



# ConsulTV

## PIXEL CODE DEPLOYMENT GUIDE FOR WEBSITE RETARGETING

*Note: ConsulTV's retargeting pixel does not conflict with any other pixels or tags that are installed on your website.*

# 1



### Order your Retargeting Pixel from ConsulTV Representative

Most of the time, you can install one pixel on your website and track multiple audiences. Work with your ConsulTV representative on the strategy to segment various audiences.

# 2



### Your Pixel will be emailed directly to you

The retargeting pixel will be emailed directly to you for deployment on all your site pages. It will arrive in a text file labeled with a unique identifier number and placement instructions.

# 3



### Placement within your HTML pages

Do not change this code in any way – it must remain unedited. The tag should be placed on all pages of your website. The tag should be placed immediately after the opening `<body>` tag.

