



PIXEL PLACEMENT INSTRUCTIONS
Average time to complete: 10 minutes

Notice of current address of business: The codes within this file are NOT your pixels. They are for instructional purposes only. Your real pixel will be within the dashboard under the "Pixels" tab or you may replace your advertiser ID (Provided within the email linking you to this document).

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(Pixels may be placed anywhere within your page code.)

Meteora allows companies to re-target their customers in ways never before possible. In order to accomplish this we need our clients to place pixels throughout their website. You may place these pixels with default values and not change anything about their structure if desired. However, we provide our clients with various slots that you can use to pass specific data through to our technology. Most data options allow you to later target very specific user groups with ads or promotions.

Meteora has optional fields to pass extra data to our technology. This data allows us extreme recon and targeting options. It is highly encouraged that you leverage these fields in order to raise your campaign performance. Each value is optional and you may pass variables into the slots however you wish. Custom terms allows you to pass custom key value pairs into our system to segment users by. Example (“product_color”: “red”).

Step 1.) Place our required tracking pixel on all of your pages including your thank/ conversion page. Below is an example code:

```
<!-- REQUIRED Meteora campaign tracking code -->
<script type="text/javascript" src="//YourAdvertiserId.meteora.us/pixel?id=YourAdvertiserID"
  async="true"></script>
<!-- end REQUIRED Meteora campaign tracking code -->
```

Below are 2 optional pieces of code you should place below the required pixel on pages that contain products or shopping cart items:

```
<!-- Optional Meteora Meta Data tracking code -->
<script type="text/javascript">
  var _meq = _meq || [];
  _meq.push('meta',{
    "product": {
      "id": "PRODUCT ID",
      "sku": "PRODUCT SKU",
      "name": "PRODUCT NAME",
      "category": "PRODUCT CATEGORY",
      "price": "PRODUCT PRICE",
      "brand": "PRODUCT BRAND",
      "image": "PRODUCT IMAGE URL"
    }
  });
</script>
<!-- end Optional Meteora Meta Data tracking code -->
```



```
<!-- Optional Meteora shopping cart and extra terms tracking code -->
<script type="text/javascript">
  var _meq = _meq || [];
  _meq.push('segment', {
"cart": {
  "amount": "CART AMOUNT",
  "quantity": 2,
  "items": [
    { "sku":"PRODUCT SKU", "qty":"LINE QUANTITY", "price":"UNIT PRICE" },
    { "sku":"PRODUCT SKU", "qty":"LINE QUANTITY", "price":"UNIT PRICE" }
  ]
},
  "CUSTOM_TERM_ONE": "CUSTOM_VALUE_ONE",
  "CUSTOM_TERM_TWO": "CUSTOM_VALUE_TWO"
});
</script>
<!-- end Optional Meteora shopping cart and extra terms tracking code -->
```

Step 2.) Place our conversion pixel

Similar to the pixel above, Meteora also passes data about customers after a conversion occurs. This is how we optimize your ad dollars to buy ads specific to your company goals. Below is an example of a conversion pixel and the variables you are allowed to pass.

```
<!-- enter meteora conversion tracking code -->
<script type="text/javascript">
  var _meq = _meq || [];
  _meq.push('conversion', {
  "order": {
    "id": "ORDER ID",
    "amount": "ORDER AMOUNT",
    "currency": "USD",
    "items": [
      { "sku":"PRODUCT SKU", "qty":"LINE QUANTITY", "price":"UNIT PRICE" },
      { "sku":"PRODUCT SKU", "qty":"LINE QUANTITY", "price":"UNIT PRICE" }
    ]
  },
  "CUSTOM_CONV_ONE": "CUSTOM_CONV_VALUE_ONE",
  "CUSTOM_CONV_TWO": "CUSTOM_CONV_VALUE_TWO"
});
</script>
```



Please check that you have completed the following implementations:

- Placed our tracking pixel and checked that you are passing extra variables if available.
- Placed conversion pixel on conversion pages.
- Notify your Meteora account manager that pixels have been placed or log into the dashboard and navigate to your pixels page after viewing at-least 1 page on your website. If your pixel has been places, you will no longer see a red warning alert.