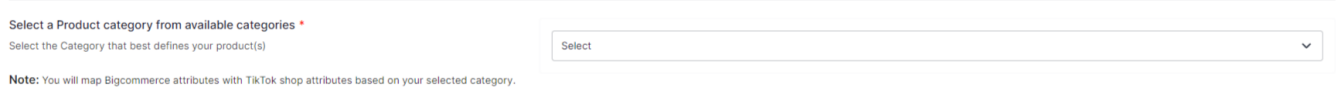
Now select the value from equals and not equal.



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

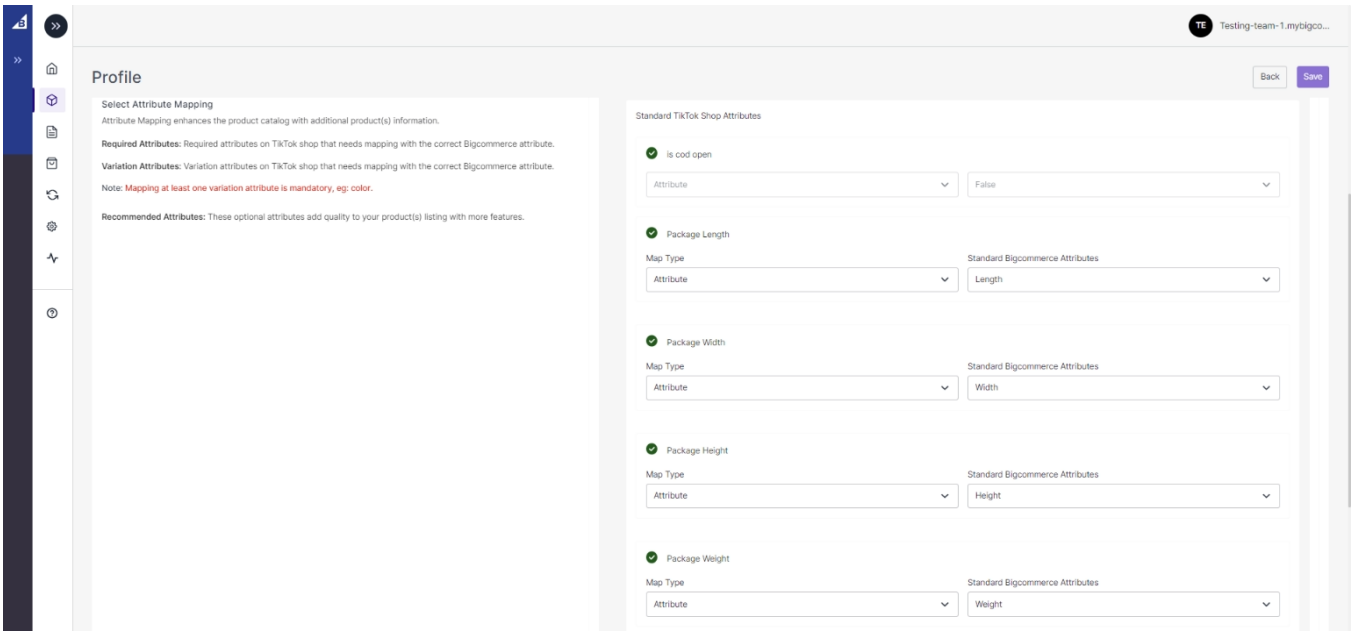


4. Now select the product category for the listed product. You will map BigCommerce attributes with TikTok shop attributes based on your selected category.

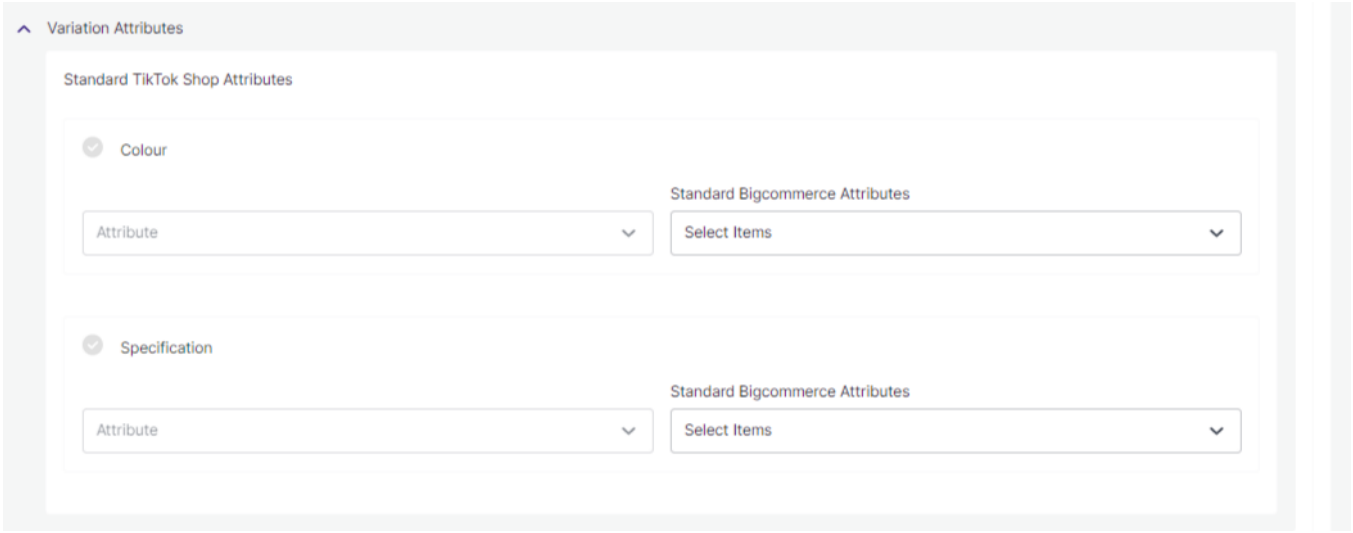


5. Map BigCommerce Attribute with TikTok Shop attribute

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

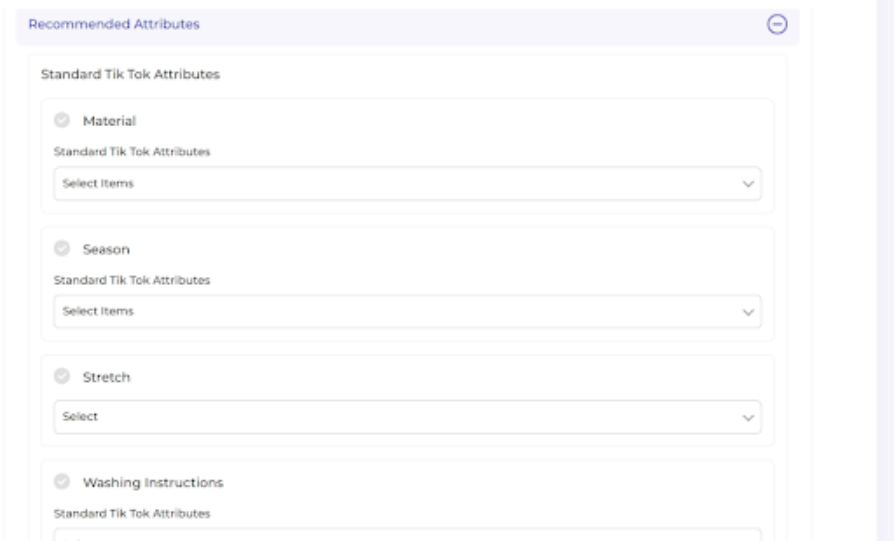


- Now Map product variant attribute, i.e., specification & colour.

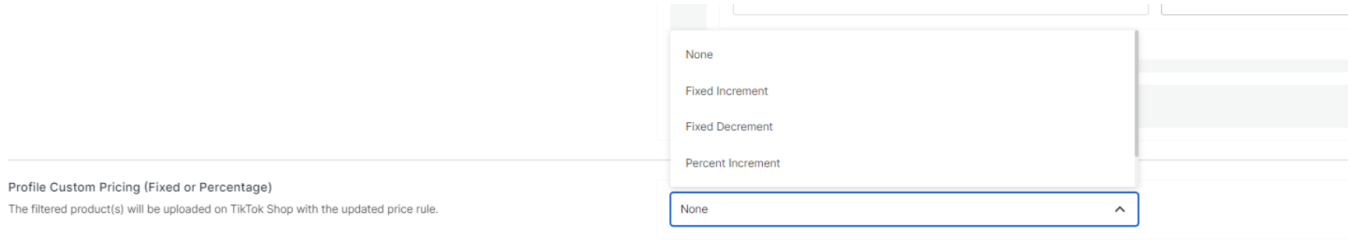


(Note: Variation attribute is a mandatory field on TikTok Shop. Merchants must link it with relevant BigCommerce attributes)

- 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 Profile 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%.



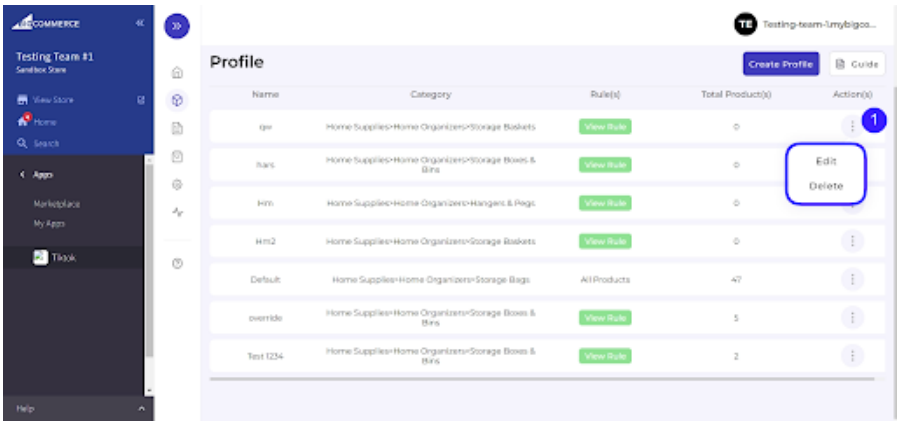
Save the settings, and now a profile is created successfully. You can view or edit them from the profile section.

