

Eskimi pixels

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Eskimi Audience / Tracking Pixel

Eskimi Tracking Pixel - Introduction & Implementation

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

Eskimi is a separate platform and we have our own user base and tracking system. Eskimi combines a larger reach of customers and needs to track them separately. The audience code allows you to create audiences from your current site users, analyze the browsing pages of your current users, then retarget them. Also when you put audience code in your site, our programmatic platform learns more about your users, conversions and then can direct better quality users from the programmatic campaigns that you run. Also the code does not impact the load times or performance of the page, it is quite light.

If you prefer to implement Eskimi DSP Pixels through Google Tag Manager (GTM), you can follow the instructions outlined in the provided [article for a step-by-step guide](#).

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.

Eskimi DSP provides the following tracking pixels for:

- **Audience**
- Campaign
- **Conversion**
- Custom Conversion
- Custom Event

Audience and Conversion pixels

The most commonly used tracking pixels are audience and conversion pixels as they allow implementing new advertising strategies and [optimization possibilities](#).

In order to track retargeting (site first party) audience, engaged sessions and conversions it is necessary to implement Eskimi tracking pixels on the landing page.

Implemented pixels allows you not only to see the metrics but also optimize on them which is significantly important. With implemented pixels you can see (just a few examples):

- From which websites or apps the conversions was made and based on that optimize the inventory
- What is the conversion rate of particular creative which allows to optimize on creatives
- Which browsers generate the most sessions which gives opportunity to optimize on browsers.

Audience and conversion pixels give you multiple opportunities to optimize on better performance therefore it is strongly recommended to implement them for multiple campaigns' objectives.

Eskimi DSP Tracking Pixels Implementation

Each account on the Eskimi DSP platform is equipped with a unique and highly customizable tracking pixel codes.

To access the pixel code, go to your account and locate the three-dot icon in the top right corner of the page. Click on it and select the "Tracking Pixels" option from the drop-down menu. In the "Tracking Pixels" section, the first code you see corresponds to the audience code, which is utilized for Site First Party audience collection.

For a visual reference, please consult the accompanying image below.

The screenshot shows the Eskimi dashboard for 'Campaign groups / Campaigns'. The top right corner indicates 'Eskimi Demo Account - Europe' and 'Budget: \$ 0.00'. The left sidebar contains navigation links: Overview, Creative sets, Campaigns, Campaign settings, Reports, Telcodash, Tools, and Help. The main area features a filter bar with 'Status: Draft', 'Creative type: All', and 'Country: All'. Below the filter is a table with columns: ID, Status, Campaign, Campaign type, Creative type, Country, TSpend, Spend, Impr, and Clk. The table contains one row for a campaign with ID 165017, labeled 'Demo Campaign', and a 'Totals' row. The URL at the bottom is <https://dsp.eskimi.com/admin?function=campaigns&method=inde...>

To properly implement this Audience pixel, it must be initialized on every page of your website. You can either place it between the `<body>` `</body>` tags or inside the `<head>` `</head>` tags, depending on the consistent structure of your site.

As previously mentioned, implementing the Audience pixel will enable you to:

- Collect Site First Party Audience data from your webpage
- Track and report Sessions and Session Rate metrics

Conversion Pixel

To access the Conversion pixel code, select the Conversion option, and the code for conversion tracking will be displayed below.

The copied Conversion pixel code should be placed on the specific page where tracking is required. This can be the Success Page, Thank You page, or any other page as per your requirement.

For a visual reference, please consult the accompanying image below.

ESKIMI Eskimi Demo Account - Europe | Budget: \$ 0.00

Tracking pixels

⚠ The Client warrants and represents that by creating a tracking pixel all user privacy regulations are observed and fully complied to, including but not limited to EU user consent policies (if applicable), allowing the Client and/or Eskimi DSP to collect and use personal information for respective purposes of DSP operations.

Tracking ▾

- Campaign
- Conversion
- Custom Conversion
- Custom Event
- Auto-tagging

Post view conversion window
5 days ▾

Post click conversion window
30 days ▾

Copy the code below and paste it onto every page of your website.

Paste this code as high in the **<head>** of the page as possible:

```
1 <!-- Eskimi DSP Pixel Code -->
2 <script>
3   !function(f,e,t,u,n,s,p){if(f.esk)return;n=f.esk=function(){n.callMethod?n
   .callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f.__esk)f.__esk=n;n
   .push=n;n.loaded=1;n.queue=[];s=e.createElement(t);s.async=1;s.src=u;p=e
   .getElementsByTagName(t)[0];p.parentNode.insertBefore(s,p)}(window,document
   , 'script', 'https://dsp-media.eskimi.com/assets/js/e/gtr.min.js?_v=0.0.0.4');
4   esk('init', '14023');
5 </script>
6 <!-- End Eskimi DSP Pixel Code -->
```

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The Conversion pixel can be customized by applying specific campaign IDs or utilizing custom conversions.

