



MNTN Pixel Installation Guide

Getting Started

In order to begin working with MNTN we will need the Tracking and Conversion pixel installed on your site. **Please read carefully.**

You will be given two tags:

- MNTN Tracking Smarter Pixel (v4.0.0)
- MNTN Conversion Input Pixel (v4.0.0)

The product variables for the tracking pixel will be taken care of by the MNTN team. Implementation of the conversion pixel is explained on the following page.

If you will be installing the pixel within a tag manager, please let your MNTN account manager know if you need further assistance.



Note

The Smarter Pixel loads asynchronously. This means that it will always load independently of your web page content so that it never interfere with user experience in anyway.



Tracking Pixel

Requirements

- Pixel must be placed site wide, on every page.
- Pixel cannot be placed within any iFrames.

Step 01

Copy and paste the pixel into the <body>, just before the closing <body> tag, on your site.

Example:

```
<body>  
INSERT MNTN CODE HERE  
</body>
```

Step 02

Confirm the pixel is firing on all pages of the site, including checkout pages, cart pages and conversion pages.



Tip

The tracking pixel is placed on the conversion page in order to run specific campaigns and to send tracking information to our data warehouse.



Conversion Pixel

Requirements

- The point of conversion must be accessible from the main site.
- Pixel cannot be placed within any iFrames.

Step 01

Open the text document labeled “MNTN Conversion Input Pixel (v4.0.0)” and view the available parameters.

```
l="ORDER ID",  
i="TOTAL ORDER AMOUNT",  
c="", k="", g="", j="", u="",
```

Order ID

Used to track your onsite orders and can be used to cross-check transactions.

Total Order Amount

Subtotal amount (before tax and shipping)

Step 02

Replace the text within the double quotes with the corresponding variables from your site. The values should be dynamically populated by the variables that you applied. If you will not be using a variable, please leave as is.



Note

Only adjust these two variables. If you are unsure how to input your site information, please leave pixel as is.



Conversion Pixel (Cont'd)

Step 03

Copy the edited tag and paste ONLY on the conversion page of your site. This tag should be placed into the <body>, just before the closing </body>, on your site.

Once both pixels are installed, please contact your MNTN representative and we will verify the correct implementation.

Please Note

You will need to notify MNTN of any changes made to your site. Changes made may impact the functionality of campaigns, performance and/or data.

