

Pixel Implementation - SMARTER Pixel

In order to begin working with SteelHouse we will need the Tracking and Conversion pixel installed on your site. Please read carefully.

You will be given two tags:

- ✓ *SteelHouse Tracking Smarter Pixel (v4.0.0)*
- ✓ *SteelHouse Conversion Input Pixel(v4.0.0)*

The product variables for the tracking pixel will be taken care of by the SteelHouse team. Implementation of the conversion pixel is explained on the following page.

Note: The Smarter Pixel loads asynchronously. This means that it will always load independently of your web page content so that it never interferes with user experience in anyway.

Code Installation

Requirements for the Tracking Pixel:

- 1) *Pixel must be placed site wide on every page*
- 2) *Pixel cannot be placed within any iFrames*

Tracking Pixel

01 | Copy and paste the pixel into the <body>, just before the closing <body> tag, on your site.

Example:

```
<body>  
INSERT STEELHOUSE CODE HERE  
</body>
```

02 | Confirm the pixel is firing on all pages of the site, including checkout pages, cart pages and conversion pages.

Tip: The tracking pixel is placed on the conversion page in order to run specific campaigns and to send tracking information to our data warehouse

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Code Installation

Requirements for the Conversion Pixel:

- 1) The point of conversion must be accessible from the main site
- 2) Pixel cannot be placed within any iFrames

Conversion Input Pixel

01 | Open the text document labeled "SteelHouse Conversion Input Pixel(v4.0.0)" and view the available parameters.

```
{ l="ORDER ID",
  i="TOTAL ORDER AMOUNT", } Required
  c="",
  k="PRODUCT IDs",
  g="PRODUCT QUANTITIES",
  j="UNIT PRICES",
  u=""
```

Order ID: Used to track your onsite orders and can be used to cross-check transactions

Total Order Amount: Subtotal amount (before tax and shipping)

Product IDs: A comma separated list of purchased product Sku's

Product Quantities: A comma separated list of quantity purchased, per item

Unit Prices: A comma separated list of unit prices, per item

02 | Replace the text within the double quotes with the corresponding variables from your site. The values should be dynamically populated by the variables that you applied. If you will not be using a variable, you will need to remove the "ALL CAP" verbiage within the double quotes for each variable that is unused, for example, u="".

03 | Copy the edited tag and paste ONLY on the conversion page of your site. This tag should be placed into the <body>, just before the closing </body>, on your site.

Once both pixels are installed, please contact your SteelHouse representative and we will verify the correct implementation.

Please note: You will need to notify SteelHouse of any changes made to your site. Changes made may impact the functionality of campaigns, performance and/or data.