

podcasts

# Pixel Onboarding for Advertisers

Updated May, 2022

# Agenda

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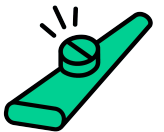
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Additional Resources



01

# Top-level need-to-knows



# The Four W's

We've made some updates and here's a top-level overview of what that means.

1

## What?

Advertiser Pixel onboarding UI flow

2

## Who?

NEW advertisers who will install a website or app pixel.

3

## When?

This update is released on May 2, 2022

4

## Why?

To improve the advertiser's pixel installation experience! The updated flow will help brands better tie pixel events to their KPIs, provide transparency across multiple parties regarding pixel events, and avoid mid-campaign measurement adjustments!

# Pixel Installation Overview

To activate Podlights attribution measurement, an advertiser pixel's their website (or app) to fit the other half of the attribution puzzle piece.

There are two pixel categories you should understand:

## 1 Visits

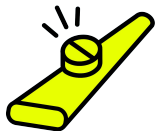
When a user downloads a podcast with your ad, then visits your website, a visit is registered.

## 2 Conversions

You may want to install additional pixels to understand not just how many households are visiting, but what actions they are taking.

02

**What does the flow  
look like now?**



# ① Configure Brand

For first time Podsignals users, you will need to create their brand. The new flow will generate a pixel based on their KPIs.

Start by inputting the name of your brand. This will be your pixel's label.

Next, the brand industry might automatically be selected. If it does not or it selected an industry that does not match your brand,, you can use the drop down menu to update accordingly.

GET STARTED IN PODSIGHTS

① Configure Brand ② Create a Pixel ③ Add Events

## Associate your organization with a brand

Podsignals pulls ads out of podcasts and associates the advertisement with a brand. We need to know the brand name of your company/product to connect it with this organization properly.

**Brand Name**

**Brand Industry**

Industries ▾

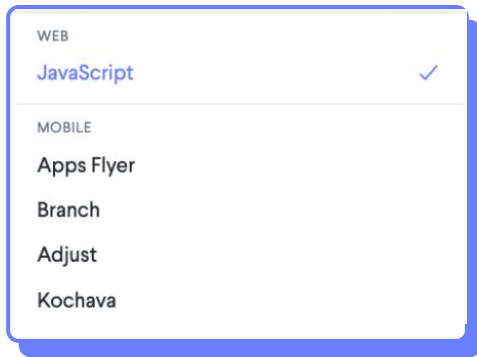
Create brand

The screenshot shows a blue-bordered interface for configuring a brand. At the top, it says 'GET STARTED IN PODSIGHTS' and has three steps: '1 Configure Brand' (highlighted with a blue box), '2 Create a Pixel', and '3 Add Events'. Below this is the heading 'Associate your organization with a brand' and a paragraph explaining that Podsignals pulls ads from podcasts and needs the brand name to associate them. There are two main input fields: 'Brand Name' with a search icon and the text 'Search brand', and 'Brand Industry' with a dropdown menu currently showing 'Industries'. A blue 'Create brand' button is at the bottom right. Two arrows from the text on the left point to the 'Brand Name' and 'Brand Industry' fields.

## ② Create a Pixel

In the new flow, users will be able to create a pixel based on their needs.

Determine where you want to install the pixel and select the method of installation using the drop-down menu.