4.2. How to edit an existing product Profile?

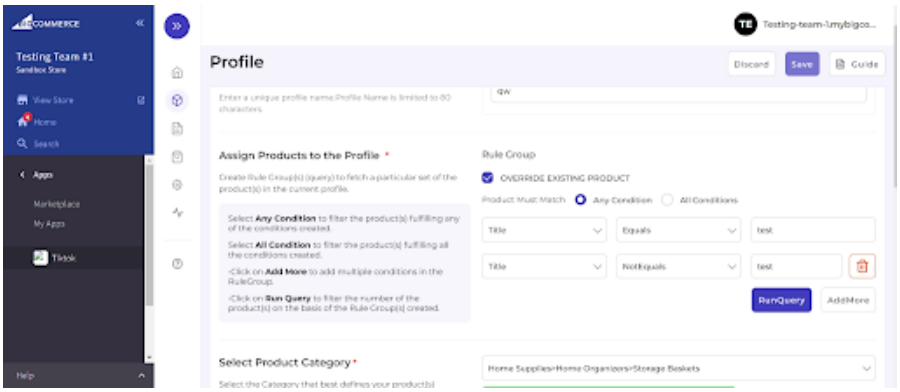
Edit Profile

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

- Profile section>> Click on ‘edit’ under action tab.

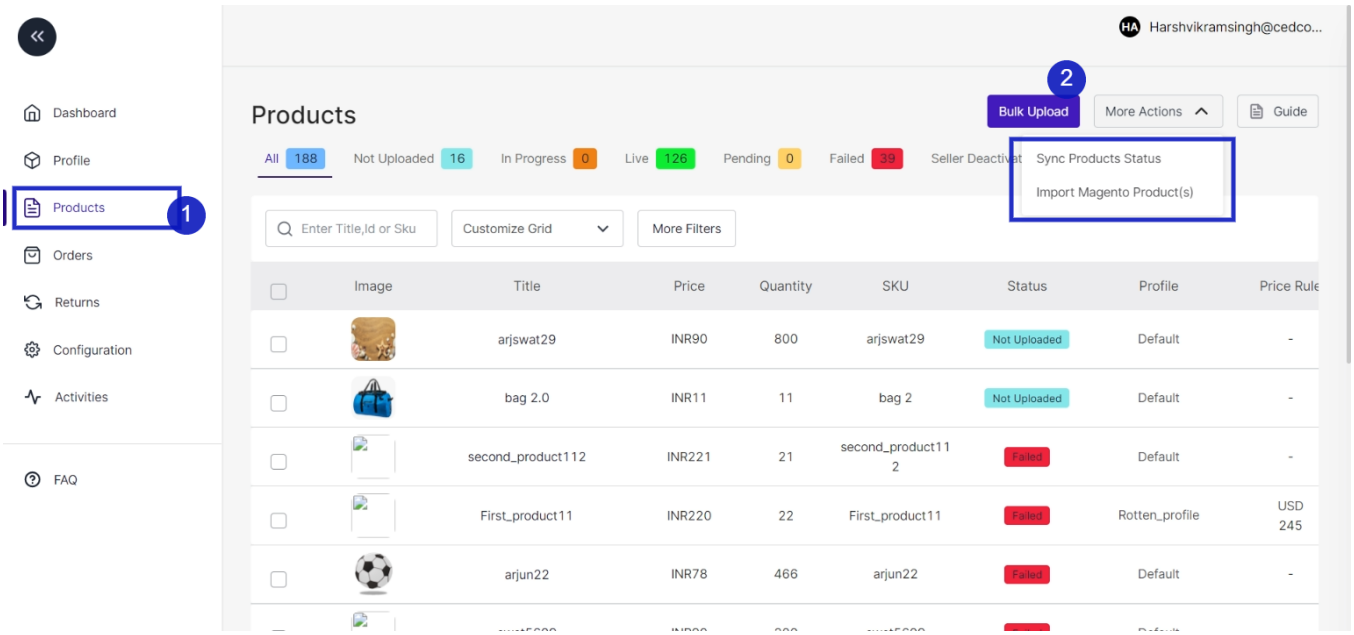


- Make the changes, whatever is required, like query, attribute mapping or price rule, and save to implement those changes.

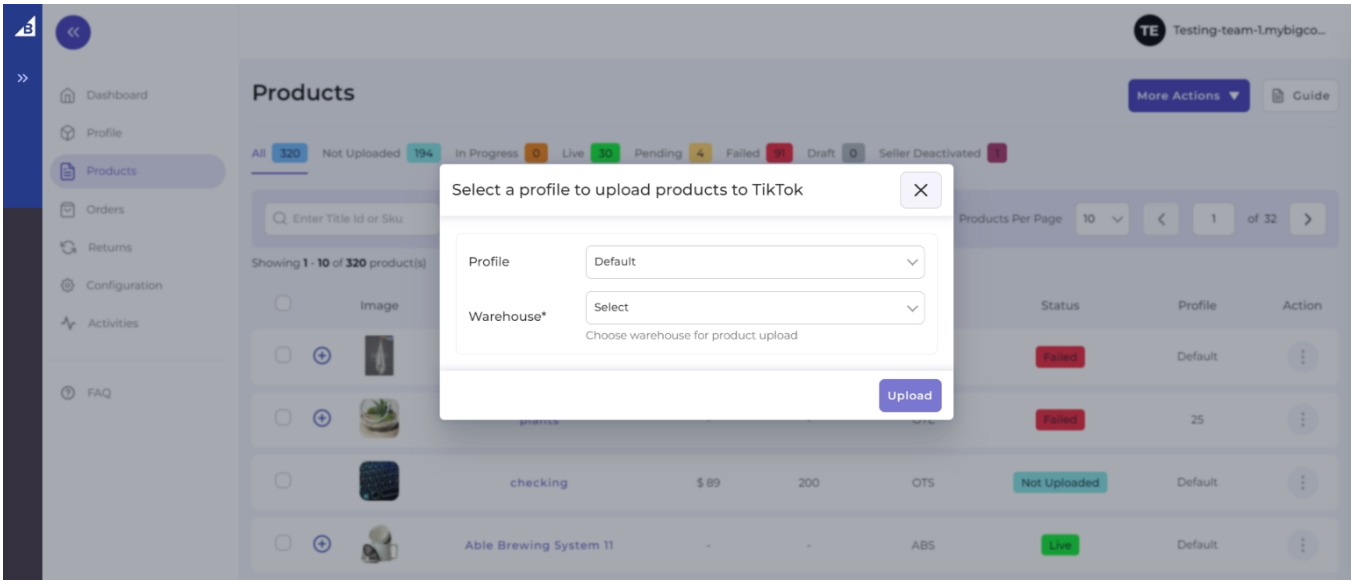


4.3. How to upload product profile-wise?

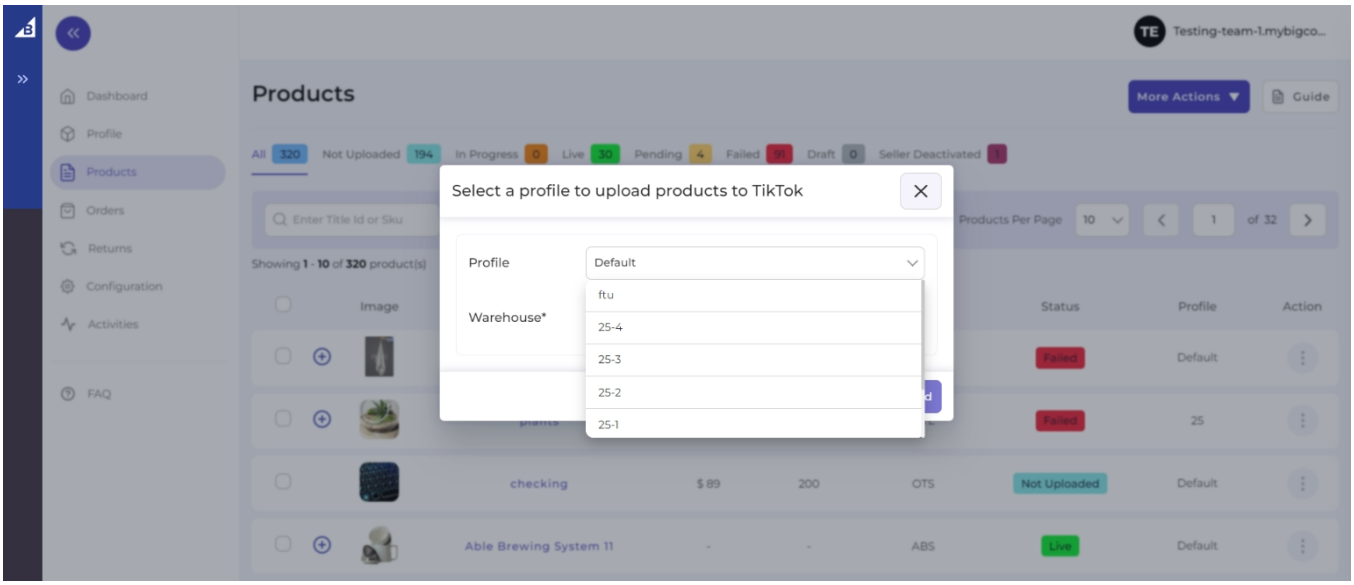
1. Go to the **“Products”** Tab and click on the **“Bulk Upload”** tab in the right corner of the app.



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



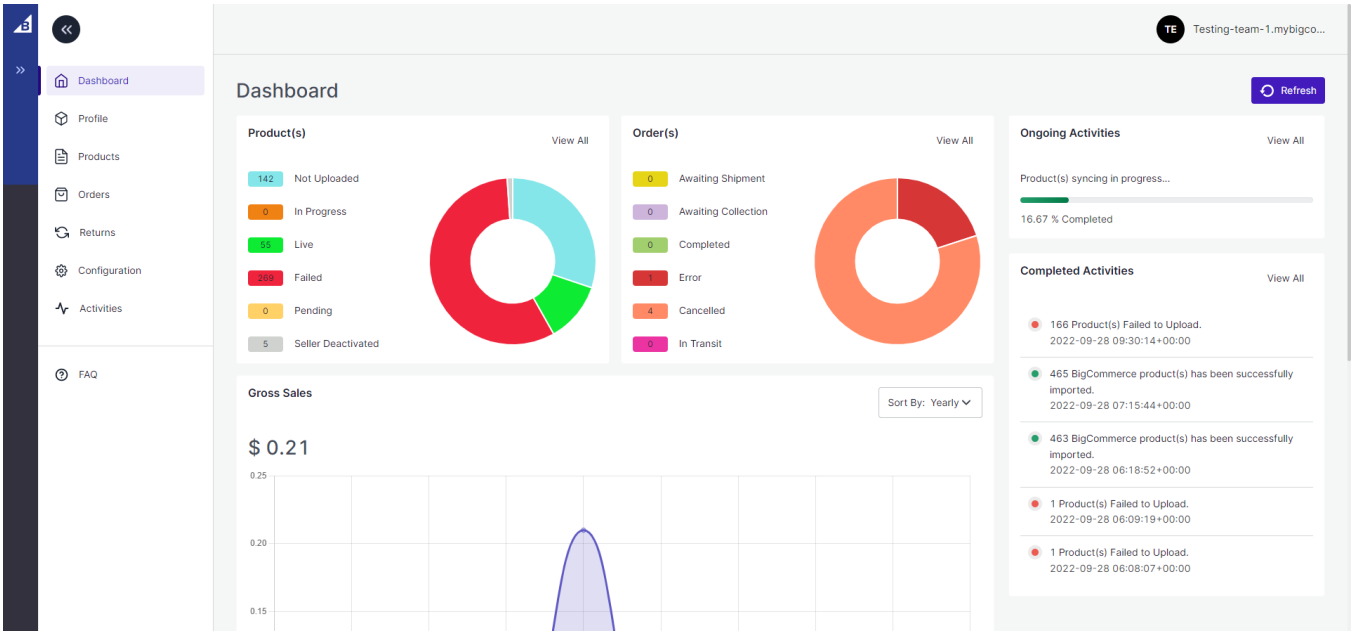
3. Click on the **drop-down menu** to choose a desired profile and a warehouse. Click on upload to proceed.



