



Streaming TV Website Attribution Guide

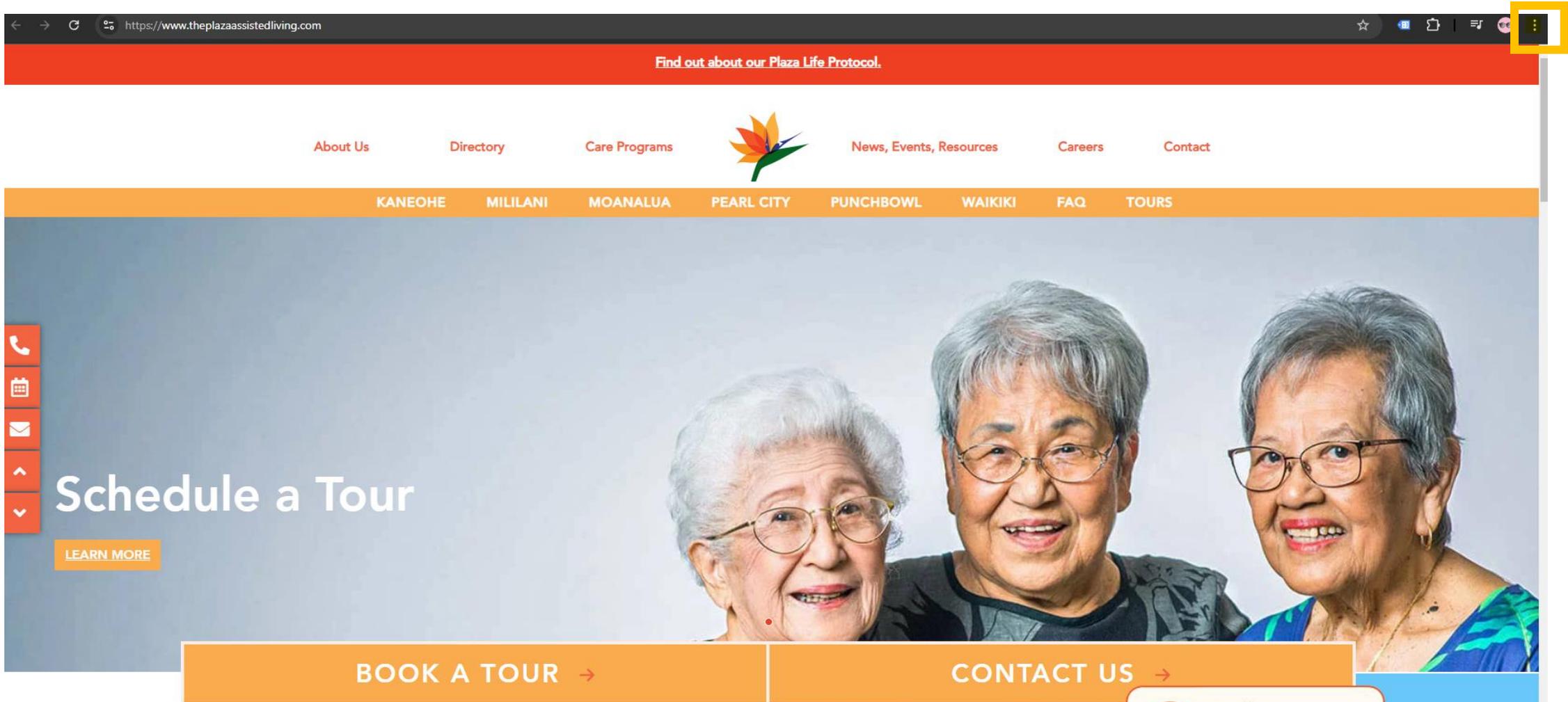
Pixel Implementation Options

The pixel needs to be implemented on all pages of the target website for measurement. There are generally 3 ways to do this in the order of preference:

1. Use your tag manager to implement the pixel. You can find the detailed instructions for Google Tag Manager in this document. If you are using other tag managers, similar instructions should work.
2. Use your website CMS (Content Management System) to add the pixel: Whether you are using Wix, Squarespace, Wordpress, or Shopify, there are standard instructions for adding a "custom pixel" to your CMS.
3. Add the pixel to the "header" section of your website code. This is the least recommended way of implementing the pixel, however, you can use it if none of the above works for you

How to Check Pixel Placement in Chrome

1. Go to the client's site (or if tracking a specific page, go to that page).
2. Click the three dots in the upper right corner to open the menu.



