

SYSTEM1

Ad Network Pixel Tracking

System1 supports adding conversion tracking pixels to your landing pages. By specifying the ad network pixel ID and event you'd like to track via our URL parameters, we will embed your pixel conversion pixel code on your campaigns.

You can use these parameters to track conversions when users land or execute a search for advertisers on our campaigns.

The following ad networks are supported as of this release:

Facebook Ads

Google Ads

Taboola

Outbrain

Snapchat

Verizon Media Native (Gemini)

TikTok

All parameters are optional. We support passing in any number of these valid parameters on each call to us. For a full list of other supported parameters as well as general implementation instructions, please refer to the URL parameter documentation:

<http://docs.system1.com/parameters/>

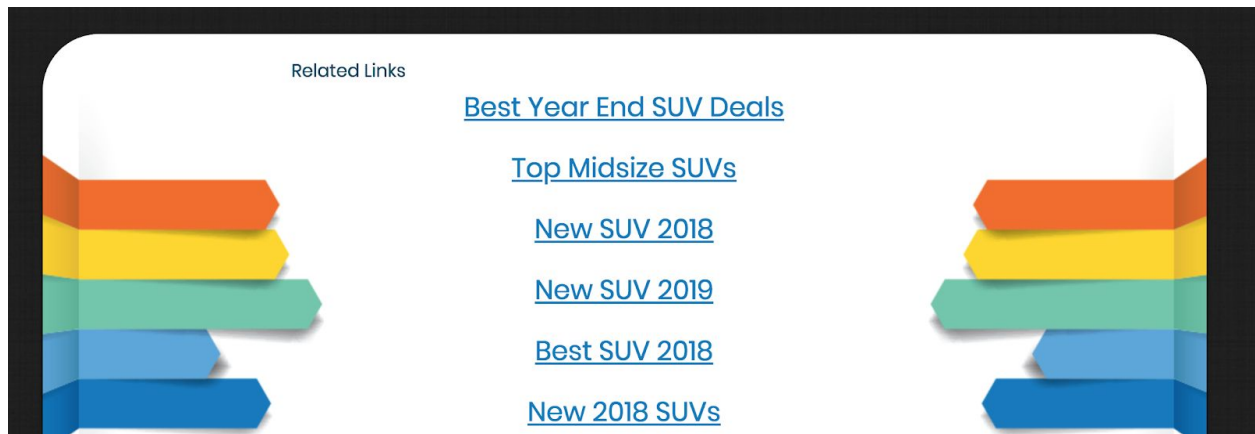
Examples:

Example 1 -

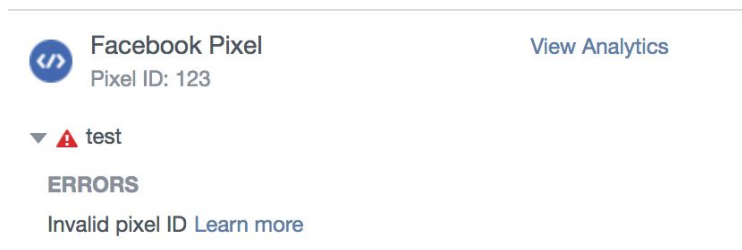
Use Case - Fire Facebook pixel ID 123 with the custom event **test** when the user visits the campaign and sees keywords.

www.yoursystem1campaign.com/?fbid=123&fbland=test

A pixel is embedded and fired when the campaign renders.



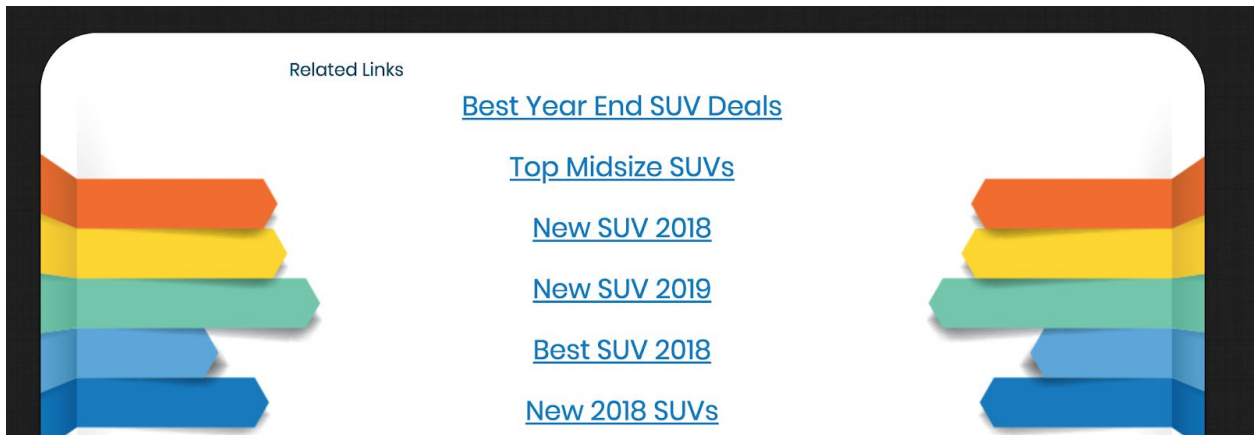
Verify Configuration Facebook Pixel Helper Extension - ensure that the event you're trying to fire is configured with your ad network:



Example 2


Use Case - Fire Multiple Ad Networks' conversion pixels on the same landers.

