

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](#)

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