

Phyllo 

Common Challenges with TikTok API and How to Overcome Them

+ *free sample apps* with TikTok APIs

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1 Introduction

TikTok provides an open API to developers who intend to integrate TikTok into their applications.

Access to TikTok API can help you develop features in your application, such as sharing videos straight from your application to TikTok, embedding the TikTok videos onto your website, uploading or downloading videos, etc.

What data can I get from TikTok API?

API integration is the most credible and secure way of getting creator data. By integrating via API, you get access to first-party data of consented creators, including post login/private data. Data attributes visible only to the creators from TikTok include -



Views



Impressions
& Reach



Content consumption
metrics



Direct content
URLs

2 Common Challenges with TikTok API

Even though API integration is the best possible method for data collection from TikTok, you may still face barriers when integrating directly using TikTok API. Let's look into them -

1. Approval process

Adopting direct TikTok API Integration means you have to ensure you understand the exhaustive integration procedure, data management and integrity, security, standards of communication and governance. As can be seen on the TikTok for developers documentation, to get access to the TikTok Display API, you need to prepare the following things -



A TikTok developer account



Approval for both a Login Kit and open API products



Granted user.info.basic and video.list scopes for your app



A TikTok account with a few posted videos

After you equip yourself with the prerequisites mentioned above, you need to integrate with the TikTok login kit to authorize and get an access token to get started. And in order to go live with your app, your business and app functionality will need to undergo an extensive review submission process.

Even to grab basic user data, developers have to have a working prototype of the app, request access to the permissions, and write a summary of how they will use each of the permissions. After all of that, you will have to wait 5-7 days to get a response. After this, you may receive some feedback, which you must implement and resend your proposal.

This means along with investing significant time in infrastructure, you also need to look heavily into compliance.

2. Frequent updates

The TikTok API is relatively new compared with other social APIs, and they are continuously modifying their API.

When TikTok deprecates or updates an API, developers need to migrate to the new endpoints, since it can impact the app's functionality. To ensure no downtime, developers need to constantly check these updates and meet the requirements. These API changes mean that third-party solutions will need to re-submit their platforms.

Recent changes required significant code rewrites and a new domain verification process that takes 4-6 weeks for approval.



3. Limited data points and possibilities

TikTok does not provide audience demographic data through direct API integrations. Hence, accessing essential information about a creator's audience, like gender ratio, age distribution, and geographical locations, can be impossible.

4. No webhooks

TikTok does not provide webhooks for content and profiles that let you receive real-time notifications whenever there is any update to the profile or content.

5. Access tokens expire frequently

Management of user access tokens can be challenging at a larger scale. After a specified inactive period, the access token will expire or become invalid, and you will not be permitted to make requests on the API. Since you do not receive any notifications on session expiry or disconnection, you have to be on your toes to ensure the token is not expired or revoked.

6. Poor documentation in the nascent stage

Navigating TikTok documentation is like walking through a maze. Most social media sites like TikTok monetize their users. Their API to external companies is merely an afterthought. Not only is documentation wildly inconsistent but it spans across hundreds of pages. There might be thousands of topics with little to no depth to the knowledge presented in the documentation.

This means that developers have limited guidance when API documentation is not up to standard.

