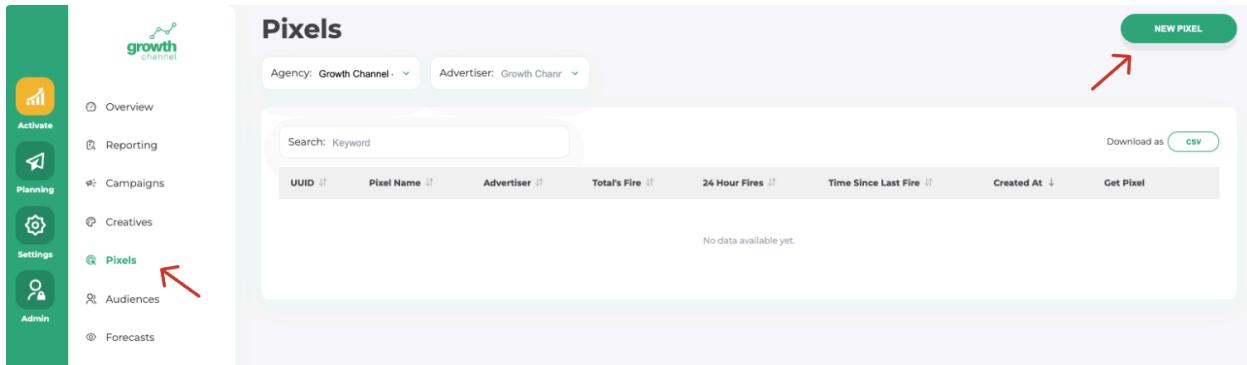


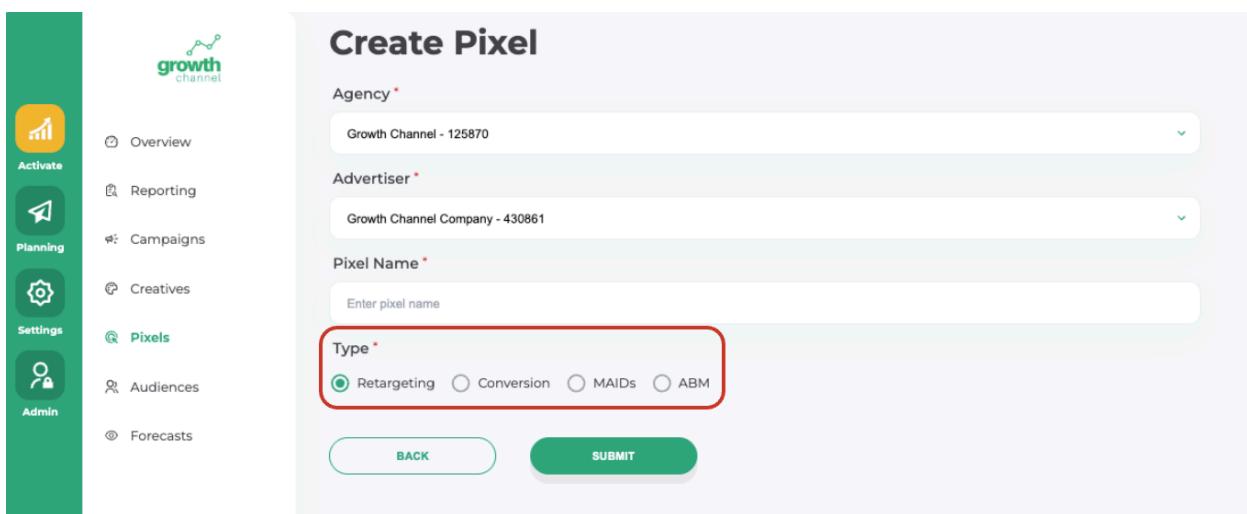
Step 1: Navigate to the pixel section

- Select “New Pixel” to start



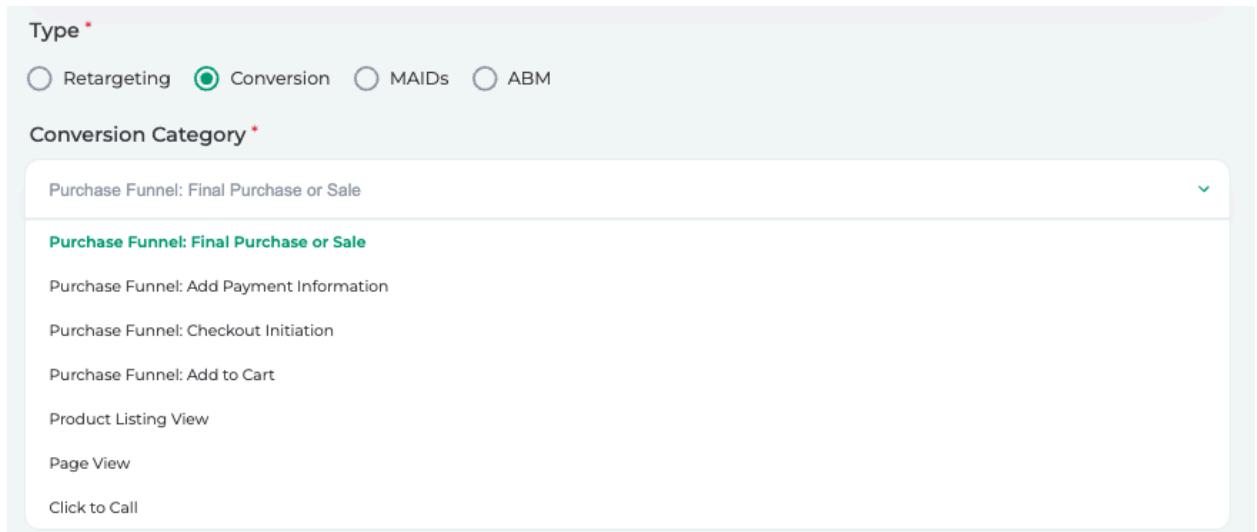
The screenshot shows the 'Pixels' section of the growth channel interface. The sidebar on the left has 'Pixels' highlighted with a red arrow. The main content area shows a table with columns: UUID, Pixel Name, Advertiser, Total's Fire, 24 Hour Fires, Time Since Last Fire, Created At, and Get Pixel. A red arrow points to the 'NEW PIXEL' button in the top right corner of the main content area.

Step 2: Choose the Type of Pixel to Create



The screenshot shows the 'Create Pixel' form. The sidebar on the left has 'Pixels' highlighted with a red arrow. The main content area has fields for 'Agency' (Growth Channel - 125870), 'Advertiser' (Growth Channel Company - 430861), 'Pixel Name' (empty field labeled 'Enter pixel name'), and 'Type' (radio buttons for Retargeting, Conversion, MAIDs, and ABM, with 'Retargeting' selected). A red box highlights the 'Type' section. At the bottom are 'BACK' and 'SUBMIT' buttons.

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



The screenshot shows the 'Conversion Category' selection form. The sidebar on the left has 'Pixels' highlighted with a red arrow. The main content area has a dropdown menu for 'Conversion Category' with the option 'Purchase Funnel: Final Purchase or Sale' selected. A red box highlights this option. Below the dropdown are other options: Purchase Funnel: Add Payment Information, Purchase Funnel: Checkout Initiation, Purchase Funnel: Add to Cart, Product Listing View, Page View, and Click to Call.

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

Pixels

Agency: Growth Channel - Advertiser: Growth Chanr

Search: Keyword

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NEW PIXEL

UUID	Pixel Name	Advertiser	Total's Fire	24 Hour Fires	Time Since Last Fire	Created At	Get Pixel
6bfee86e-4c3f-4c41-995a-clc7e3eeb126	Growth Channel Retargeting Pixel (test)	Growth Channel Company	-	-	-	2025-09-15 13:53:25	Get pixel code Edit Delete

First < 1 > Last