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 supppot.

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.

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