

How to Use the Ascent360 Web Tracking Pixel

Once you have successfully **installed** the Web Tracking Pixel on your website, the URL's will now be able to track and send data back to the Ascent360 CDP. Please note that data can only be tracked from the pages of your website that have the Web Tracking Pixel installed. Any page that does not contain the Web Tracking Pixel will not be tracked and will not send data back to the Ascent360 CDP.

A customer must click through a link from an email that you have sent for the Web Tracking Pixel to be activated and work properly. In other words, if a customer does not click on a link from an email you have sent, data will not be sent back to the Ascent360 CDP and activity will not be tracked. Once a customer clicks through an email link, it will then track any activity of that customer from the pages of your website that have the pixel installed on.

Only pages that are visited during the customer tracking process will appear in the Ascent360 CDP.

Emails and Automations created prior to Web Tracking Pixel installation

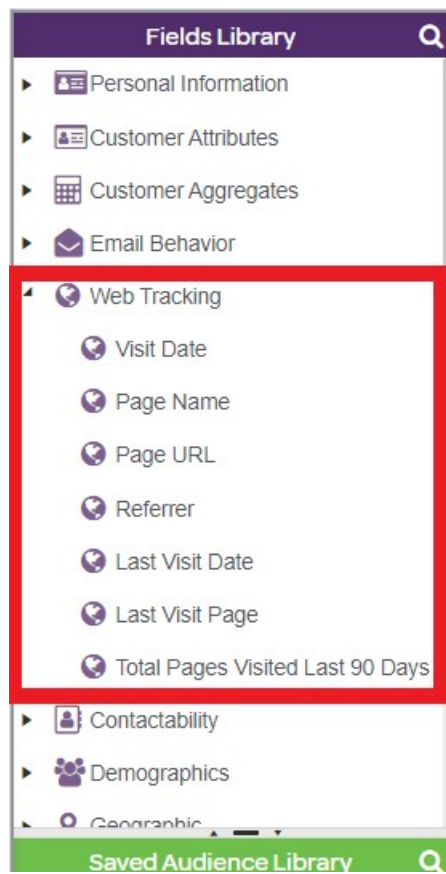
Automation emails you have set up prior to installing the Web Tracking Pixel (and also any emails you have previously sent) will work with the Web Tracking Pixel.

Visitors to your site from other sources

If a person visits your website via a different method of the email link and click through process (i.e. – search engine result, typing in your website URL in their browser, or different links other than the ones contained in your emails, etc.) or if the person is privately browsing or blocking cookies in their browser then activity will not be tracked and cannot be sent back to the Ascent360 CDP platform.

Confirmation of the Web Tracking Pixel

Once your customers begin to click on the email links to your website and the activity from the pages with the Web Tracking Pixel installed is sent back to the Ascent360 CDP platform, you will see a new field generate in the Fields Library called "Web Tracking". This is the field you will select to create your Audience(s) around web tracking activity.



For directions on how to install the Ascent360 Web Tracking Pixel to your sight click [here](#).