

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.

Audience pixel implementation

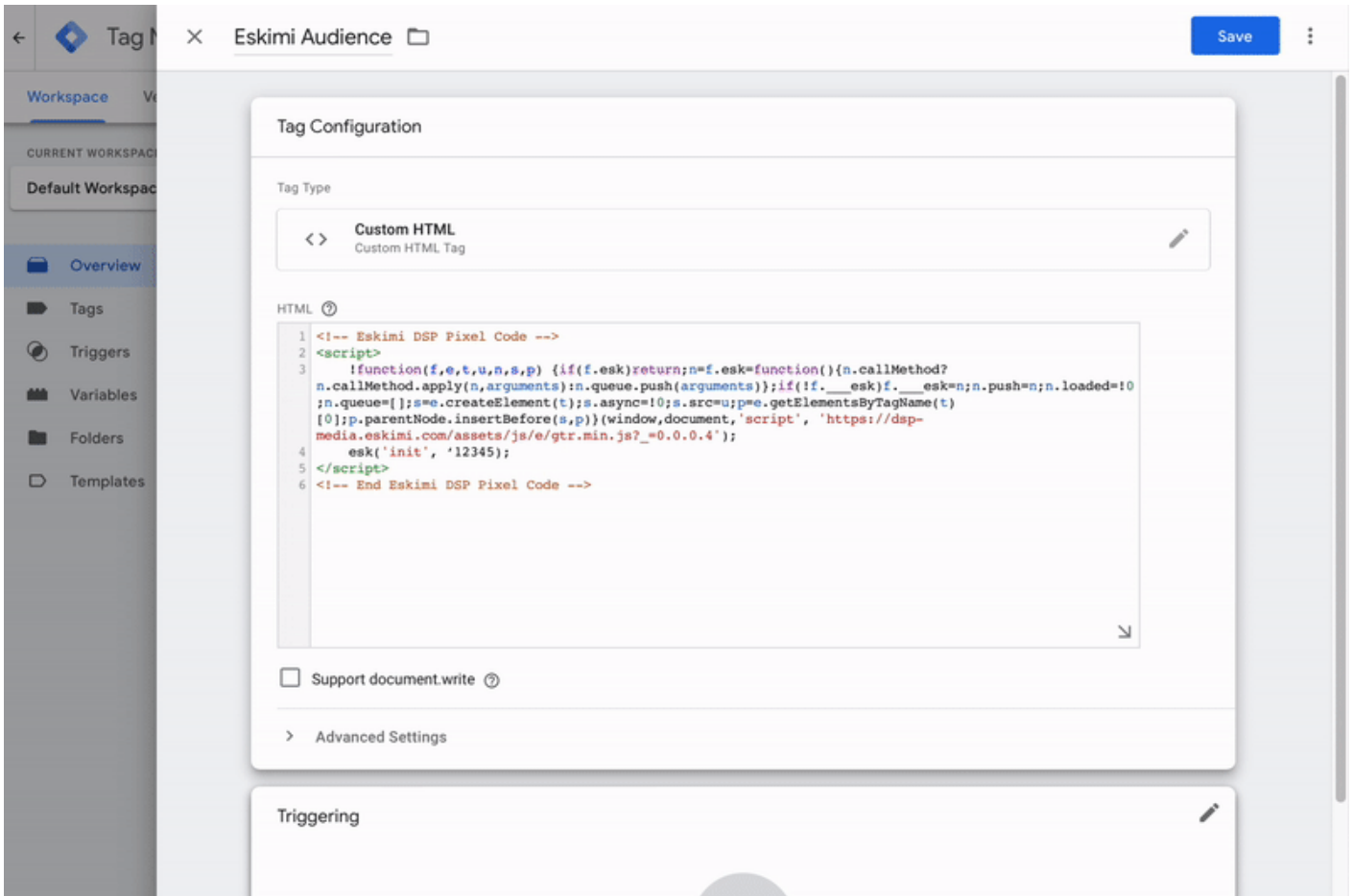
- Access your GTM account, and on the top left side of the page select **New Tag**
- Name the Tag according to the tag configuration and triggering
- Under Tag Configuration choose tag type - **Custom HTML** and paste the Eskimi DSP base (audience) tracking code
- Under Advanced Settings select Tag firing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

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

- Left Sidebar:** 'CURRENT WORKSPACE' section with 'Default Workspace' and a list of navigation items: Overview, Tags, Triggers, Variables, Folders, and Templates.
- Top Row:** Three main cards: 'New Tag' (with an 'Add a new tag' button), 'Now Editing Default Workspace' (with 'Manage workspaces' button), and 'Live Version Version 17' (with 'Latest version' button).
- Middle Row:** 'Description' card (with 'Edit description' button), 'Workspace Changes' summary card (showing 0 Modified, 1 Added, 0 Deleted, with 'Manage workspaces' button), and 'Latest Version' details card (showing 'Published 26 minutes ago by eskimi.analytics@gmail.com' and 'Modified 26 minutes ago by eskimi.analytics@gmail.com').
- Bottom Section:** 'Workspace Changes' table and an 'Activity History' button.

