

## **FIND YOUR RETARGETING PIXELS**

**1. Facebook**

**2. Twitter**

**3. LinkedIn**

**4. Pinterest**

**5. Quora**

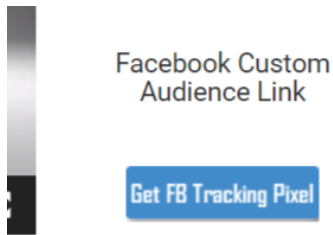
**6. AdRoll**

**7. AdTarget**

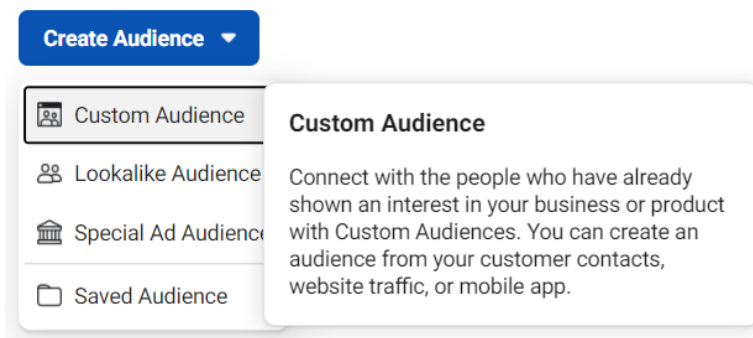
**8. Perfect Audience**

# 1. Facebook, <https://silentlistbuilding.com/pixel-settings-jvtrial/>

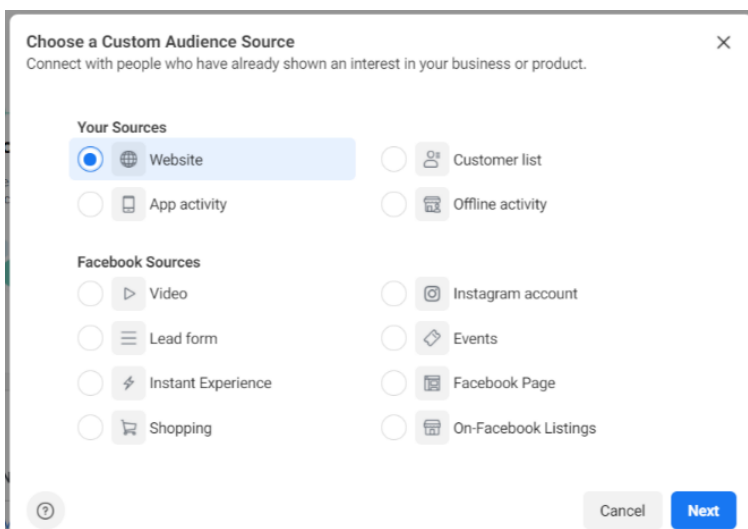
1. Click the blue button



2. Click "Create Audience" → "Custom Audience"



3. Click "Website" → "Next"



#### 4. Keep “ANY”, Set 180 days, Name your audience

Create a Website Custom Audience

Include people who meet **ANY** of the following criteria:

Source: Claes Staffansson's Pixel

Events: All website visitors

Retention: 180 days

Audience Name: Set name (8/50)

Description: Optional (0/100)

Buttons: Include More People, Exclude People, Back, **Create Audience**

#### 5. Check box → Click “View Pixel”

Share Delete ...

| <input type="checkbox"/>            | Name           | Create Lookalike  |
|-------------------------------------|----------------|-------------------|
| <input checked="" type="checkbox"/> | My RTit pixels | <b>View Pixel</b> |

Show Audience Overlap

#### 6. Copy the pixel and paste it in RTit.me

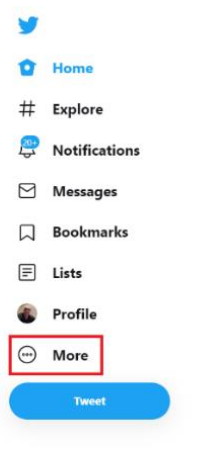
##### 1.2 Copy the entire pixel base code and paste it in the website header.

