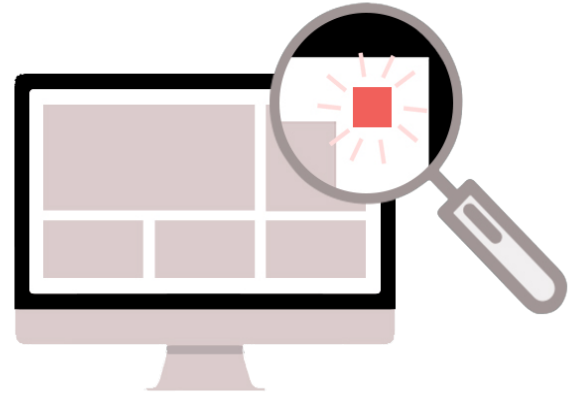


Pixel Tracking

What are Tracking Pixels?

Tracking pixels are quite literally a single square pixel on a website or webpage used to insert scripted code to track viewer behavior. There are many ways to use tracking pixel data depending on the site publisher's objective.

Web developers have long used tracking pixels to collect all types of data and analytics such as visitor traffic, number of unique (new) visitors to a website, webpages most visited, and visitors point of exit from the publisher's website. Websites can utilize more than one tracking pixel at a time to collect data for different purposes.



To protect users' privacy, data collected by tracking pixels is generally limited to a device ID. Therefore, unless a captured device ID is linked to the publisher's database, user's identity is unknown. For example, a returning customer where their information is already known from a previous action (sale, application, or proposal).

Tracking Pixels of Marketing, "Retargeting" Campaigns, and E-Commerce

Retargeting tracking pixels can be an invaluable source of data analytics for business looking to market themselves, increase revenue, or expand brand awareness. A "retargeting" pixel is a continuous link between the viewers captured and the website publisher's active ad campaign. When a viewer hits a website/webpage, their device ID is identified and stored in the cloud with the DSP (Demand-Side Platform) provider. This data can be used for retargeting marketing purposes as long as the targeting campaign is active. If the retargeting campaign is stopped, the device data is lost. Media companies do not own or control this information.

It is worth noting, visitors to a publisher's website/page can now be identified as a "person of interest", a new, or returning customer based on their ID. This is an extremely effective marketing tool and a great way to keep the publisher's name/brand in front of the identified viewer. It does not matter how a viewer gets to the publisher's website (through web search, paid ads, direct mail, returning customer, or even word of mouth), all captured ID can now be programmatically setup for retargeting ads as often as the publisher would like.

Tracking Pixels vs Cookies



Tracking pixels and cookies have similar functionality. Both track and collect data, however cookies are stored and managed by the viewer through their web browser. Cookies are generally used to capture browser data, login settings, and other data to make their web experience more efficient. Clearing browser data generally removes cookies. Tracking pixels are setup by the website publisher and more difficult to identify and control. Tracking pixels are a powerful

marketing tool that can be used across multiple media platforms, such as websites, device apps, programmatic ads, and device gaming. One example of this is how some advertisers seem to follow viewers around from website to website, turning the viewers device into the advertiser's unique billboard.