What is a Dynamic Click Pixel?

CAKE

WHAT IS A DYNAMIC CLICK PIXEL?

As CAKE product engineers, customers often ask us, "How do I get up and running?" We tell them that it all starts with the pixel, an essential element for modern tracking capabilities. By using the latest in pixel technology, customers can not only get up and running quickly, but can gain deep insight into the performance of their digital marketing efforts in real-time.

Today's version of the latest in pixel tracking technology is the dynamic click pixel, which is also known as referrer-based tracking or a dynamic site tag. There are five distinct advantages marketers get from the dynamic click pixel, but first, let's start with the basics...

What's a pixel and how is it used?

A pixel is a piece of code placed on a web page. Commonly referred to as a tracking pixel, or tag, this small bit of code is designed to provide information about web page visitors. The pixel interacts with the visitor's browser and captures pre-determined characteristics about them.

While pixels can be used by a website owner directly, in most cases, tracking pixels are used to send visitor information to a third party. This type of pixel is known as a third-party tracking pixel. Google Analytics is a great example of this type of pixel. You place the Google Analytics code, or pixel, on your website pages and when users hit those pages, the pixels send information about them to Google Analytics. While this information is intended for your benefit, Google actually receives the data. Marketers use a large variety of similar tracking technologies that use third-party tracking pixels to gain insight into the effectiveness of their digital marketing campaigns.

A new challenge for marketers

But as search and social channels have evolved and grown into their own publishing platforms, much like Google, players such as Facebook, Bing and Yahoo! have developed their own tracking mechanisms. In an attempt to ensure the continued use and security of their own platforms, many of these top players no longer allow the use of third-party tracking pixels not generated on their platforms.

So, does this mean that it is either their way or the highway? Does this mean you are stuck using the limited tracking technology offered by these tech powerhouses?

Advantage #1: Overcome the third-party tracking pixel ban

Fortunately, the answer is no, thanks to the dynamic click pixel which provides all the same visitor info as a third-party tracking pixel, but does not refer out to a third party. This means it is

welcomed by those larger search and social platforms, even in cases where a third-party pixel is not allowed.

Advantage #2: Get better flexibility and immediate results

The dynamic click pixel is a less obtrusive way to implement online tracking, but still uses active tracking to give users more flexibility. Plus, dynamic click pixels are easy to implement and provide immediate results.

Advantage #3: Organize and track traffic for different brands

You can also use the dynamic click pixel as a means to organize and track traffic for different brands owned by your organization. Just use a different pixel for each brand (i.e. source) and your tracking hub will automatically categorize your results.

Advantage #4: Integrate and pull in third-party data

Using the dynamic click pixel with your digital marketing hub's integrations allows you to do some amazing things. Through integrations with Yahoo!, Bing and Google Adwords, you can pull data on keywords, clicks and costing information directly into your digital marketing hub. You can also pull in campaign clicks and costing information from Facebook, Adroll, Twitter, and more. Plus, even if there is not an existing integration available for the platform you use, you can still use the dynamic click pixel to attribute conversions to those sources.

Advantage #5: Take control and see all digital campaign data in one place

Another amazing feature of the dynamic click pixel is its ability to allow digital marketers to take control of their data and work within all of the different channels that drive their conversions. In addition, the dynamic click pixel saves marketers from having to manually pull all of their tracking data together. And when viewed through a digital marketing hub, all of that actionable tracking data from all of those sources becomes visible in a single dashboard view.

So, whether marketers are looking to bypass the restrictions on third-party tracking pixels, or are looking to seamlessly integrate their analytics with today's top names in search and social, the dynamic click pixel is the answer.