If possible, paste the pixel base code at the bottom of the header section, just above the </head> tag.

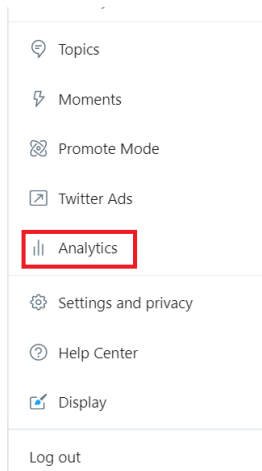
```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)
n._fbq=n._fbq||[];n.push=n.loaded||n.version='2.0';n.queue=[];t=b.createElement(e);t.async=10;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','https://connect.facebook.net/en_US/fbevents.js');
fbq('init','800815873309338');
fbq('track','PageView');
</script>
<noscript></noscript>
<!-- DO NOT MODIFY -->
<!-- End Facebook Pixel Code -->
```

## 2. TWITTER, <https://twitter.com/>

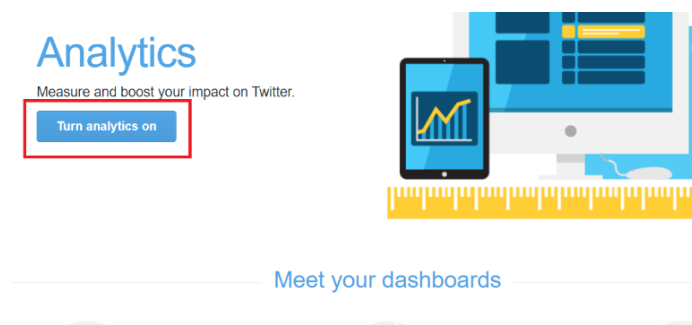
### 1. Click “More”



### 2. Click “Analytics”



### 3. If Analytics doesn't come up, click “Turn analytics on”



### 4. 1. Click “More”, 2. Click “Conversion tracking”



## 5. 1. Check the box to agree, 2. Click “Generate website tag...”

### How to start

You can begin conversion tracking in two steps

1. Create a website tag.
2. Install the website tag on your website.

I agree to the Tailored Audiences and Conversion Tracking Program Terms, including this policy.

[Generate website tag for conversion tracking](#)

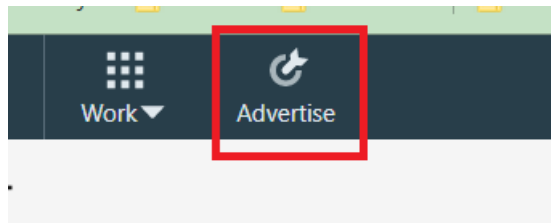
## 6. Download/copy the pixel

[Download a txt file with this code snippet](#)

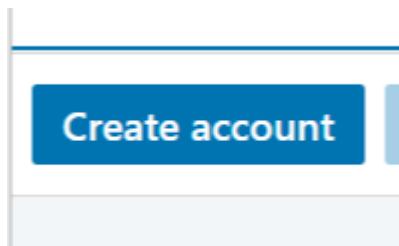
```
<!-- Twitter universal website tag code -->
<script>
!function(e,t,n,s,u,a){e.twq||(s=e.twq=function(){s.exe?s.exe.apply(s,arguments):s.queue.push(arguments);
},s.version='1.1',s.queue=[],u=t.createElement(n),u.async=!0,u.src='//static.ads-twitter.com/uwt.js',
a=t.getElementsByTagName(n)[0],a.parentNode.insertBefore(u,a))(window,document,'script');
// Insert Twitter Pixel ID and Standard Event data below
twq('init','o33vu');
twq('track','PageView');
</script>
<!-- End Twitter universal website tag code -->
```

