



## TTD Pixel Guide

Step by Step Guide on how to create and implement pixels for first party data collection and campaign attribution.

### STEP 1- Pixel Creation:

To create pixels navigate to the Data tab from your advertiser.

Determine if a Universal or Image Pixel will be needed based on your site's functionality. Universal Pixels are recommended as it will allow you to track multiple pages and actions with just one pixel. In some instances, you may need to have a combined pixel strategy using both a universal pixel and an image pixel. If any actions or page views you are wanting to track do not generate a unique URL then an Image pixel will need to be used to track that action such as a button click.

- Universal Pixel – one javascript pixel placed to capture all site pages.
- Image Pixel -to be placed on any button or click actions without corresponding confirmation pages.

DEMO ADVERTISER

FIRST-PARTY AUDIENCES

HOME

INVENTORY

DATA

CAMPAIGNS

UNIVERSAL PIXELS  
2 pixels mapped

6.5MM TOTAL HITS

IMAGE PIXELS  
1 segments mapped

TOTAL HITS

For More Information please feel free to visit the [Knowledge Portal – Universal Pixels](#) or [Knowledge Portal – Image Pixels](#).

Remember to include any [Dynamic parameters](#) before exporting your pixel if you plan to implement them.

Dynamic parameters are used to capture any dynamic variables such as revenue, order id, etc. Rules can then be created to segment out these variables for attribution and audience creation. Toggle on and add up to 10 parameters plus revenue. The maximum number of characters TTD can accept through a dynamic parameter is 64. Enter the variable or a placeholder into the Parameter Value field.

You may need to contact your webmaster to identify what variables your site is able to pass back.

Pixel name  
Demo

[UPLOAD](#)

MAPPING NAME	TYPE	URL PATTERN	DESCRIPTION	HOUSEHOLD EX
Demo - Default	Custom	*	All Traffic	<input checked="" type="checkbox"/>

[ADD MAPPING](#)

Add dynamic parameters to your pixel code

Dynamic Parameters allow you to specify rules about what you're tracking for each user. Add dynamic parameters to get started.

PARAMETER	PARAMETER VALUE (OPTIONAL)	DESCRIPTION (OPTIONAL)	
TD1	{TD1}		X
Revenue	{V}		X

## STEP 2- Pixel Placement:

Export the code and work with your webmaster to place the pixel directly on the site or through a tag manager like GTM.

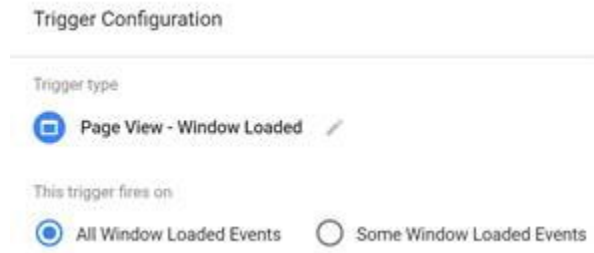
The screenshot shows the TTD interface for 'GOODWAY GROUP ADVERTISER'. The 'UNIVERSAL PIXELS' tab is active, and the 'Export Code' button is highlighted with a red box. Below the navigation bar, the 'Universal Pixels' section shows a search bar and a list of pixels. The 'Goodway Group' pixel is selected, and its 'Mappings (5)' are visible.

### Universal GTM Placement Instructions:

In your GTM workspace navigate to the tags section, and click "New"

1. Provide a name for your tag
2. Click Tag Configuration, and choose Custom HTML
3. Copy your u-pixel code from the TTD UI into the GTM code box

4. Click Triggers to create a trigger that determines the logic for when the u-pixel should fire (you can set this later if required)
  - a. Trigger Configuration shows a number of options around how to fire the u-pixel code
  - b. The most common trigger configuration would be to have the u-pixel triggered on all page loads across your site, for example:



5. Save your tag (and trigger if created at the same time)
6. Publish the updated tag

### STEP 3 - Identifying Pixel Mappings:

- Run a Tracking Tag report the day after the pixel/s have been placed and begin Universal pixel mapping. If using Dynamic parameters, be sure to add the appropriate corresponding TD fields to your report.

