

Tracking Pixels (Web)

These pixels should be placed on the web page the pixel was specifically generated for.

You should have received a document from your Account Manager that contains all the image pixels needed for conversion tracking. These can be placed inside a tag container or directly on the site anywhere within the `<body></body>` tags. Here is what a typical Barometric conversion pixel will look like:

```
<!-- Barometric Conversion Pixel; Goal ID: 'sale' -->

```

Note: Our pixels will normally come to you without SSL enabled, but all that is needed is to change the protocol of the pixel from `http` to `https`.

To simplify implementation, our pixels can be implemented via your ad server platform tag container (DFA Floodlight, Atlas UAT, etc.) or any third-party tag container solution such as BrightTag, Ensignen, or TagMan.

Timestamp Replacement

Each pixel will have `&ord=[uniqueid]` at the end of it. It is up to the publisher of the pixels to ensure that this macro gets replaced. It can be replaced with anything that is random as it is only used for cache-busting. Here are some examples of how different programming languages can handle this macro replacement:

Floodlight Integration

```
https://trkn.us/pixel/conv/ppt=999;g=sale;gid=999;ord=%n
```

According to this support doc, Floodlight uses the `%n` macro to generate a random number. So you would need to change your pixel to look like this:

PHP

```

```

JavaScript

```
<script type="text/javascript">
  var axe = Math.random() * 1000000000000000;
  document.write('');
</script>
```

Customization Parameters

This section outlines what variables are available to be passed into our Barometric conversion tracking pixels.

Parameter	Name	Required?	Variable Type	Default Value
-----------	------	-----------	---------------	---------------

p	Placement ID	N	integer	
ppt	Property ID	Y	integer	
g	Goal Name	Y	string	
cv1	Custom Value 1	N	string	
cv2	Custom Value 2	N	string	
cv3	Custom Value 3	N	string	
cv4	Custom Value 4	N	string	
rev	Revenue	N	float	
cid	Click ID	N	string	
idfa	IDFA	N	string	
ip	IP Address	N	string	IP Address from header
ord	Cache Buster	Y	string	