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. Product

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.'**

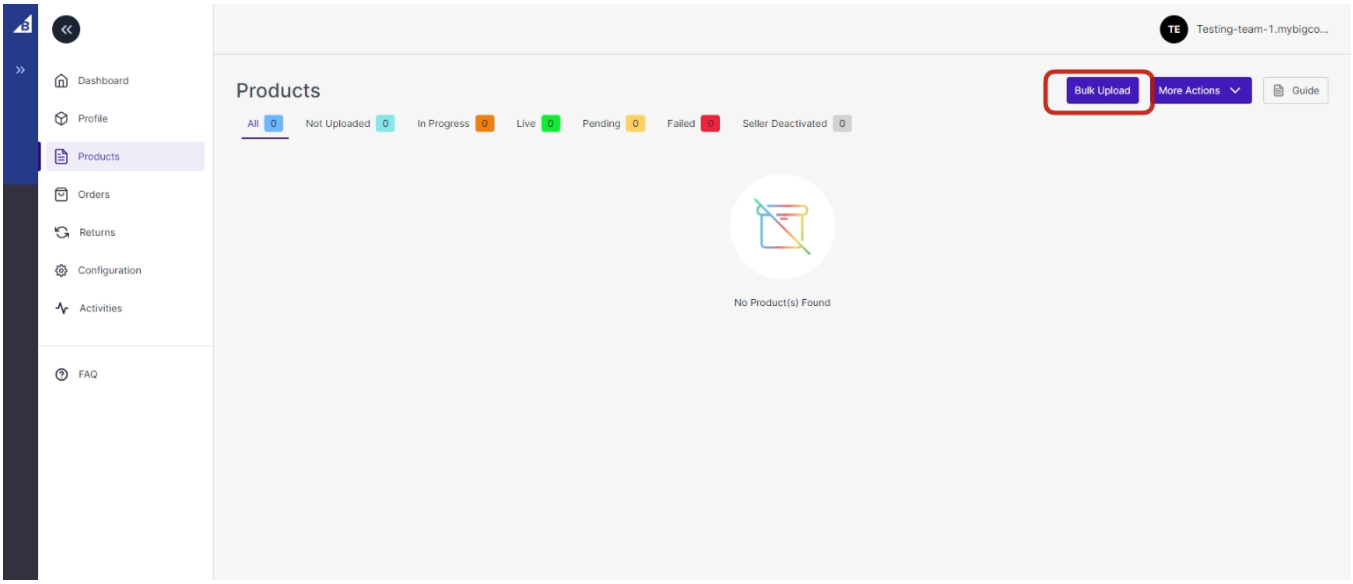


Product Status

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

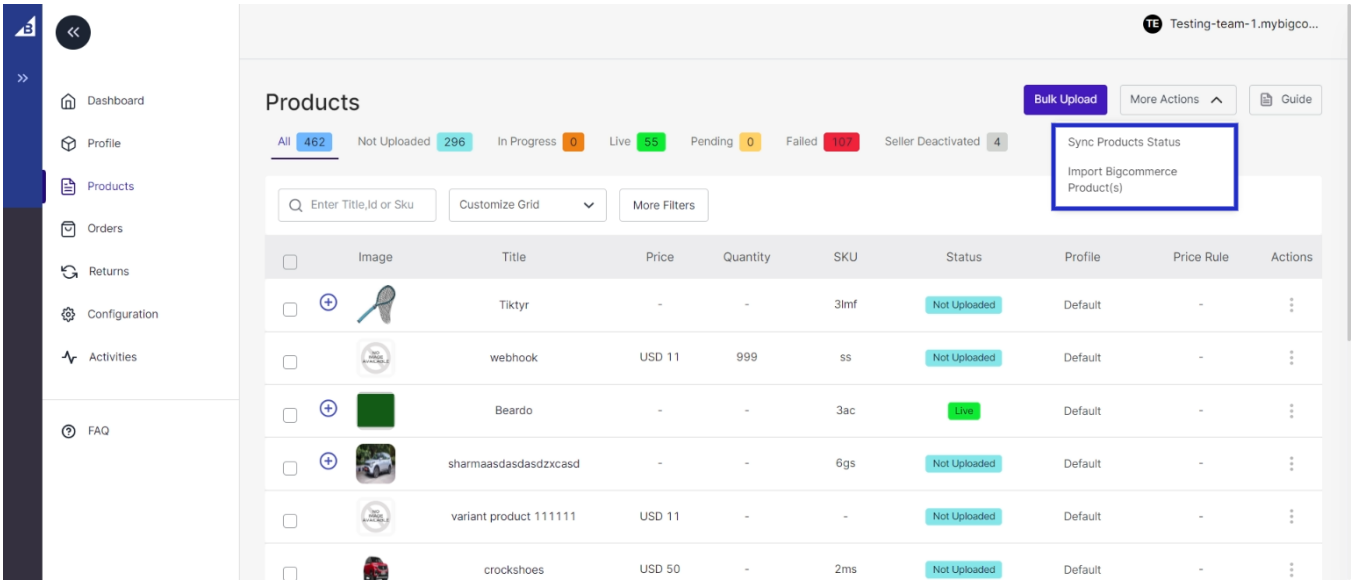
All: It shows the total products in the integration app, whether they are listed or not listed on TikTok Shop.
Not Uploaded: Total no. of products imported from BigCommerce to the app but not uploaded in the TikTok product catalogue.
In Progress: It lists the total number of products that is in progress and being uploaded on TikTok shop.
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.
Seller Deactivated: If you don't want to show your product on TikTok Shop, you can deactivate it from the app and such products fall under the "Seller deactivated" category.

Bulk Upload



1. Go to the **"Products"** Tab and click on the **"Bulk Upload"** tab in the right corner of the app.
2. A pop-up message will appear, with two options, i.e., "Choose profile and TikTok Shop warehouse".
3. Click on the **drop-down menu** to choose the desired profile and warehouse. Click on **upload** to proceed.

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.

Import BigCommerce Product: With this tab, you can manually import all BigCommerce products on the integration app in bulk.

By clicking on the

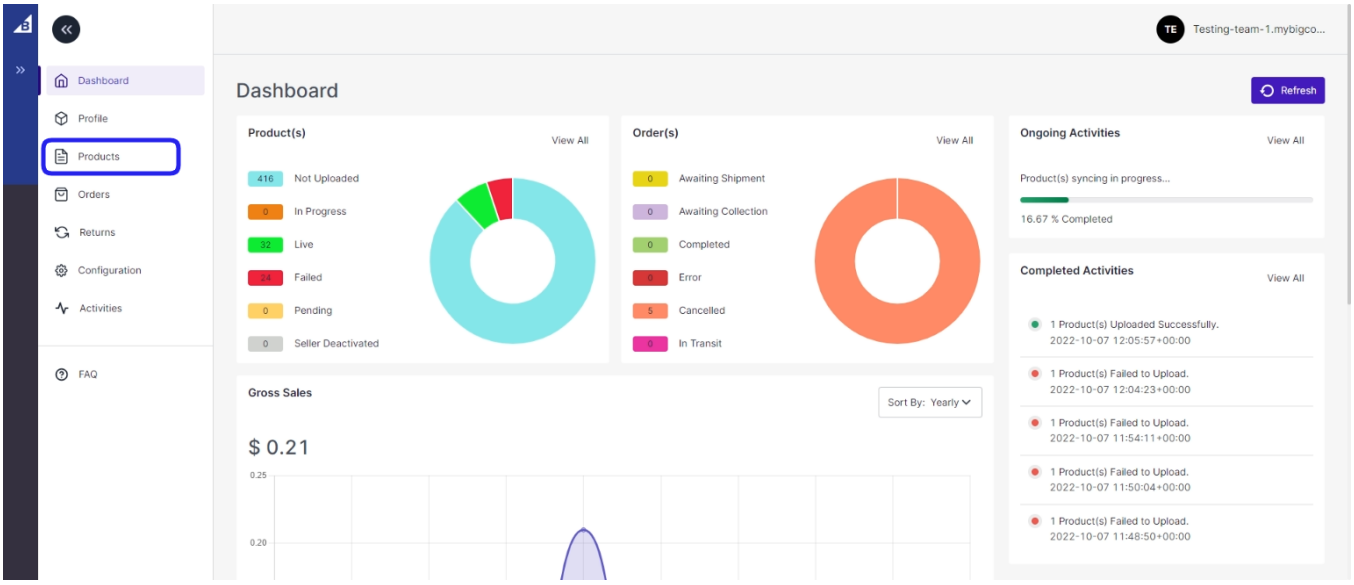
, you can expand product details and see all variant products and their details.