TTD RESELLER DEMO ADVERTISER

Search The Trade Desk

MY REPORTS RTB IMPRESSIONS MEASUREMENT MARKETPLACE BRAND LIFT

### My Reports

Choose a template below to generate a report.

Excel Report TSV/CSV Rep

STANDARD API MINE ALL

 Insights Builder Data EXCEL	 Inventory Performance EXCEL	 iSpot Incremental Reach Report EXCEL	 Mobile Performance EXCEL	 Path to Conversion TSV/CSV	 Potential Spend EXCEL	 Reach and Frequency EXCEL	 Seller Performance EXCEL
 Technology Performance EXCEL	 Time and Day Performance EXCEL	 Tracking Tag Report EXCEL	 Video and Audio EXCEL	 Viewability Optimization Report EXCEL			

- Turn on #4 Normalized Referrer URL:

**Tracking Tag Report**

Tracking Tag Report + New Tab

Tab Name Tracking Tag Report Type Tracking Tag

**Add Fields**  
Which fields should your metrics report on?

+ Fields

Order	Field	Show in Pivot Table
1	Date	No
2	Advertiser	No
3	Advertiser ID	No
4	Normalized Referrer URL	Yes
5	Tracking Tag Type	No
6	Tracking Tag Name	Yes

	A	B	C	D	E	F	G	H
1	Date	Advertiser	Advertiser ID	Normalized Referrer URL	Tracking Tag Type	Tracking Tag Name	Tracking Tag ID	Hit Count
2	06/08/2022	Demo	kbb12er	www.thetradedesk.com/us/privacy	Conversion	All TTD Pages	j4l2m3c	6,103
3	06/08/2022	Demo	kbb12er	www.thetradedesk.com/us/dispelling-digital-advertisings-biggest-myths	Conversion	All TTD Pages	j4l2m3c	4,366
4	06/08/2022	Demo	kbb12er	careers.thetradedesk.com/us/en	Conversion	All TTD Pages	j4l2m3c	3,824
6	06/08/2022	Demo	kbb12er	www.thetradedesk.com/us/ott-in-sea	Conversion	All TTD Pages	j4l2m3c	2,758
8	06/08/2022	Demo	kbb12er	www.thetradedesk.com/us/about-us/our-story	Conversion	All TTD Pages	j4l2m3c	2,287

## Universal Pixel Mappings

Consider creating mappings to Retarget users that have visited certain pages as well as Conversion mappings for pages like a Thank you from purchases or form submissions—you'll be able to then create audiences to block users that have converted as well as create LAL audiences based on those converters.

## Pixel Funnel Strategy

**Awareness** - Homepage, About Us, Blog

**Discovery** - Product Page, Sales and Specials, Demo Videos

**Consideration/Intent** - Shopping Cart, Find a Store, Schedule an Appointment

**Conversion** - Purchase Confirmation, Contact Us Thank You, Resource Download

## Search & Social Click Tracking

We also recommend including any search and social mappings with your universal pixel to gather valuable campaign exposure and audience insights. You can use a combination of click id and UTM mappings where applicable.

Examples:

**Click ID mappings:**

Facebook = fbclid

Search = gclid

**UTM mappings (depends on your actual UTM):**

Facebook = facebook, fb

Search = google, search

## Edit Universal Pixel

Pixel name  
Demo

[UPLOAD MAPPINGS](#)

MAPPING NAME	TYPE	URL PATTERN	DESCRIPTION	HOUSEHOLD EXT.	X
Demo - Default	Custom	*	All Traffic	<input type="checkbox"/>	
Search Click ID	Contains v	gclid	Other v	<input type="checkbox"/>	X
Homepage	Exact v	www.tradedesk.com	HomePage v	<input type="checkbox"/>	X
Enter a pixel name	Contains ^	Enter a url...	Confirmation v	<input type="checkbox"/>	X

[ADD MAPPING](#)

Add dynamic parameters to your pixel c

Contains

Custom

Ends with

Exact

Starts with

## STEP 4 - QA Your Mappings:

Rerun tracking report the day after mapping to QA that your mappings are pulling in as intended.

