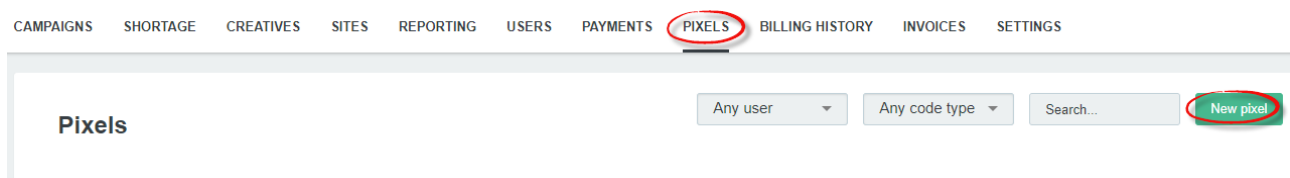


## How to use a tracking pixel

You can use tracking pixels to collect website visitors into segments and then later target them in the campaign.

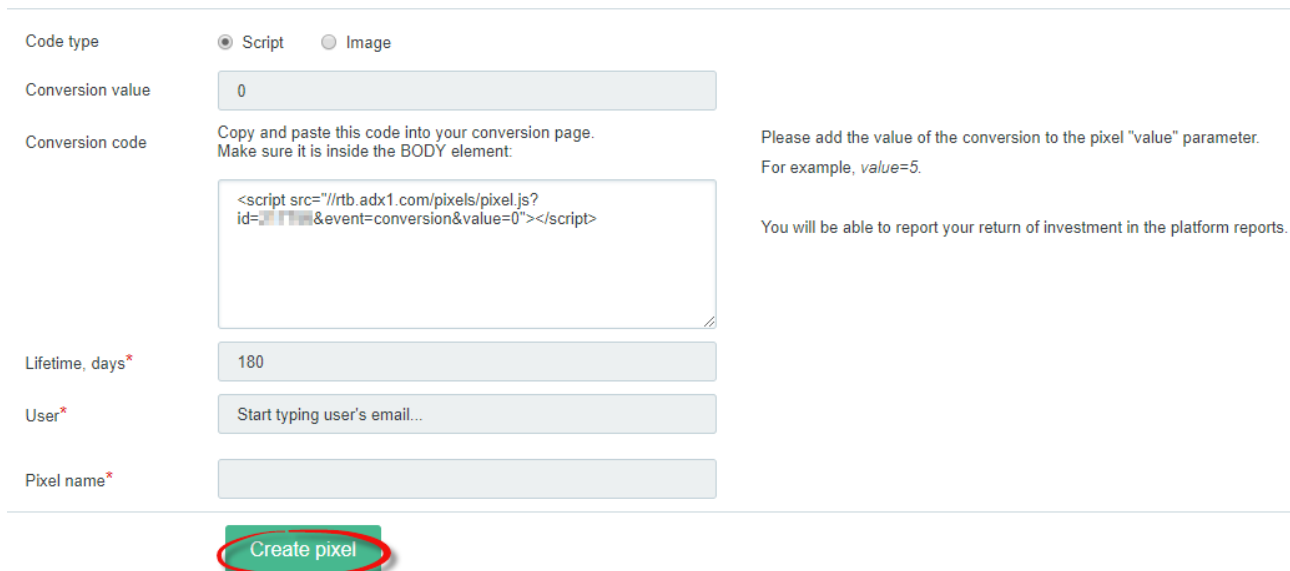
To add a pixel, follow the steps below:

1. Go to the Pixels page and click New pixel.



2. Fill out the New pixel form and click Create pixel.

### New pixel



The 'New pixel' form contains the following fields and instructions:

- Code type:** Radio buttons for 'Script' (selected) and 'Image'.
- Conversion value:** A text input field containing '0'.
- Conversion code:** A text area containing the code: `<script src="//rtb.adx1.com/pixels/pixel.js?id=...&event=conversion&value=0"></script>`. To the right of this field, there is a note: "Please add the value of the conversion to the pixel 'value' parameter. For example, *value=5*." Below this note is another line: "You will be able to report your return of investment in the platform reports."
- Lifetime, days\*:** A text input field containing '180'.
- User\*:** A text input field with the placeholder text "Start typing user's email...".
- Pixel name\*:** An empty text input field.

At the bottom of the form, a green 'Create pixel' button is circled in red.

3. To target visitors you collected in the pixel data segment, please select your pixel in the User segments targeting option.

Timetable	<input type="checkbox"/> Enable Timetable											
Sources and domains whitelist / blacklist / bidlist	<input type="checkbox"/> Enable Sources and domains whitelist / blacklist	<b>WARNING: Improper use may reduce traffic significantly!</b>										
IP whitelist / blacklist	<input type="checkbox"/> Enable IP whitelist / blacklist											
Contextual segments & filters	<input type="checkbox"/> Enable Contextual segments & filters											
Carrier targeting	<input type="checkbox"/> Enable Carrier targeting											
<u>User segments targeting</u>	<input checked="" type="checkbox"/> Enable User segments targeting											
Included segments	<table border="1"> <tr> <td>...</td> <td>x</td> </tr> <tr> <td>...</td> <td>x</td> </tr> <tr> <td>...</td> <td>x</td> </tr> <tr> <td>...</td> <td>x</td> </tr> <tr> <td>...</td> <td>x</td> </tr> </table>	...	x	...	x	...	x	...	x	...	x	
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Excluded segments