Visits

Click to visit tracking is a helpful tool for optimising the visits, click to visit rate (CVR) or cost per visits (CPVst).

Visit metric measures the number of users who successfully arrive at an advertiser's website or landing page after interacting with an ad through a click.

Visit is counted:

- First second when user lands to campaign landing page and Eskimi DSP pixel fires

PROCESS:

1. SETUP

Setup Eskimi DSP Tracking pixel on the landing page.

1. Obtain the Tracking pixel code from Tracking pixels section.
2. Place the Tracking pixel code on the landing page.

   More information about tracking pixel implementation guide

2. COLLECT

Collect click to visit data after launching the campaign and receiving clicks.

Collect the data to Eskimi DSP campaign reporting system: Visits, CVR (click to visit rate), CPVst (cost per visit).

3. OPTIMISE

Optimise only manually.

- Optimise manually on Targeting optimisation tool by Ad exchange, Creative, OS, Browser, Operator, App/Site.

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