Including a campaign ID in the code allows you to track conversions that are initiated through a particular campaign. On the other hand, custom conversions enable tracking of preferred actions such as registrations, adding items to a shopping cart, purchases, and more. While custom conversions provide reporting and analysis capabilities for tracking the number of custom conversions, it is important to note that campaign performance optimization based on custom conversions is not possible.

Important note - please avoid initializing conversion code on every page, as doing so will lead to every page visit being counted as a successful conversion.

Post View and Post Click Conversion Window Customisability

Conversion tracking can be customised to align with preferred conversion windows for both post-view and post-click conversions. This allows you to set specific time frames within which conversions are attributed to interactions, whether they are viewed or clicked. By customising the conversion window, you can fine-tune your tracking to best suit your desired attribution model and accurately measure the impact of your campaigns.

Eskimi Conversion Pixel

Conversion tracking

Conversion tracking is a tool that shows you what happens after a customer clicks on your advertisement - whether they purchased your product, signed up for your newsletter, or filled out a form to receive more information. By tracking conversions, you will be able to know which campaigns, sites, or apps bring you business. This helps you invest more wisely in the best ones and boost your return on investment (ROI).

Eskimi DSP can provide these enhanced metrics by implementing conversion tracking pixel on your side. The conversion pixel is a tiny (1x1 pixel) transparent image.

A variety of things can be tracked:

Websites

What it means: track when a customer completes an action on your website. This could be, for example, making a purchase, signing up for a newsletter, clicking a button, or any other valuable action a customer can take on your website.

Apps

What it means: track when a customer installs your app or completes an in-app action, such as a purchase.

Phones

What it means: track when a customer calls you from a phone number in your ads or from a phone number on your website, or when they click your phone number on your mobile website.

Imports

What it means: track when an ad click leads to a conversion in the offline world, such as a sale in your office or over the phone. To do this, you'll import your conversions into Eskimi DSP by uploading a file or transmitting data through our API.

The conversion tracking process works a little differently for each conversion source, but for each type besides offline conversions, it tends to fall into one of these categories:

- You add a conversion tracking tag, or code snippet, to your website or mobile app code. When a customer clicks on your ad from selected Eskimi DSP sites, or when they view your video ad, a temporary cookie is placed on their computer or mobile device. When they complete the action you defined, our system recognises the cookie (through the code

snippet you added), and we record a conversion.

- Some kinds of conversion tracking don't require a tag. For example, to track phone calls from call extensions or call-only ads, you use a Google forwarding number to track when the call came from one of your ads, and to track details like call duration, call start and end time, and caller's area code.

Once you've set up conversion tracking, you can see data on conversions for your campaigns, ad groups, ads, and keywords. Viewing this data in your reports can help you understand how your advertising helps you achieve important goals for your business.

Simplified Conversion Pixel Implementation

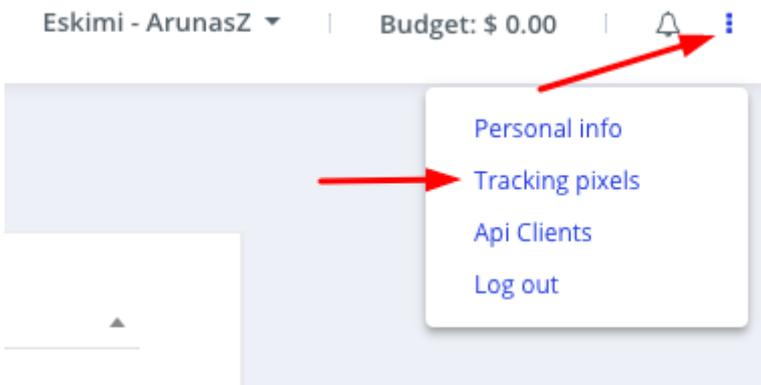
This article is dedicated to users and developers who have to implement the tracking pixel to the website.

Disclaimer: all example codes are used from a testing account.

Step 1:

Firstly obtain the base pixel code.

Login to your account, and access the "Tracking Pixels" section.



Step 2:

Customize your tracking code. For this example, we want to track conversions of a specific campaign.

- Tick the "Campaign" checkbox, and select the appropriate campaign.
- Tick the "Conversion" checkbox.