WEB

JavaScript ✓

MOBILE

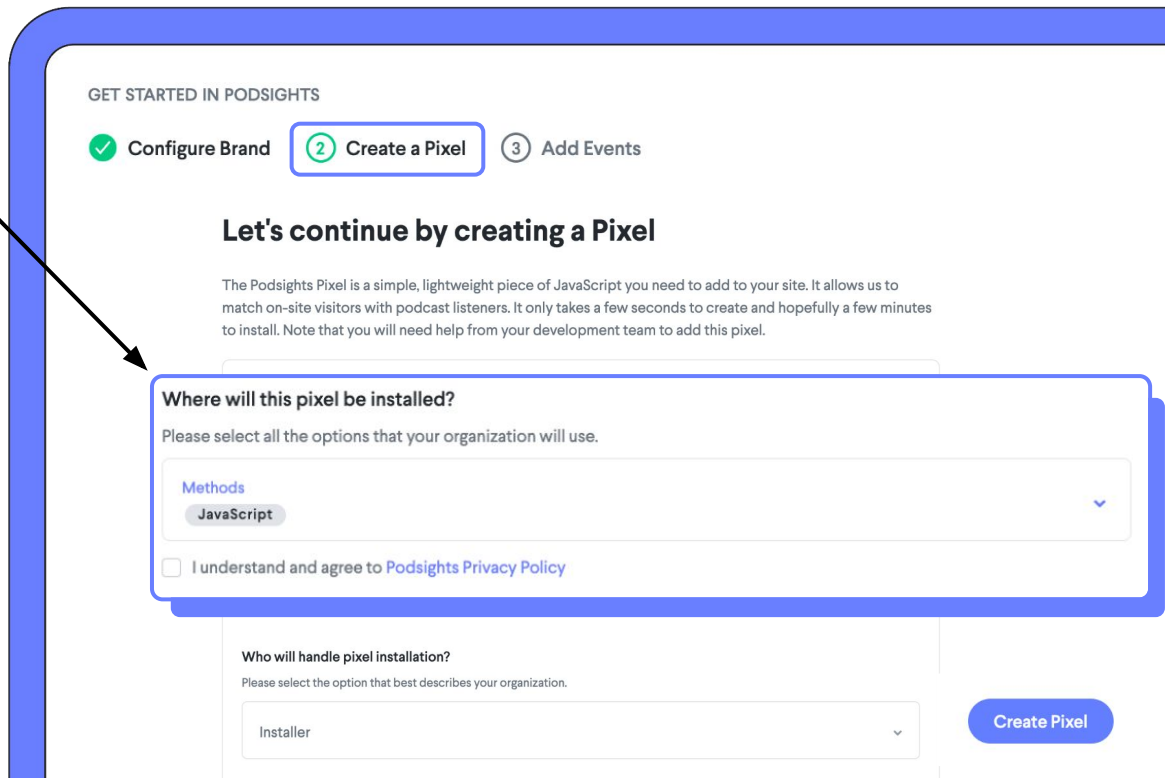
Apps Flyer

Branch

Adjust

Kochava

**Advertisers:** To generate an image pixel, please reach out to [support@podsights.com](mailto:support@podsights.com).



GET STARTED IN PODSIGHTS

✓ Configure Brand ② Create a Pixel ③ Add Events

### Let's continue by creating a Pixel

The Podsights Pixel is a simple, lightweight piece of JavaScript you need to add to your site. It allows us to match on-site visitors with podcast listeners. It only takes a few seconds to create and hopefully a few minutes to install. Note that you will need help from your development team to add this pixel.

**Where will this pixel be installed?**

Please select all the options that your organization will use.

Methods

JavaScript

I understand and agree to [Podsights Privacy Policy](#)

**Who will handle pixel installation?**

Please select the option that best describes your organization.

Installer

Create Pixel



## ② Create a Pixel

In the new flow, users will be able to create a pixel based on their needs.

Next, you will need to input the website domain you wish to install the pixel on.



GET STARTED IN PODSIGHTS

✔ Configure Brand ② Create a Pixel ③ Add Events

### Let's continue by creating a Pixel

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What's your domain name? (www.example.com)

Pixel Domain

Analytics events can be used to match Podsights' internal cookie ID with your hashed internal user IDs. If selected, you can include your hashed internal ID below and it will be added to the installation instructions for your verified JavaScript pixel events.

Who will handle pixel installation?

Please select the option that best describes your organization.

