



Creating a Pixel

Step 1: Navigate to the pixel section

- Select “New Pixel” to start

The screenshot shows the Growth Channel dashboard. On the left, a sidebar menu includes 'Activate', 'Planning', 'Settings', and 'Admin' sections. Under 'Planning', the 'Pixels' option is highlighted with a red arrow. The main content area is titled 'Pixels' and 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 search bar at the top is empty, and a 'Download as CSV' button is on the right. A red arrow points to the 'NEW PIXEL' button in the top right corner of the table area.

Step 2: Choose the Type of Pixel to Create

The screenshot shows the 'Create Pixel' form. The sidebar on the left is identical to the previous screenshot. The main form has fields for 'Agency' (set to 'Growth Channel - 125870') and 'Advertiser' (set to 'Growth Channel Company - 430861'). The 'Pixel Name' field is empty and has a placeholder 'Enter pixel name'. The 'Type' section is highlighted with a red box and contains four radio buttons: 'Retargeting' (selected), 'Conversion', 'MAIDs', and 'ABM'. At the bottom are 'BACK' and 'SUBMIT' buttons.

- 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

Agency: Growth Channel - Advertiser: Growth Chanr

Search: Keyword

Download as [CSV](#)

Pixels

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

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