

Retargeting Site First Party Audience

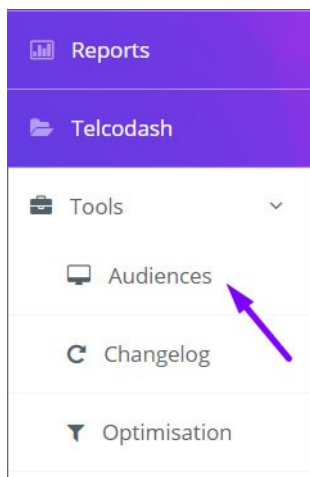
First-party data is defined as data that was collected directly about your audience. In most cases, in Eskimi, we are collecting first-party data from your own website.

How is first party data collected?

First party data is collected by adding a pixel to a customer website that collects information about behaviors and actions of audience and records it. Whenever a visitor lands on or clicks website, looks at products or fills out a survey, that data can be collected.

How to create User First Party Audience:

1. Click on Tools (left side of your dashboard) and select Audiences



2. Then click Add Audience (right top corner of the screen)



3. Now you will see a page on setting up audience collection

New audience

Name:

1 Test

Description:

0/255

Type:

2 Retargeting (site first party)

Date

3 27 Jan, 2021 - 31 Jan, 2021

Rule:

4 Users visiting specific web pages

Add if URL contains:

5

× /registration

× /contacts

× /products

Remove if URL contains:

User validity

6 5 Days

On the audience creation screen you will need to fill in the following:

- Audience name;
- Choose the type - **Retargeting (user first party)**;
- Choose date interval - here you indicate how long the audience will be collected;
- Choose the rule - "Anyone visiting the website" OR "Users visiting specific web pages"

Let's now take a hypothetical situation: customer wants to track audiences who enter the websites registration page, products page, and contact page.

Using the old tracking codes we had to generate 3 separate codes which had to be placed in these specific pages. But using the new tracking pixel, it is possible to use the same audience pixel on each website page, the rest is configured through the dashboard.

- To start the audience configuration, change the Rule from "Anyone visiting the website" to "Users visiting specific web pages"
- A new field named "Add if URL contains:" will appear
- Since we have a hypothetical situation, add the URLs. For example, registration URL will be "/registration", products page URL "/products", contacts page URL "/contacts"

- After adding the URL's set the "User validity" - here you indicate how long the collected audience will be stored.

When all variables are set, click "SAVE" and that's it, your Audience is configured and saved.

Note: if a customer wants to collect audience from 2 or more different websites, then only one tracking pixel is needed (but the same pixel must be installed on all websites).

But it's also important to keep in mind that tracking pixel is linked only to one Eskimi DSP customer account. If a customer wants to collect an audience from 2 or more websites and campaigns will be launched from different accounts, then depending on a number of accounts there will be a corresponding number of tracking pixels.

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