

Pixel Placement

When a pixel is requested, AdCellerant will give partners the option to have the operations team place the pixel within the client's Google Tag Manager instance OR provide the pixel for the client to place directly on their site.

While placement instructions can vary across products/platforms, the level of assistance should be consistent across the operations team. Below is an example of our current process/communication if the client wishes to place the pixel themselves:

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 together 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.

Once the partner is confident the pixel has been placed, the operations team will take a number of steps internally to make sure everything is firing properly. If the pixel is not collecting data and/or not placed on noted pages, we will update the partner with this information.

Occasionally a universal pixel may not work correctly due to a variety of factors, so please review the following as you work on placing the pixel:

- 3rd party websites (such as ticketing or submission from 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 placed on the client's site and a static image pixel to be placed on the 3rd party website. This should give us the opportunity to gather data from both sites.
- Websites that do not support javascript will not be able to utilize 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 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, a static pixel often resolves the issue.
- For WordPress and other templated sites, the advertiser may have placed the pixel, but did not 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!)

It's important to remember that pixel placement requests and troubleshooting steps are not uniform due to platform differences, site uniqueness, etc. We are not able to go in and place or adjust any code on the site on behalf of the advertiser. We will do our best in walking every partner through the outlined steps (above) and provide articles that may assist during the pixel placement process. If there is concern that a pixel cannot be placed directly on the client's site,

the operations team highly recommends working within Google Tag Manager and will suggest this during the troubleshooting process.

Before submitting a pixel request, please note that pixel implementation, testing, and the 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. Lastly, we rely on the client/client's web developer to place the pixel and troubleshoot where necessary.