



## Cookieless Conversion Pixel Guide on Xandr

In partnership with Xandr, Lexicon allows you to track and measure cookieless conversions.

We've put together step by step instructions to have your Xandr conversion pixels up and running in no time. If you have any questions, contact us at [sales@33across.com](mailto:sales@33across.com).

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## Contents

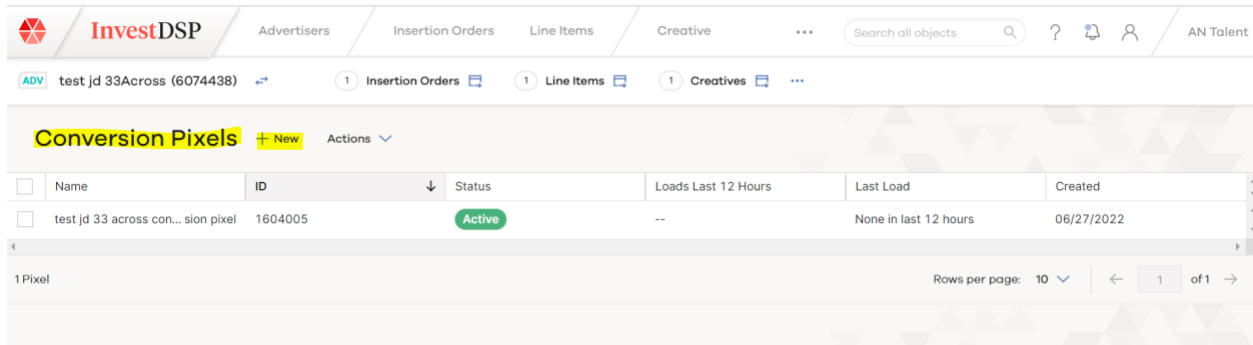
Creating Conversion Pixel.....	3
Step 1.....	3
Step 2.....	3
Step 3.....	4
Configuring 33Across Cookieless Conversion Pixel .....	5
Option 1 .....	5
Step 1 .....	5
Step 2 .....	6
Step 3 .....	6
Option 2 .....	7
Step 1' .....	7
Step 2' .....	7
Step 3' .....	8
Step 4' .....	8
Exporting the Pixel.....	9
Step 1.....	9
Step 2.....	9
Step 3.....	10
Associating Your Conversion Pixel to Your Line Item:.....	11
Step 1.....	11
Step 2.....	11
Step 3.....	12
Step 4.....	12
Reporting on Conversion Pixel .....	13
Check Fired Conversion .....	13
Run Attribution Report.....	13

Step 1 to 3 are normal steps to create a conversion pixel. If you already have a classic Xandr conversion pixel, go directly to Step 4. Beware, this only works with “Conversion Pixel”, not “Universal Pixel”. If you have a Universal Pixel, go back to Step 1 to create a conversion Pixel instead.

## Creating Conversion Pixel

### Step 1

Create a new Conversion Pixel (not universal pixel):



InvestDSP						
<div>Advertisers</div> <div>Insertion Orders</div> <div>Line Items</div> <div>Creative</div> <div>...</div> <div>Search all objects</div> <div>?</div> <div>🔔</div> <div>👤</div> <div>AN Talent</div>						
<div>ADV test jd 33Across (6074438)</div> <div>1 Insertion Orders</div> <div>1 Line Items</div> <div>1 Creatives</div> <div>...</div>						
Conversion Pixels <span>+ New</span> <span>Actions</span>						
<input type="checkbox"/>	Name	ID	Status	Loads Last 12 Hours	Last Load	Created
<input type="checkbox"/>	test jd 33 across con... sion pixel	1604005	Active	--	None in last 12 hours	06/27/2022

