

Eskimi Pixel implementation via Google Tag Manager (GTM)

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Integrating tracking pixels into your digital marketing campaigns is crucial for effective measurement and [optimization](#). If you're using Eskimi DSP for your advertising needs, this manual article will guide you through the process of implementing the Eskimi DSP tracking pixels seamlessly using Google Tag Manager (GTM).

Follow the step-by-step instructions below to efficiently set up the Eskimi DSP tracking pixels through GTM and ensure accurate tracking and measurement of your advertising efforts.

It is important to note that when implementing pixels, testing should be conducted in collaboration with the Eskimi support team. This will ensure accurate data collection, and validate whether the pixel is properly integrated with your website.

Audience pixel implementation

- Access your GTM account, and on the top left side of the page select **New Tag**
- Name the Tag according to the tag configuration and triggering
- Under Tag Configuration choose tag type - **Custom HTML** and paste the Eskimi DSP base (audience) tracking code
- Under Advanced Settings select Tag firing option - **Once per page**

Tag Manager | All accounts > ESKIMI DSP | business.eskimi.com

Search workspace

Workspace Versions Admin GTM-M4BGGJ7 Workspace Changes: 1 Preview Submit

CURRENT WORKSPACE

Default Workspace >

Overview

Tags

Triggers

Variables

Folders

Templates

New Tag
Choose from over 50 tag types
Add a new tag >

Now Editing
Default Workspace

Live Version
Version 17
Published 26 minutes ago by eskimi.analytics@gmail.com

Description
Edit description >

Workspace Changes

| Name ↑ | Type | Change | Last Edited | User |
|------------|---------|--------|---------------|----------------------------|
| Conversion | Trigger | Added | 4 minutes ago | eskimi.analytics@gmail.com |