How to Check Pixel Placement in Chrome

3. Select 'More Tools,' then 'Developer Tools.'

The screenshot shows a Chrome browser window displaying the website <https://www.theplazaassistedliving.com>. The website features a navigation menu with links for 'About Us', 'Directory', 'Care Programs', 'News, Events, Resources', 'Careers', and 'Contact'. Below this is a secondary menu with location-specific links: 'KANEHOE', 'MILILANI', 'MOANALUA', 'PEARL CITY', 'PUNCHBOWL', 'WAIKIKI', 'FAQ', and 'TOURS'. The main content area has a large image of three elderly women and a prominent 'Schedule a Tour' button. At the bottom, there are two orange buttons: 'BOOK A TOUR' and 'CONTACT US'. The Chrome menu is open on the right side, with 'More tools' and 'Developer tools' highlighted with yellow boxes. The 'Developer tools' option includes the keyboard shortcut 'Ctrl+Shift+I'.

How to Check Pixel Placement in Chrome

4. Select 'Network' then enter 'octillion' into the filter window. Note: If you have multiple pixels, you may need to enter the specific ID to check correct placement. If the pixel is placed on the page, you will see it pop up under the 'Name' section.

Example of ID: <https://px.octillion.tv/pixel.png?pxid=66a273ffbaa37a804b294c2e&random=da7lpcblz1g8dug&pagetitle={pagetitle}>

The screenshot shows a web browser displaying the website <https://www.theplazaassistedliving.com>. The website has a navigation menu with items like 'About Us', 'Directory', 'Care Programs', 'News, Events, Resources', 'Careers', and 'Contact'. Below the navigation menu, there are location-specific links: 'KANE OHE', 'MILILANI', 'MOANALUA', 'PEARL CITY', 'PUNCHBOWL', 'WAIKIKI', 'FAQ', and 'TOURS'. A vertical sidebar on the left contains icons for phone, calendar, email, and navigation arrows.

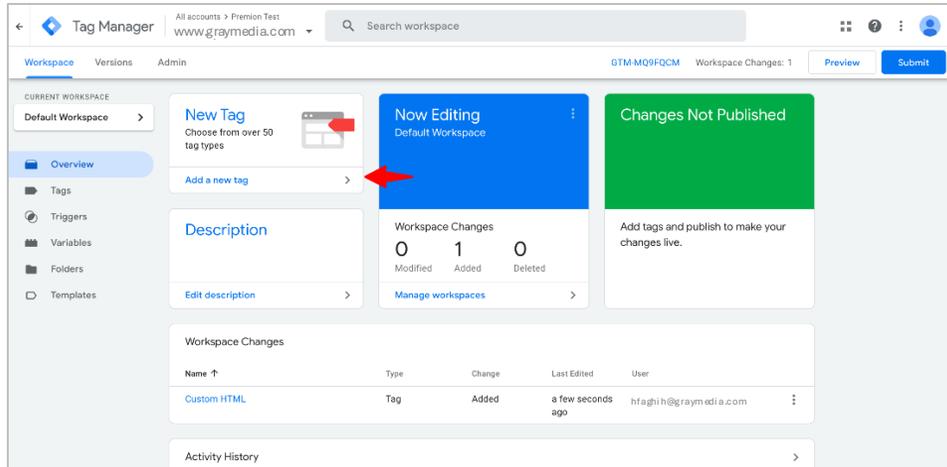
The browser's developer tools are open to the 'Network' tab. The 'filter' box is set to 'octillion'. The network log shows several requests, including a pixel request. The 'Name' column of the network log is highlighted with a yellow box, and the 'Status' column is also highlighted. The 'Name' column contains the following entries:

Name	Status	Type	Initiator	Size	Time
pixel.png?pxid=66a273ffbaa37a804b294c2e&random=da7lpcblz1g8dug&pagetitle={pagetitle}	200	xhr	pixel.png?pxid=66a273f...	110 B	90 ms
log-pixel?pxid=66a273ffbaa37a804b294c2e&random=da7lpcblz1g8dug&pagetitle={pagetitle}	204	preflight	Preflight	0 B	89 ms