Installer

Create Pixel

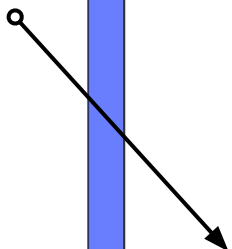
## ② Create a Pixel

In the new flow, users will be able to create a pixel based on their needs.

Then, you will select whether you want to match conversion back to your internal systems.

We call these Alias events. It can be used to match **Podsights' internal cookie ID** with **your hashed internal user IDs**.

If you select this, you can add in your hashed ID below and it will be added to the installation instructions for your verified JavaScript pixel events.



GET STARTED IN PODSIGHTS

✔ Configure Brand **② Create a Pixel** ③ Add Events

### Let's continue by creating a Pixel

The Podsights Pixel is a simple, lightweight piece of JavaScript you need to add to your site. It allows us to match on-site visitors with podcast listeners. It only takes a few seconds to create and hopefully a few minutes to install. Note that you will need help from your development team to add this pixel.

Where will you install this pixel? (www.example.com)

**Do you want to match conversions back to your internal systems?**

For advanced users, you can optionally pass us an internal user ID along with each event, which we can pass back to you when reporting on conversions. You can then match back the conversions we attribute with your internal systems.

Who will handle pixel installation?

Please select the option that best describes your organization.

Installer

Create Pixel

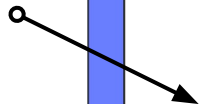
## ② Create a Pixel

In the new flow, users will be able to create a pixel based on their needs.

*Last step before we generate a pixel for you, we need you to tell us who will be the point of contact for the pixel installation.*

Use the drop-down menu to select between:

- Me (yourself)
- A member of my organization



GET STARTED IN PODSIGHTS

✓ Configure Brand **② Create a Pixel** ③ Add Events

### Let's continue by creating a Pixel

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Where will you install this pixel? (www.example.com)

Pixel Domain

I understand and agree to Podsights Privacy Policy

**Who will handle pixel installation?**  
Please select the option that best describes your organization.

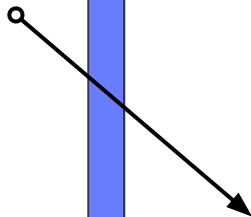
Installer

## 3 Add Events

By default, **Page View** is pre-added and required for web and **Mobile Installs** is required for mobile.

To add more, simply type in the field for **Event Name** to search some commonly used events and select all that applies to you— As many as you'd like!

In addition to some of the commonly used events, you can also add a **Custom** event and update the **Action** (event type) after set-up.



A screenshot of the 'Add Events' setup screen in PodSights. At the top, it says 'GET STARTED IN PODSIGHTS' and has three progress steps: 'Configure Brand' (checked), 'Create a Pixel' (checked), and 'Add Events' (active, highlighted with a blue border). Below this is the title 'Add Events' and a paragraph explaining that PodSights can capture various conversion events and that a page view event is pre-added. A search box labeled 'What kind of events would you like to track?' contains the text 'Event Name'. Below the search box, it says 'Suggested events might include: newsletter signups, free trials, or requests for quote.' A table lists suggested events with columns for 'Event Name' and 'Action'. The table shows 'Page View' under 'Event Name' and 'Page View' under 'Action'. At the bottom right, there are two buttons: 'Skip' and 'Add 1 Suggested Events'.

GET STARTED IN PODSIGHTS



Configure Brand



Create a Pixel



Add Events

### Add Events

PodSights can capture various conversion events including page views, leads, purchases, and [more](#). Here you have the option to begin setting up a few events you'd like to track — We've included a page view event to get you started. Don't worry if you missed a few, you'll have the opportunity to make changes to this list later.

What kind of events would you like to track?