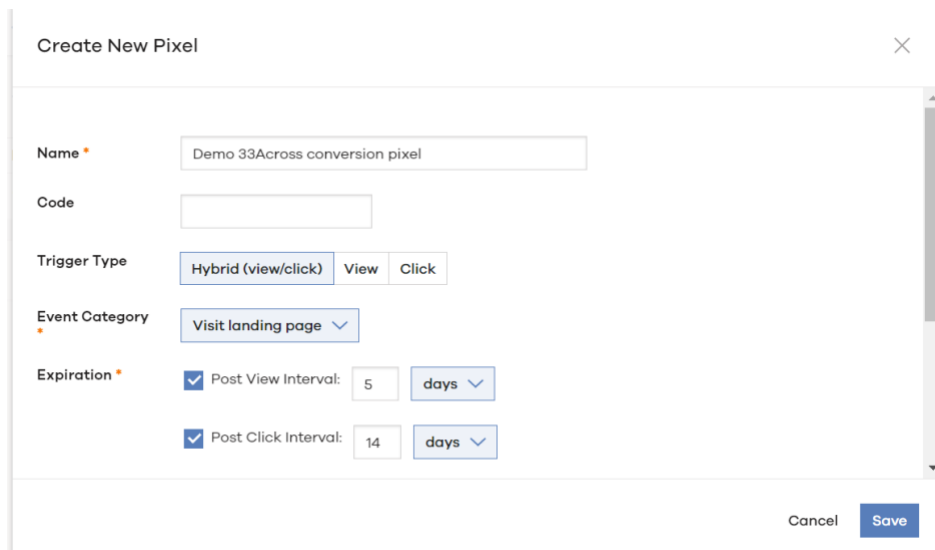
1 Pixel

Rows per page: 10 | 1 of 1

### Step 2

Fill in your classic pixel information depending on your needs (more information in Xandr wiki on each field meaning [here](#)):

- Name,
- Trigger type (view, click, both)
- Event category (visit, view, add to cart, etc.)



Create New Pixel

Name \*

Demo 33Across conversion pixel

Code

Trigger Type

Hybrid (view/click)

View

Click

Event Category \*

Visit landing page

Expiration \*

☒ Post View Interval:

5

days

☒ Post Click Interval:

14

days

Cancel

Save

### Step 3

Save your conversion pixel by clicking on the “Save” button.

Create New Pixel

×

Expiration \*

☒ Post View Interval: 5 days

☒ Post Click Interval: 14 days

Repeat Conversions

☐ Count one conversion per user

☒ Count all conversions per user

☐ Count one conversion per user every 0 days

Piggyback Pixels?

Type

Image Javascript

URL

Add

Cancel

Save

## Configuring 33Across Cookieless Conversion Pixel

There are two ways to leverage 33Across cookieless conversion tracking technology in Xandr. **Option 1** is a bit simpler to setup and allows you to track all conversions (cookie-based conversion and 33Across cookieless tech-based conversion) through a single conversion pixel. You however can't differentiate conversions generated from cookies vs conversion generated from 33Across tech. **Option 2** allows you to track cookie-based conversions separately from 33Across cookieless tech conversions. Each conversion type will be tracked on a different pixel. Depending on your needs, please refer to **Option 1** or **Option 2**.

### Option 1

#### Step 1

Your standard conversion pixel should now appear in the pixels list on your screen. Click on the ID to open the full details panel. Make a note of the pixel id (between parenthesis after the name) then click on "Edit" button:

The screenshot displays the 33Across interface for managing conversion pixels. On the left, a table titled "Conversion Pixels" lists two pixels:

Name	ID
Demo 33Across conv...sion pixel	1610066
test jd 33 across con...sion pixel	1604005

Below the table, it indicates "2 Pixels".

The main panel shows the details for the selected pixel, "Demo 33Across conversion pixel (1610066)". The details are organized into sections:

- Conversion Pixel Details:**
  - Trigger type: Hybrid
  - Event Category: Visit Landing Page
  - Post view interval: 5 days
  - Post click interval: 14 days
  - Conversions: Count all conversions per user
- Associated Line Items:** No associated line items
- Top 25 Attributed URLs in the Past Hour:** (Empty list)

At the top right of the details panel, there are controls: "Paused" and "Edit".

## Step 2

Scroll to the “Piggyback Pixels” setting, and enter the url for the 33Across cookieless conversion tracking pixel:

[https://lex.33across.com/ps/v1/pubtoken/?pid=90&event=cnv&ru=ss&pixel\\_id=XXX](https://lex.33across.com/ps/v1/pubtoken/?pid=90&event=cnv&ru=ss&pixel_id=XXX), replace the “XXX” at the end of the url by your conversion pixel ID from step 4 then click “Add”:

The screenshot shows the 'Edit Pixel' dialog box. The 'Expiration' section has 'Post View Interval' set to 5 days and 'Post Click Interval' set to 14 days. The 'Repeat Conversions' section has 'Count all conversions per user' selected. The 'Piggyback Pixels' section shows a table with one entry: Type 'Image', URL '?pid=90&event=cnv&ru=ss&pixel\_id=1610066', and an 'Add' button. The 'Save' button is highlighted in blue.