### 3. LinkedIn, <https://linkedin.com/>

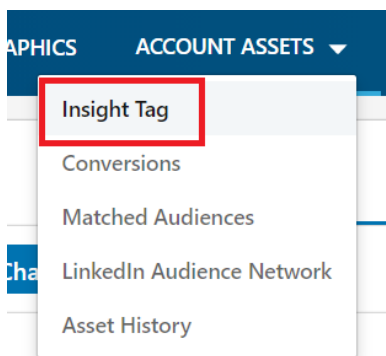
1. Click “Advertise”



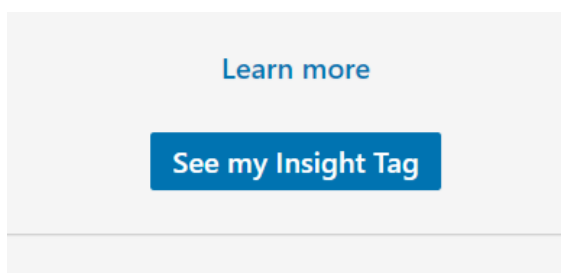
2. Click “Create account”



3. Go to “ACCOUNT ASSETS”, click “Insight Tag”



4. Scroll down and click “See my Insight Tag”



## 5. Click “I will Install the tag myself”

Choose how to install your tag



I will install the tag myself

Get the tag code to add to your website



I will send the tag to a developer

Send the tag to your email inbox with install instructions



I will use a tag manager

Add the tag without changing your website's code

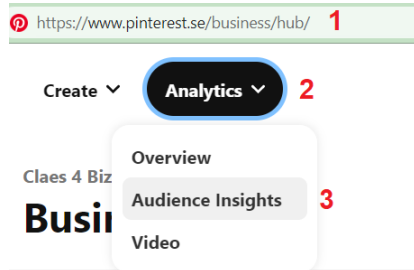


I'm done

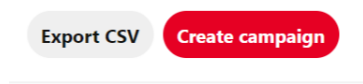
## 6. Copy the code and paste it in RTmojo

## 4. Pinterest, <https://ads.pinterest.com/>

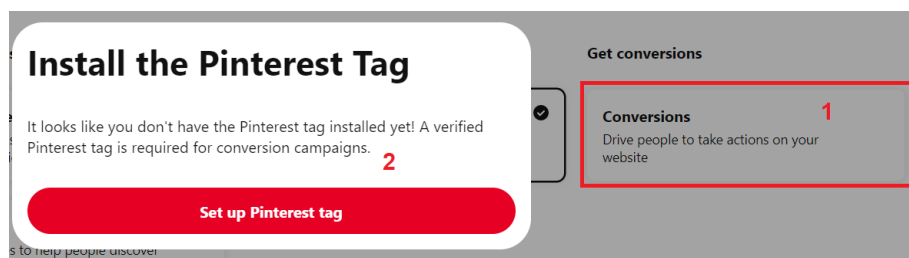
1. 1. Log in to your Business account, 2. Click “Analytics” and 3. “Audience Insight”



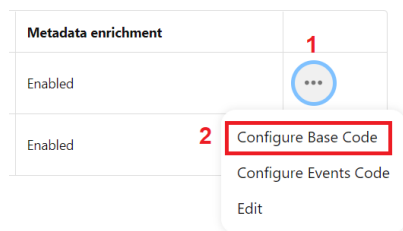
2. Click “Create campaign”



3. 1. Click “Conversions”, 2. Then click “Set up Pinterest tag”



4. 1. Click ..., 2. Click “Configure Base Code”