Event Name

Suggested events might include: newsletter signups, free trials, or requests for quote.

| Event Name | Action    |
|------------|-----------|
| Page View  | Page View |

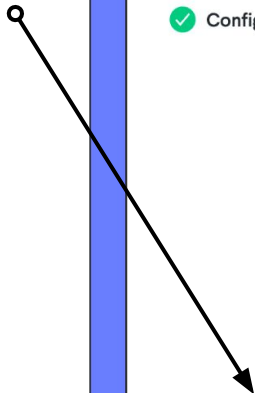
Skip

Add 1 Suggested Events

# 3 Add Events

You can also skip this step and add the events in at any time by going to **Manage > Your Pixels** in the Podsignals dashboard.

For more instructions on how to do that, [click here](#).



GET STARTED IN PODSIGHTS

✓ Configure Brand    ✓ Create a Pixel    **3 Add Events**

## Add Events

Podsignals can capture various conversion events including page views, leads, purchases, and [more](#). Here you have the option to begin setting up a few events you'd like to track — We've included a page view event to get you started. Don't worry if you missed a few, you'll have the opportunity to make changes to this list later.

What kind of events would you like to track?

Suggested events might include: newsletter signups, free trials, or requests for quote.

| Event Name | Action    |
|------------|-----------|
| Page View  | Page View |

Skip    **Add 1 Suggested Events**

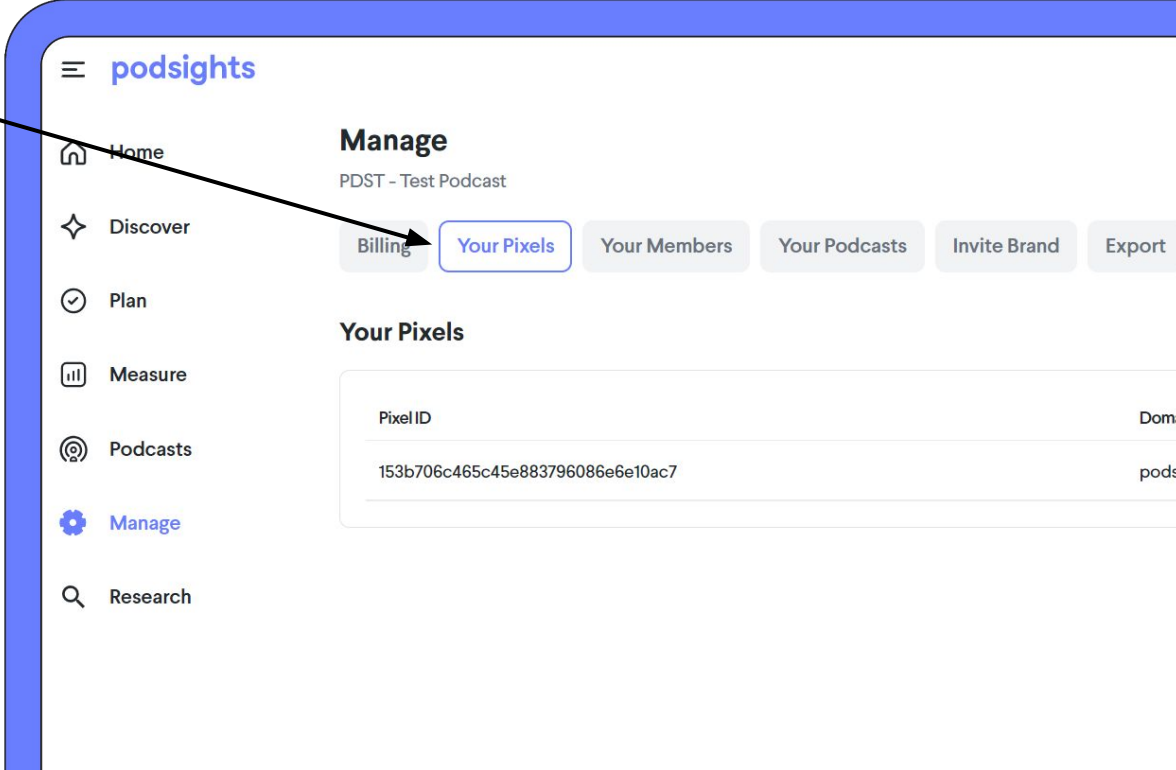
## ④ Access/Edit Your Pixels

Need to access your existing pixels or generate a new one?

