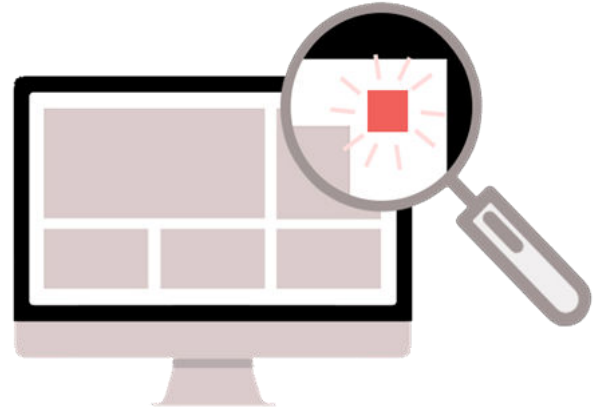


Tracking Pixels

What are Tracking Pixels?

Tracking pixels are quite literally a single square pixel on a webpage used to insert scripted code that tracks viewers behavior. There are many ways tracking pixel data can be used depending on the site publisher's objective.

Web developers have long used tracking pixels to collect all sorts of data and analytics such as visitor traffic, number of unique (new) visitors, content most viewed, and visitors point of exit. Multiple tracking pixels can also be used at the same time to collect data for different purposes.

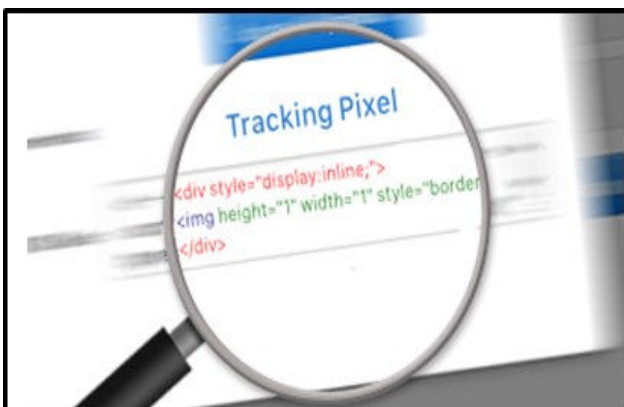


Tracking Pixels for “Retargeting” Ad Campaign (RAC)

Retargeting ad campaigns can be an invaluable source of data for any business looking to market themselves. A RAC is a continuous link between a website visitor's captured device ID and an active retargeting campaign. When a viewer visits your website, their device ID is captured and stored up in the cloud by the DSP (Demand-Side Platform) provider. This data can now be used for marketing purposes as long as your RAC remains active. A campaign can be reduced or slowed to a crawl, but once the campaign is stopped entirely, the device data collected is lost. The data collected is not owned or control by media companies, therefore having an active campaign is necessary.

It's worth noting that a visitor hitting your website can now be identified as a “**person of interest**”. Additional data can also be extracted such as knowing if a viewer is a first time visitor or a returning customer. If multiple pixels are used, items of interest can be extracted based on what the viewer clicked on while on your website. Ad campaigns can now be designed and tailored to fit the viewers interest level as often and for as long as you would like.

Difference between a Tracking Pixel and a Cookie



Tracking pixels and cookies have similar functionality. Both track and collect web viewer's data, however cookies are stored and managed by the viewer's internet browser. Cookies are generally used to capture site data to make the user's experience more efficient such as login, passwords, and other helpful site data. Clearing browser data will generally remove cookies. Tracking pixels on the other hand are set up by the website publisher and can not be removed by the visitor. Tracking pixels can be a very powerful marketing tool that works across multiple platforms, such as websites, device applications, streaming services, and even social media. One example is how advertisers seem follow you from one website to another, turning your device into their own unique billboard to market themselves.