

How we use tracking pixels

1 You create a project in AudienceReport and add some tracking pixels to it.

A tracking pixel usually represents a media placement on a website (like banners and such)

2 The tracking pixels are implemented in creative assets like banners, etc.

This happens through a so-called adserver. This is a separate system that manages your creative assets (like banners, video ads etc).

3 Users start seeing your tracking pixels.

When a user gets exposed to assets, with your tracking pixel in it, it's loaded through our server - in that way we can log impressions.

4 Some of those users we'll recognize

Through survey- and cookie technology, we can recognize a lot of the users, who gets exposed to your tracking pixels.

5 We can now build your reports!

Since we now know exactly who saw what tracking pixels, we can start building reports about impressions, reach and more! Voila!

