

EURODSP RETARGETING PIXEL

In order for EURODSP to be able to resubmit ads to users who have visited your website, mobile site or app, you need to implement the EURODSP generated code snippets for retargeting on your website.

The following code adds visitors from your site to the retargeting list which EURODSP is using to target these users by showing your advertisement.

Instructions:

- 1) Copy the code Snippet (<iframe ... / iframe>) created by EURODSP individually for your page

Example code:

```
1) EURODSP-RETARGETING-PIXEL  
Example code:  
-----  
<iframe src='//maetva.adspirit.de/adrtpiggy.php?pid=34&type=2' width='1' height='1'></iframe>
```

- 2) Open the HTML page of your website (code page)
- 3) Paste the code on all pages between the body tags. If your site uses a common file for the footer, it's enough to paste the code snippet there instead of every single page

NOTE: The more pages are pixelated, the larger the cookie range. A high cookie range serves for better optimization. Generally, we recommend installing the pixel 14 days before the campaign starts.