5.1. How to list simple product on TikTok Shop?

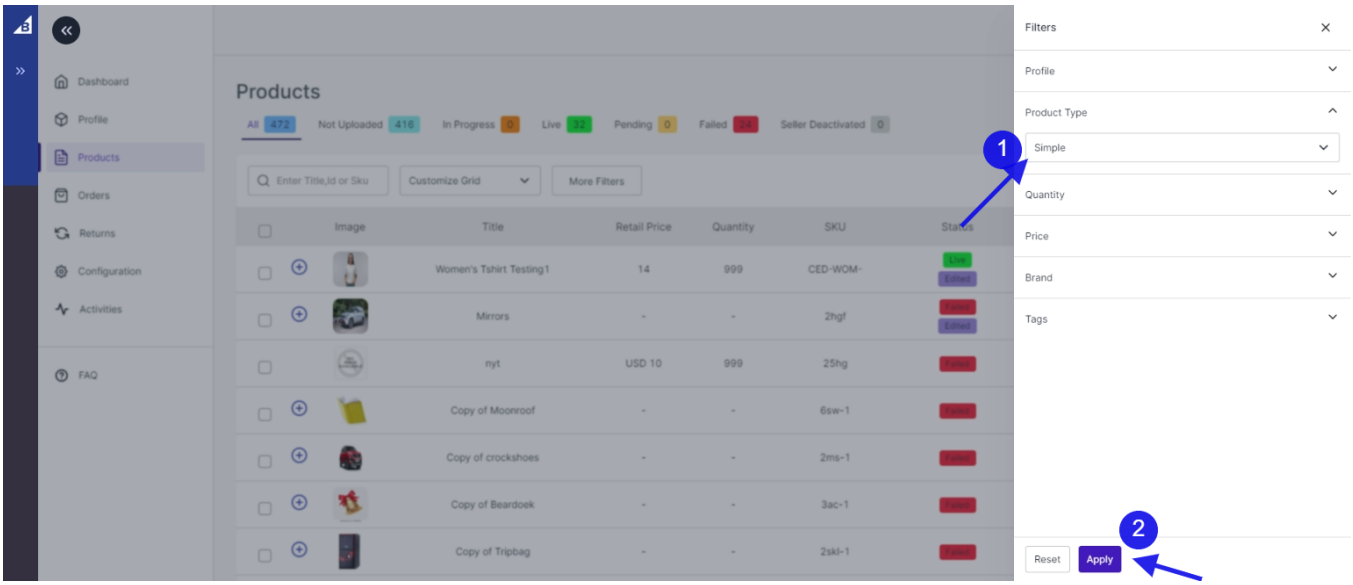
Listing products on TikTok Shop through the “TikTok Connector” app is quite easy and seamless. Once you have imported all BigCommerce products to the app, you can list products on TikTok Shop in just a few clicks. But TikTok shop only permits the listing of variant products. i.e., products that fall under the simple category or do not have any variant can’t be listed on the TikTok shop.

So to create a product variant and list products on TikTok Shop, you can follow these steps:-

- Go to the ‘Product section of the app.

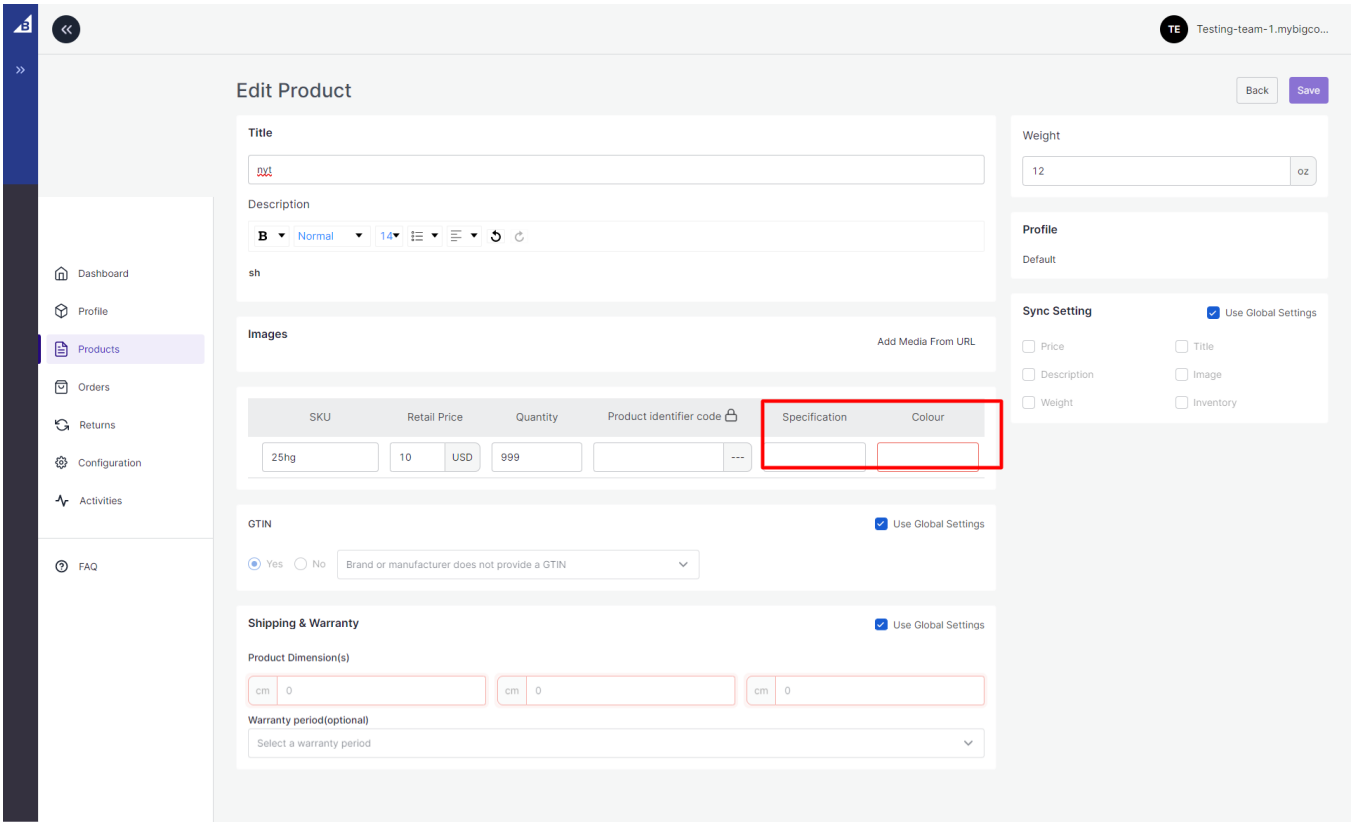


- Filter products by name or type and look for ‘Simple product’.



- You will get a list of simple products that do not have any product variation.
- See the product that you wish to upload on the TikTok shop and click on the ‘kebab Menu icon ‘ >> edit.
- You will be navigated to product details where you can edit the product title, description, and product syncing setting.

To create product variation.



Fill out the color and specification fields. (These product fields will vary depending on the product category.)

Once done, you can further edit the following fields on the product level, to make sure that the details are right.

Description(Required)-You need to add a description for your products if they don't have one.

Note: During upload, the title will be considered as a description if the description is empty.

Images(Required)-Your products should have at least 1 image, if it is not there you can add it through Media URL.

Note: During upload, if there is no image then it will show an upload error..

GTIN(Required)-You need to choose "GTIN", if you don't have a product identifier code, disable the global setting and select 'No' and mention the reason.

Note: If your GTIN is enabled to yes, and there is no GTIN in that product, it will display an upload error.

Weight(Required)-You can now set product weight in the app.

(**Note**: Product can't be uploaded on the TikTok Shop without weight)

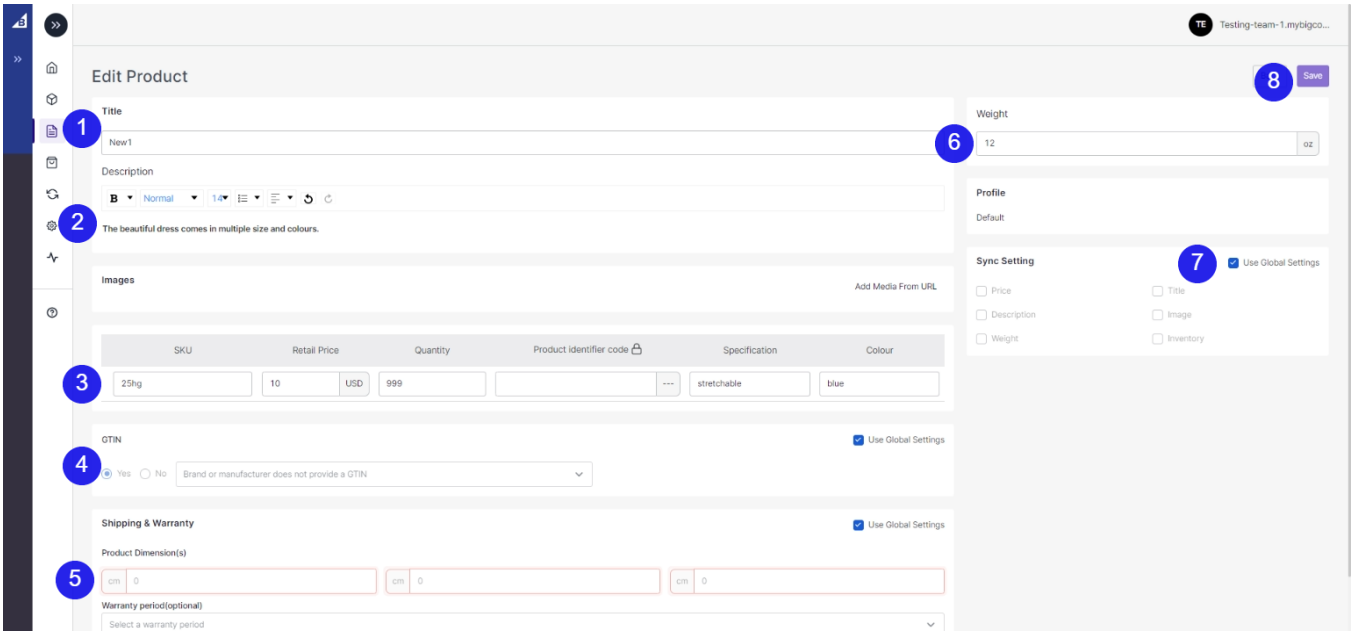
Product Dimension(Required)-You can now set product dimensions i.e length, breadth, and height.

(**Note**: Product can't be uploaded on the TikTok Shop without height, width, and length)

Lastly, if you have made any changes in the app at the product level, you can set the product syncing setting.

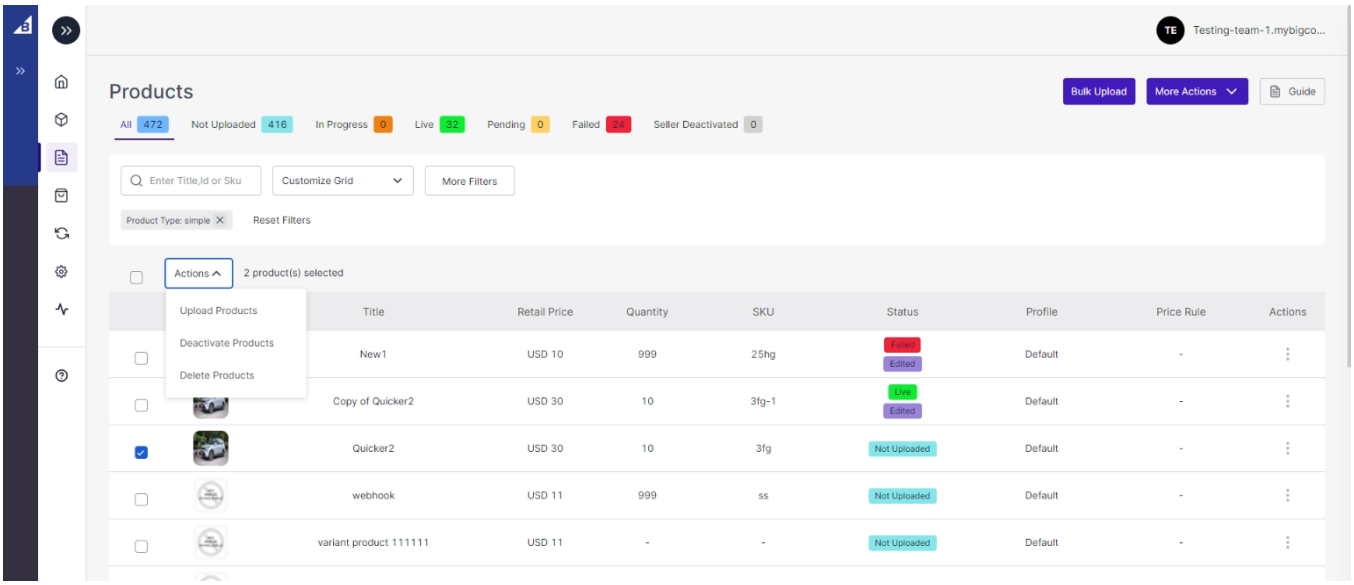
- Disable the "Use global setting" from Sync Setting section(7 in the image below).
- Select the fields that you wish to sync or the ones that you have edited in the app.