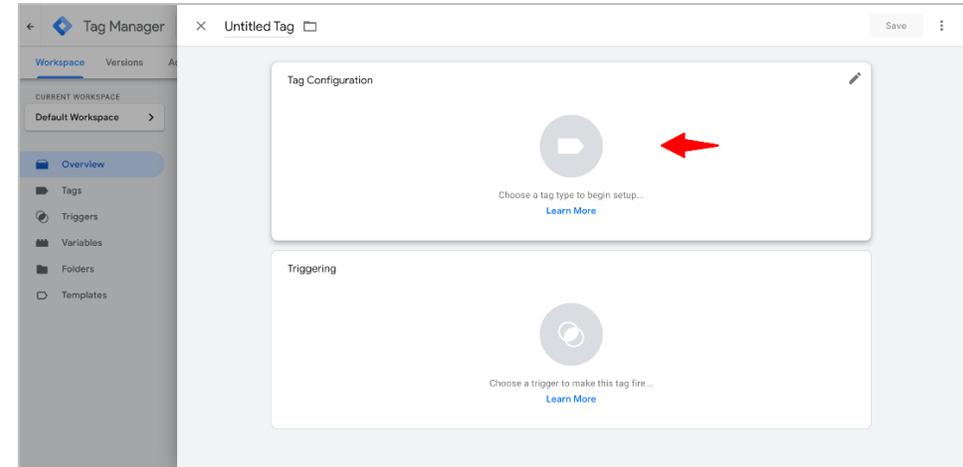
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Google Tag Manager Deployment

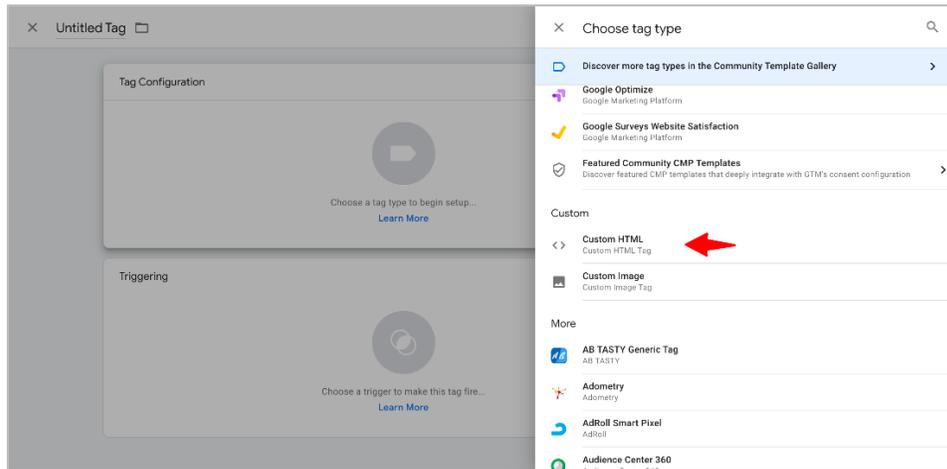
The steps below will ensure the correct deployment of the STREAMING TV Visitor Pixel.



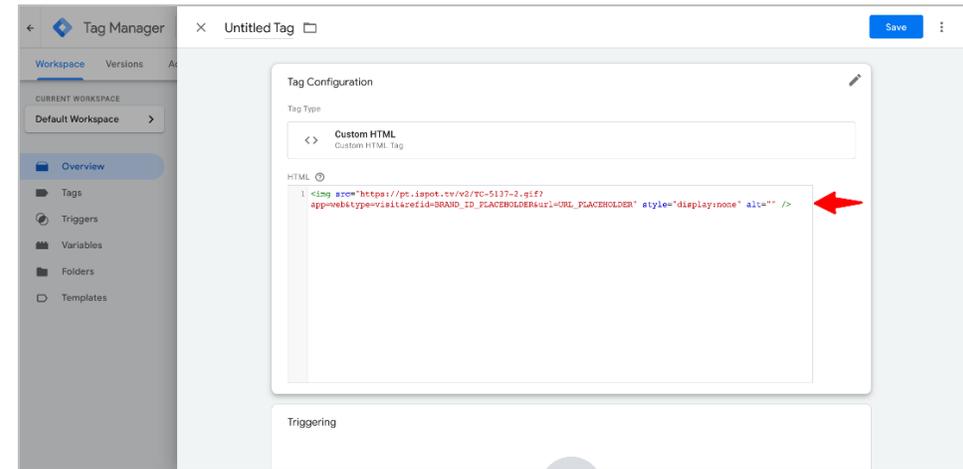
1. Click "ADD A NEW TAG"



