Pixel Instructions

Please send these instructions to the client along with the pixel(s):

We recommend the client place the pixel anywhere that will get pushed to every subpage of a URL. The **footer template** is usually constant across all pages which allows the pixel to gather the most data.

    E.g. <footer>
       Pixel Code
       . . .
       </footer>

The pixel may also be placed in a Google Tag Manager by selecting Custom HTML as the tag type, and setting the firing triggers to All Pages.

Occasionally a universal pixel may not work correctly due to a variety of factors, so please contact us to help troubleshoot pixel placement and we will recommend a course of action.

Common issues:
● 3rd party websites (such as ticketing or submission form vendors) will generally need a static image pixel in place of a universal pixel. In these cases, we will provide a universal pixel to be used on the advertiser and a static image pixel to be provided to the 3rd party website so we can track conversions.
● Websites that do not support javascript will not be able to use a universal pixel. In those cases, we will provide a static image pixel instead.
● Website addresses ending in .aspx will almost always require a static image pixel.
● Websites that do support javascript but which are based on custom-built websites (instead of templated sites such as WordPress, etc) may not be compatible with the universal pixel. In those cases, we can usually resolve the issue by providing a static pixel.
● For WordPress and other templated sites, the advertiser may have placed the pixel but forgotten to push the new code to their site, so it's best practice to confirm with them that they performed that last step (very easy to forget!)

Please note that pixel implementation, testing and confirmation period can run from two days to several weeks based on elements both in and out of our control. We always recommend that you try and have the pixel placed, tested and confirmed a few days prior to the start of any campaign.

Let us know when the pixel is placed so we can test it and confirm we are collecting data.