

Tracking

This section describes all the options for setting up tracking.

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Set up tracking

Tracking methods

There are two primary tracking mechanisms for advertising: pixel tracking and postback tracking. Pixel tracking involves embedding a small piece of code (a pixel) on your website, which collects data when a user visits or completes an action. Postback tracking, on the other hand, uses server-to-server communication to track user actions, offering a more secure and accurate method by sending data directly from the advertiser's server to the tracking server.

[Set up tracking pixel](#)

[Set up postback \(s2s\)](#)

To ensure the tracking setup, please verify by using the Debugger.

After setup is done, you can verify it's correctness in event debugger.

[Verify tracking](#)

Set up tracking pixel

For pixel trackers, there is a general base code that must always be added to your website to initiate tracking, and additional specific event codes are used to track particular actions, such as purchases or sign-ups.

General code

In order to set up pixel based tracking

- Log in to your Intent.ai account.
- Go to any campaign, copy the code from Intent.ai DSP.
- Add it to all the pages of the website.

Please make sure there are no domain during user experience, if it's unavoidable, contact support.

The code template looks like this:

```
<script src="https://cdn1.intent.ai/pixel/$ADVERTISER_ID/intent.js"></script>
```

Event specific code

Event specific code requires the general code to be set up, in order to set up event tracking

- Log in to your Intent.ai account.
- Go to any event campaign, copy the code from Intent.ai DSP.
- Add it when a specific action happens.

Please make sure there are no domain during user experience, if it's unavoidable, contact support.

The code template looks like this:

```
<script>
  window.intentData = window.intentData || [];
  intentData.push([
    "$ADVERTISER_ID",
    "event_name" // event_name should be replaced
  ]);
</script>
```

In this code event_name should be replaced with the actual conversion event name.

Please use lowercase latin letters, numbers only with underscores and no spaces.

Set up postback (s2s) tracking

Postback trackers use server-to-server communication to track user actions by sending data directly from the advertiser's server to the tracking server, ensuring secure and accurate tracking without relying on the user's browser.

Tracker URL

The tracking server accepts HTTP requests using GET, POST methods:

<https://rtb-eu.intent.ai/analytics/events>

Additional query params must be also configured, please see the list below

Query params

Name	Required	Description
click_id	yes	ID of the click that the event should be attributed to
event_name	yes	The name of the conversion
event_value	no	The monetary value of the conversion.
event_currency	no	The event value currency, defaults to USD
event_timestamp	no	The unix timestamp of the event, defaults to the time received
campaign_name	no	The name of the campaign the event should be attributed to.

Examples

Minimalistic

https://rtb-eu.intent.ai/analytics/events?click_id=1233&event_name=registration

Full

https://rtb-eu.intent.ai/analytics/events?click_id=1233&event_name=deposit&event_value=200&event_currency=USD&event_timestmap=1720232541&campaign_name=mycampaign

Debugging events

An Event Debugger UI with a time selector set at 1-minute intervals provides an intuitive and efficient way to analyze and troubleshoot events in a system. The time selector, prominently placed, allows users to scroll through or directly select specific minutes to narrow down the timeline of interest. This fine granularity ensures that even brief events can be closely examined without missing crucial details. The interface is designed to be user-friendly, with clear markers indicating the presence of events within each minute, making it easy for users to pinpoint periods of activity.

Upon selecting a specific time, the real-time event view instantly populates with detailed information about each event that occurred during that minute. Each event in the list is clickable, allowing users to drill down into its specifics. This real-time view is dynamic, updating as new events occur or as the time selection changes, giving users an up-to-the-minute snapshot of system activity. The combination of a precise time selector and an interactive event view makes this UI an invaluable tool for developers and analysts, enabling rapid identification and resolution of issues.

To verify an event, the following steps are needed to be performed:

1. Use <https://www.uuidgenerator.net/> to generate a random Click ID, and replace it in the corresponding campaign's Click URL.
2. Follow the click link to the advertiser's site, and perform the event.
3. Make sure it is visible in the event debugger of the DSP.