

RADIUMONE™ Smart Pixels

Gain Deeper Understanding Around Website Engagement

Want to go beyond boring, generic pixels that just tell you whether a user has performed a single action? With **RadiumOne Smart Pixels**, marketers can use a single pixel to derive deep insights related to their specific need and objectives, including:



How much a customer spent on their online purchase



Whether an online purchase was made by a new or existing customer



Specific shows that were viewed on a streaming video provider's player

Smart Pixels vs. Basic Pixels

Basic pixels can only determine if and when a single event has occurred. On the other hand, Smart Pixels can collect additional information about the user, their engagement on a page, products they look at, and more, which can provide relevant insights to marketers to improve their efforts reaching similar customers through meaningful advertising.

Why Use RadiumOne Smart Pixels?



Improved Performance from Smarter Targeting

Improve campaign performance by using smart pixel data to find higher-quality customers.

For example, a fashion e-commerce client can retarget petite customers using smart pixel-powered audiences based on petite clothing purchases.



Powerful Insights

Smart Pixels give better data around conversions and other pixel placements. Use Smart Pixels to create highly-specific insights and make better-informed marketing decisions.

For example, a hotel chain can use smart pixels to not only see how many users booked a room, but also generated revenue or how many rooms were booked in Seattle.

Implementing Smart Pixels

1

Speak with an Account Manager to determine parameters to capture in your smart pixel.

2

The Account Manager will generate a pixel with your parameters and placeholders.

3

Insert a macro or variable to dynamically pass in parameter values.**

4

Implement the smart pixel in either your tag manager or directly on your page.

While RadiumOne can use Floodlight tags, we suggest that our clients avoid them, as they limit the quality of data that we can gather.

****Important Note**** For the pixel to work properly, make sure to replace [INSERT_MACRO_HERE] in the pixel code with the appropriate macro from either your team or your tag manager.

Standard Smart Pixel Parameters

Parameter	Key	Description
Revenue	rev	Total revenue for an order or conversion
Order ID	oid	Unique identifier for the order or conversion. Useful for tying offline or additional revenue to conversions
Keyword	kw	The search keyword leading to the conversion, where applicable
Category	cat	High-level product category
Sub Category	scat	Additional sub-categorization of the product
Profit	prft	Profit on the order/conversion before the cost of media

Contact us to learn more about RadiumOne Smart Pixels

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RADIUMONE™

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