5. Click “Choose” under “Manually add tag code to website”

### Choose how you want to install

Your Pinterest Tag ID: 2613858463188

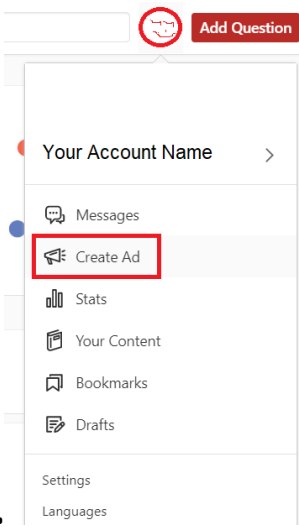


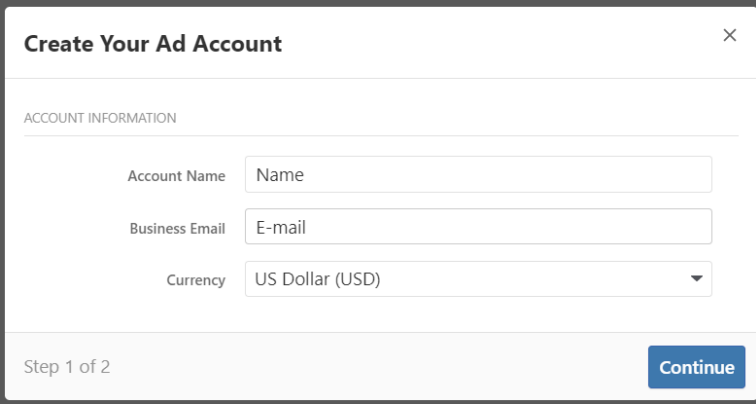
Manually add tag code to website

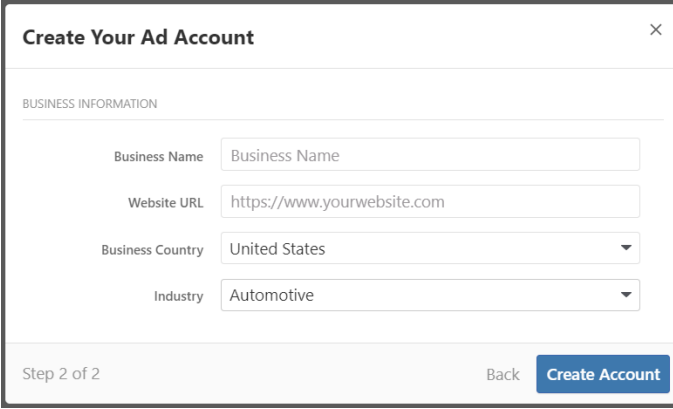
Choose

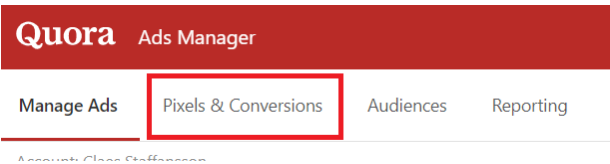


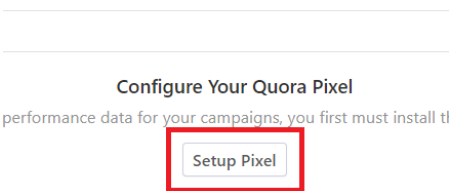
## 5. Quora, <https://www.quora.com/>

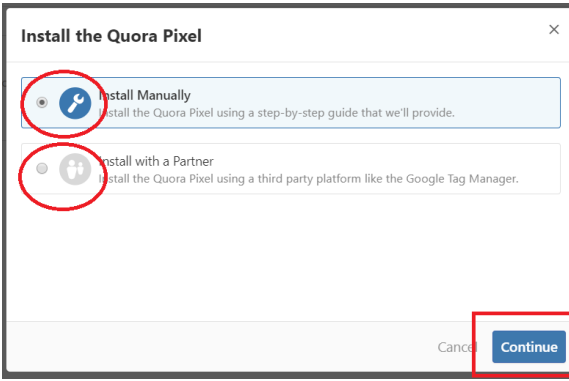
1.  A screenshot of the Quora account menu. The 'Add Question' button is circled in red at the top. The 'Create Ad' option is highlighted with a red box in the menu.

2.  A screenshot of the 'Create Your Ad Account' form, Step 1 of 2. The form is titled 'ACCOUNT INFORMATION' and includes fields for 'Account Name' (Name), 'Business Email' (E-mail), and 'Currency' (US Dollar (USD)). A 'Continue' button is at the bottom right.