Login to [dash.podsights.com](https://dash.podsights.com) and ensure your Brand is configured.

Then, navigate to **Manage** > **Pixels** and choose the pixel you want to edit or create a new pixel.

Check out our [Podsights Pixel Help Article here](#) for more information.



The screenshot shows the Podsights dashboard interface. On the left is a navigation sidebar with icons and labels for Home, Discover, Plan, Measure, Podcasts, Manage, and Research. The 'Manage' option is highlighted in blue. The main content area is titled 'Manage' and shows 'PDST - Test Podcast' with a sub-menu containing 'Billing', 'Your Pixels', 'Your Members', 'Your Podcasts', 'Invite Brand', and 'Export'. The 'Your Pixels' button is highlighted with a blue border and a black arrow points to it from the text on the left. Below this is a section titled 'Your Pixels' containing a table with columns for 'Pixel ID' and 'Domain'. The table has one row with the Pixel ID '153b706c465c45e883796086e6e10ac7' and a partially visible domain 'pod...'.

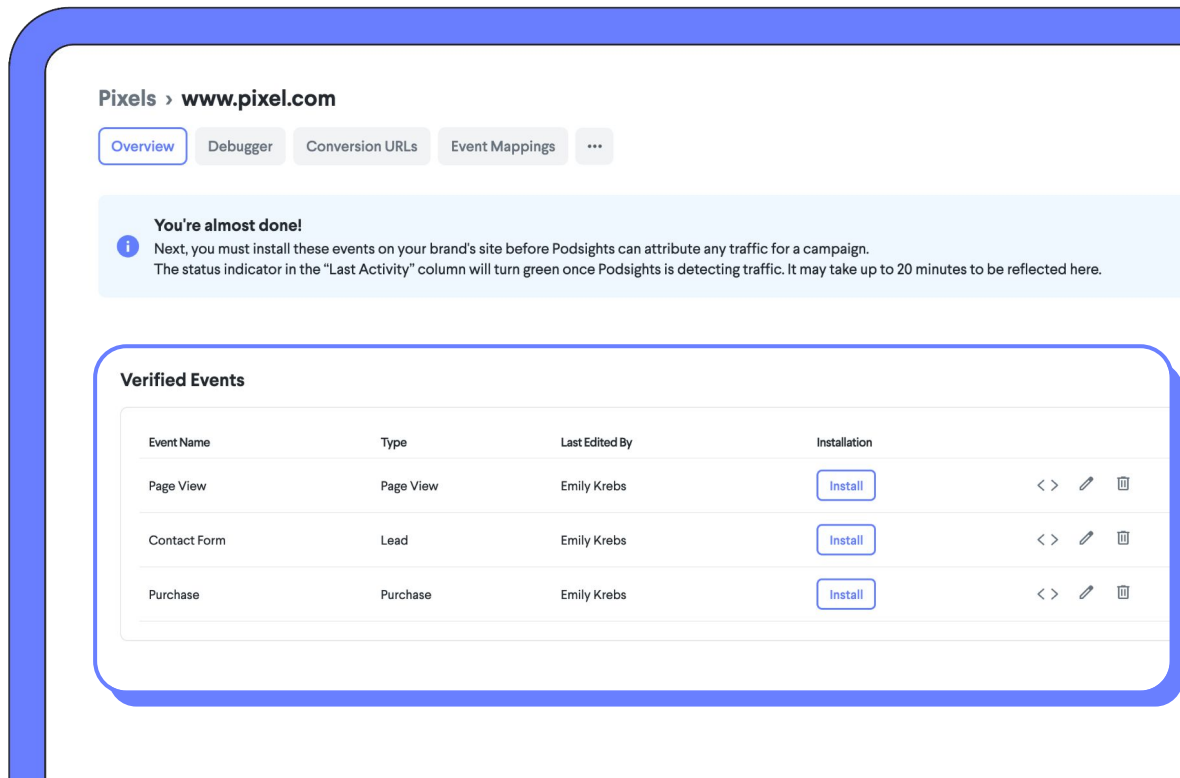
| Pixel ID                         | Domain |
|----------------------------------|--------|
| 153b706c465c45e883796086e6e10ac7 | pod... |

## 5 Verify The Pixel Is Collecting Data

After installing the pixel, our tools will show you if data is being collected or not, but we cannot verify if it's collecting the right information.

