Universal Pixel
Utilize a single tag to collect data at a more granular level

The Trade Desk now offers a way to spend less time and effort placing tags, gain more visibility into user data, and analyze reporting at a more granular level using the Data Elements Report – all with the placement of single tag.

WHAT IS UNIVERSAL PIXEL?

A single JavaScript pixel placed in a shared code section of a website that captures data on every page of the site, as well as across multiple sites.

Universal Pixel does not replace current pixels or static tags. It is an additional functionality that increases mapping flexibility and simplicity of tag placement.

GAIN DEEPER INSIGHTS INTO USER DATA

This feature offers more than increased efficiency and flexibility. Perhaps its greatest attribute lies in the ability to test and monitor campaign performance.

Test new theories and campaign strategies without having to place additional pixels

Analyze which segments are driving the best performance by combining data gathered from Universal Pixel with TTD's DataElements Report

Easily segment first party data for actionable insights

BEST PRACTICES FOR IMPLEMENTING UNIVERSAL PIXEL

- Use exact/closed mappings for conversions.

- Place the most granular URL path in higher positions.

- Wildcards should be used in the following circumstances:
  - When necessary for the domain
  - To represent the scheme (http/https) or any portion of the domain that you do not want to exactly match against

- Our system will match in exact ways. Most common use case is using wildcards for portions of the domain and the scheme (i.e. *.thetradedesk.com/).

- Make sure the client knows whether or not they have access to place a JavaScript tag in the shared code section of the site.

- The name given to a mapping pattern will be visible in the DMP and will be assigned to mapping columns. Take this into consideration when choosing mapping naming criteria.

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