

CONVERSION TRACKING

CAPTURING CONVERSIONS

BENEFITS

- Provide a metric beyond impressions & clicks to show how a campaign is performing. Performance is based on what a user does after they get to the site.
- A specific on-site action is measured to determine the effectiveness of a digital media campaign.

REPORTING METRICS

- A pixel or line of code is placed on the backend of the website.
- **Click Through Conversion:** Ad is displayed, ad is clicked, user goes to website and completes action.
- **View Through Conversion:** Ad is displayed, ad is NOT clicked, user still goes to website, and completes action.

CAMPAIGN GOALS

Campaign Goal: On-Site User Action

- Click Through Conversion
- View Through Conversions

Campaign Goal: Site Traffic

- Number of Clicks
- View Through Conversions

DESIGN YOUR STRATEGY

1

Pixel Placement – Determine who will place the pixel and where it will be placed to capture the conversion. Likely this is on the “thank you” page (ie: the page a user lands only after completing the action).

2

Location on Site – Identify if the user-action is easily found or navigated to after getting to the website organically or from the campaign.

3

Creative Strategy– Design the creative to ask the user to complete the on-site action.

4

Ease of Use – Ensure the on-site action is easy to accomplish. On-site actions should be uncomplicated, quick to accomplish, and non-intrusive.

PIXEL PLACEMENT FOR DIFFERENT CONVERSION TYPES

The on-site action to be measured will dictate where the pixel needs to be placed. See below for a general guideline of where to place the conversion pixel:

- **View Through Site Traffic:** Place pixel on homepage.
- **Form Fill, Purchase, Contest Entry:** Place pixel on the thank you page of the action.
- **Site Interaction:** Place pixel on the page/section to be tracked.

PLACING YOUR PIXEL - WEBSITE

Place the audience pixel in between the two body tags but not in between other pixels. To use a universal pixel, allowing for multiple audiences to be built and conversions to be tracked with one pixel, place the universal pixel in the footer across your entire site.

```
<html>
<head>
<title> My website - THANK YOU FOR YOUR ORDER </title>
</head>
<body>
<center><h1>THANK YOU FOR YOUR ORDER</h1></center>
<p>Thank you for submitting your order. You should receive a confirmation email shortly! </p>
<img src='https://www.mywebsite.com/images/someimage.png'>
<a href='https://www.mywebsite.com/'>Click here to go back to our homepage!</a>
<table>
  <tr>
    <td>Some other HTML content...this is a table </td>
    <td>next table column </td>
  <tr>
  <tr>
    <td>Row 2 column 1 </td>
  </tr>
</table>
<img src = "https://www.mywebsite.com/images/someimage.png">
</body>
</html>
```

Example of where pixel can be placed

PLACING YOUR PIXEL – THIRD PARTY WEBSITES

Instructions for Word Press Sites*:

1. In the dashboard, select Appearance and then Editor.
2. Select the Theme Footer, footer.php option from the list of “Theme Files”
3. Paste the DSP pixel into the footer.php file one line above the close body tag (</body>).

PLACING YOUR PIXEL – THIRD PARTY WEBSITES CONTINUED

Instructions for Google Tag Manager*:

1. Pull image pixel from Basis DSP.
2. Create a new tag in GTM and label it based on the type of pixel it is and where it will be located (ie – Retargeting – All Site, Conversion – Form Fill, etc.)
3. Click on “Choose a tag type to begin setup...”
4. When the drop down appears, select “Custom HTML”



5. Copy and paste the entire code directly from the txt file into the Custom HTML section and do not make any adjustments to the pixel.
6. Setup your trigger based on the pages/locations you need the tag to fire.
7. Preview & debug to test all your changes then publish to the site.

Instructions for TicketMaster*:

1. Pull an image pixel from Basis DSP.
2. Log into your Ticketmaster One account. Within Ticketmaster One click on FanBuilder in the menu. You will have to add a Sales Tracker to each individual purchase event on your Ticketmaster account in order to track sales correctly.
3. Select the 'Add New Pixel Tracking' button. Make sure that you're adding the pixel to the confirmation page of that event.
4. Select start and end dates. Make the end date very far into the future, so the pixel stays relevant.
5. For the Pixel Vendor, select 'Custom'.
6. Then select 'Image Tag'.
7. Paste the 'No Script' Image pixel code from Basis DSP into the 'Starting URL' text box. A Preview of the code will then appear in the 'Pixel Code Preview'.
8. In the Custom Parameters section write in event_amount and from the dropdown to the right select 'Ticketmaster Value'

Instructions for EventBrite*:

[Click Here for EventBrite Instructions](#)

Tips:

1. Use a redirect pixel.
2. Don't forget to add the s to http and make sure the r= is the end of the pixel.

*For troubleshooting a pixel please reach out to the third-party site for best results.