

# Eskimi Pixel implementation via Google Tag Manager (GTM)

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# Eskimi Pixel Implementation via GTM

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.

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## 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 >

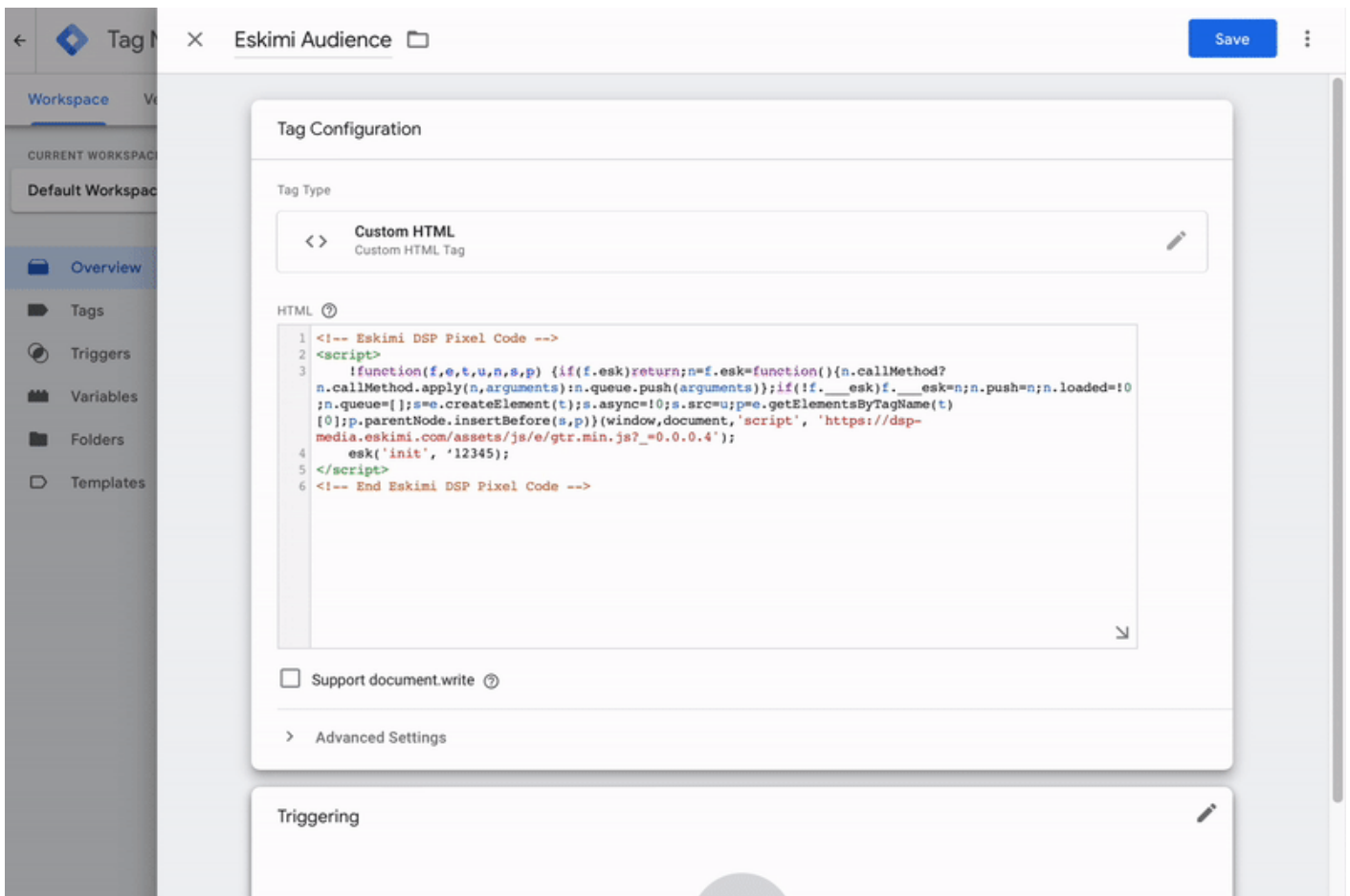
**Workspace Changes**

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**

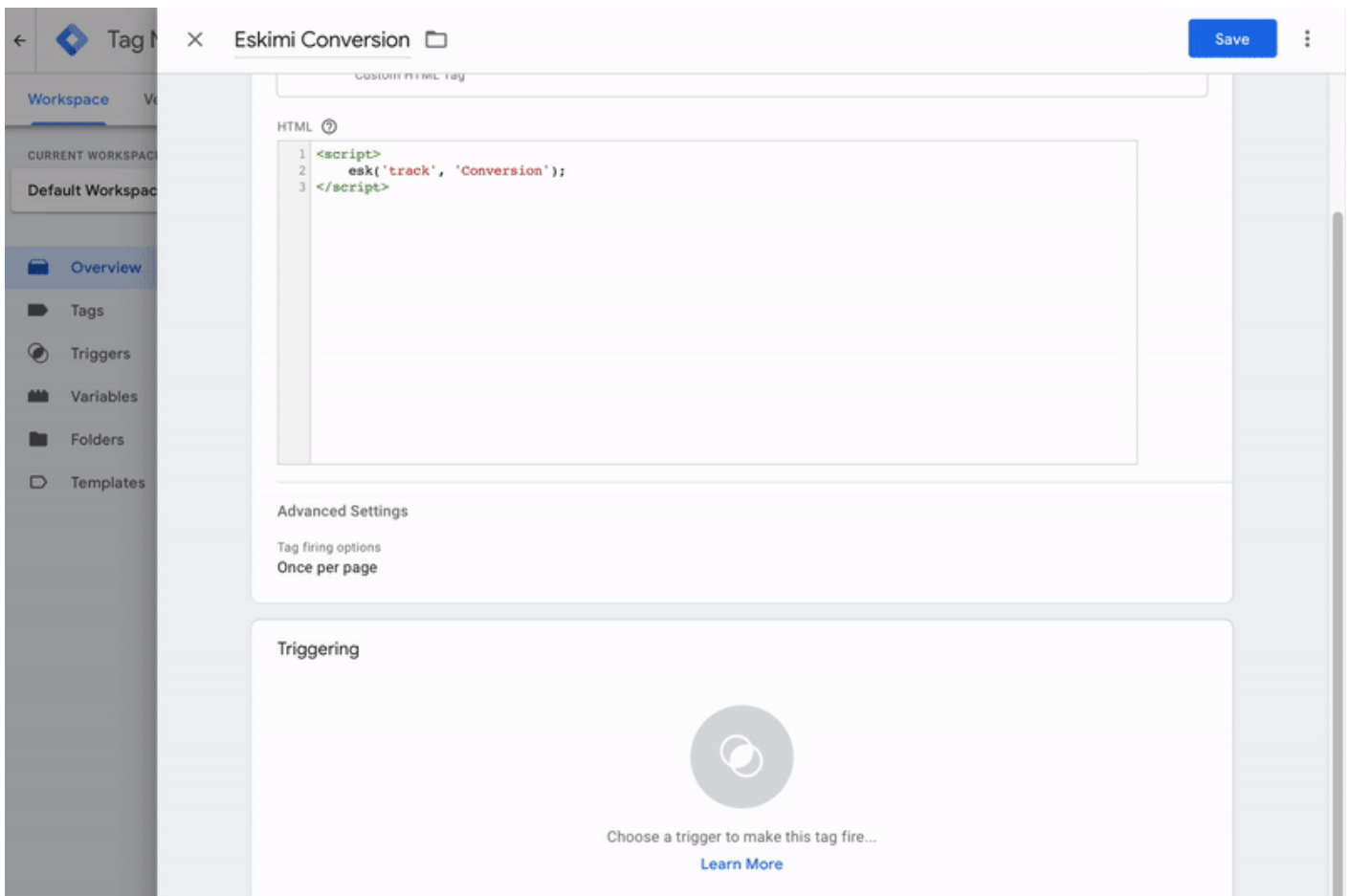
The screenshot displays the Google Tag Manager interface for the workspace 'business.eskimi.com'. The top navigation bar includes 'Workspace', 'Versions', and 'Admin' tabs. The main content area is divided into several sections:

- Left Sidebar:** Contains navigation links for 'Overview', 'Tags', 'Triggers', 'Variables', 'Folders', and 'Templates'.
- Top Bar:** Shows 'All accounts > ESKIMI DSP', 'business.eskimi.com', a search bar, and user profile icons.
- Workspace Overview:** Includes a 'New Tag' button, a 'Description' field, and a 'Workspace Changes' table.
- Live Version:** A green box indicating the current version (17) and its details.

The 'Workspace Changes' table shows the following data:

Name ↑	Type	Change	Last Edited	User
Conversion	Trigger	Added	28 minutes ago	eskimi.analytics@gmail.com

- 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.