Activity History >

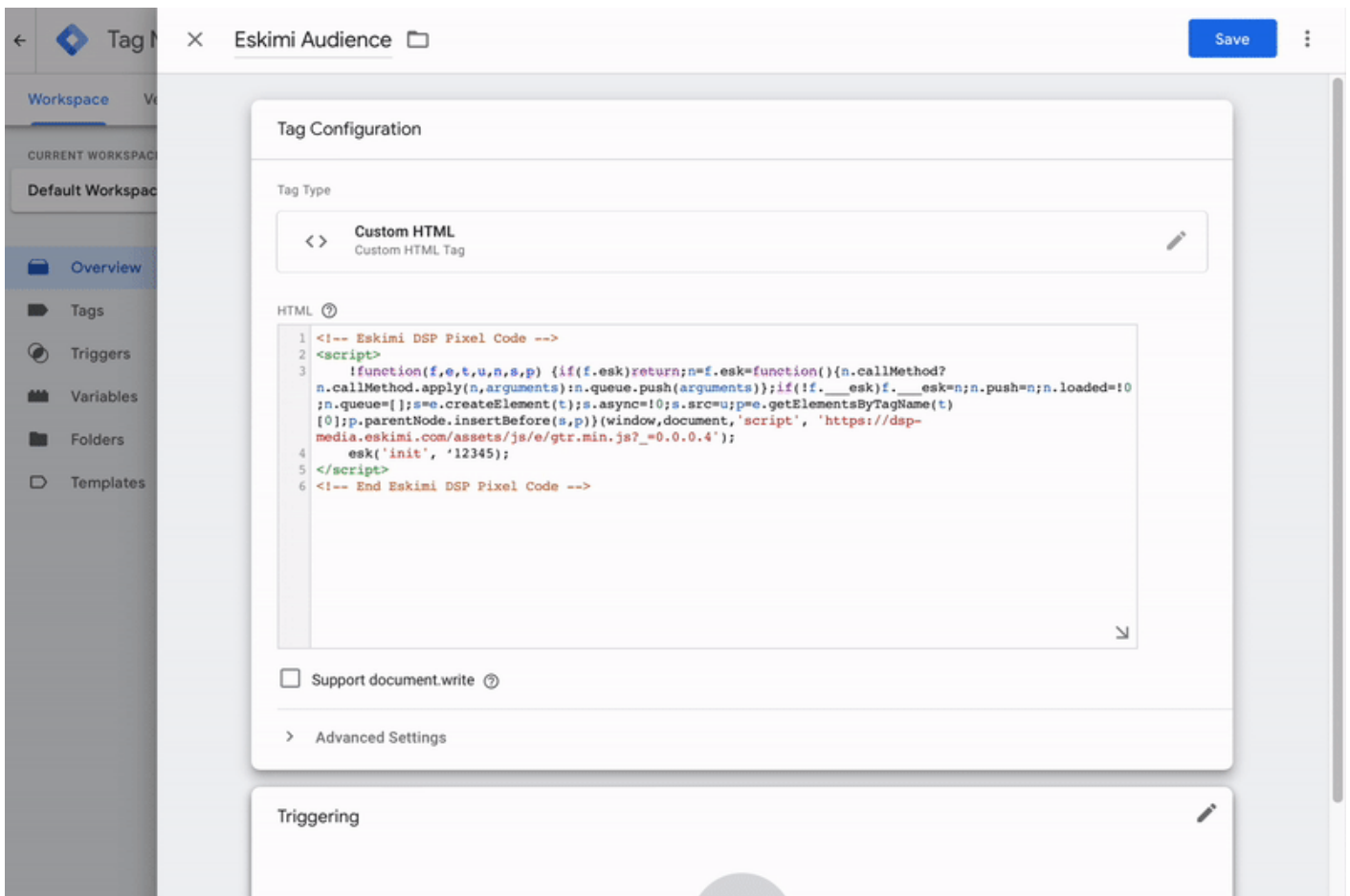
Workspace Changes

| Modified | Added | Deleted |
|----------|-------|---------|
| 0 | 1 | 0 |

Manage workspaces >

Latest Version
Version 17
Modified 26 minutes ago by eskimi.analytics@gmail.com
Latest version >

- Under the Triggering section choose a default trigger - All Pages (Page View)
- Once the Tag Configuration and Triggering is added, press Save



Conversion pixel implementation

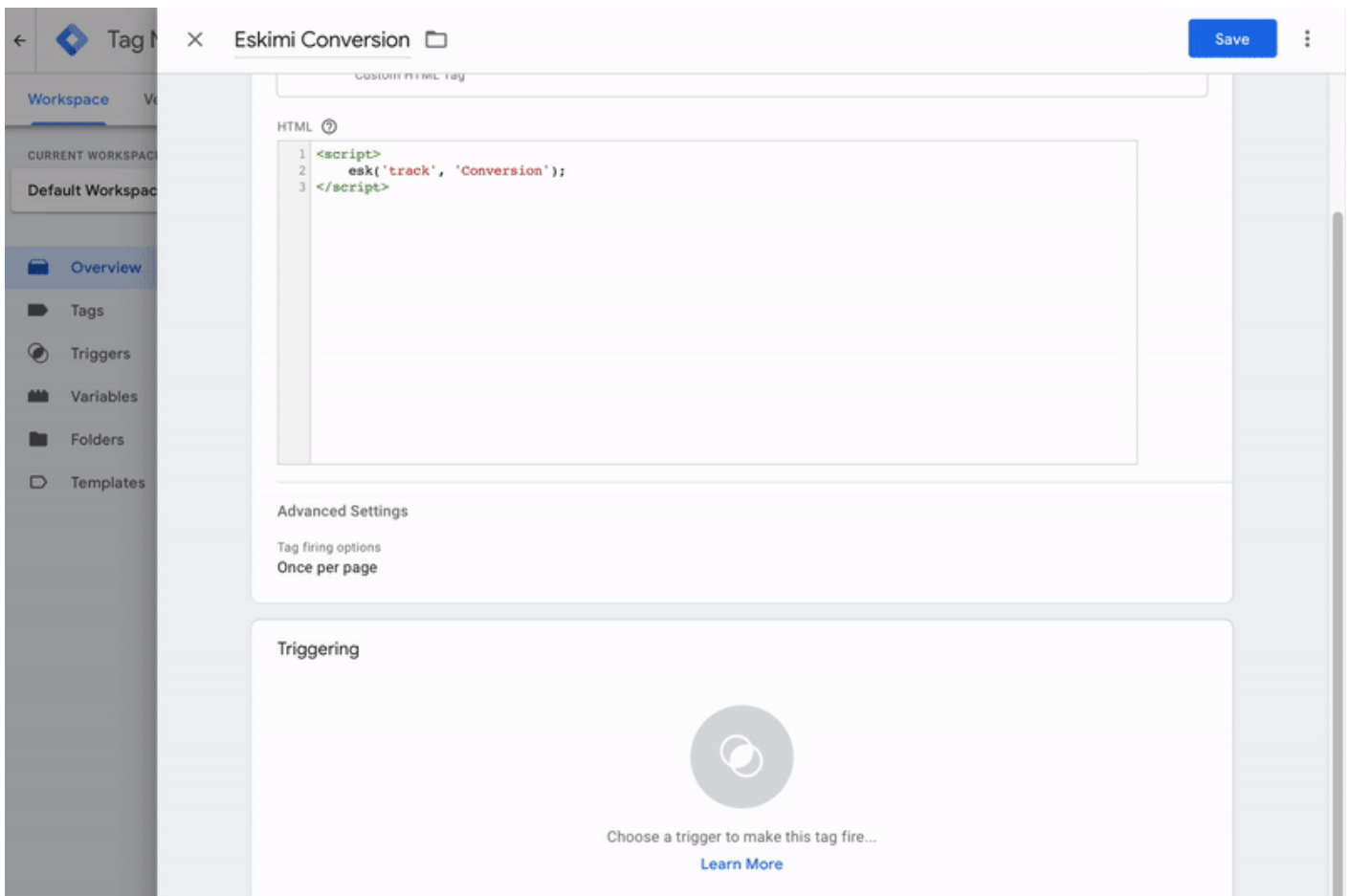
- In order to implement Eskimi conversion tracking pixel, press **New Tag**
- Name the tag according to the tag configuration and triggering
- Under Tag Configuration choose tag type - **Custom HTML** and paste conversion tracking code.
- Under Advanced Settings select Tag firing option - **Once per page**