2. Click "Choose a tag type to begin setup"



3. Click "CUSTOM SCRIPT" or "CUSTOM HTML" depending on the type of pixel provided.

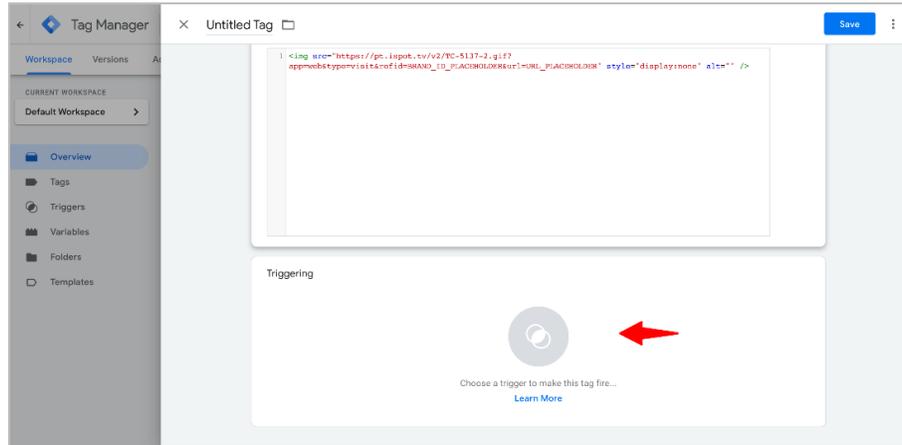


4. Paste given HTML tag in HTML box.

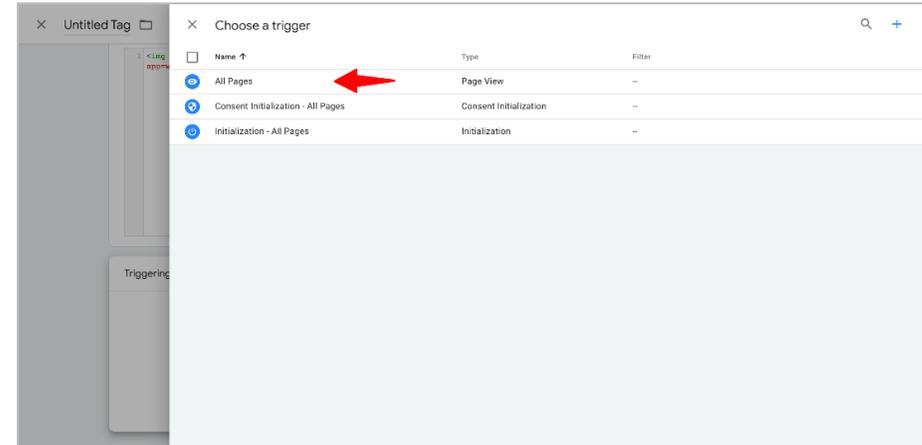
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Google Tag Manager Deployment

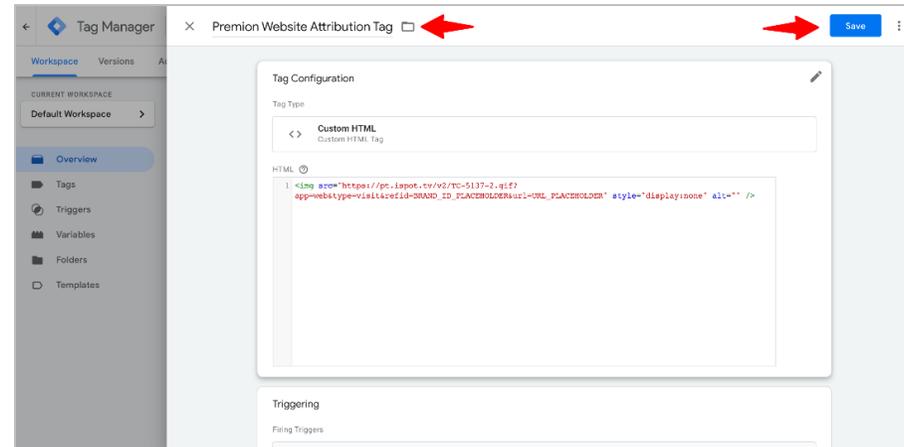
The steps below will ensure the correct deployment of the STREAMING TV Visitor Pixel.



5. Click "Choose a trigger to make this tag fire"



6. Select "All Pages"



7. Give a name, recommended "STREAMING TV WA Visitor Tag" and Click "Save"