## STEP 5 - Build Retargeting & Look-A-Like Audiences:

Create audiences based on your pixels

<https://tradedesk.getguru.com/card/cq6xGEGi/Audiences-Solimar>

Examples:

- Retarget people that have reached certain pages of the website
- Exclude people who have converted.
- Create LAL audiences based on people that have converted on the site

ORGANIC FOOD DEMO ADVERTISER

FIRST-PARTY AUDIENCES UNIVERSAL PIXELS

Build Audience Import Audience Edit Audience Clone Audience Export Archive

### Audiences

Search

<input type="checkbox"/>	NAME	DATA TYPE
<input type="checkbox"/>	Conversion_ClientOps Demo_01112022 Hhe Audience	First-party Data
<input type="checkbox"/>	Conversion_ClientOps Demo_09282021 Hhe Audience	First-party Data
<input type="checkbox"/>	Conversion_ClientOps Demo_11092021 Hhe Audience	First-party Data

## STEP 6 - Campaign Attribution:

After creating your universal pixel mappings (which identifies what pages and actions your pixel is set up to track) you must then attribute those mappings to your campaign to be able to report out on the actions your campaign drove.

Campaign attribution can be set up during campaign creation or after the campaign has been created. Campaign attribution settings are found by clicking Manage Attribution & Viewability on the Campaign action bar, then Reporting & Attribution.

DEMO ADVERTISER

ALL CAMPAIGNS DRAFTS TEMPLATES CREATIVES LOCATIONS CAMPAIGN CAMPAIGN INSIGHTS

HOME Edit Budget & Flights **Edit Reporting & Attribution** Manage Frequency Manage Campaign Settings Add Campaign Rail Clone Campaign Create Template New Ad Group Bulk Edit Ad Groups Export Spreadsheets Import Spreadsheets

INVENTORY

DATA

Conversion\_ClientOps Demo\_09072021\_Display

PACING

PRIMARY KPI  
Custom CPA: \$25.00

SECONDARY KPI  
ROAS - Return On Ad Spend: 105.00%

- Click Add Conversion Data Source to add a conversion data mapping/reporting column. Assign a pixel in the dropdown menu or View Pixels to be taken to your first-party data. Save when finished.

TEST ADVERTISER ADVERTISER

### Manage Reporting & Attribution

Conversion Pixels

Use the top-priority pixel to calculate CPA  
 Calculate custom CPA

**ADD CONVERSION DATA SOURCE** VIEW PIXELS

Let The Trade Desk measure last-touch attribution (recommended for troubleshooting purposes).

To view all our measurement integrations, see [Measurement Marketplace](#).

- Your number 1 conversion goes in the first slot
  - It is important to keep in mind this is what your CPA will be calculated from in reporting and within the UI.
- If you have multiple pixels to count towards your CPA, choose custom CPA for set up.

For More Information on Custom CPA please feel free to visit the [Knowledge Portal – Custom CPA](#)

DEMO ADVERTISER

### Manage Reporting & Attribution

Conversion Pixels

Use the top-priority pixel to calculate CPA  
 Calculate custom CPA

PRIORITY	CONVERSION DATA SOURCE	CROSS-DEVICE CONCEALMENT	CROSS-DEVICE VENDOR
1	About Us Our Story Page (du8m8bk)	Person	Identity Alliance
2	Careers Page Landing (0p4wduw)	Household	Identity Alliance with Household

**ADD CONVERSION DATA SOURCE** VIEW PIXELS

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### Things to consider:

- Selecting a cross-device concept (person or household) and vendor is optional, but recommended, as it is increasingly common for multiple devices to be used in the process leading up to a conversion.
- You can configure up to five reporting columns. However, the conversion pixel selected in reporting column 1 informs all the dashboards in the platform and should be your most important pixel.
- Attribution for CTV impressions should be done at the household level, as this is a shared device. For this type of attribution, you should select Identity Alliance with Household as the cross-device vendor to your conversion pixel.
- Normally, the referrer URL is considered in the deduplication process when determining whether a conversion should be recorded or deduped. This means that if conversion events are seen on different pages (but the same TDID and tracking tag ID) within the deduplication window, they are still counted as separate conversions. To ignore page information (and therefore only count these conversions once within the deduplication window), you can choose to ignore referral URL for deduplication. If you have questions about the best practices for your situation, contact your account manager.