

# 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.

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