## Step 3

You should now see the 33Across cookieless conversion tracking pixel listed as a piggyback pixels, with the full url ending with your Xandr conversion pixel ID. Click “Save” Button.

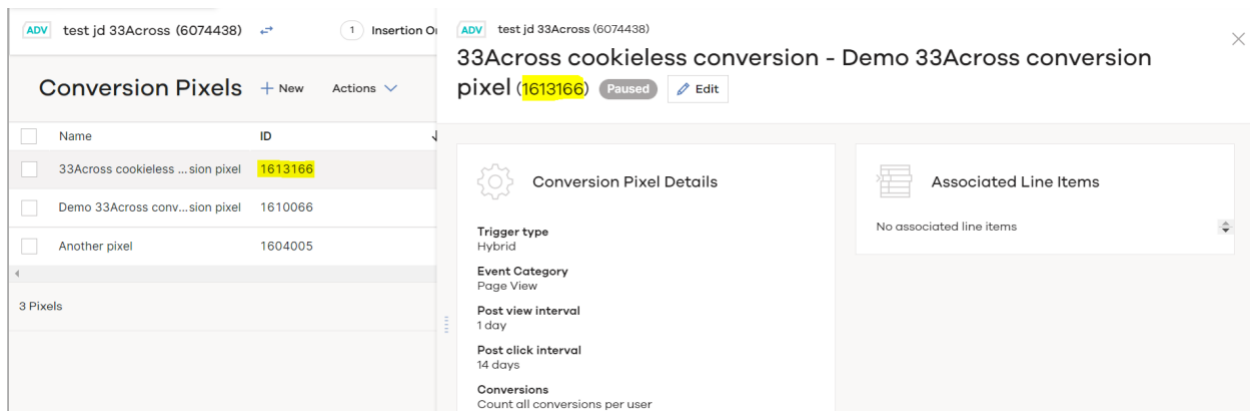
The screenshot shows the 'Edit Pixel' dialog box after saving. The 'Repeat Conversions' section has 'Count all conversions per user' selected. The 'Piggyback Pixels' section shows a table with one entry: Type 'Image', URL 'https://lex.33across.com/ps/v1/pubtoken/?pid=90&event=cnv&ru=ss&pixel\_id=1610066', and an 'Add' button. A confirmation message '1 Pixel Added' is displayed, showing the URL. The 'Save' button is highlighted in blue.

## Option 2

In **option 2**, you will need to create a second conversion pixel, dedicated to track 33Across cookieless tech-based conversion. Follow step 1 to 3 of **Creating Conversion Pixel** to create that pixel. We recommend using the same name as your normal conversion pixel, with prefix “33Across cookieless conversion – “. All other parameters should match your standard conversion pixel setup (trigger type, event category, etc.).

### Step 1'

Your 33Across cookieless and standard conversion pixels should both appear in the pixels list on your screen. Click on the ID of the 33Across cookieless conversion pixel to open the full details panel. Make a note of the pixel id (between parenthesis after the name).



The screenshot shows the 33Across interface. On the left, a table lists conversion pixels:

Name	ID
33Across cookieless ...sion pixel	1613166
Demo 33Across conv...sion pixel	1610066
Another pixel	1604005

Below the table, it says "3 Pixels".

The main panel shows the details for the selected pixel: "33Across cookieless conversion - Demo 33Across conversion pixel (1613166)". The status is "Paused".

