

# PIXELS IMPLEMENTATION GUIDE FOR ADVERTISERS

This manual explains how to implement Nano pixels.

## Nano's offer

Nano can offer two different types of pixels:

- **Conversion**
- **Profiling**

## Privacy policy:

If you are implementing our pixels and want to know what data we're collecting and how we're using it:

<https://www.nanointeractive.com/privacy-policy/>



Pixel	Type	Location	Description	Conditions
CPX	Conversion	Conversion point	Pixel placed on the exact location where the conversion happens (e.g. "thank you" page, "submit" button, etc.)	Needs to fire unconditionally upon completion of the desired conversion, to optimise to the best performing strategies.
Home	Profiling	Website home page	Pixel that provides learnings about the overall traffic the website sees, which expands beyond the advertising campaign.	No conditions applied from the advertiser, so learnings are as precise as possible.
Landing page	Profiling	Creatives' landing page	Pixel that gives us insights about the direct audience the advertising campaign is targeting.	No conditions applied from the advertiser, so learnings are as precise as possible.



## Technical implementation:

- Tags need to be implemented between the `<body></body>` tags of your code
- If the tag includes values, you can replace **[VALUE]** with your parameter ID (not compulsory).
- In case of more than one parameter, please separate them with a semicolon, e.g.

```
/orderId/1234/order_article/A
B123:AB345/order_total/123.5
0"></script>
```

## PROFILING

```
<!--advertiser:TestAdvertiser -->
<!--Name: TestAdvertiser_Home/Landing -->
<!--Type: profiling -->
<script type="text/javascript" src="https://cdn.audiencemanager.de/propixel.min.js"></script>
<script type="text/javascript">
  NanoSpace.pPixel = {};
  NanoSpace.pPixel.pid = "60d32ebd20899c1b4d1e8383";
  //NanoSpace.pPixel.productid = "VALUE"
  NanoSpace.pPixelRun(NanoSpace.pPixel);
</script>
```

## CPX

```
<!--advertiser:TestAdvertiser -->
<!--Name: TestAdvertiser_CPX -->
<!--Type: conversion -->
<script type="text/javascript"
src="https://cdn.audiencemanager.de/conpixel.min.js"></script>
<script type="text/javascript">
  NanoSpace.cPixel = {};
  NanoSpace.cPixel.pid = "60bfa2f20899c3b182944b8";
  //NanoSpace.cPixel.cur = "VALUE"
  //NanoSpace.cPixel.ordertotal = "VALUE"
  //NanoSpace.cPixel.orderid = "VALUE"
  NanoSpace.cPixelRun(NanoSpace.cPixel);
</script>
```

## Campaign activation:

**CTR** campaigns do not technically require any pixels, although implementing a pixel on site is suggested as it helps perfecting the targeting.

**CPA** campaigns do require pixels. CPX is mandatory (primary tool of optimisation), while profiling pixels are highly recommended but not strictly necessary.

If the client doesn't allow pixels on site the campaign will be run as a branding activity.

