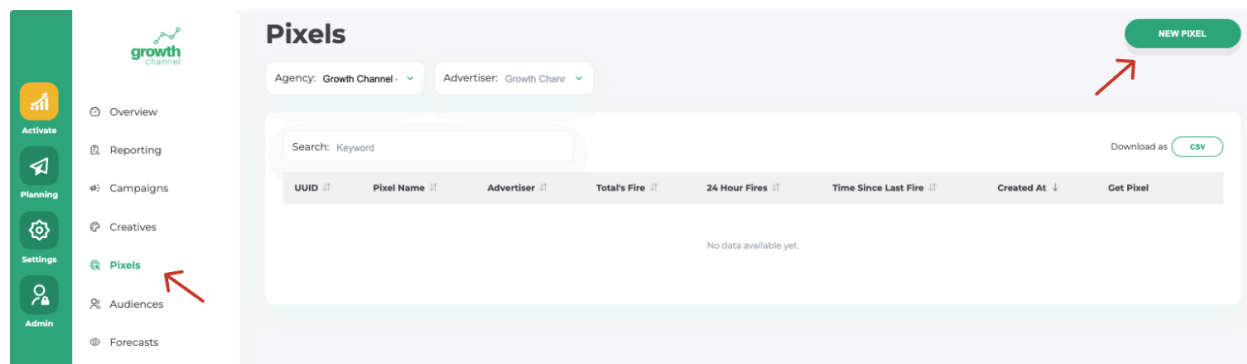
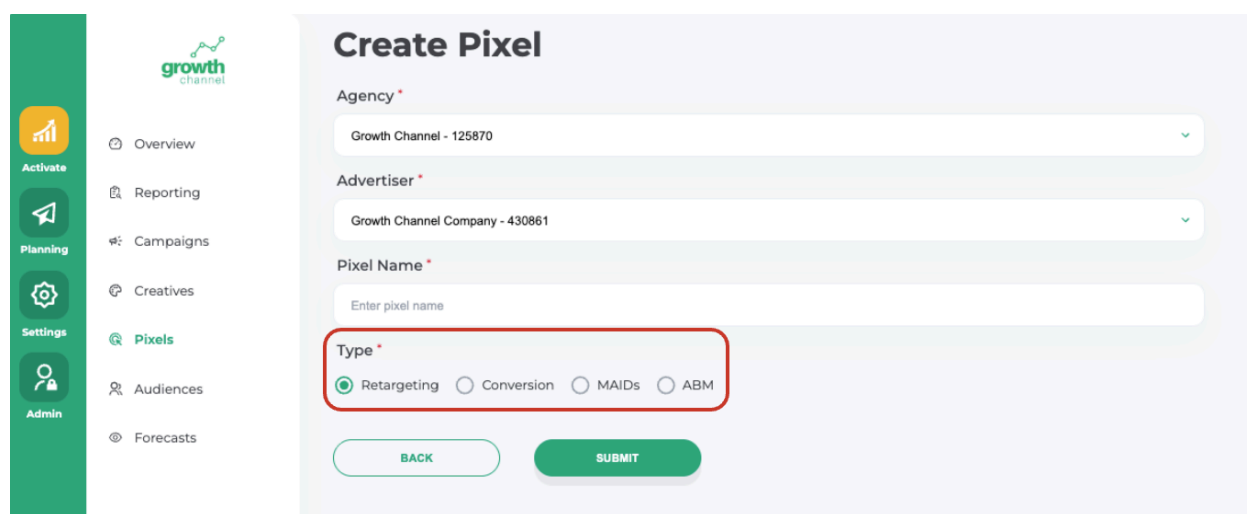


Step 1: Navigate to the pixel section

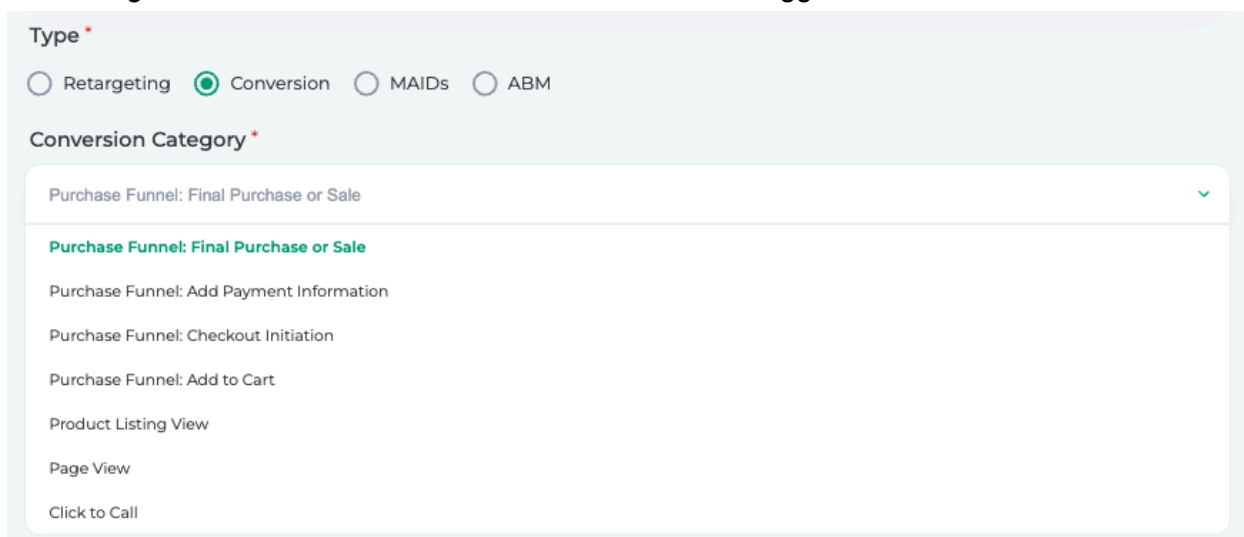
- Select “New Pixel” to start



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

Pixels

Agency: Growth Channel
Advertiser: Growth Chanr

Download as CSV

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
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