

# 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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