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

- 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

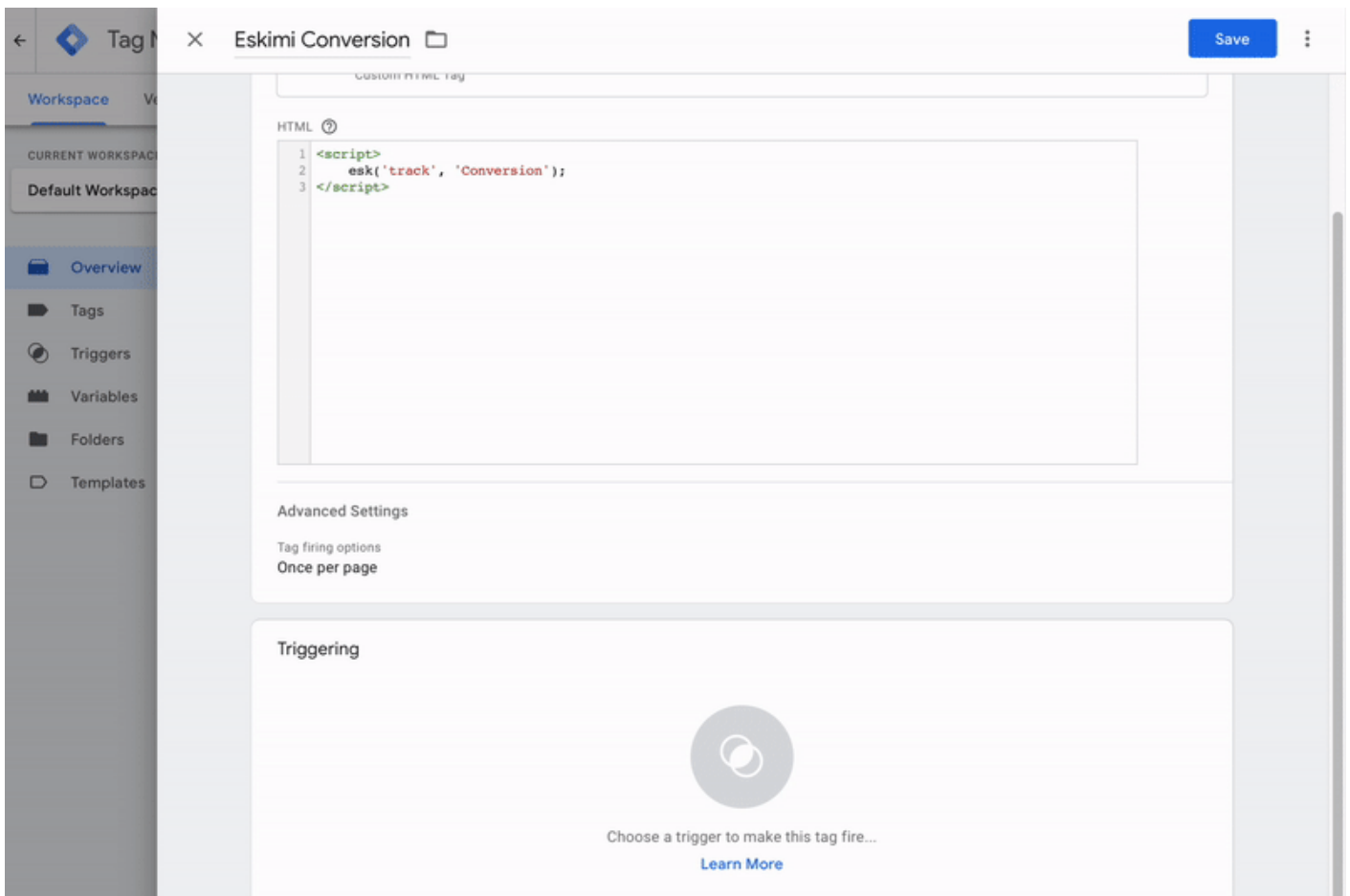
- In order to implement Eskimi conversion tracking pixel, press **New Tag**
- Name the tag according to the tag configuration and triggering
- Under Tag Configuration choose tag type - **Custom HTML** and paste conversion tracking code.
- Under Advanced Settings select Tag firing option - **Once per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