Now save the changes and you can upload the product on TikTok Shop.



Once the product variant has been created by adding variation attributes, you can now upload them to TikTok Shop.

- Click on the checkbox, beside the product image.

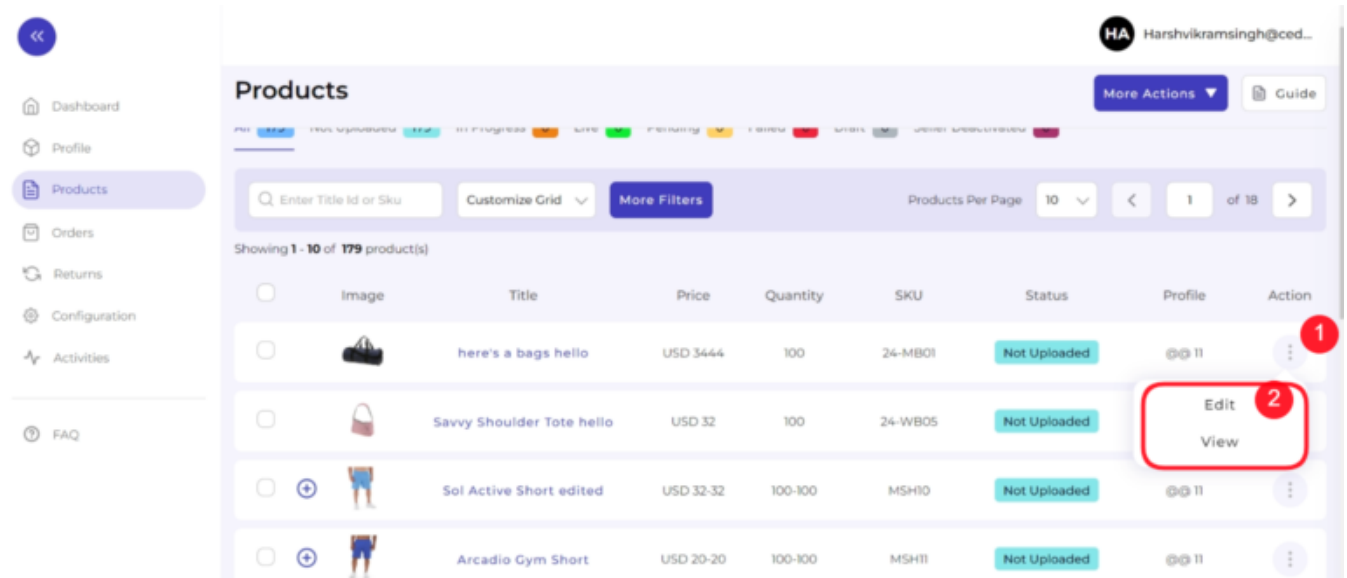


- Under the action tab, choose upload product.
- Select a profile and warehouse and the product will be uploaded soon.

5.2. How to view/ edit product details?

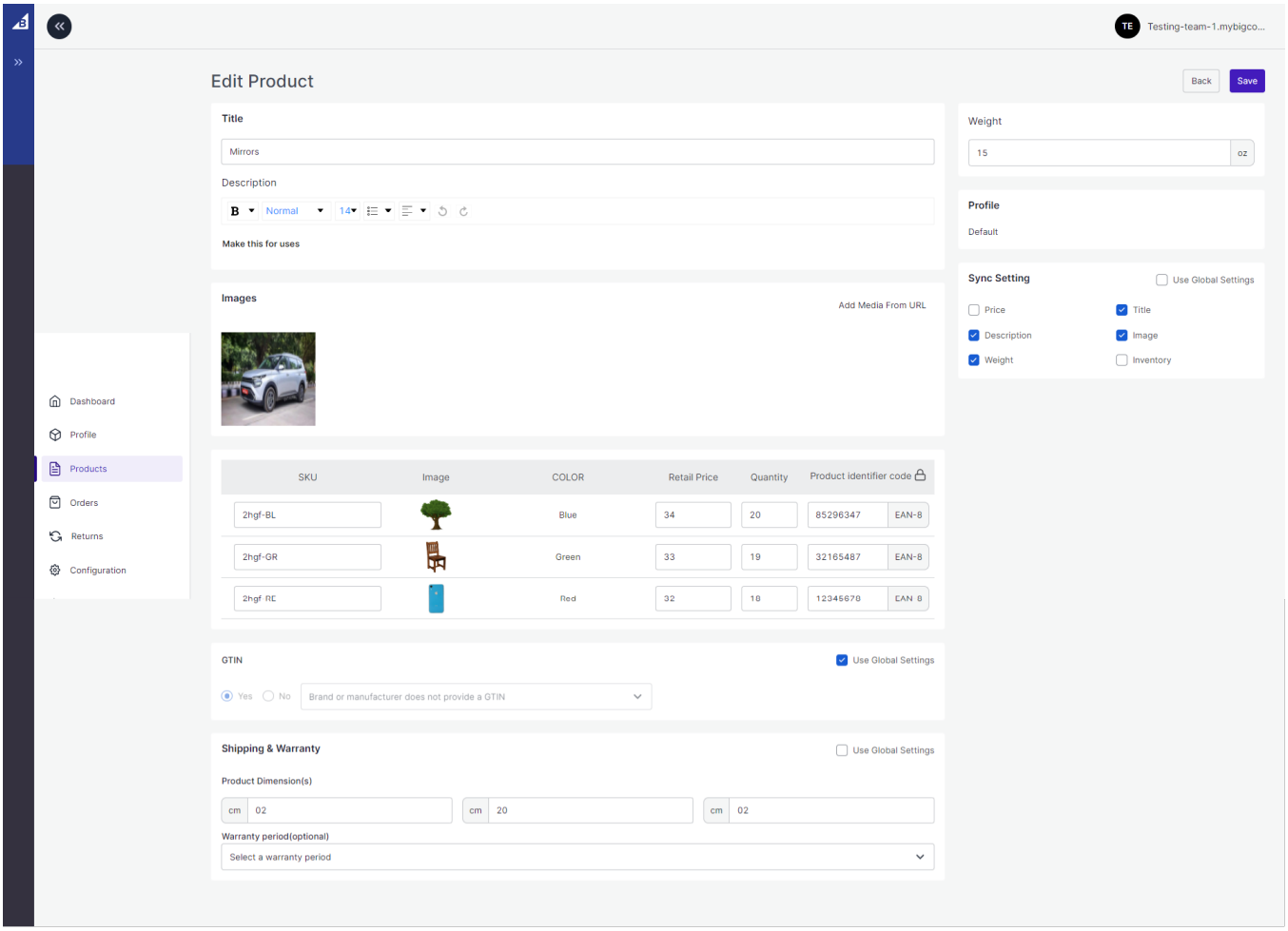
Once the product is imported from the BigCommerce store, you can edit and update product details before listing it on TikTok Shop.

1. Firstly, see the product on which you want to make edits.
2. Secondly, Click on the ‘Kebab Menu’ icon



Here you can edit the product title, description, weight, variant details, product syncing, etc.

Title, description and image: You can change the title, description and image of products from here. The title or product description can't be blank or else the product won't be uploaded on TikTok Shop.



Product variant details: Edit or add product variants here, you can modify product price and quantity.

GTIN: If you have a product identifier code, you can enter the code here, or choose "No" from the drop-down menu. Mention the reason and you are good to go.

Shipping details: You can also modify product height, length and width. Also, decide on the product warranty period.

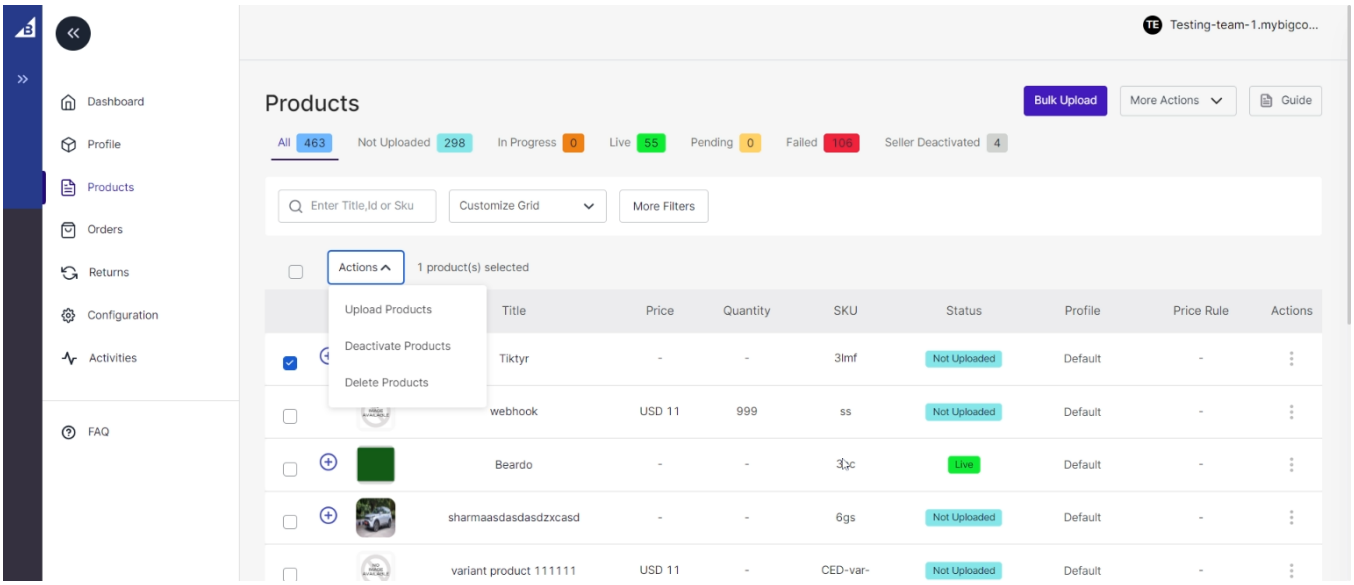
Sync Setting: Global setting is set to all products by default. To manually change any field on the product level, you need to disable the '**Use Global Settings'** and enable the fields you have not changed and wish to sync.

