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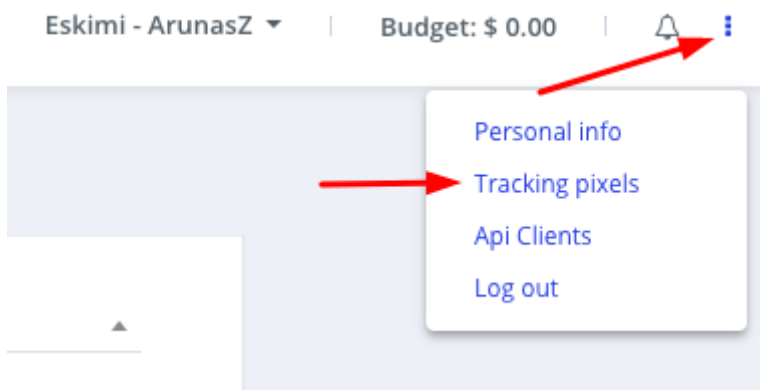
This article is dedicated to users and developers who have to implement the tracking pixel to the website.

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
<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>
  <img height="1" width="1" style="display:none" src="h
</noscript>
<!-- End Eskimi Pixel Code -->


<!--- WEBSITE CONTENT ENDS HERE --->
</body>
</html>
```

Step 4:

Test your code and see if everything works and if the pixel code is being called.

To test the code, open up the Developer Tools of your browser and using the "Network Traffic" tools check if the pixel code is being launched.