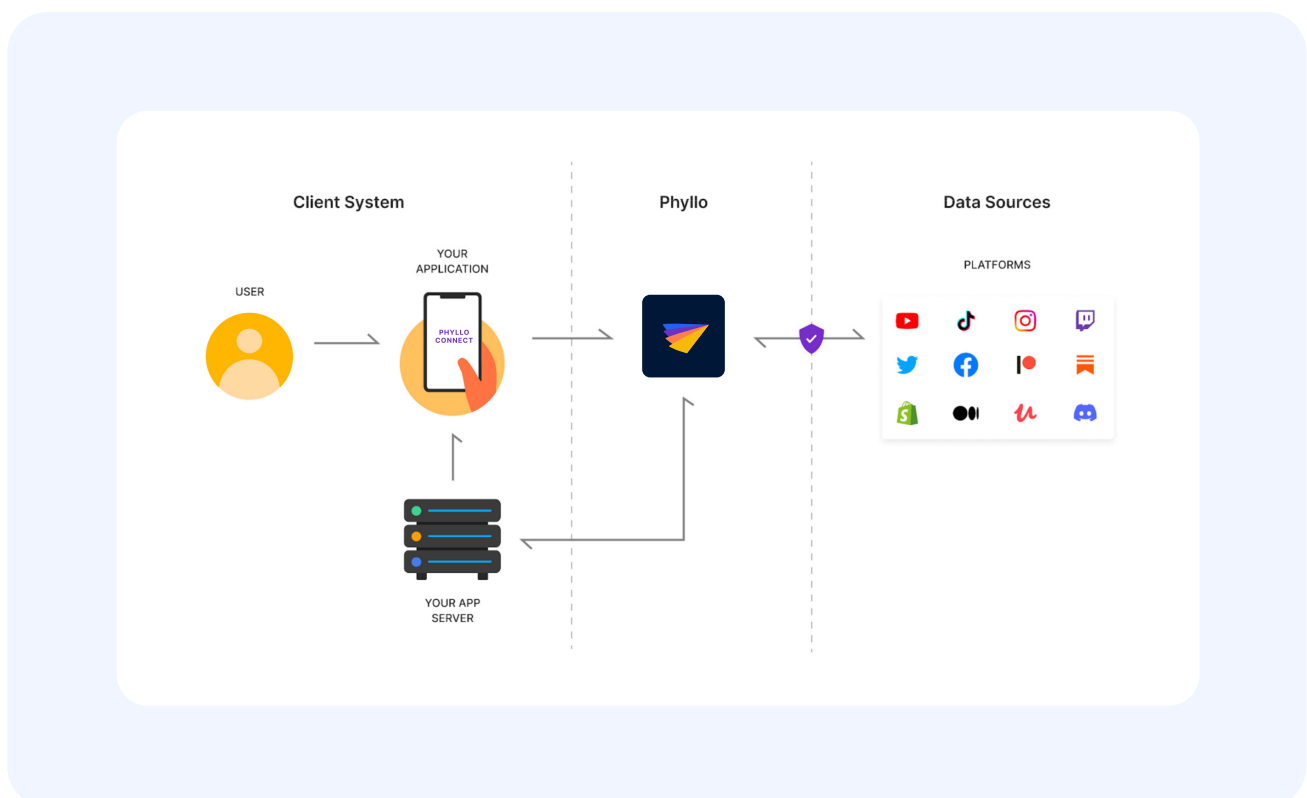
7. Siloed process

Developers need to create separate integrations for the multitude of social media platforms from which they want to fetch data, and each integration may come with its challenges that will quickly exacerbate the development team if it spirals out of control.

Added to that, the data from multiple platforms will be available in siloes and not normalized across them.

3 So, how do you leverage TikTok APIs without setbacks?

Simple. Use Phyllo API.



[Phyllo](#), with its simple and efficient approach to creator data, facilitates streamlined integration with multiple social media platforms. As an advanced product, Phyllo eliminates the need for developers to individually establish connections with diverse platforms like YouTube, TikTok, Patreon, Spotify, and Instagram. Instead, it offers scalable and trustworthy integrations, enabling developers to work with a single, easy-to-integrate API. Phyllo can provide a wealth of creator data, including -



Profile data



Content feeds



Audience demographics



Content views

Benefits of using Phyllo API

Multi-platform solution with advanced capabilities

Phyllo facilitates integration with various platforms like Instagram, Twitch, Substack, and many more.

Further, get your hands on our advanced APIs that are built to solve the core problems of influencer marketing and creator economy.



Performance Tracking APIs	Insight APIs	Publish APIs
<p>Basic API</p> <p>Access creator data about Identity, Audience, Engagement, Comments</p>	<p>Social Listening API</p> <p>Listen and dissect social conversations of any brand with precision</p>	<p>Write API</p> <p>Directly publish content from accounts on Instagram, YouTube, TikTok</p>
<p>Campaign Reporting API</p> <p>Build on top of our powerful audience sentiment and comment relevance analyses.</p>	<p>Brand/Content Safety API</p> <p>Achieve a human-level understanding of social conversations across different content formats with AI</p>	
<p>Creator Linkage</p> <p>Onboard influencers and monitor their first-party stats in a unified dashboard</p>		

Get started with Phyllo APIs in >15 mins

[Get Sandbox Access](#)

Maintenance

With Phyllo APIs, you delegate maintenance to our web services, where we promise your uptime, support SLA, and enhance the product with the evolving source platforms.

Webhooks

Phyllo's webhooks notify developers of changes in creator data for real-time accuracy. This further upholds the precision and authenticity of the insights.

Phyllo's team of experts helps developers adapt to new API changes without compromising app functionality.

Speed to market

Phyllo APIs are ready to plug into your product, saving you months on go-to-market. Further, we take up maintenance, building webhooks, and staying on top of compliance regulations, leaving you to focus on product building.