<http://www.yoursystem1campaign.com/?fbid=123&fbland=test&obid=1234&obland=test>






Now there should be conversion events for both Outbrain and Facebook Conversion pixels for the specified event(s).

Facebook Pixel [View Analytics](#)
Pixel ID: 123


▼  test

ERRORS

Invalid pixel ID [Learn more](#)

 Pixel Tracker  

Pixel found for

- ▶  PAGE_VIEW
- ▶  test

Parameters:

You must specify the **id** and a **land** and/or **serp** conversion name in order to fire your pixel event(s). You can specify any number of supported networks.

Parameter	Description	Example
Facebook Pixel		
fbid	The ID of the Facebook pixel	fbid =1234556748
fbland	The percent-encoded name of the conversion event you would like to fire when the user reaches the System1 campaign lander, spaces substituted with a '+' character	fbland =View+Content
fbserp	The percent-encoded name of the conversion event you would like to fire when a user executes a search, spaces substituted with a '+' character	fbserp =Search
fbclick	The percent-encoded name of the conversion event you would like to fire when a user monetizes with an advertiser	fbclick =Click
Google Ads		
gamid	Google Ads Measurement ID for your account. The property ID may represent measurement for different Google products, including a Universal Analytics property ("UA-XXXXXXXX"), a Google Analytics 4 property ("G-XXXXXXXX"), Google Ads ("AW-XXXXXXXX") or Floodlight ("DC-XXXXXXXX").	gamid =AW-123456789
gclid	The conversion ID associated with the Google Ads conversion you would like to fire on the lander.	gclid =AW-123456789/AbC-D_efG-h12_34-567
gcid	The conversion ID associated with the Google Ads conversion you would like to fire on the SERP. This is in addition to, or separate from, the prior gclid parameter.	gcid =AW-123456789/AbC-D_efG-h12_34-567
ga4mid	Optional - supply an additional Property ID to measure page views and events.	ga4mid =G-123456789
Outbrain Pixel		
obid	The ID of the Outbrain advertiser associated with the pixel	obid =test
obland	The name of the conversion event you would like to fire when the user reaches the System1 campaign lander, spaces substituted with a '+' character	obland =Land
obserp	The name of the conversion event you would like to	obserp =Search

	fire when a user executes a search, spaces substituted with a '+' character	
obclick	The name of the conversion event you would like to fire when a user monetizes with an advertiser	obclick=Purchase
obclickid	The Outbrain click ID assigned to the user. This is available on the outbrain platform as the macro {{ob_click_id}}	obclickid={{ob_click_id}}
Taboola Pixel		
tbid	The ID of the Taboola advertiser associated with the pixel	tbid=test
tbland	The name of the conversion event you would like to fire when the user reaches the System1 campaign lander, spaces substituted with a '+' character	tbland=Land
tbserp	The name of the conversion event you would like to fire when a user executes a search, spaces substituted with a '+' character	tbserp=Search
tbclick	The name of the conversion event you would like to fire when a user monetizes with an advertiser	tbclick=Purchase
Snapchat Pixel		
scid	The ID of the Snapchat pixel	scid=1abc-2def
scland	The name of the conversion event you would like to fire when the user reaches the System1 campaign lander, spaces substituted with a '+' character	scland=PAGE_VIEW
scserp	The name of the conversion event you would like to fire when a user executes a search, spaces substituted with a '+' character	scserp=PURCHASE
Verizon Media Native (Gemini) Pixel		
ygid	The ID of the Gemini pixel	ygid=1abc
ygpid	The Project ID corresponding to your pixel	ygpid=11111
ygland	The name of the conversion event you would like to fire when the user reaches the System1 campaign lander, spaces substituted with a '+' character	ygland=PAGE_VIEW
ygserp	The name of the conversion event you would like to fire when a user executes a search, spaces substituted with a '+' character	ygserp=PURCHASE

Additional Tools:

You can verify that the pixels are firing on your campaigns via the ad networks' browser extension tools. Chrome Store Links:

Facebook Pixel Helper -

<https://chrome.google.com/webstore/detail/facebook-pixel-helper/fdgfkebogiimcoedlicjlajpkdmockpc?hl=en>

Taboola Pixel Helper -

<https://chrome.google.com/webstore/detail/taboola-pixel-helper/aefiepimkogajhddmhcekceihikjcabd/related>

Outbrain Pixel Tracker -

<https://chrome.google.com/webstore/detail/outbrain-pixel-tracker/daebadnaphbiobojnpgcenlkqpihmbdc>

Snap Pixel Helper -

<https://chrome.google.com/webstore/detail/snap-pixel-helper/hnlbfcoodjpcconfdbddfglilhkhpdnf?hl=en>

Google Tag Assistant -

<https://chrome.google.com/webstore/detail/tag-assistant-by-google/kejbdjndbnbjgmefkgdddjlbokphdefk?hl=en>

Oath: Ad Platforms Dot Helper -

<https://chrome.google.com/webstore/detail/oath-ad-platforms-dot-hel/eppmoegdkngaleolkhdcdjoeijloikj?hl=en-US>

Tiktok Pixel Helper -

<https://chrome.google.com/webstore/detail/tiktok-pixel-helper/aelgobmabdmfmblddjfnjodalhidn?hl=en>