Keep in mind that the verification tools show all activity on your website, not just attributed activity.

Go to **Manage > Your Pixels** and click on the pixel you want to check on.



The screenshot displays the PodSights interface for a pixel named 'www.pixel.com'. At the top, there are navigation tabs: 'Overview' (selected), 'Debugger', 'Conversion URLs', 'Event Mappings', and a menu icon. Below the tabs is a light blue notification box with an information icon and the text: 'You're almost done! Next, you must install these events on your brand's site before PodSights can attribute any traffic for a campaign. The status indicator in the "Last Activity" column will turn green once PodSights is detecting traffic. It may take up to 20 minutes to be reflected here.'

Below the notification is a section titled 'Verified Events' containing a table with the following data:

| Event Name   | Type      | Last Edited By | Installation            |         |
|--------------|-----------|----------------|-------------------------|---------|
| Page View    | Page View | Emily Krebs    | <a href="#">Install</a> | < > ✎ 🗑 |
| Contact Form | Lead      | Emily Krebs    | <a href="#">Install</a> | < > ✎ 🗑 |
| Purchase     | Purchase  | Emily Krebs    | <a href="#">Install</a> | < > ✎ 🗑 |

# 5 Verify The Pixel Is Collecting Data

Verify your pixel installation by seeing if the:

1. Event log graph shows activity at the expected volume.

Compare the daily activity to your internal data.

Example: if your website typically receives 20,000 visits per day, but your graph shows 10,000 per day, then the pixel was likely not installed across the full site.



Pixels > www.pixel.com

Overview Debugger Conversion URLs Event Mappings ...

**You're almost done!**  
Next, you must install these events on your brand's site before Podsignals can attribute any traffic for a campaign. The status indicator in the "Last Activity" column will turn green once Podsignals is detecting traffic. It may take up to 20 minutes to be reflected here.

**Verified Events**

| Event Name   | Type      | Last Edited By | Installation             |          |
|--------------|-----------|----------------|--------------------------|----------|
| Page View    | Page View | Emily Krebs    | <button>Install</button> | < > ✎ 🗑️ |
| Contact Form | Lead      | Emily Krebs    | <button>Install</button> | < > ✎ 🗑️ |
| Purchase     | Purchase  | Emily Krebs    | <button>Install</button> | < > ✎ 🗑️ |



