



QUICK HIT GUIDE

A B2B Starter Guide to Installing Pixels and Managing Data (Without Having To Learn a New Dashboard).

When you have all your systems in place in your business, it can be hard to fathom adding anything new, even if it offers valuable insights. We get it — we've been there ourselves. The great news is that while Connected TV is a valuable tool for B2B businesses looking to generate leads and build out their pipeline, it doesn't need to add more work to your workday. Instead, MNTN's data can easily integrate into your tried-and-true systems to elevate rather than enervate.

Get Ready to Launch

The key to any successful plan is a solid foundation. When launching with MNTN, that foundation consists of setting up your pixels. These pixels track visitors on your website, from what pages they look at to what actions they take (such as signing up for a demo). If you're already feeling ready to tap out, don't worry! This is easy, and if you need some assurance, we'll be there to double-check (aka QA) your work.



Quick Refresh: What Is a Pixel?

A MNTN Pixel is a piece of JavaScript code that you install directly into the HTML code on your site. A **tracking** pixel follows how users behave on your site, collecting data like the pages and/or products they view, while a **conversion** pixel keeps a tally of when users convert, as with a completed demo request form or a purchase.

TYPES OF PIXELS

You'll need to install two types of pixels to ensure your campaigns are properly measured: **tracking** pixels and **conversion** pixels.

The tracking pixels track user behavior and collect site-specific data on viewed pages and products.



Tracking Pixels Track:

Lead Generation Categories:

- Page Name
- Page Category

Direct Sale Categories:

- Product Name
- Product Category
- Product Price
- Product Brand
- Product Image URL
- Product SKU
- Shopping Cart Value
- Shopping Cart Quantity
- Product Inventory Quantity

A conversion pixel fires upon the completion of an event that you specify, whether that's when a lead form is completed, a specific click event occurs, a direct purchase is made, etc.



Conversion Pixels Track:

- Demo Submissions
- Newsletter Signups
- Trial Signups
- Webinar Registrations
- Form Fills
- Timestamp
- Unique User ID
- IP Address
- LeadID / OrderID
- Order Amount

HOW DO YOU SET UP YOUR PIXELS?

We won't go too in-depth on this, since we already have a lot of information on this process [here](#). However, in the most basic terms, setting up a pixel is easy:

1. Copy your pixels from your MNTN account
2. Apply those pixels within the HTML of the appropriate pages (tracking pixels on ALL pages, conversion pixels on appropriate conversion points).
3. Fill in the appropriate information on the MNTN platform
4. Request a final QA — that's right, we double-check your work to ensure everything goes to plan.

OTHER PIXELS

In addition to the MNTN first-party pixel, you can also incorporate your own third-party pixels, such as Adobe, Tealium, or Shopify. This allows you to measure the success of your MNTN campaign in a platform that you already use. Speak with a MNTN representative to learn more.



Congrats! You are ready to launch your CTV campaign.

After Launch

OK, but what if all this amazing data is too much of a good thing? *Another dashboard to manage?* you might be thinking. Well, we've thought of that, too. We're here to help, not to add another daily to-do, which is why our data is designed to work with you.

MNTN's backend allows you to take the data generated and move it to your preferred business intelligence platforms. This means that you can easily see the effects of your Connected TV campaigns alongside your other performance efforts, without having to toggle between a bunch of different platforms or browser tabs.



Some Popular Business Intelligence (BI) Platforms:

- Tableau
- Power BI
- QlikView
- Looker
- Segment
- Domo

And getting your data from MNTN into these tools is just as easy. Multiple ingestion methods make it simple for you to dig into those juicy data-filled details in your existing setup.



Data Ingestion Methods

- CSV File
- API Endpoint
- Email Endpoint with CSV File

GOOGLE ANALYTICS 4

MNTN is also fully integrated with Google Analytics 4, so you can track your performance alongside your other efforts in the system you're already familiar with.

ROCKERBOX

MNTN's integration with Rockerbox enables marketers to measure the influence of their Connected TV advertising on conversions and revenue alongside other marketing channels they use.

Additional Resources

- [Purpose of the MNTN Pixel](#)
- [Pixel Installation Guide](#)
- [General Pixel Information](#)
- [Reporting Suite](#)
- [Sending MNTN Data to Third-Party Attribution Platforms](#)

Harness Your Data.

Ready to improve your pipeline without adding another dashboard to manage? Learn how CTV can help you achieve your marketing goals.

[Get Started](#)

