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/

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

### Technical implementation:
- Tags need to be implemented between the `<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.

```html
<adidas_pixel_id value1=value1;value2=value2/>
```

### 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.

For further support, please contact: clientservices@nanointeractive.com