The screenshot shows the Google Tag Manager interface for the workspace 'business.eskimi.com'. The interface includes a navigation menu on the left with options like Overview, Tags, Triggers, Variables, Folders, and Templates. The main content area is divided into several sections:

- New Tag:** A section with a red arrow pointing to a tag icon, suggesting the addition of a new tag.
- Now Editing:** A blue section indicating the current workspace being edited.
- Live Version:** A green section showing the current live version (Version 17) and its publication details.
- Workspace Changes:** A table showing the history of changes to the workspace.
- Activity History:** A section for viewing the activity history.

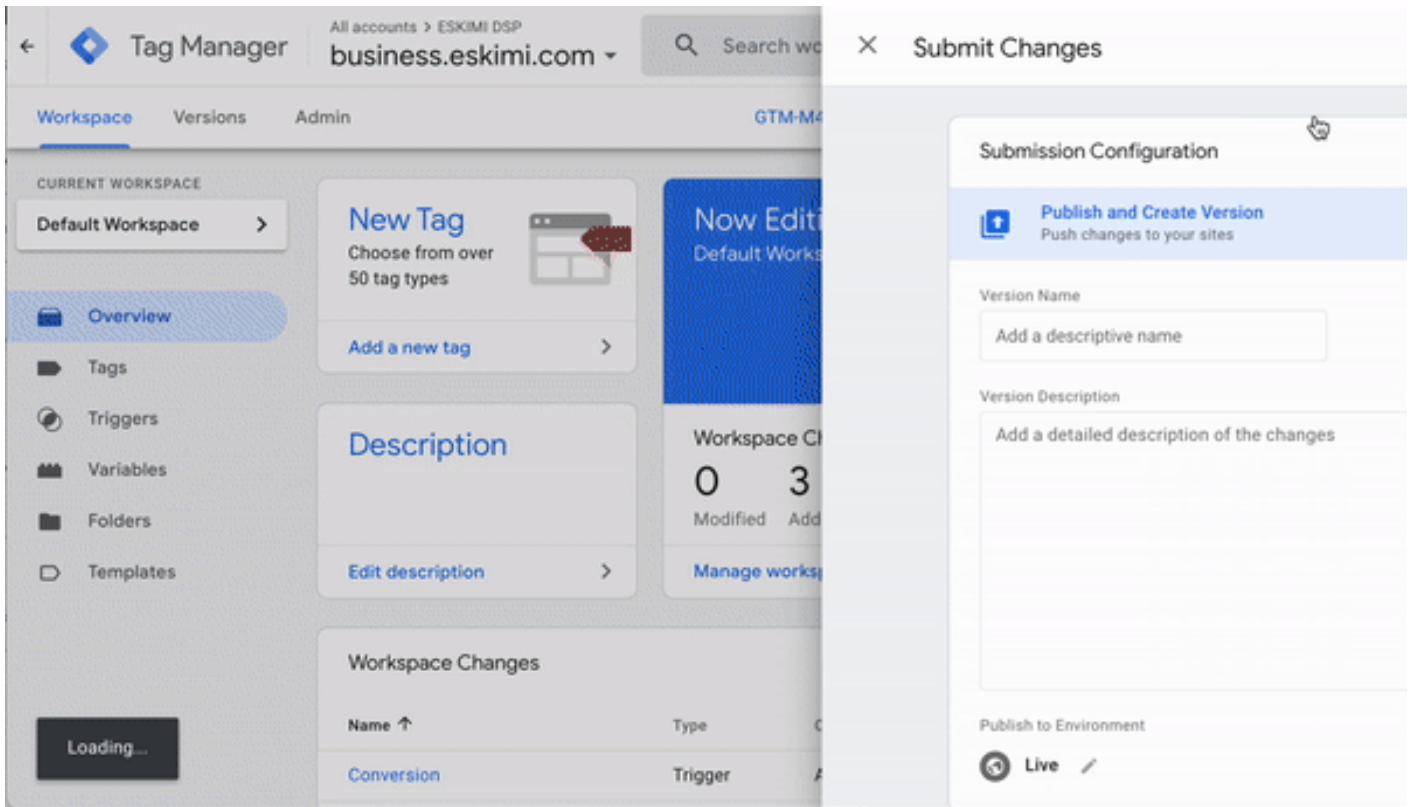
Name ↑	Type	Change	Last Edited	User
Conversion	Trigger	Added	28 minutes ago	eskimi.analytics@gmail.com

- 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.