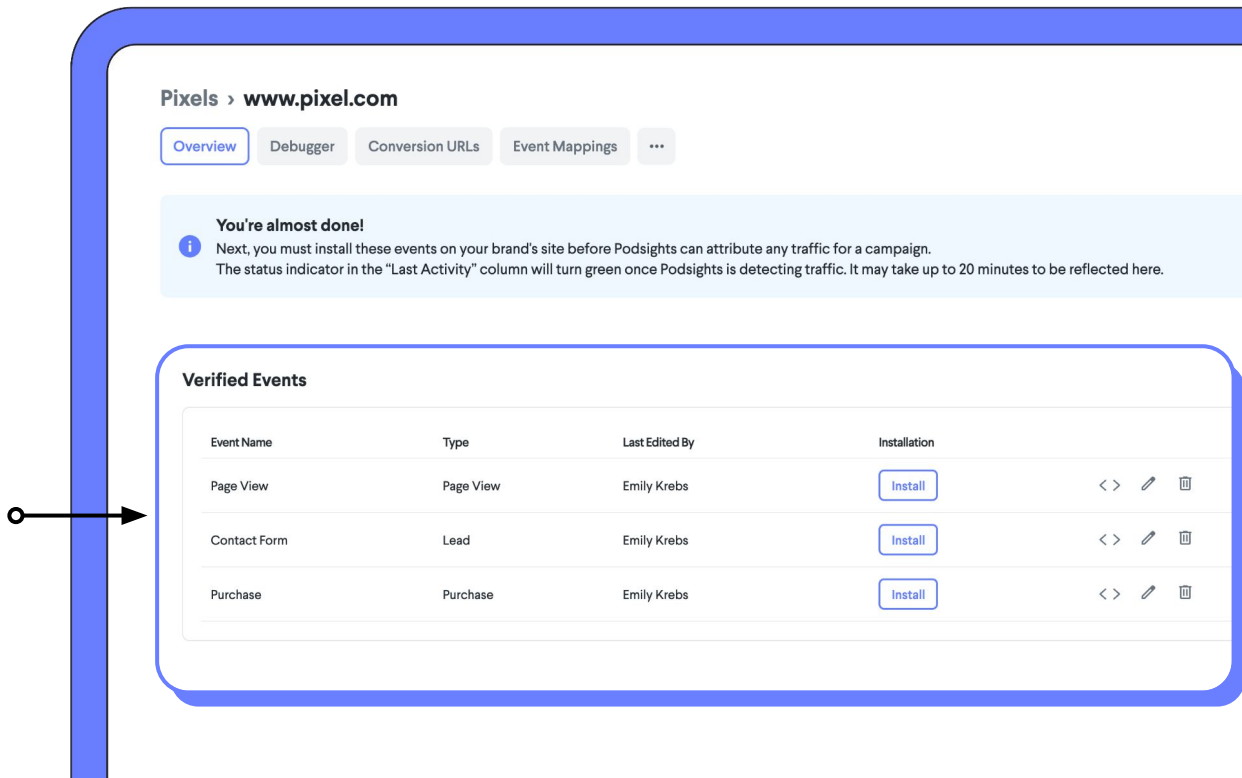
# 5 Verify The Pixel Is Collecting Data

Verify your pixel installation by seeing if the:

1. Event log graph shows activity at the expected volume.

If the graph shows 100 events per day, it's likely that the pixel was installed only on the homepage or on one landing page.

In this case, you would resend the pixel URL to your developer with instructions to install and check activity.



The screenshot displays the Podsignals interface for a pixel named 'www.pixel.com'. It features a navigation bar with tabs for 'Overview', 'Debugger', 'Conversion URLs', and 'Event Mappings'. A notification banner states: 'You're almost done! Next, you must install these events on your brand's site before Podsignals can attribute any traffic for a campaign. The status indicator in the "Last Activity" column will turn green once Podsignals is detecting traffic. It may take up to 20 minutes to be reflected here.' Below this is a 'Verified Events' table with the following data:

| Event Name   | Type      | Last Edited By | Installation            |          |
|--------------|-----------|----------------|-------------------------|----------|
| Page View    | Page View | Emily Krebs    | <a href="#">Install</a> | < > ✎ 🗑️ |
| Contact Form | Lead      | Emily Krebs    | <a href="#">Install</a> | < > ✎ 🗑️ |
| Purchase     | Purchase  | Emily Krebs    | <a href="#">Install</a> | < > ✎ 🗑️ |