https://docs.cedcommerce.com/wp-content/uploads/2022/08/screencast-store-qrnd4aqvog.mybigcommerce.com-2022.10.05-00_37_51-1.webm(https://docs.cedcommerce.com/wp-content/uploads/2022/08/screencast-store-qrnd4aqvog.mybigcommerce.com-2022.10.05-00_37_51-1.webm)

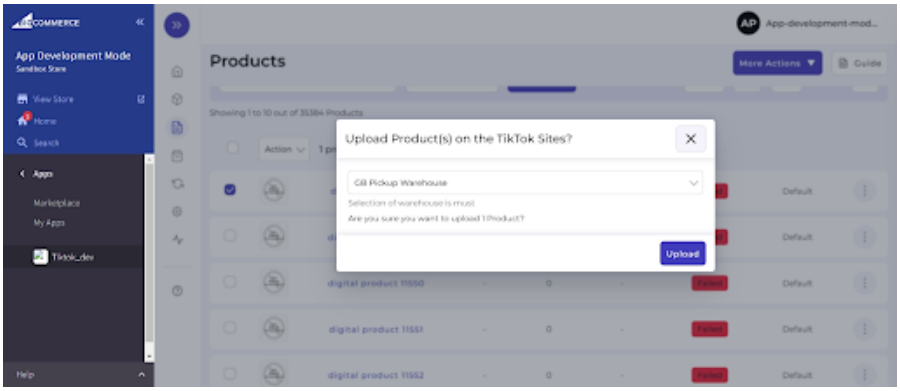
Now save the final changes, and you are good to go.

5.3. How to upload products in bulk?

You can perform multiple actions in bulk, like product upload.



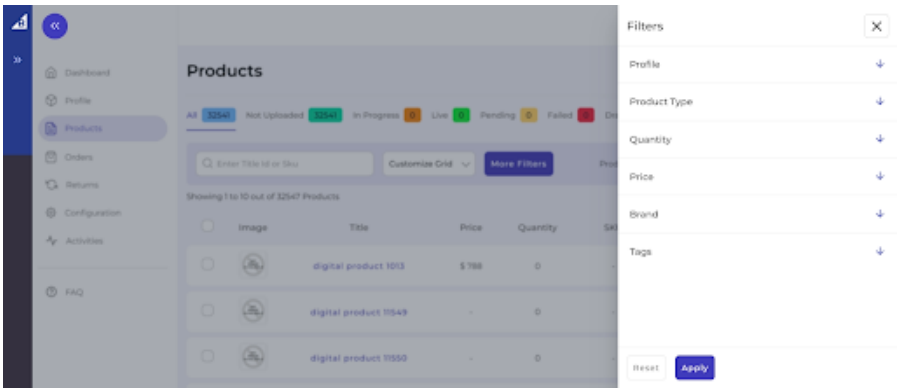
Product Upload: Select the desired product and click on ‘Product upload’; a pop-up confirming the warehouse will appear. Click on ‘Upload’, and your product will be uploaded successfully on TikTok.



Select & 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.
Select & 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 from TikTok Shop.

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.

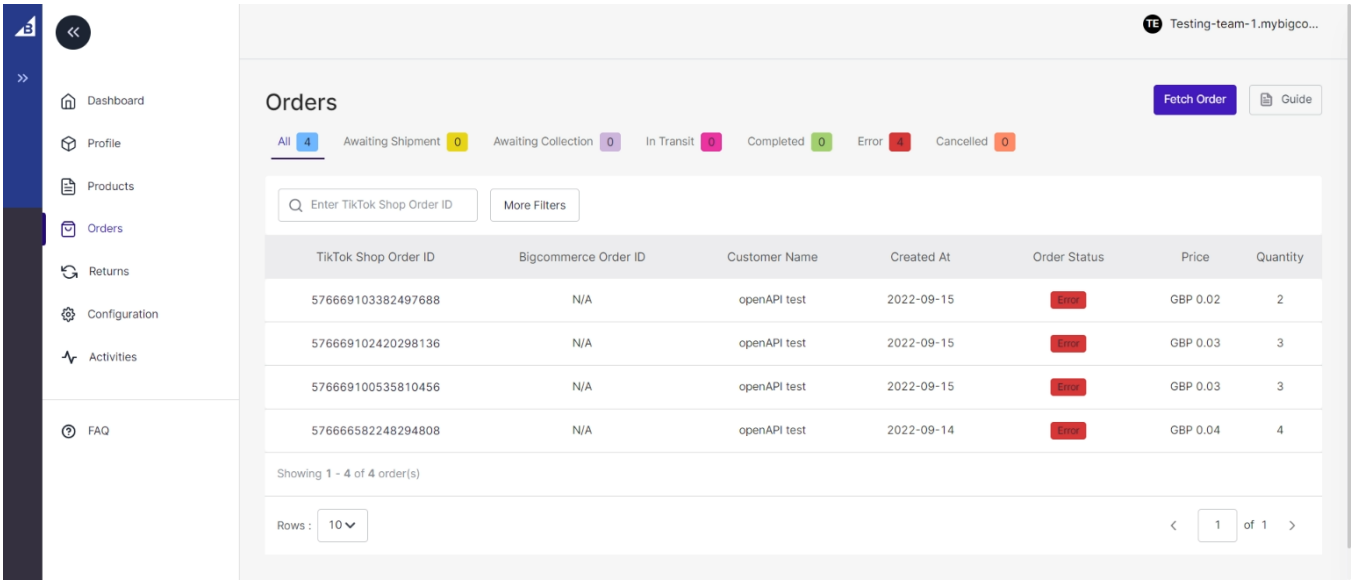


Set the filter here and apply. A list of products will appear immediately.

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 Shop orders into the connector 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, you will get that order in the integration app within 5 minutes, and will be created on BigCommerce after matching the SKU. 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, 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.”

In Transit: The order status changes to “In transit” when the order is shipped and is on its way to reach customers.

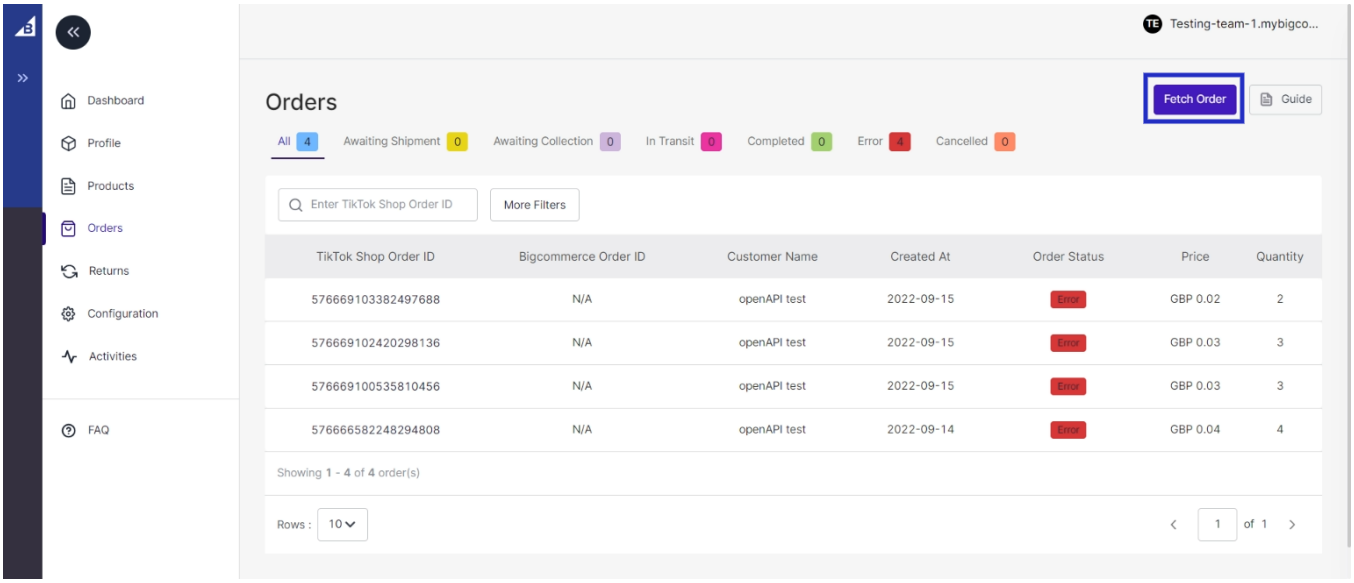
Completed: Once an order is delivered successfully and no return or refund request is raised by the buyer. Then the status will auto-update to ‘Completed’ in 14 days from the date of the delivery date.

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.

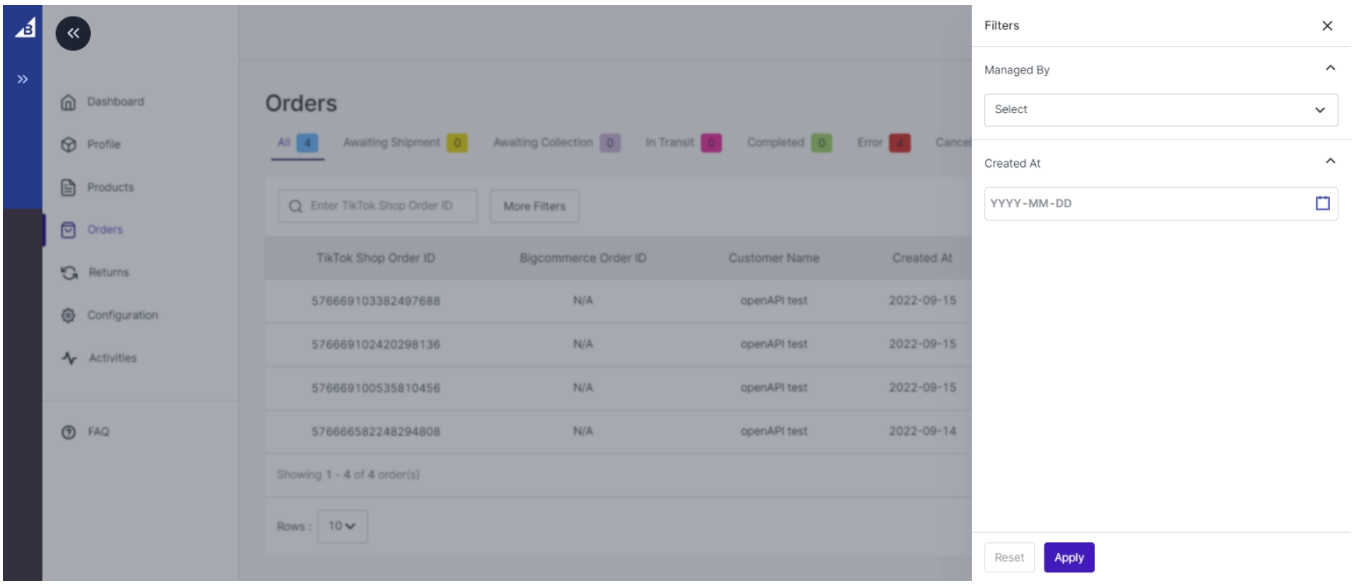
Fetch Order

You can fetch TikTok Shop orders to the app and manage them centrally. So if any new order is placed on TikTok, you can find it in the App. Just click on fetch order, and within 5 minutes, any new order placed will be reflected in the app and then on the BigCommerce store.



