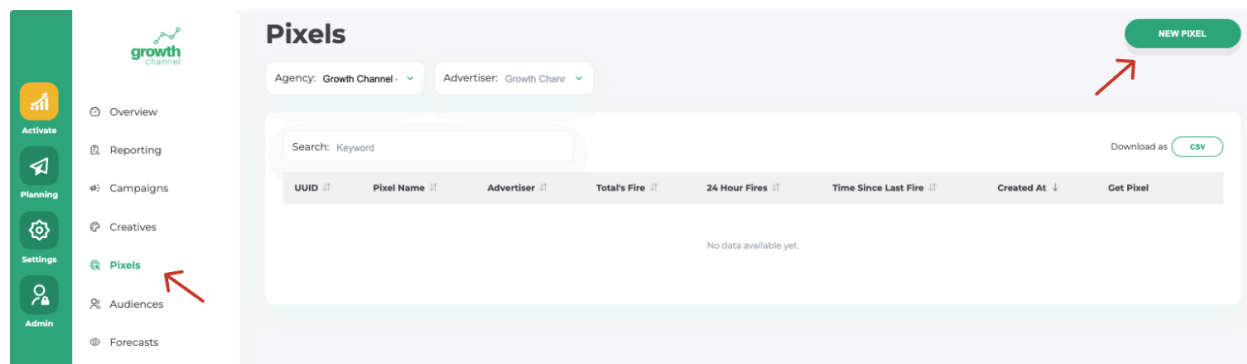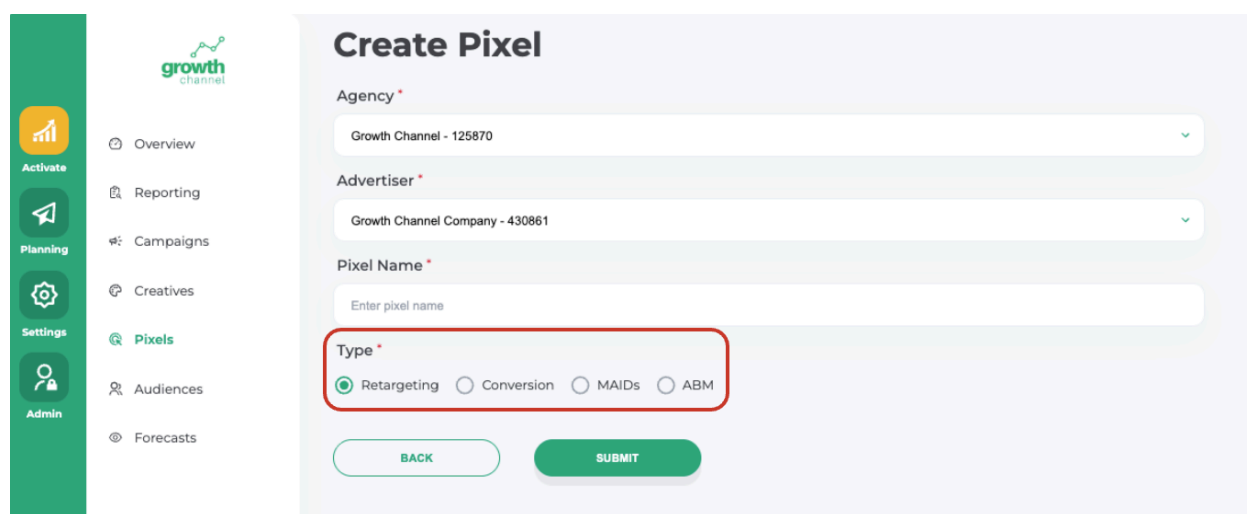**Step 1: Navigate to the pixel section**
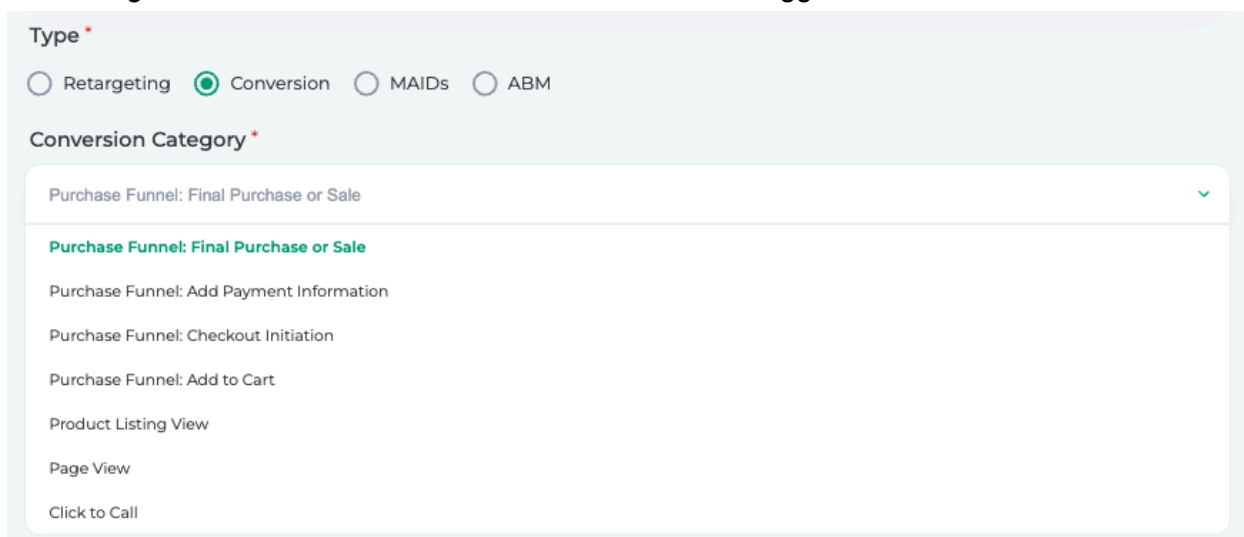- ● Select "New Pixel" to start

Step 2: Choose the Type of Pixel to Create

- ● If selecting a Conversion Pixel, choose the action that will trigger it:

Step 3: Name your pixel
- Best Practice: Advertiser - Pixel Type
  - Example: Growth Channel Retargeting Pixel

Step 4: Place the pixel
- Add the pixel to the desired page or within your GTM container

Step 5: Confirm Pixel is Firing Correctly
- Verify the pixel using three metrics:
  - Total Fires: total number of times the pixel has ever fired
  - Fires in Last 24 Hours: number of times it fired in the past 24 hours
  - Time Since Last Fire: time elapsed since the pixel last fired