The screenshot shows the Google Tag Manager interface for the workspace 'business.eskimi.com'. The top navigation bar includes 'Workspace', 'Versions', and 'Admin' tabs. The main content area is divided into several sections:

- Left Sidebar:** Contains navigation links for 'Overview', 'Tags', 'Triggers', 'Variables', 'Folders', and 'Templates'.
- Top Bar:** Displays 'GTM-M4BGGJ7' and 'Workspace Changes: 1', with 'Preview' and 'Submit' buttons.
- Current Workspace:** A section titled 'Default Workspace' with a right arrow.
- New Tag:** A card with the text 'Choose from over 50 tag types' and a button 'Add a new tag'.
- Now Editing:** A blue card titled 'Default Workspace' with a 'Description' section and a button 'Edit description'.
- Workspace Changes:** A summary card showing '0 Modified', '1 Added', and '0 Deleted' changes, with a 'Manage workspaces' button.
- Live Version:** A green card titled 'Version 17' showing it was 'Published an hour ago by eskimi.analytics@gmail.com'.
- Latest Version:** A white card showing 'Version 17' was 'Modified an hour ago by eskimi.analytics@gmail.com'.
- Workspace Changes Table:** A table listing changes with columns: Name, Type, Change, Last Edited, and User.

| Name ↑ | Type | Change | Last Edited | User |
|------------|---------|--------|----------------|----------------------------|
| Conversion | Trigger | Added | 28 minutes ago | eskimi.analytics@gmail.com |
- Activity History:** A button at the bottom right of the table area.

- To finalise Eskimi conversion pixel implementation, under the Triggering section choose an existing trigger for conversion or create a new one. In the example below you can see the most common trigger for tracking conversions with success/thank you page url.



Submit the changes

Once you have set up the necessary pixels and triggers, the last and most important step is to submit the changes. Without submitting them, the changes will not be applied to the actual environment of the site. To do this, go to the overview page and look for the "submit" button in the top right corner. Click on the "submit" button and follow the process until all the recent changes are published on your website. This submission ensures that the modifications you have made will take effect and be visible in the live environment of your site.