More Filter

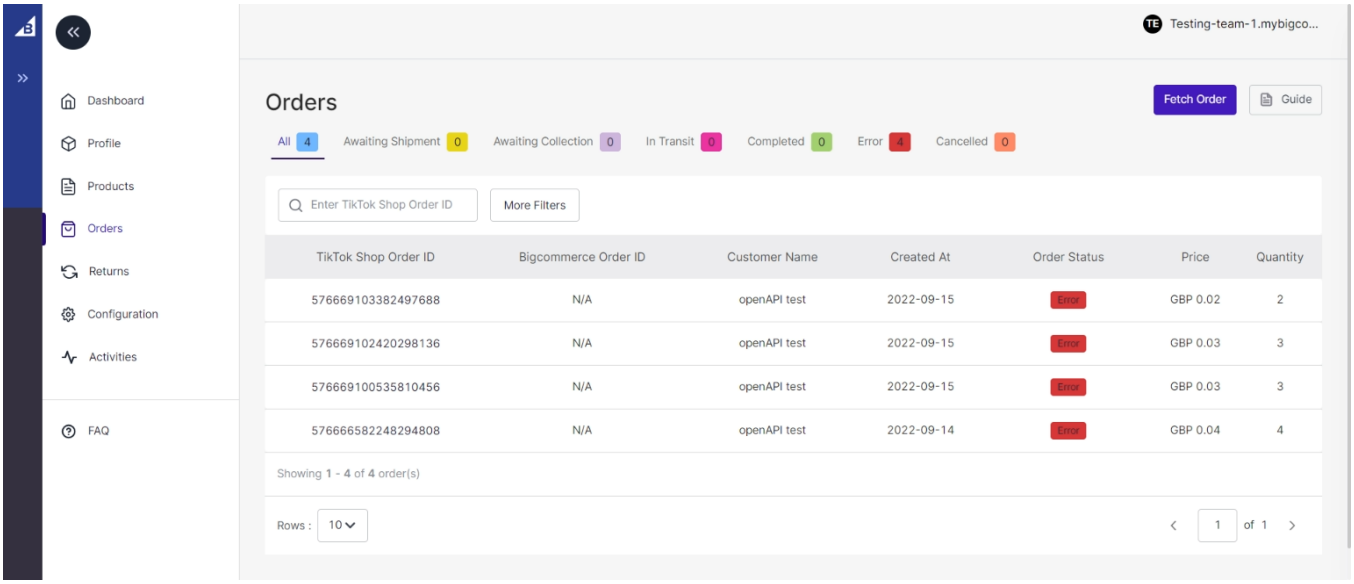
You can also search products by their name or number, or you use the ‘More filter’ option to search for an order based on its creation date.



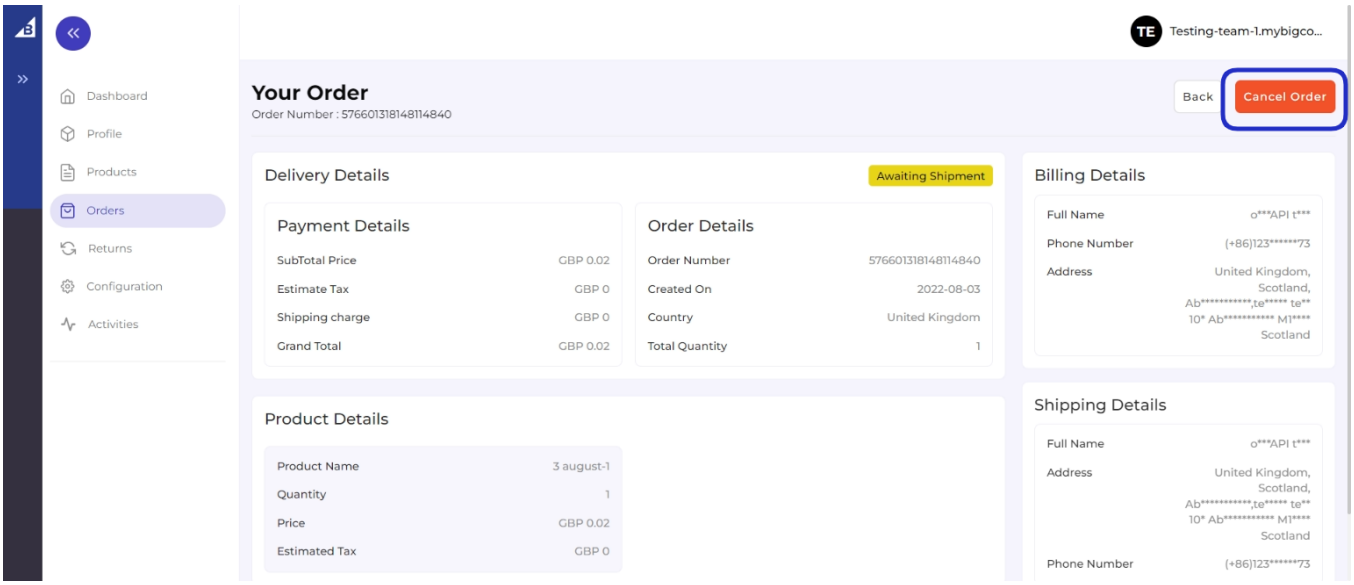
6.1. How to cancel an order from the app?

The order received on TikTok Shop is first fetched on the integration app and shows “**awaiting shipment**” status. In case of stock out, pricing error, or any other reason, the merchants can cancel the order from the integration app. Follow these steps to cancel the order:

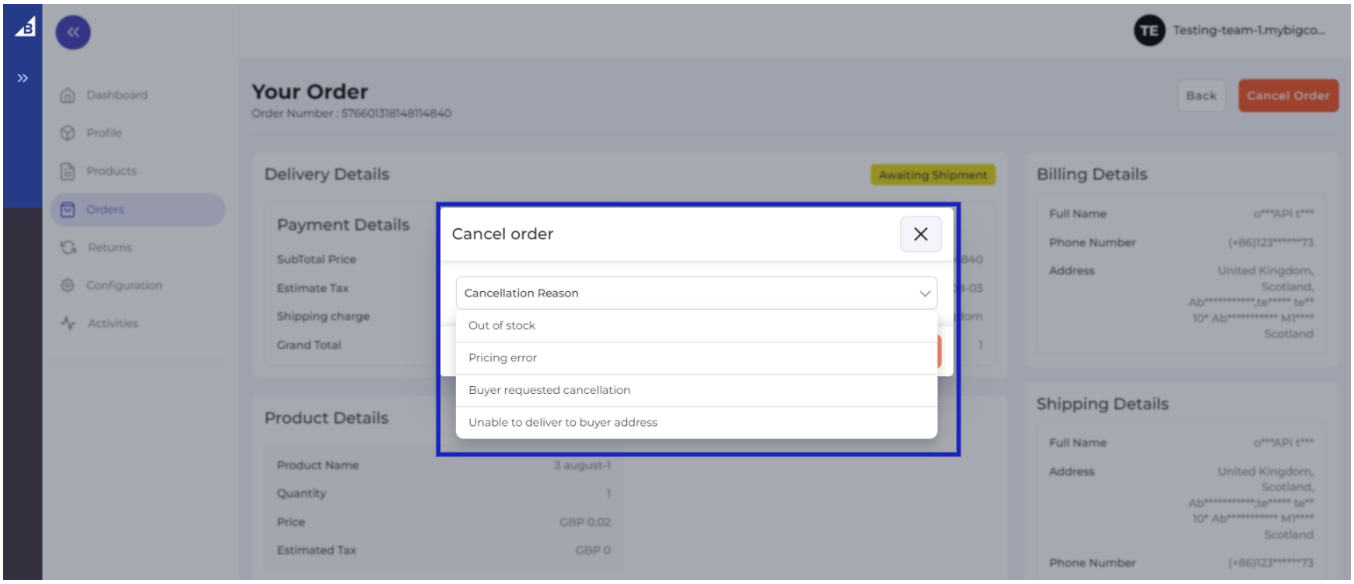
1. Go to the order section of the app.



2. Click on the order that you want to cancel. You will be navigated to the order information page.



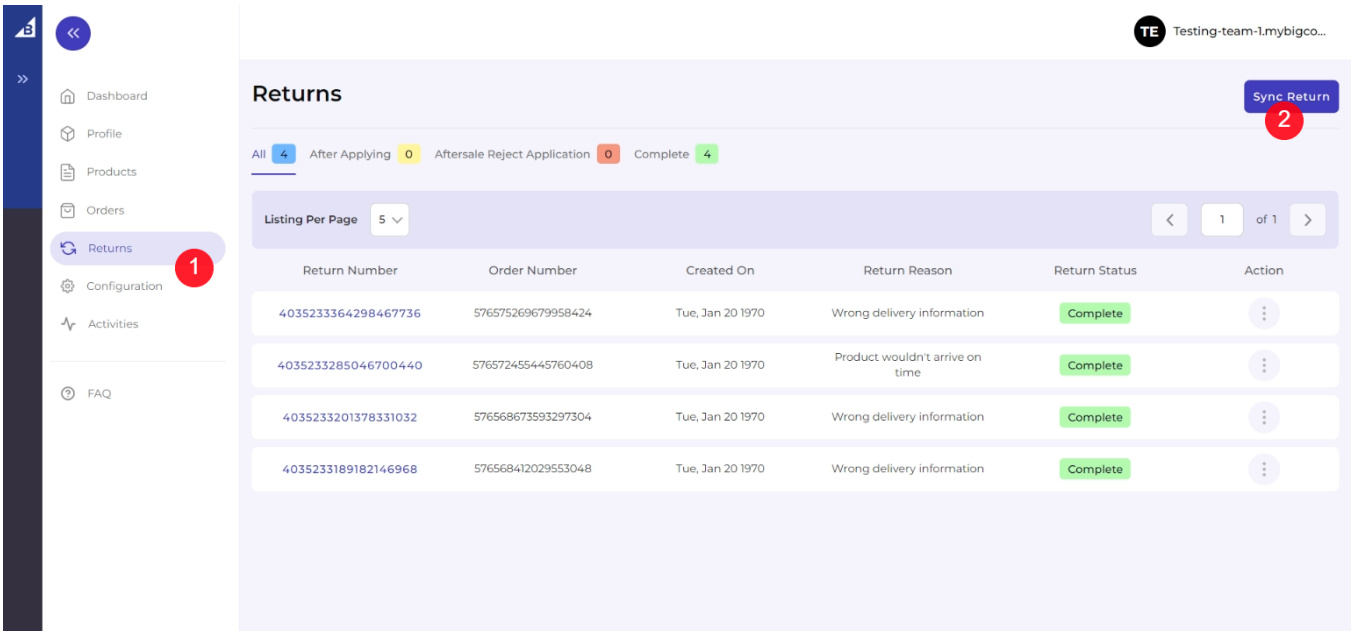
3. Click on “**Cancel Order**” at the top right corner of the page. And choose a valid reason from the drop-down menu.



