

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

Description
Edit description >

Workspace Changes

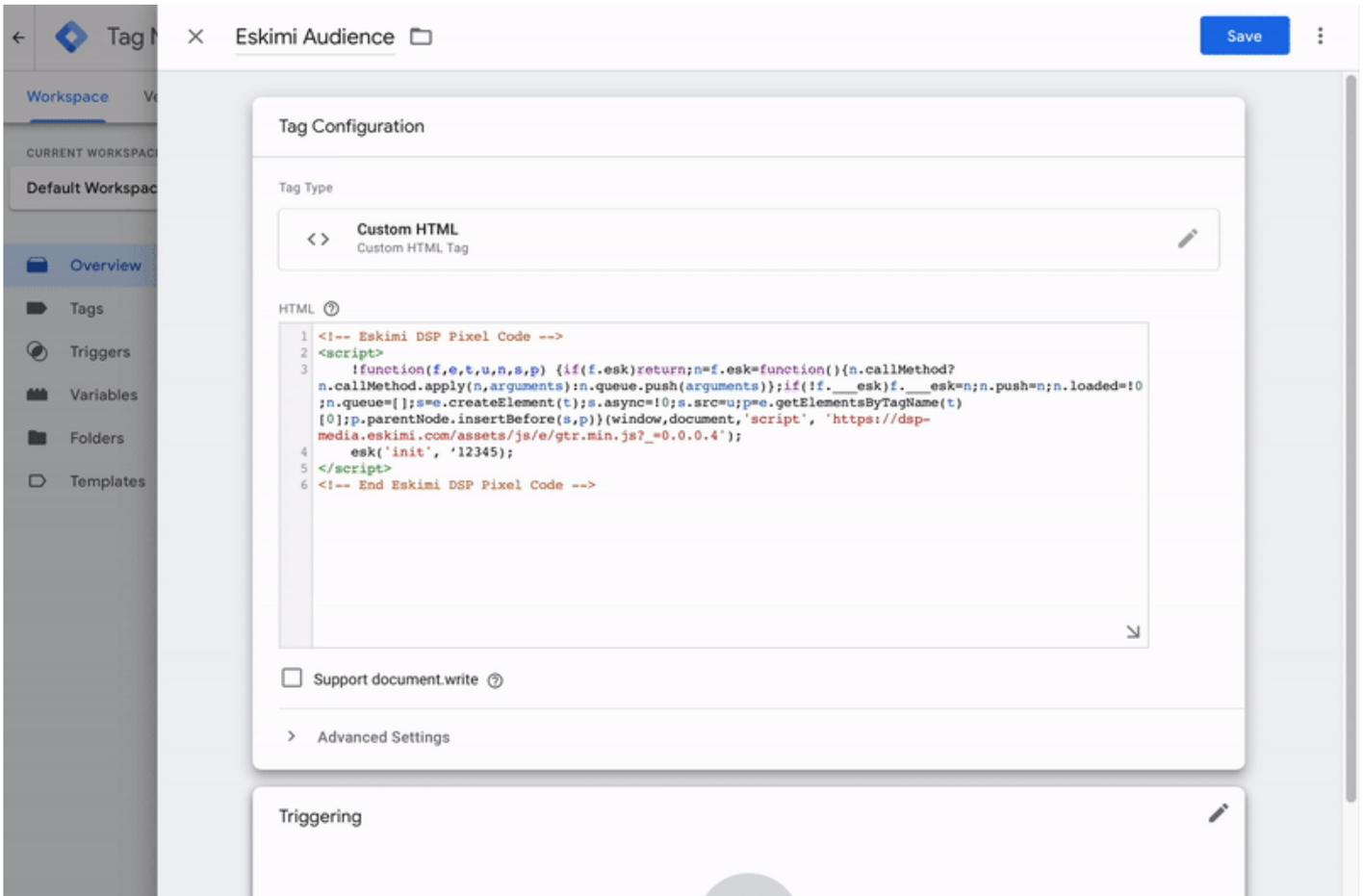
Workspace Changes				
Name ↑	Type	Change	Last Edited	User
Conversion	Trigger	Added	4 minutes ago	eskimi.analytics@gmail.com