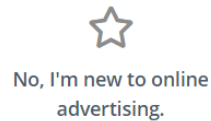
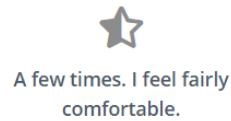
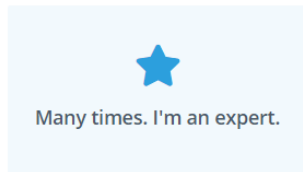
3.  A screenshot of the 'Create Your Ad Account' form, Step 2 of 2. The form is titled 'BUSINESS INFORMATION' and includes fields for 'Business Name', 'Website URL' (https://www.yourwebsite.com), 'Business Country' (United States), and 'Industry' (Automotive). A 'Back' button and a 'Create Account' button are at the bottom.

4.  A screenshot of the Quora Ads Manager navigation bar. The 'Quora Ads Manager' header is in red. The 'Pixels & Conversions' tab is highlighted with a red box.

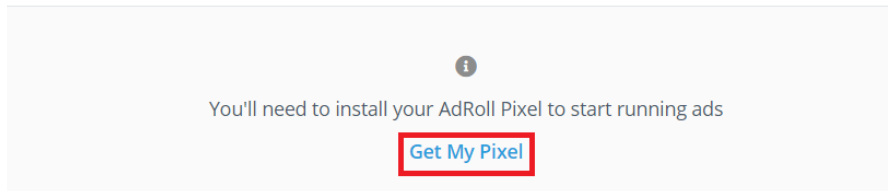
5.  A screenshot of the 'Configure Your Quora Pixel' section. The text says 'performance data for your campaigns, you first must install tl'. A 'Setup Pixel' button is highlighted with a red box.

6.  A screenshot of the 'Install the Quora Pixel' dialog box. It shows two options: 'Install Manually' (selected with a radio button and circled in red) and 'Install with a Partner' (circled in red). A 'Continue' button is highlighted with a red box at the bottom right.

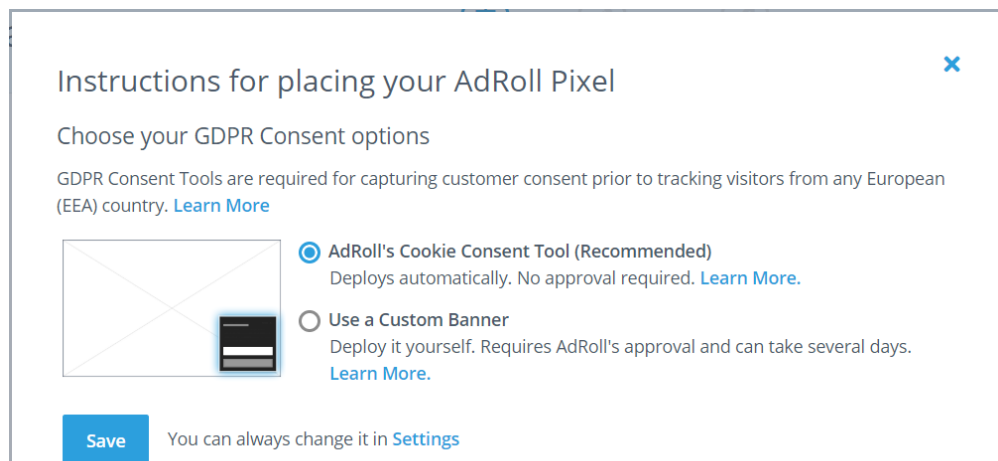
## 6. AdRoll, <https://adroll.com/>



1.



2.