Now your base pixel code should look like this (see image below):

Tracking pixels

⚠ The Client warrants and represents that by creating a tracking pixel all user privacy regulations are observed and fully complied to, including but not limited to EU user consent policies (if applicable), allowing the Client and/or Eskimi DSP to collect and use personal information for respective purposes of DSP operations.

Tracking ▲

Conversion

Custom Conversion

Custom Event

Post view conversion window

14 days ▼

Post click conversion window

21 days ▼

Copy the code below and paste it onto every page of your website.

Paste this code as high in the **<head>** of the page as possible:

```
1 <!-- Eskimi DSP Pixel Code -->
2 <script>
3     !function(f,e,t,u,n,s,p) {if(f.esk)return;n=f.esk=function(){n.callMethod?n
      .callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f.__esk)f.__esk=n;
      n.push=n;n.loaded=!0;n.queue=[];s=e.createElement(t);s.async=!0;s.src=u;p=e
      .getElementsByTagName(t)[0];p.parentNode.insertBefore(s,p)}(window,document
      ,'script','https://dsp-media.eskimi.com/assets/js/e/gtr.min.js?_=@0.0.0.3');
4     esk('init', '29373');
5 </script>
6 <!-- End Eskimi DSP Pixel Code -->
```

Copy the code below and paste it onto every page where tracking is required:

```
1 <script>
2     esk('track', 'Conversion');
3 </script>
```

Tracking code implementation examples:

```
1 <!-- Eskimi DSP Pixel Code - Example 1 -->
2 <p>Thank you!</p>
3 <script>
4     esk('track', 'Conversion');
5 </script>
6 <!-- End Eskimi DSP Pixel Code - Example 1 -->
7
8 <!-- Eskimi DSP Pixel Code - Example 2 -->
9 <a href="" onclick="esk('track', 'Conversion');">Buy now!</a>
10 <!-- End Eskimi DSP Pixel Code - Example 2 -->
11
12 <!-- Eskimi DSP Pixel Code - Example 3 -->
13 <button onclick="esk('track', 'Conversion');">Purchase!</button>
14 <!-- End Eskimi DSP Pixel Code - Example 3 -->
```

Step 3:

When you have generated the code, forward this to the website developers.

In this situation, since we are tracking conversions, the code has to be implemented between the **<body>** **</body>** tags of the success page, like in the example below.

```
<html>
<head>
<!-- HEADER CONTENT -->
</head>
<body>
<!-- WEBSITE CONTENT BEGINS HERE -->

<!-- Start Eskimi Pixel Code -->
<script>
!function(f,e,t,u,n,s,p) {if(f.esk)return;n=f.esk=funct
esk('init', '10896');
esk('cid', '16803');
esk('track', 'Conversion');
</script>
<noscript>
  ` `</body>` tags. And if the code is initialised in the `<head>` `</head>` tags then everything is set up.

This how it should look when it is initialized between the `<body>` tags.

```
<!-- Start Eskimi Pixel Code -->
<script>
 !function(f,e,t,u,n,s,p) {if(f.esk) return;n=f.esk=function(){n
 esk('init', '10896');
 esk('aid', '8071');
</script>
<noscript>
 |
```

## Step 2

On the "Submit" button, add an **onclick** property to the button, with the attribute "**esk ('track', 'Conversion');**"

The button code should look like this