4. You will get a confirmation message, and the order is now canceled. The status of the same will be updated on the TikTok shop order.

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.

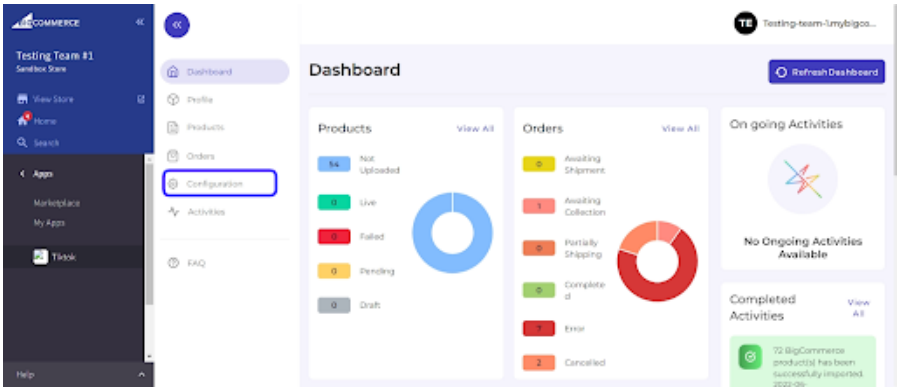
All: All the returns for the orders that buyers place on TikTok are fetched to the app and created under this tab.

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.



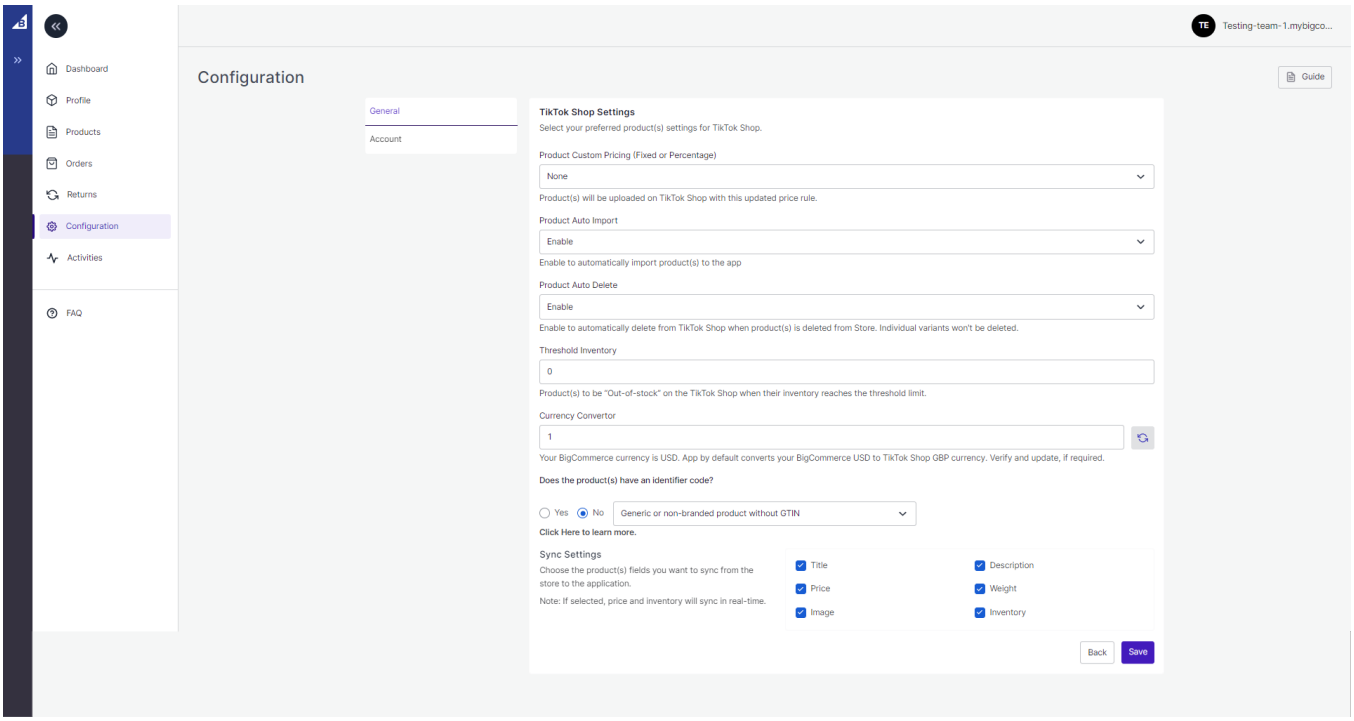
Here you can perform two functions:

1. **General Configuration**(https://docs.cedcommerce.com/bigcommerce/tiktok-shop-bigcommerce-user-guide/?section=general-settings-9)

2. **Account Configuration**(https://docs.cedcommerce.com/bigcommerce/tiktok-shop-bigcommerce-user-guide/?section=account-settings-11)

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.

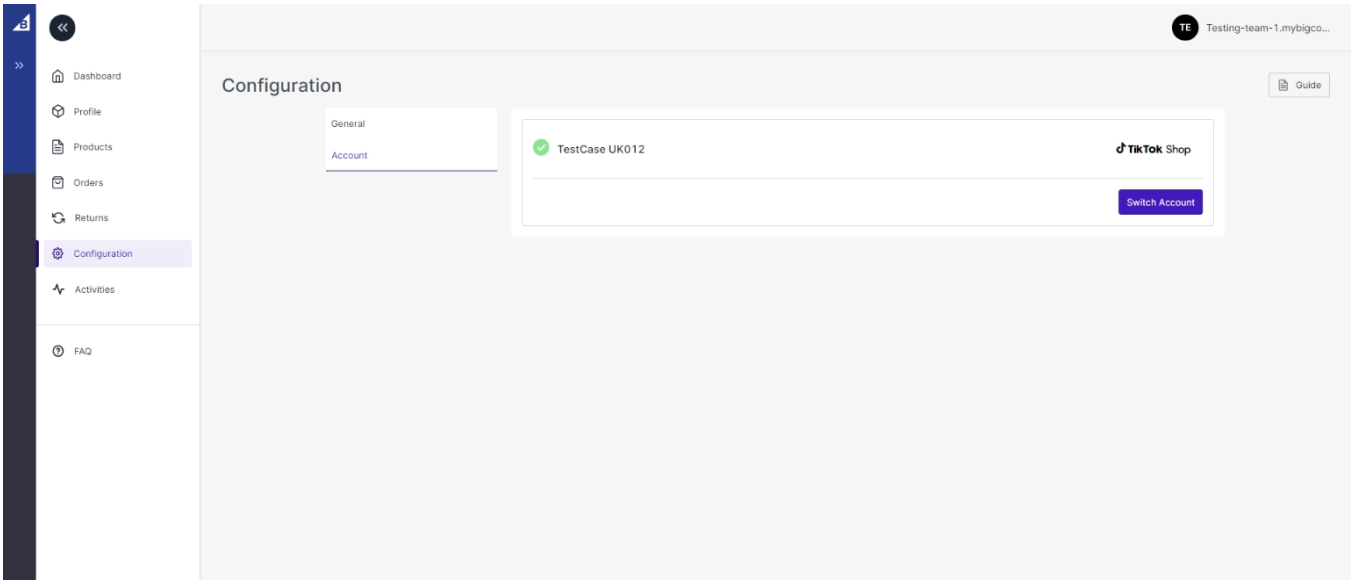


- **Product custom pricing:** Here, you can set the price rule, i.e., set percentage increase or decrease or fixed price increase and decrease rule. For example, if you want an increase of 10% in all products, choose percentage increment & then write 10%.
- **Product Auto Import:** By enabling this, 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 and would no longer be listed. **(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.
- **Default emails for order creation:** Enter email details, on this email, you will get a notification whenever a new order is received and created.
- **Currency Converter:** You can convert BigCommerce USD to TikTok Shop GBP.
- **Identifier Code:** Identifier codes are unique codes/numbers that differentiate one product type from another.
- **Sync Setting:** Select the product details that you wish to sync with the app, like product title, description, etc. The price and inventory sync in real-time, but if you wish to sync the title, description, weight, etc., you must reupload the product on TikTok Shop.

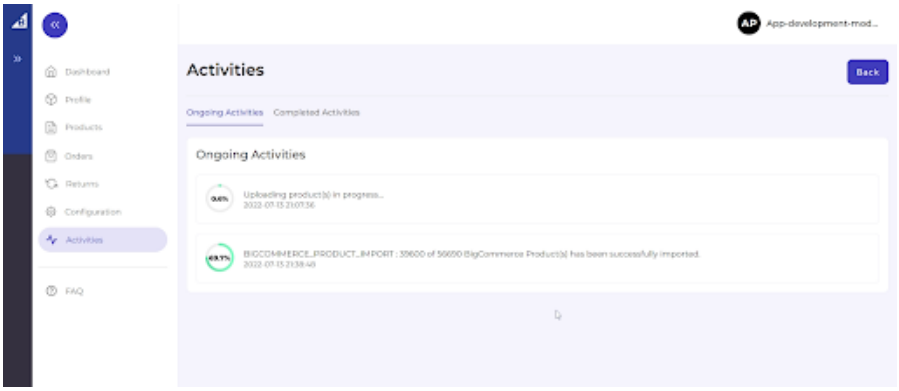
Save the changes & you are good to go.

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.