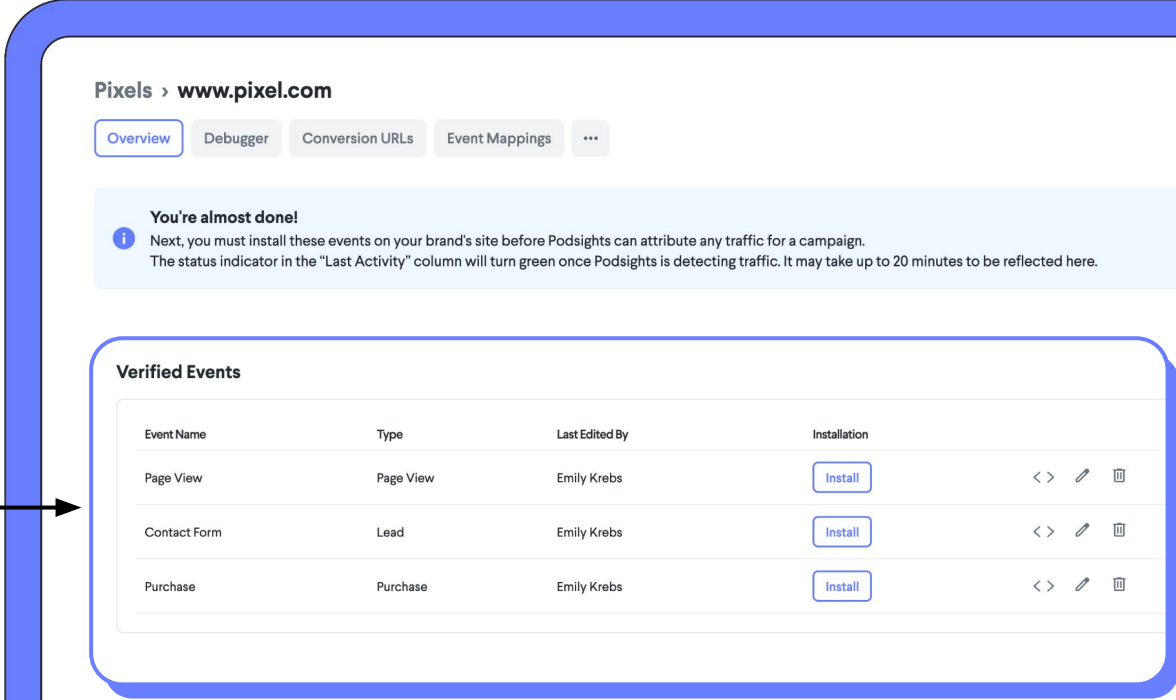
## 5 Verify The Pixel Is Collecting Data

Verify your pixel installation by seeing if the:

2. Verified event table shows activity as expected.

Now we need to ensure that the data we need is being sent.

For example, if we are tracking a purchase event on a check out page, we want to ensure that we are not only registering the event, but also that we are being passed relevant data like product name or value of purchase.



The screenshot displays the Podsignals interface for a pixel on the website www.pixel.com. The interface includes a navigation bar with tabs for Overview, Debugger, Conversion URLs, and Event Mappings. A notification banner states: "You're almost done! Next, you must install these events on your brand's site before Podsignals can attribute any traffic for a campaign. The status indicator in the 'Last Activity' column will turn green once Podsignals is detecting traffic. It may take up to 20 minutes to be reflected here." Below this is a table titled "Verified Events" with the following data:

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|--------------|-----------|----------------|-------------------------|----------|
| Page View    | Page View | Emily Krebs    | <a href="#">Install</a> | < > ✎ 🗑️ |
| Contact Form | Lead      | Emily Krebs    | <a href="#">Install</a> | < > ✎ 🗑️ |
| Purchase     | Purchase  | Emily Krebs    | <a href="#">Install</a> | < > ✎ 🗑️ |

03

# Best Practices

Our recommendations



# Pixel Installation - Best Practices

Place your unique Podsigns Main Pixel Script to collect **views** and **visits**.

You will need to install the Main Pixel Script snippet in at least three (3) pages.

However, we recommend that you place the Main Pixel on every page of your website.

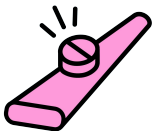


The more website data, the more attribution data!

04

# Additional Resources

Still need help?



# Additional Resources

You can always find helpful articles in our Help Center – Available 24/7/365



[Help Center](#)