### Instructions for placing your AdRoll Pixel

1. Copy your pixel code below

```
<script type="text/javascript">
  adroll_adv_id = "MNFRT4AWDRBSLBXNLRKM73";
  adroll_pix_id = "JS74QVGFZCPNGPILVXCKC";

  (function () {
    var _onload = function(){
      if (document.readyState && !/loaded|complete/.test(document.readyState)){setTimeout(_c
      if (!window.__adroll_loaded){__adroll_loaded=true;setTimeout(_onload, 50);return}
      var ssp = document.createElement("script");
```

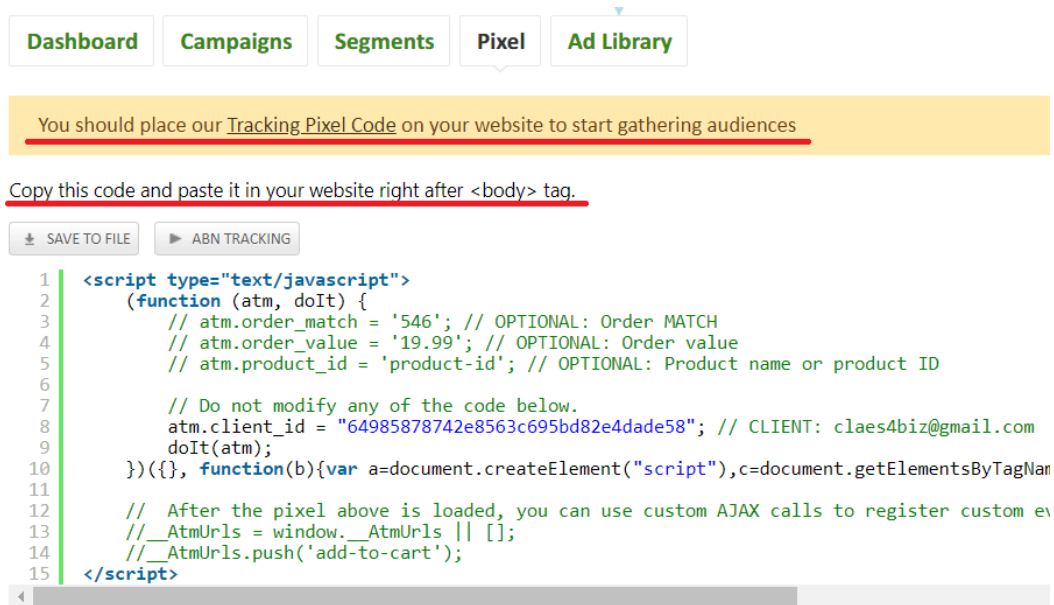
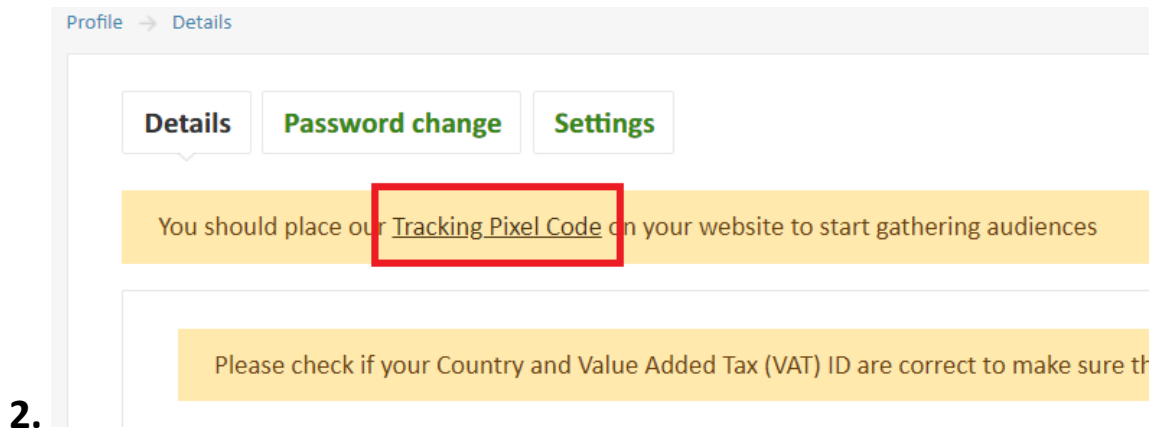
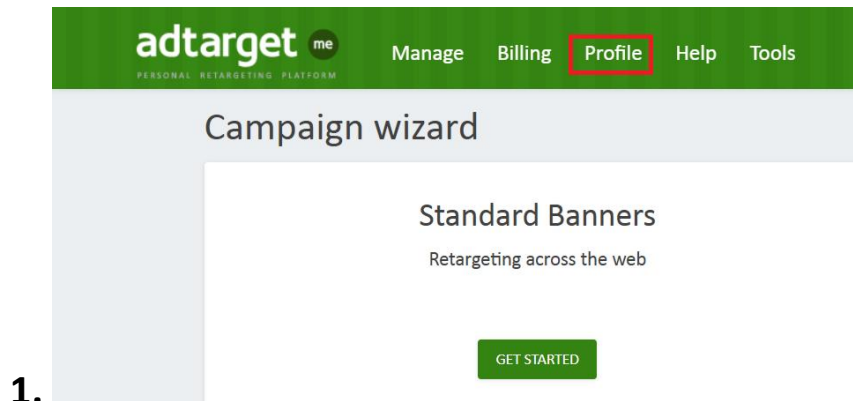
Copy

