



7 TIPS FOR USUAL MISTAKES

Install the conversion pixel correctly and start tracking.

1 BASECODE

Put the basecode on all pages.

2 NOSCRIPT VERSION

Include the noscript version of the pixel

3 PURCHASE EVENT

Send the currency and value parameters in the Purchase event

4 PARAMETERS

Add the parameters in the noscript version of the pixel

5 CATALOGUE

Connect the pixel to the product catalogue

6 DYNAMIC ADS

Add all mandatory event parameters for Dynamic Ads

7 DIAGNOSTICS

Review the Events Manager Diagnostics tab.