Tag Sequencing / Prioritisation

You can control tag firing prioritisation in the **Advanced Settings** of a tag. *This configuration is implemented on the page where the conversion pixel is deployed, ensuring that the "Tracking pixel" fires first before the "Conversion pixel" because the conversion pixel relies on the "esk" function described in the tracking pixel.*

- **Tag Firing Priority:** Determines the order in which tags will be fired. The value can be a positive or negative integer, and tags with higher values will fire before those with lower values. (For example, a priority 3 tag will fire *before* a priority 1 or 2 tag.) Priority defaults to 0 if no value is specified. Tags will still fire asynchronously.

In our case, we need to set the **Eskimi tracking pixel** priority to **2** and the conversion pixel priority to **1**.

Tag Configuration

Tag Type

<> Custom HTML
Custom HTML Tag

HTML ⓘ

```
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?
4   n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f.__esk)f.__esk=n;n.push=n;n.loaded=!
5   0;n.queue=[];s=e.createElement(t);s.async=!0;s.src=u;p=e.getElementsByTagName(t)
6   [0];p.parentNode.insertBefore(s,p)}(window,document,'script','https://dsp-
  media.eskimi.com/assets/js/e/gtr.min.js?_v=0.0.0.5');
  esk('init', '30893');
```

Support document.write ⓘ

Advanced Settings

Tag firing priority ⓘ

2

Enable custom tag firing schedule

Only fire this tag in published containers. ⓘ

Tag Configuration

Tag Type

<> Custom HTML
Custom HTML Tag

HTML ⓘ

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

Support document.write ⓘ

Advanced Settings

Tag firing priority ⓘ

1

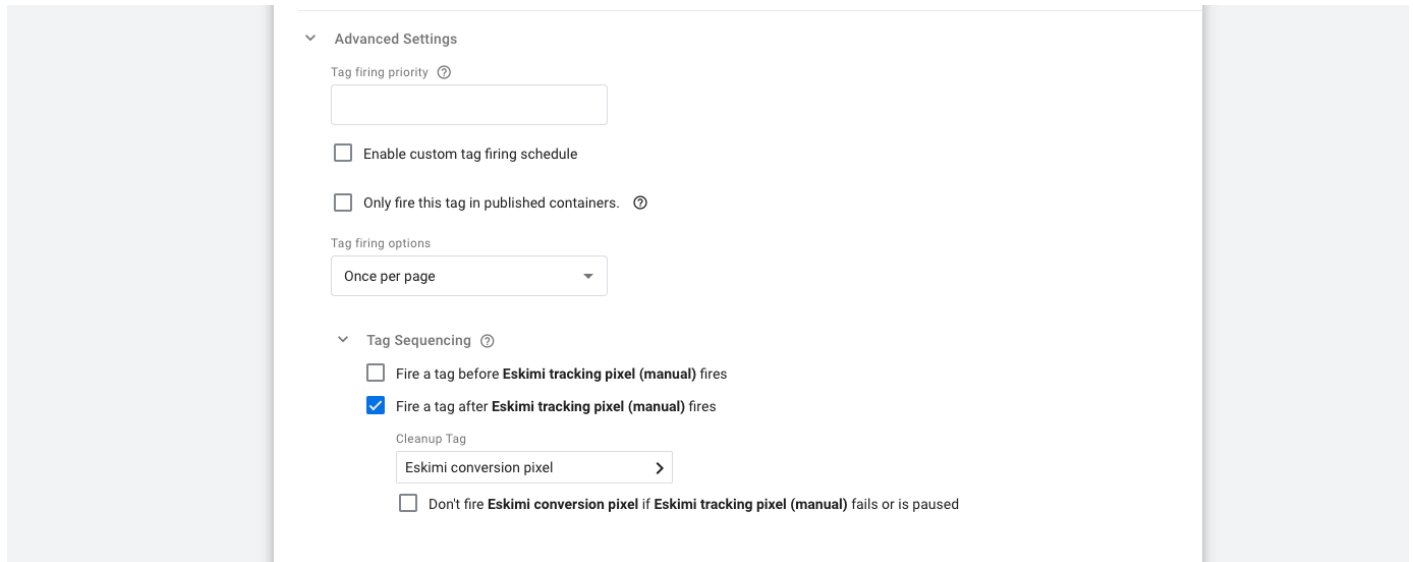
Enable custom tag firing schedule

Only fire this tag in published containers. ⓘ

Another option if firing priority is used by other tags

If other tags, such as analytics tags, are also used in the webpage setup, or if tag priority is utilised in other scenarios, "**Tag sequencing**" can be an alternative to "Tag firing prioritisation." This approach ensures that tags fire in a specific sequence, which can prevent conflicts when numerous tags are present on the same page or "Tag firing prioritisation" is used with other tags.