Email

2. Insert the code before the `</body>` tag on all pages on your website (secure & non-secure). [Learn more](#)
3. Once placed correctly, the status of the AdRoll Pixel button on your All Campaigns page will become "AdRoll Pixel Active" (it may take up to 24 hours to detect)

3.

## 7. AdTarget, <http://adtarget.me/>



3.

## 8. Perfect Audience, <https://perfectaudience.com/>

New Advertiser Active Inactive All Actions

ADVERTISER TREND CAMP

Showing 0 to 0 of 0 entries

**Getting Started**

Click each item to complete it. Once they're all finished, launch your free trial with the button at the top right.

0%

- Install Site Tracking Tag
- Create Conversion Goal
- Create Custom Audience
- Upload Ads
- Connect Facebook Page (Optional)

No thanks

Show/Hide Checklist 5

1.

Web Site INSTALL INSTRUCTIONS iOS INSTALL INSTRUCTIONS 3rd Party Platforms INSTALL INSTRUCTIONS

The javascript tag below is needed to cookie visitors and track conversions. To add it to your site, click the button below to copy it to your clipboard. Then paste it into your site code on EVERY page, just before the closing "body" tag. [Watch a how-to video](#)

Copy tag to clipboard

```
<script type="text/javascript">
(function() {
  window._pa = window._pa || {};
  // _pa.orderId = "myOrderId"; // OPTIONAL: attach unique conversion identifier to conversions
  // _pa.revenue = "19.99"; // OPTIONAL: attach dynamic purchase values to conversions
  // _pa.productId = "myProductId"; // OPTIONAL: Include product ID for use with dynamic ads

  var pa = document.createElement('script'); pa.type = 'text/javascript'; pa.async = true;
  pa.src = ('https:' == document.location.protocol ? 'https:' : 'http:') + '//tag.perfectaudience.com/serve/537b1b37a8e4d478ec00025.js';
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(pa, s);
})();
</script>
```

Load tag AFTER "ONLOAD" browser event completes ([Learn more](#)).  Enable Facebook Dynamic Ads Tag. [Email this tag to my developer](#)

2.

## New pixel

|                  |  |
|------------------|--|
| Code type        | <input checked="" type="radio"/> Script <input type="radio"/> Image  |
| Conversion value | <input type="text" value="0"/>   |
| Conversion code  | <p>Copy and paste this code into your conversion page.<br/>Make sure it is inside the BODY element.</p> <pre>&lt;script src="//rtb.adx1.com/pixels/pixel.js? id=1169898&amp;event=conversion&amp;value=0"&gt;&lt;/script&gt;</pre> |
| Lifetime, days*  | <input type="text" value="180"/>   |
| Pixel name*      | <input type="text" value="Pixel 1169898"/>   |

Create pixel