Activity History >

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

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

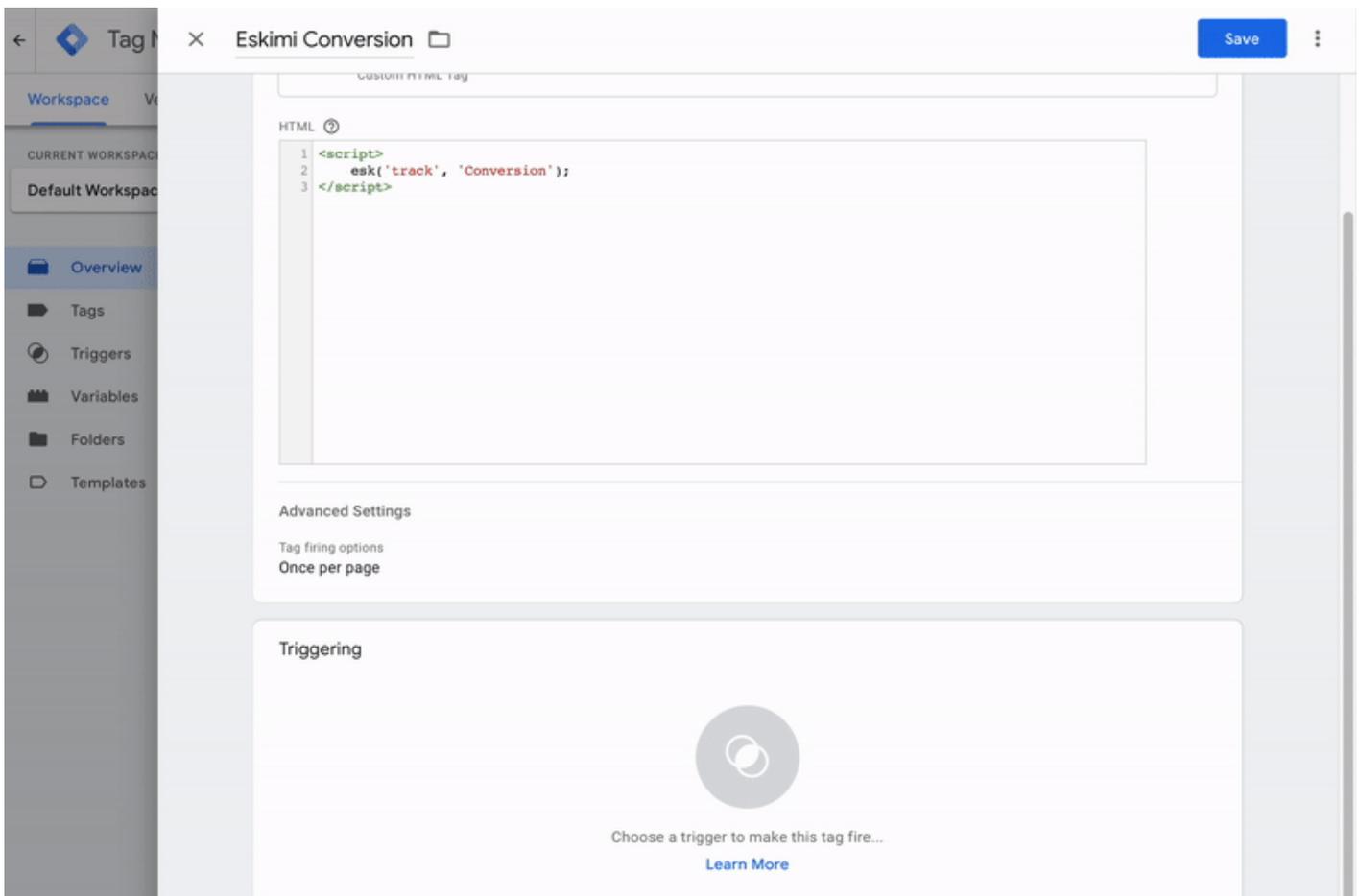
- In order to implement Eskimi conversion tracking pixel, press **New Tag**
- Name the tag according to the tag configuration and triggering
- Under Tag Configuration choose tag type - **Custom HTML** and paste conversion tracking code.
- Under Advanced Settings select Tag firing option - **Once per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

The screenshot displays the Google Tag Manager interface for the account 'business.eskimi.com'. The main workspace is titled 'GTM-M4BGGJ7' and shows 'Workspace Changes: 1'. The interface is divided into several sections:

- Left Sidebar:** Contains navigation options: Overview (selected), Tags, Triggers, Variables, Folders, and Templates.
- Top Bar:** Includes 'Workspace', 'Versions', and 'Admin' tabs, along with 'Preview' and 'Submit' buttons.
- Main Content Area:**
 - New Tag:** A card with a red arrow pointing to a tag icon, stating 'Choose from over 50 tag types' and an 'Add a new tag' button.
 - Description:** A card with the title 'Description' and an 'Edit description' button.
 - Workspace Changes Summary:** A card showing '0 Modified', '1 Added', and '0 Deleted' changes, with a 'Manage workspaces' button.
 - Live Version:** A green card for 'Version 17', published an hour ago by eskimi.analytics@gmail.com, with a 'Latest version' button.
 - Workspace Changes Table:** A table listing changes:

Name ↑	Type	Change	Last Edited	User
Conversion	Trigger	Added	28 minutes ago	eskimi.analytics@gmail.com
 - Activity History:** A button at the bottom with a right-pointing arrow.

- 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.