In our scenario, we can specify which tag should fire before or after a particular trigger. It's crucial to ensure that the "Tracking pixel" fires **before** the "Conversion pixel" or in other words - "Conversion pixel" fires **after** the "Tracking pixel".



Advanced Settings

Tag firing priority ⓘ

Enable custom tag firing schedule

Only fire this tag in published containers. ⓘ

Tag firing options

Once per page ▾

Tag Sequencing ⓘ

Fire a tag before Eskimi tracking pixel (manual) fires

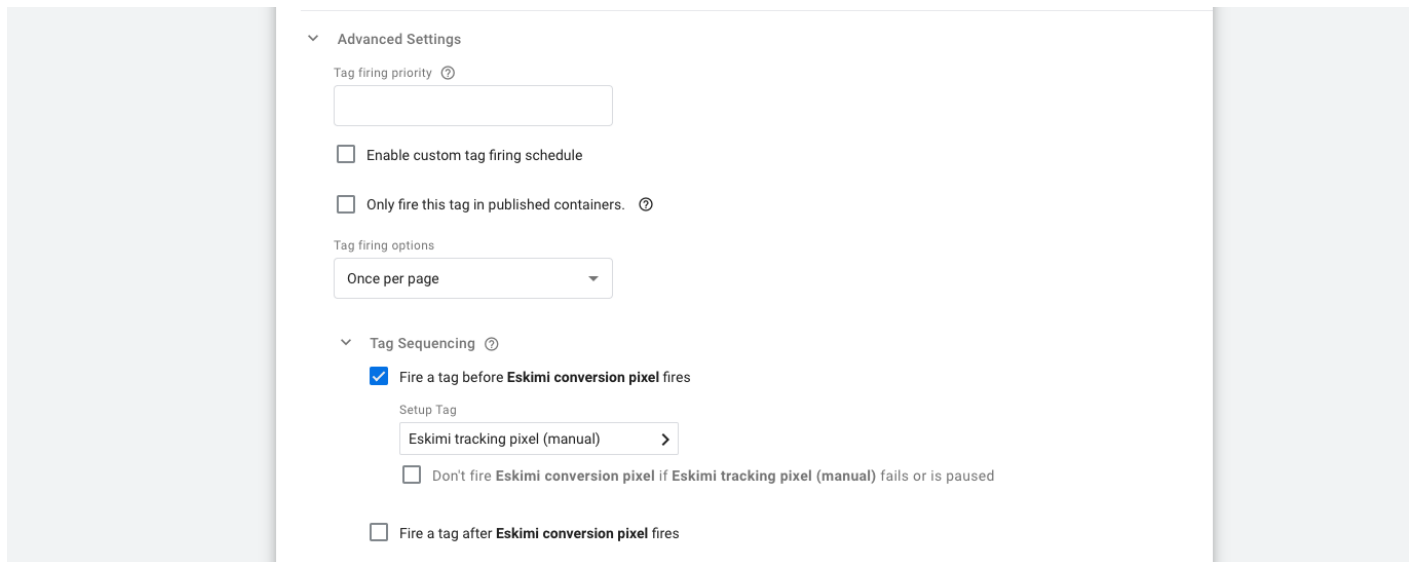
Fire a tag after Eskimi tracking pixel (manual) fires

Cleanup Tag

Eskimi conversion pixel >

Don't fire Eskimi conversion pixel if Eskimi tracking pixel (manual) fails or is paused

OR



Advanced Settings

Tag firing priority ⓘ

Enable custom tag firing schedule

Only fire this tag in published containers. ⓘ

Tag firing options

Once per page ▾

Tag Sequencing ⓘ

Fire a tag before Eskimi conversion pixel fires

Setup Tag

Eskimi tracking pixel (manual) >

Don't fire Eskimi conversion pixel if Eskimi tracking pixel (manual) fails or is paused

Fire a tag after Eskimi conversion pixel fires

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