

Install Media pixel

The media pixel is an analytics tool that allows you to measure the effectiveness of your advertising by understanding the actions that people take on your website.

You can use the pixel to:

- Retarget audiences who visited your website. This helps improve ad click through rate.
- Based on how audience interact on your website after watching the ads to refine ad strategy and drive conversion rate.
- Based on website visitors' viewing behavior on myTV Super, create lookalike audiences to reach more accurate target.

Once you've set up the media pixel, the pixel will fire when someone takes a view and an action on your website. Examples of actions include adding an item to their shopping basket or making a purchase. The pixel receives these actions, or "events", which can help us to optimize your campaign performance

In this article, we'll cover how to install a pixel on your website.

Before you begin

- You need a website for your business.
- You must be able to update your website's code.

Once you've received your pixel, you're ready to put the media pixel code on your website. For instructions on how to do so, choose the statement below that best describes how you make updates to your website's code:

Install pixel by updating website's code manually

1. Locate the header code for your website
2. Go to your website's code and find the header of your website

Find the `<head>` `</head>` tags in your webpage code, or locate the header template in your CMS or web platform.

```
<!-- Example -->
<!DOCTYPE html>
<html lang="en">
  <head>
    <script>...</script>
    insert_pixel_code_here
  </head>
```

3. Copy the entire pixel code and paste it in the website header

Paste the code at the bottom of the header section, just above the closing head tag.

```
<!-- Start of eXelate Tag -->
<script type="text/javascript" src="https://loadus.exelator.com/load/?lb=ADC64F6&dfp_vertical=ADVNAME"></script>
<noscript>
  
</noscript>
<!-- End of eXelate Tag -->
```

Install pixel by updating tag via Google Tag Manager

If you're using Google Tag Manager to manage tags for your website, you can add your media pixel to your Google Tag Manager account to measure and optimize the results of your media advertising.

Install your pixel

1. Log in to your Google Tag Manager account.
2. Select your website's container and click Add a new tag.
3. Click Custom HTML tag and enter a name for your tag.
4. Go to Events Manager and click Details for your pixel.
5. Click Set up and select Manually install the code yourself.
6. Copy the entire pixel base code, as shown below.

```
<!-- Start of eXelate Tag -->
<script type="text/javascript" src="https://loadus.exelator.com/load/?lb=ADC64F6&dfp_vertical=ADVNAME"></script>
<noscript>
  
</noscript>
<!-- End of eXelate Tag -->
```

7. Return to Google Tag Manager and paste the code in the HTML container.
8. Click the Advanced settings drop-down and select Once per page under Tag firing options.
9. Under Fire on, select All pages.
10. Click Create tag.