```
<button type="submit" onclick="esk('track', 'Conversion');"> Success</button>
```

Now every time the button is clicked a successful conversion is registered.

Don't forget to view the source code of the page.

# Eskimi Pixel implementation via Google Tag Manager (GTM)

# 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

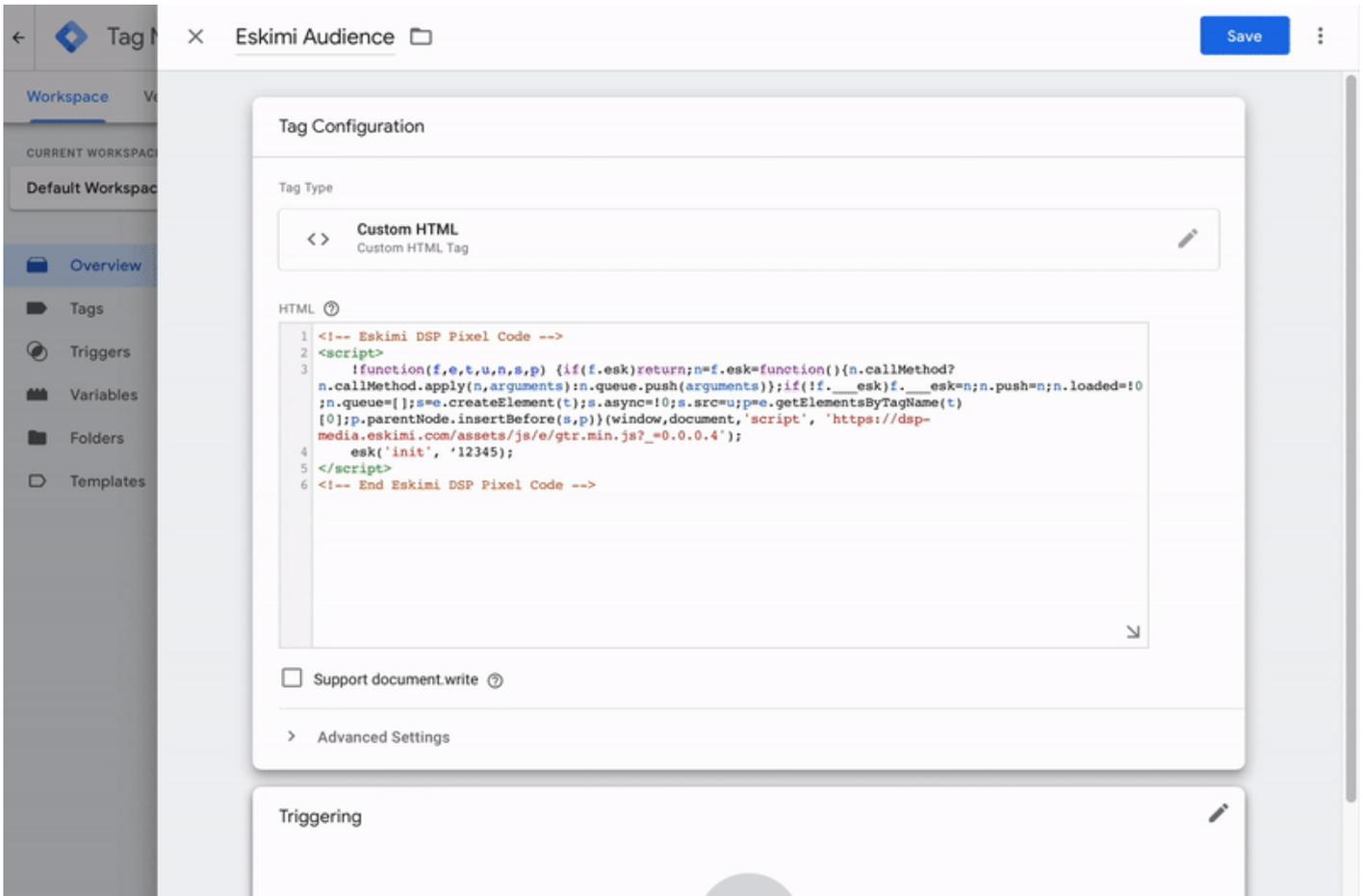
- Access your GTM account, and on the top left side of the page select **New Tag**
- Name the Tag according to the tag configuration and triggering
- Under Tag Configuration choose tag type - **Custom HTML** and paste the Eskimi DSP base (audience) tracking code
- Under Advanced Settings select Tag firing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

The screenshot displays the Google Tag Manager interface for a workspace named "business.eskimi.com". The interface is divided into several sections:

- Header:** Includes the Tag Manager logo, account information, a search bar, and navigation icons.
- Navigation:** A sidebar on the left contains "Overview", "Tags", "Triggers", "Variables", "Folders", and "Templates".
- Workspace Overview:** A central area with three main cards:
  - New Tag:** A card with a red arrow pointing to a tag icon, with the text "Choose from over 50 tag types" and a button "Add a new tag".
  - Now Editing:** A blue card titled "Now Editing Default Workspace" with a "Description" section and a "Workspace Changes" summary showing 0 Modified, 1 Added, and 0 Deleted. A "Manage workspaces" button is at the bottom.
