

Pixels and Tracking Pixels

****You should never insert a pixel onto your site from an unfamiliar source, only from marketing firms or partners you trust****

When you receive a tracking pixel from a marketing partner it will look something like this, with the ##### being a long string of alphanumeric characters:

```
<script>
  window.mhEventsLayer = window.mhEventsLayer || [];
  function mhPixelEvent() { window.mhEventsLayer.push(arguments); }
</script>
<script src="https://storage.googleapis.com/#####" async></script>
```

Many pixels will come with instructions for you on how to add it to your site, but because you have a unique CMS (Nimble CMS) the instructions may not translate as clearly as using a wider-known CMS.

Below are simple steps to adding pixels to your site:

Copy the Entire Pixel's Code

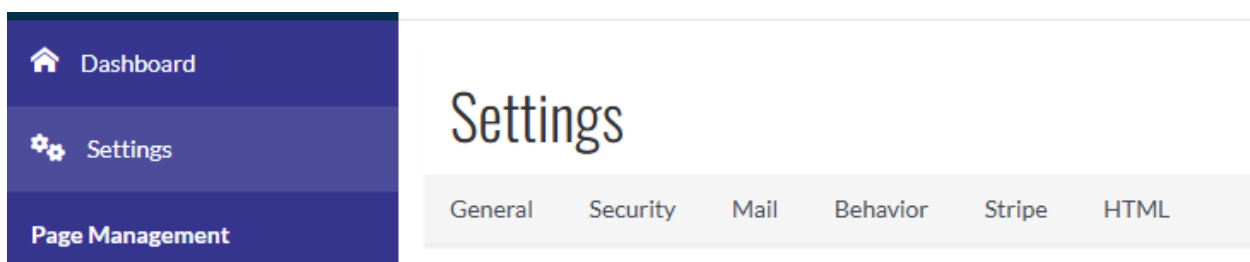
As mentioned above your pixel's code will look similar to this:

```
<script>
  window.mhEventsLayer = window.mhEventsLayer || [];
  function mhPixelEvent() { window.mhEventsLayer.push(arguments); }
</script>
<script src="https://storage.googleapis.com/#####" async></script>
```

Copy the entire block of text by highlighting it from the document sent to you and right-clicking and selecting "Copy" or highlighting and hitting "Ctrl + C"

Login to Your Site to Add the Pixel

Once you've logged into your site as an administrator, click on "**Settings**" in the left purple menu, then select the "**HTML**" tab:



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Once in the “HTML” tab you’ll see “Header Codes” and “Footer Codes” sections. If a block of code needs to be in the footer, the sender’s documentation typically indicates that it should be placed in the footer. For Google pixels and similar, the default is to add them to the **Header**.

In the “Header Codes” text area you may already see some code there. If you do, scroll to the very bottom of the text, enter down to a new line, then **Paste** (right-click – Paste, or Ctrl + V) your pixel into the area. **It’s very important to make sure this text is not included within a block of other code that was there before you added your new pixel or your pixel won’t work.

Header Codes

```
-moz-columns: 2
}

</style>

<script>
window.mhEventsLayer = window.mhEventsLayer || [];
function mhPixelEvent() { window.mhEventsLayer.push(arguments); }
</script>
<script src="https://storage.googleapis.com/jelly-v2-prod/pixel.js?pid=####" async></script>
```

Once your pixel has been added to the header code, click “Save Settings” at the bottom of the page.

Save Settings

You can now contact your marketing partner and let them know the pixel is in place and should be tested for connection.