Diginius Ads Pixel And Conversion Events User Guide

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How to install the Diginius Ads pixel and set up conversion events for your campaigns

The Diginius Ads pixel tells your campaigns what people do on your website after they see or click your ads. You install it once, then create **conversion events** for the actions that matter to you, such as a purchase, a lead form or a newsletter sign-up.

- **Base code (the pixel):** one snippet on every page of your site. It records visits and builds your retargeting audiences.
- **Conversion events:** the goals you want to measure. You set them up in Diginius Insight, and they apply to all your Diginius Ads campaigns automatically.

Once both are in place, you see conversions, conversion rate and revenue next to each campaign in Diginius Ads.

Before you start

You need three things:

- Access to **Diginius Insight**, with your account selected in the account picker at the top of the screen.
- A way to add code to every page of your website: Google Tag Manager, your CMS's header settings (for example WordPress or Shopify), or your web developer.
- A list of the actions you want to count, with the thank-you page URLs or website event names for each one.

Step 1: Install the base code

Install the base code once, on every page of your website. You only need one per account.

1. In Diginius Insight, go to **Digital Marketing → Diginius Ads** and open the **Pixels** tab.
2. Click **Create Pixel** and copy the base code it gives you. If the button is greyed out, your account already has a pixel and you can skip to step 3.
3. Add the code to every page of your site, using one of these options:

- **Google Tag Manager:** create a new tag of type **Custom HTML**, paste the code, set the trigger to **All Pages**, then **Submit** and **Publish** the container.
- **Website header:** paste the code into your site's header settings so it loads on every page. In WordPress this is usually a header-scripts plugin or your theme settings; in Shopify it's the theme's theme.liquid file.

- **Web developer:** send them the code and ask for it to go in the <head> of every page.

If your site uses a cookie banner, set the tag up to follow your consent settings. Visitors who decline marketing cookies won't be tracked, so expect lower numbers than in your web analytics.

Step 2: Check the base code is installed

1. **If you used Google Tag Manager:** click **Preview**, enter your website address and browse two or three pages. Your Diginius Ads tag should be listed under **Tags Fired** on every page.

2. **If you added the code another way:** open your site, right-click and choose **View Page Source**, then search for DiginiusAds. It should appear on every page you check.

3. After you create your first conversion event (Step 3), test it as described in Step 5. That confirms everything works end to end.

If you can't find the tag or the code, see Troubleshooting below.

Step 3: Create a conversion event

Create one conversion event for each action you want to count. Each event applies to all your Diginius Ads campaigns automatically.

1. Go to **Diginius Ads → Pixels** and click **New Conversion Event**.

2. **Select Event Trigger:** choose the type that best describes the action.

3. **Event Name:** give it a clear name, such as "Demo request" or "Online order".

4. **Collect Data From:** choose how the event is detected (see the next table).

5. **Conversion Value:** choose what each conversion is worth.

6. **Attribution** and **Count Type:** the defaults suit most accounts (see below).

7. Click **Continue**, then follow **Get Code Snippet** to finish.

Event triggers

Trigger	Use it for	Example
Purchase	A completed checkout	Order confirmation page
Lead	A contact or enquiry form	"Request a demo" form

Trigger	Use it for	Example
Sign-up	An email or newsletter sign-up	Newsletter form
Page View	Reaching an important page	Pricing page, booking page

Collect Data From

Option	When to use it	What to enter
Page URL	The action ends on its own page, such as a thank-you or order-confirmation page	The full address of that page, e.g. https://www.example.com/thank-you. Add more than one if several pages count.
Website Event	The action happens without a page change, such as a form that shows a message in place	The event name your site sends, e.g. purchase_complete. See Step 4.

Conversion Value

Option	When to use it
Read from the Event	Each conversion has its own value, such as an order total. Enter the name of the value your site sends, e.g. revenue. Only available with Website Event.
Fixed Amount	Every conversion is worth the same, such as an estimated value per lead.
None	You only want to count conversions.

Attribution and Count Type

- **Attribution** decides how a conversion is matched to someone who saw or clicked your ad. The default, **IP Tracking & Cookie Tracking** , credits conversions within 30 days of an ad view or click. Leave it as is unless we've advised otherwise.
- **Count Type:** choose **Once per user** for leads and sign-ups, so a person filling in a form twice counts once. Choose **Every conversion** for purchases, so every order counts.

To change an event later, click the ⋮ menu next to its name and choose **Edit Event**.

Step 4: Add the event code (Website Events only)

Page URL events need no extra code. Their **Get Code Snippet** step shows "No extra code needed", because the base code already detects the page.

Website Events need your site to send the event at the moment the action happens, such as when a form is submitted or an order completes.

1. On the **Get Code Snippet** step, copy the event code.
2. Send it to whoever manages your website, and tell them when it should run, for example "after the demo form is submitted successfully".
3. If you used **Read from the Event** for the value, make sure the code passes the real amount,

such as the order total, not a placeholder.

If your site already sends events to Google Tag Manager (for example purchase_complete or generate_lead), you can usually use that same event name in **Collect Data From**. Ask us if you're not sure which event names your site sends.

Step 5: Test it and read your results

Test each event once after setting it up.

1. Complete the action yourself: submit the form, or visit the thank-you page.

2. In **Diginius Ads → Pixels**, check that the event's **Fires** goes up and **Last Fired** shows a recent time. This can take a few minutes.

3. Visit an ordinary page, such as your homepage. **Fires** should not go up for a Purchase, Lead or Sign-up event.

Fires and conversions are different.

Column	What it counts
Fires	Every time anyone completes the action on your site, whatever brought them there
Conversions	Only the actions by people who saw or clicked one of your Diginius Ads within the attribution window
Revenue	The total value of those conversions

So it's normal to see many fires and fewer conversions: most website visitors come from other channels. Your own test fires won't show as conversions unless you've seen one of your ads.

Conversions can take a few hours to appear. Look at results over a week or more rather than day by day, especially on smaller budgets.

Troubleshooting and FAQ

Problem	What to check
Fires stay at 0	The base code is on every page (Step 2), and the Tag Manager container is **published**, not only saved.
A Page URL event never fires	The URL in the event matches the real address of the page exactly, including https:// and www. Open the page and copy the address from your browser.
A Website Event never fires	The event name in Diginius Insight matches the one your site sends, letter for letter, and the event code runs after the action succeeds.
An event fires on the wrong pages	The URL entered is too general, such as your homepage. Use the specific thank-you page instead.
Revenue shows 0 or is missing	With **Read from the Event**, the value name matches what your site sends, and the amount is a number.
Plenty of fires but no conversions	See Step 5: conversions only count people who saw or clicked your ads. Allow a few days of campaign activity before judging.

Do I need a separate pixel for each campaign? No. One base code covers your whole site, and every conversion event applies to all your Diginius Ads campaigns.

Can I track several thank-you pages as one event? Yes. Add each URL under **Collect Data From** in the same event.

Do I need to change anything when I launch a new campaign? No. New campaigns pick up your existing conversion events automatically.

What if I delete an event? It stops being tracked from that moment, so only delete events you no longer need.

Still stuck? Click Support