Security and scalability

Phyllo stresses and strives to get creator data in a safe, efficient, and trustable manner; we spend a lot of time and energy on ensuring data security and scale. We employ the necessary best practices, monitoring tools, and encryption protocols. We get vulnerability assessments and engineer our system on a massive scale.

Documentation, training, and support

Our documentation is super easy to follow, so you'll never feel lost. We offer hands-on training to make sure your team knows the ropes. Plus, our support team is available 24/7.

Creator account connection experience

UX is everything. We get it. So, a few things you get out of the box with Phyllo APIs are -

- **Suitable Disclosure Messaging** to encourage creators to connect their accounts. We refine this based on creator feedback and what assures them the most.
- **Refined UX** to onboard creators in complex onboarding journeys such as Instagram account connections that require you to have a creator account.
- **Information handling** like error messages, account disconnections, connection failures, and many other scenarios improve the creator's conversion frequency.

You can get started with TikTok APIs without any hassles in under 15 minutes!

When using Phyllo API, there is only one pre-requisite to get TikTok data - The user account should be public and have at least 1 public content for us to be able to pull all data points.

That's all, and you're good to go!

4 Using Phyllo APIs on Sandbox

Integrating Phyllo Connect SDK on various front-end platforms is super easy, but you need to have a functioning backend. The steps below correspond to sandbox, staging, and production environments. However, you may want to decouple your front-end development from the back-end (which we also recommend).

Hence, Phyllo gives you a set of users pre-populated with dummy data in the sandbox environment to start trying out and developing on our APIs quickly.

Excited? Get started in >15 mins!

[Get Sandbox Access](#)

Follow the steps below to see the Sandbox APIs in action -

Authentication

We use API credentials with basic authentication scheme to uniquely identify your access. Your client ID and secret must be included in all requests to the API via a Basic Authorization HTTP header.

Header	Description
Authorization	Basic <BASE64(Client_ID:Secret)>

1. Fetch all users

Execute at: the backend

Call the [retrieve all users](#) API. You will get a complete list of users available.

Here's a sample request for cURL

```
curl --request GET \  
  --url https://api.sandbox.getphyllo.com/v1/users \  
  --header 'Authorization: Basic <your_auth_token>'
```

You can read more and explore the code for other languages as well [here](#).

2. Retrieve all accounts of a user

Execute at: the backend

You can fetch all their connected accounts for each user using the [retrieve all accounts](#) API. Each account here corresponds to a real-world account on a platform like Instagram.

Here's a sample request for cURL

```
curl --request GET \  
  --url 'https://api.sandbox.getphyllo.com/v1/accounts?  
user_id=<add your user ID>' \  
  --header 'Authorization: Basic <your_auth_token> '
```

You can read more and explore the code for other languages as well [here](#).

3. Get profile details of an account

Execute at: the backend

Now, use the [retrieve a profile](#) API to fetch profile level information of an account like username, number of followers, bio, etc. Use this API to verify if your creators are who they claim they are.

Here's a sample request for cURL

```
curl --request GET \  
  --url 'https://api.sandbox.getphyllo.com/v1/profiles?  
account_id=<add your account ID>' \  
  --header 'Authorization: Basic <your_auth_token> '
```

You can read more and explore the code for other languages as well [here](#).

4. Get the media content of an account

Execute at: the backend

You can now use the [retrieve all content items](#) API to fetch content information of an account. Use this API to fetch content posted by creators and associated engagement metrics, including likes, shares, impressions, etc.

Here's a sample request for cURL

```
curl --request GET \  
  --url 'https://api.sandbox.getphyllo.com/v1/social/contents?\  
account_id=<add your account ID>' \  
  --header 'Authorization: Basic <your_auth_token> '
```

You can read more and explore the code for other languages as well [here](#).

5. Mock the frontend connection flow

Execute at: the frontend

After building out the backend, to test various user flows, you can follow the [same steps as above, where you set up webhooks and connect your account on the frontend using sandbox mode on our Connect SDKs. After the connection is successful, you will receive a hit on the URL you specified in your webhook, and you can start retrieving the user's data as you usually do.

The usernames, passwords, OTP fields, and permission pages are all mocked in the sandbox mode, where you can proceed by inputting any data.

[Get Sandbox Access](#)

5 Boilerplate sample apps

Don't want to set up the Connect SDK on your app yet? We have boilerplate sample apps available with our SDKs already installed to help you build and try the Phyllo Connect experience and hit the APIs.

You can download [any of our sample apps](#) and configure your API credentials in the environment file, and you are ready to get started. These apps use the Phyllo SDK and APIs internally.



[Download free sample apps](#)



The universal API for
creator data

[Access Phyllo APIs](#)

www.getphyllo.com