**Conversion Pixel Details:**

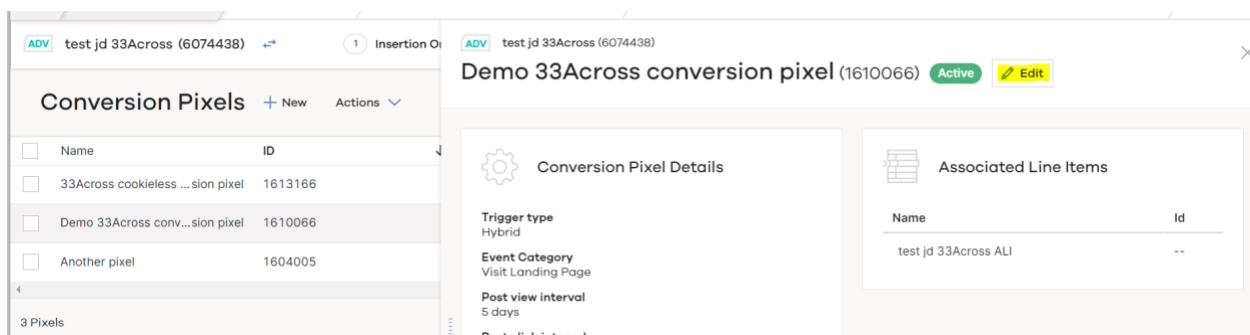
- Trigger type: Hybrid
- Event Category: Page View
- Post view interval: 1 day
- Post click interval: 14 days
- Conversions: Count all conversions per user

**Associated Line Items:**

No associated line items

### Step 2'

Now click on your standard conversion pixel to open the full details panel then click on “Edit” button:



The screenshot shows the 33Across interface. On the left, the same table of conversion pixels is shown:

Name	ID
33Across cookieless ...sion pixel	1613166
Demo 33Across conv...sion pixel	1610066
Another pixel	1604005

Below the table, it says "3 Pixels".

The main panel shows the details for the selected pixel: "Demo 33Across conversion pixel (1610066)". The status is "Active". There is an "Edit" button.

**Conversion Pixel Details:**

- Trigger type: Hybrid
- Event Category: Visit Landing Page
- Post view interval: 5 days
- Post click interval: (not specified)

**Associated Line Items:**

Name	Id
test jd 33Across ALI	--

### Step 3'

Scroll to the “Piggyback Pixels” setting, and enter the url for the 33Across cookieless conversion tracking pixel:

[https://lex.33across.com/ps/v1/pubtoken/?pid=90&event=cnv&ru=ss&pixel\\_id=XXX](https://lex.33across.com/ps/v1/pubtoken/?pid=90&event=cnv&ru=ss&pixel_id=XXX), replace the “XXX” at the end of the url by your 33Across cookieless conversion pixel ID from step 4' then click “Add”:

The 'Edit Pixel' dialog box is shown with the 'Piggyback Pixels' section highlighted. The 'Type' is set to 'Image' and the 'URL' is `/?pid=90&event=cnv&ru=ss&pixel_id=1613166`. The 'Add' button is highlighted in yellow.

**Edit Pixel**

**Expiration**

- ☒ Post View Interval: 5 days
- ☒ Post Click Interval: 14 days

**Repeat Conversions**

- ☐ Count one conversion per user
- ☒ Count all conversions per user
- ☐ Count one conversion per user every 0 days

**Piggyback Pixels**

Type: Image Javascript

URL: `/?pid=90&event=cnv&ru=ss&pixel_id=1613166` Add

Cancel Save

### Step 4'

You should now see the 33Across cookieless conversion tracking pixel listed as a piggyback pixels, with the full url ending with your 33Across cookieless conversion pixel ID. Click “Save” Button.

The 'Edit Pixel' dialog box is shown with the 'Piggyback Pixels' section highlighted. The 'Type' is set to 'Image' and the 'URL' is `img - https://lex.33across.com/ps/v1/pubtoken/?pid=90&event=cnv&ru=ss&pixel_id=1613166`. The 'Add' button is highlighted in yellow.

**Edit Pixel**

**Repeat Conversions**

- ☐ Count one conversion per user
- ☒ Count all conversions per user
- ☐ Count one conversion per user every 0 days

**Piggyback Pixels**

Type: Image Javascript

URL: `img - https://lex.33across.com/ps/v1/pubtoken/?pid=90&event=cnv&ru=ss&pixel_id=1613166` Add

1 Pixel Added

img - `https://lex.33across.com/ps/v1/pubtoken/?pid=90&event=cnv&ru=ss&pixel_id=1613166`

Cancel Save



## Exporting the Pixel

Those steps are not specific to 33Across cookieless conversion pixels, and simply provide step by step to export your pixel. If you have a standardize process on your side to export pixel, you can stop here and follow your standard export process. If you chose **Option 2** during the **Configuring 33Across cookieless conversion pixel** phase, you should only export your standard conversion pixel, not the “33Across cookieless conversion” pixel.