  - Live Version:** A green card titled "Live Version Version 17" with details: "Published 26 minutes ago by eskimi.analytics@gmail.com" and "Latest Version Version 17 Modified 26 minutes ago by eskimi.analytics@gmail.com". A "Latest version" button is at the bottom.
- Workspace Changes Table:** A table with columns: Name, Type, Change, Last Edited, and User.

Name ↑	Type	Change	Last Edited	User
Conversion	Trigger	Added	4 minutes ago	eskimi.analytics@gmail.com
- Activity History:** A button labeled "Activity History" with a right-pointing arrow.

- 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

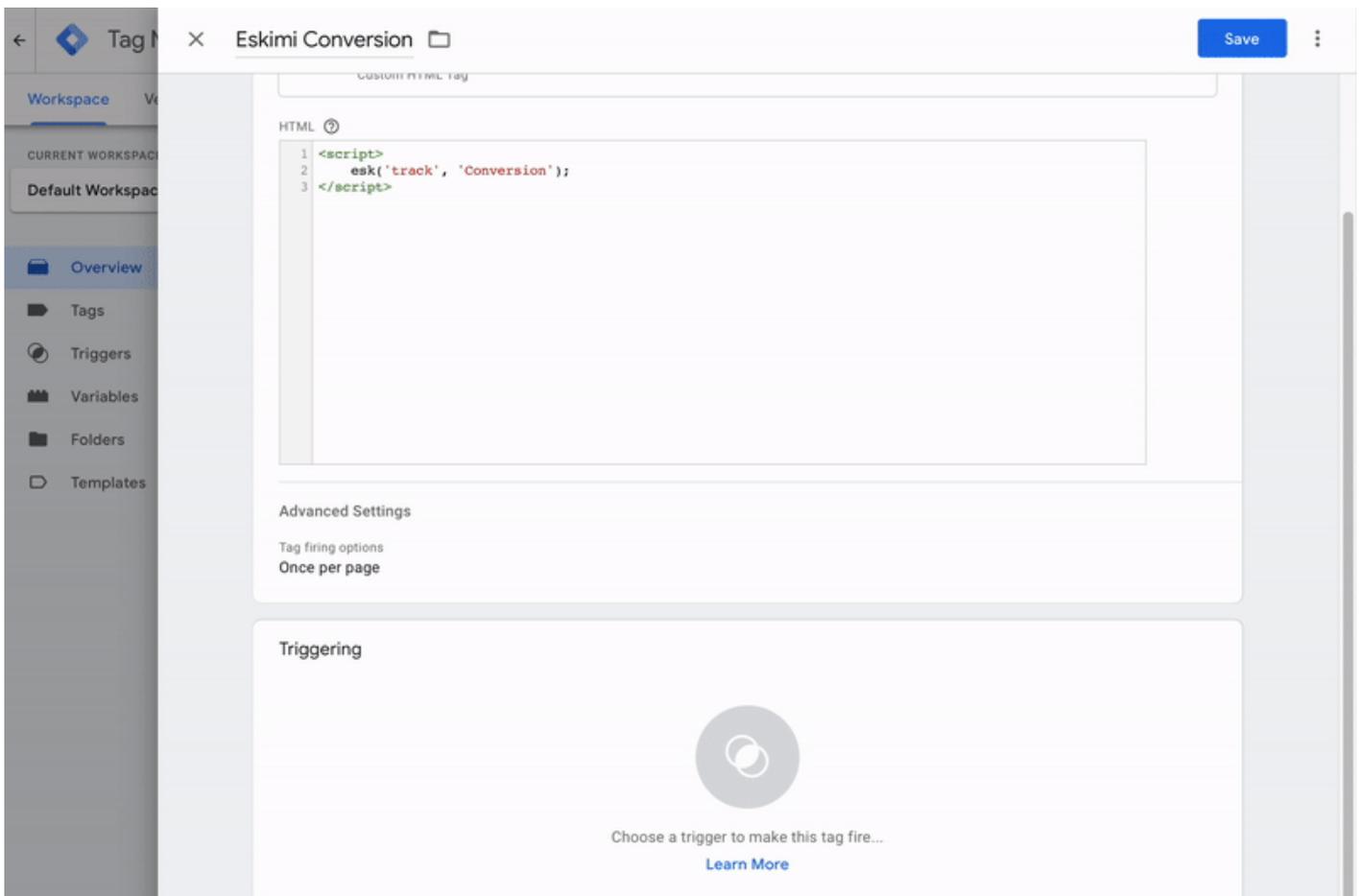
- In order to implement Eskimi conversion tracking pixel, press **New Tag**
- Name the tag according to the tag configuration and triggering
- Under Tag Configuration choose tag type - **Custom HTML** and paste conversion tracking code.
- Under Advanced Settings select Tag firing option - **Once per 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 the 'Add a new tag' button.
  - Now Editing:** A blue card indicating the current workspace is 'Default Workspace'.
  - Live Version:** A green card showing 'Version 17' published an hour ago by eskimi.analytics@gmail.com.
  - Description:** A section for adding or editing the tag's description.
  - Workspace Changes:** A table showing the history of changes.

Name ↑	Type	Change	Last Edited	User
Conversion	Trigger	Added	28 minutes ago	eskimi.analytics@gmail.com
  - Activity History:** A section for viewing the tag's activity history.

- 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.