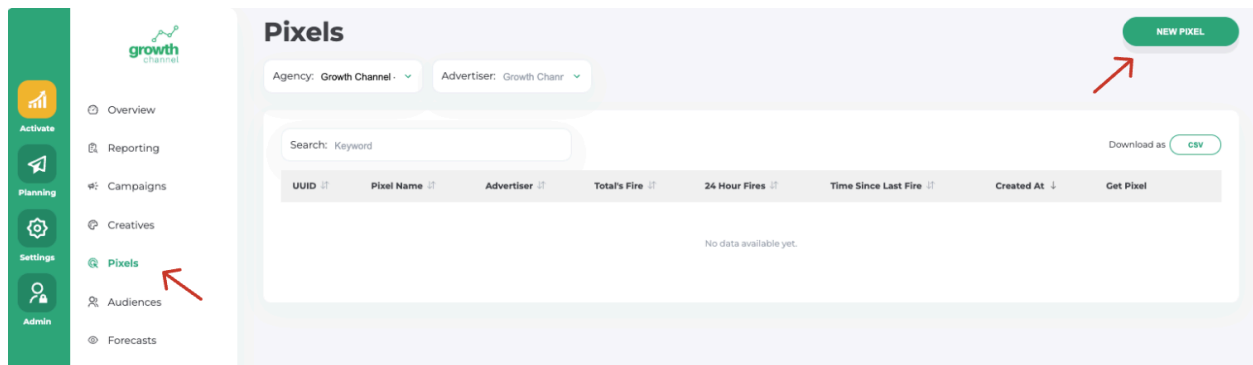




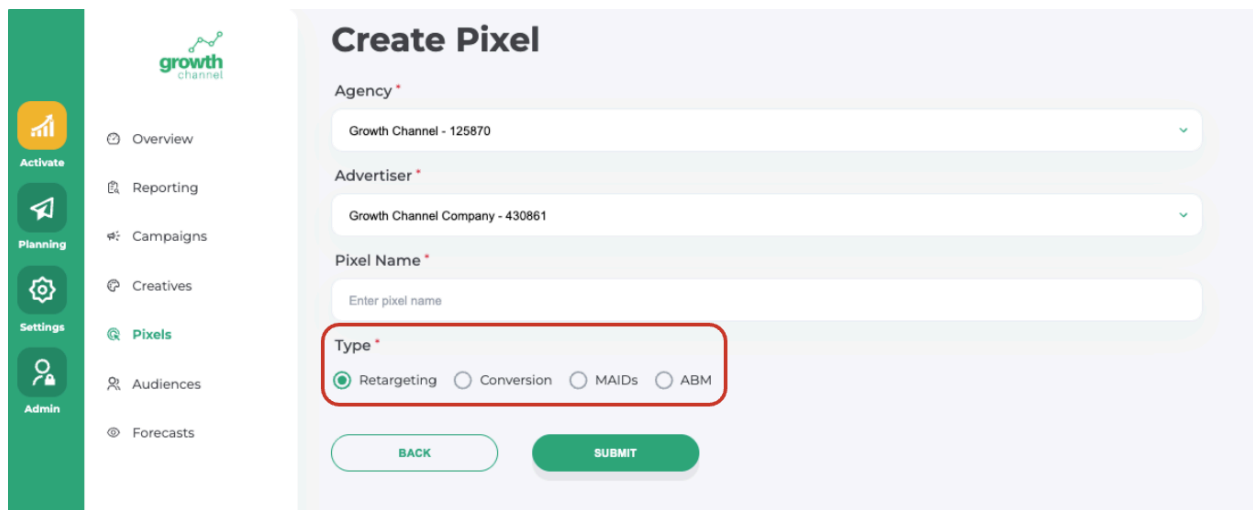
Creating a Pixel

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:

Type *

☐ Retargeting
 ☒ Conversion
 ☐ MAIDs
 ☐ ABM

Conversion Category *

Purchase Funnel: Final Purchase or Sale

Purchase Funnel: Final Purchase or Sale

Purchase Funnel: Add Payment Information

Purchase Funnel: Checkout Initiation

Purchase Funnel: Add to Cart

Product Listing View

Page View

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 NEW PIXEL

Agency: Growth Channel Advertiser: Growth Chanr

Search: Keyword 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-c1c7e3eeb126	Growth Channel Retargeting Pixel (test)	Growth Channel Company	-	-	-	2025-09-15 13:53:25	Get pixel code Edit Delete

First < 1 > Last

<https://www.growthchannel.com/knowledge-center-secondary/creating-a-pixel>