### Step 1

To export the standard conversion pixel and put in on a web page, select your pixel from the list, click on “Action” drop down then click on “Export”:

Name	ID	Actions	Loads Last 12 Hours	Last Load	Created
<input checked="" type="checkbox"/> Demo 33Across conv...sion pixel	1610066	<div>Export</div> <div>Run conversion attribute report</div> <div>Delete</div>	--	None in last 12 hours	07/21/2022
<input type="checkbox"/> test jd 33 across con...sion pixel	1604005	Active	--	None in last 12 hours	06/27/2022

### Step 2

Click on “Get Tags”:

Export Conversion Pixels

Basic Options

☐ Use a JavaScript tag?
 ☐ Generate non-secure pixel?

Delivery Options

☒ Generate tags on screen
 ☐ Send tags via email...

Advanced Options

Cancel

Get Tags

### Step 3

Copy the pixel code displayed on the screen, and pass it to your web integrators for them to add in your site (either directly, or through tag manager system, etc.). Then click on close.

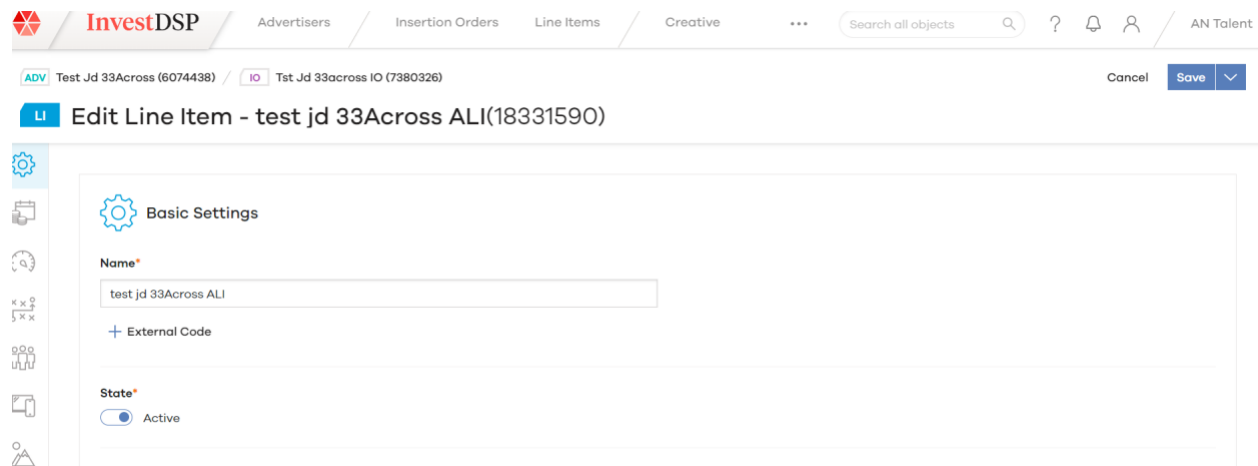


## Associating Your Conversion Pixel to Your Line Item:

Those steps provide details on how to associate your(s) conversion pixel(s) to your line item. Those steps are necessary if you want your pixel to start reporting attributed conversion.

### Step 1

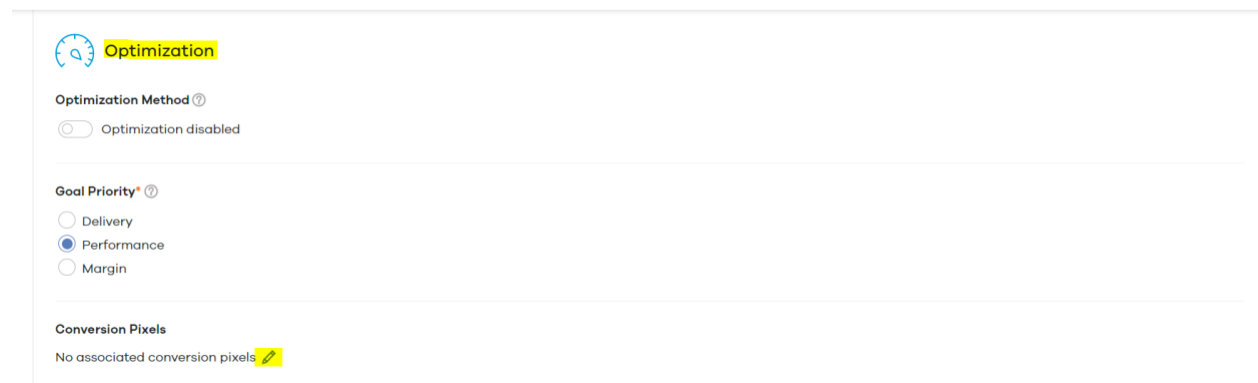
Go to your line item edition or creation screen:



The screenshot shows the 'Edit Line Item' screen in the InvestDSP interface. The breadcrumb trail indicates the path: Advertisers > Insertion Orders > Line Items > Creative. The line item is identified as 'test jd 33Across ALI(18331590)'. The 'Basic Settings' section includes a 'Name' field containing 'test jd 33Across ALI', an 'External Code' field, and a 'State' toggle set to 'Active'.

### Step 2

Scroll down to the “Optimization” section of the line item screen and click on the pencil button next to “Conversions Pixels” setting:



The screenshot shows the 'Optimization' section of the line item screen. It includes the 'Optimization Method' set to 'Optimization disabled', 'Goal Priority' set to 'Performance', and 'Conversion Pixels' with a message 'No associated conversion pixels' and a pencil icon.

### Step 3

Select the conversion pixel you want to associate to your line item. If you chose **Option 2** during the **Configuring 33Across conversion pixel** phase, make sure to select both the standard conversion pixel AND the 33Across cookieless conversion pixel, then click save.

#### Conversion Tracking

Type:

All

View

Click

Hybrid

✓	Name	ID	Type
✓	33Across cookieless conversion - Demo 33Across conversion pixel	1613166	hybrid
✓	Demo 33Across conversion pixel	1610066	hybrid
✓	Another pixel	1604005	hybrid

Rows per page: 10
1 of 1

Selected Conversion Pixels

Remove All

✓ Demo 33Across conversion pixel (1610066) - hybrid

✓ 33Across cookieless conversion - Demo 33Across conversion pixel (1613166) - hybrid

Cancel
Save

### Step 4

Click on “Save” in top right corner to save your line item (make sure all other line item settings are set if you are creating the line item).

InvestDSP
Advertisers
Insertion Orders
Line Items
Creative
...
Search all objects
?
AN Talent

Edit Line Item - test jd 33Across ALI (18331590)
Cancel
Save

Optimization

Optimization Method

☐ Optimization disabled

Goal Priority

☐ Delivery
☒ Performance
☐ Margin

Conversion Pixels

✓ 2 conversion pixels tracked

2 Conversion Pixels Selected
Remove All

## Reporting on Conversion Pixel

Once your campaign start delivering, you can report on fired and attributed conversion in Xandr Invest.

### Check Fired Conversion

Go to the conversion pixel list screen and look for the “Loads last 12 hours” column. This will show you (in close to real time) number of time each pixel was called and a user id was present.

ADV test jd 33Across (6074438) 1 Insertion Orders 1 Line Items 1 Creatives

**Conversion Pixels** + New Actions

<input type="checkbox"/>	Name	ID	Status	Loads Last 12 Hours	Last Load	Created
<input type="checkbox"/>	33Across cookieless ...sion pixel	1613166	Active	2	None in last 12 hours	08/03/2022
<input type="checkbox"/>	Demo 33Across conv...sion pixel	1610066	Active	6	None in last 12 hours	07/21/2022
<input type="checkbox"/>	Another pixel	1604005	Paused	--	None in last 12 hours	06/27/2022

3 Pixels Rows per page: 10 1 of 1

### Run Attribution Report

On the conversion pixel list screen, select all conversion pixels you want to run attribution report for. Then click on “Action” drop down and select “Run conversion attribution report”:

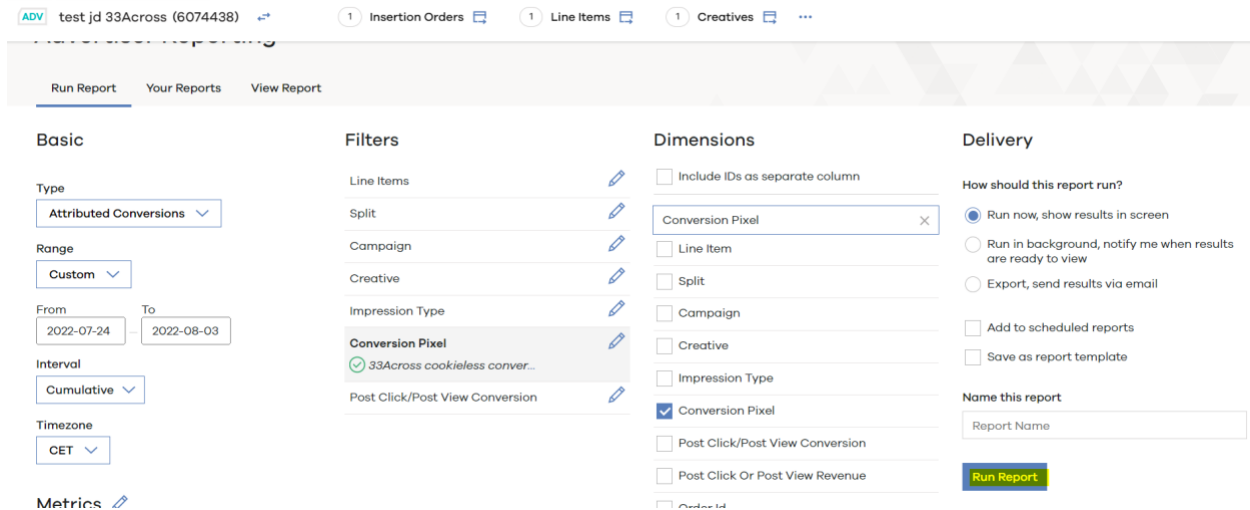
ADV test jd 33Across (6074438) 1 Insertion Orders 1 Line Items 1 Creatives

**Conversion Pixels** + New Actions

<input type="checkbox"/>	Name	ID	Status	Loads Last 12 Hours	Last Load
<input checked="" type="checkbox"/>	33Across cookieless ...sion pixel	1613166	Active	2	None in last 12 hours
<input checked="" type="checkbox"/>	Demo 33Across conv...sion pixel	1610066	Active	6	None in last 12 hours
<input type="checkbox"/>	Another pixel	1604005	Paused	--	None in last 12 hours

3 Pixels Rows per page:

Define your report parameters (Range, Interval, metrics, filters, etc.) then click on “Run Report” Button:



The screenshot shows the 33Across report configuration interface. At the top, there's a header with the 33Across logo and a navigation bar with tabs: "Run Report", "Your Reports", and "View Report". Below the header, the interface is divided into four main sections: Basic, Filters, Dimensions, and Delivery.

- Basic:** Includes fields for "Type" (set to "Attributed Conversions"), "Range" (set to "Custom"), "From" (2022-07-24), "To" (2022-08-03), "Interval" (set to "Cumulative"), and "Timezone" (set to "CET").
- Filters:** Includes a list of filters: "Line Items", "Split", "Campaign", "Creative", "Impression Type", "Conversion Pixel" (checked), and "Post Click/Post View Conversion".
- Dimensions:** Includes a list of dimensions: "Include IDs as separate column", "Conversion Pixel" (checked), "Line Item", "Split", "Campaign", "Creative", "Impression Type", "Post Click/Post View Conversion", "Post Click Or Post View Revenue", and "Order Id".
- Delivery:** Includes a section "How should this report run?" with options: "Run now, show results in screen" (selected), "Run in background, notify me when results are ready to view", and "Export, send results via email". It also has checkboxes for "Add to scheduled reports" and "Save as report template". Below this is a section "Name this report" with a text input field for "Report Name" and a "Run Report" button.

This will allow you to see conversion attribution report. A conversion is attributed only if the user id present when conversion pixel was fired was also available on an auction your associated line item delivered on and where the same user id was present, within timeframe / event type defined by the conversion pixel (lookback windows, etc.)

To note, Attribution reporting will be delayed in time (24 hours delay).