Static Pixel Installation

How to install your Static Pixel:

1. Open the HTML for the web page.

2. Between the body tags (<body></body>) of the page, paste your static pixel code, as high in the body as possible.

3. Save the changes to your webpage. And that's it!

Example

Here's the HTML for a very simple webpage:

```
<html>
<head>
</head>
<body>
Paste your pixel code here.
</body>
<footer>
</footer
</html>
```

What is a Pixel?

Pixels function to create a user pool to retarget and/or to track post-click and post-view conversions. Pixels are not seen by users and are also known as tracking tags, tracking pixels, retargeting pixels, or conversion pixels.

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Here's the same webpage after the static pixel has been added (sample only —this code won't work on your website):

```
<html>
  <head></head>
  <body>
    <div id="mw-base" class="noprint"></div>
    <div id="siteNotice" class="mw-body-content"><!-- CentralNotice --></div>
    <img height="1" width="1" style="border-style:none;" alt="" src="https://insight.adsrvr.org/track/p
    l/?adv=lua3feq&ct=0:4jdferdv4&fmt=3"/>
    <script>(RLQ=window.RLQ]).push(function(){mw.con
    -fig.set({"wgBackendResponseTime":206,"wgHostname":"mr93278"});});</script>
  </body>
  <footer></footer>
</html>
```

Please contact your DMG representative if you have questions or need any assistance.