

Storm Pixel Carrier Pro™

StormAnalytics Rules Based Universal Tag



What is Storm Pixel Carrier Pro™?

Pixel Carrier Pro™ is a rules based container tag (sometimes called piggy back, universal or floodlight tag) integrated within StormAnalytics™.

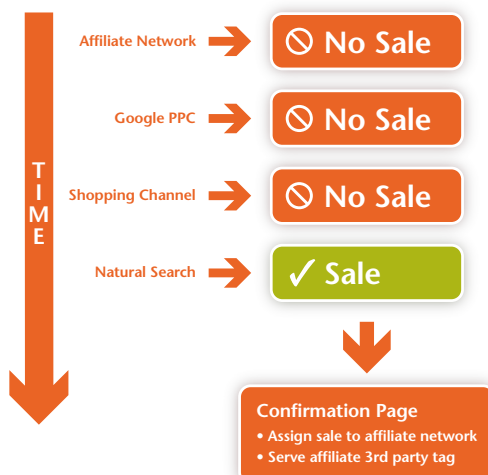
Pixel Carrier Pro™ enables marketers to serve 3rd party network tracking tags on conversion pages based on rules configured within StormIQ™. This means if you are using multiple tracking providers you can simply implement one StormAnalytics™ tag rather than having to implement multiple tags on your website.

StormAnalytics™ has always been able to assign sales/conversions based on rules (e.g first click wins, last click wins, high priority and low priority etc) which has enabled fully de-duped reports within Storm. However this still leaves the problem of de-duping this in the reports available within each of the different ad networks.

The introduction of Pixel Carrier Pro™ enables Storm to conditionally serve 3rd party ad network tags which follow the conversion rules configured within StormAnalytics™. For example you could choose only to serve a particular ad network tag if the traffic source a user enters your website through is clicked first. In addition to this, more complex rules can be applied which match your obligations under the terms of the agreements you have with your traffic providers (affiliate networks or agencies etc).

Key Features

- Single Storm conversion tag conditionally serving the configured 3rd party network tags
- One or more tags served at once depending on configuration
- Network tag parameters automatically mapped and populated from the single Storm conversion tag
- Works with shopping baskets with multiple line items
- Tags easily enabled or disabled through the StormIQ™ interface
- Tags are managed through the StormIQ™ interface and implemented using Storm tracking tag with no need to employ web developers to implement the tracking tags



Advertiser Benefits

- Automatically de-dupe conversions across all of your ad networks - No more cancelling sales in the affiliate networks!
- Quicker deployment of tags - No delays in starting new marketing campaigns
- Easily remove redundant tags through the StormIQ™ user interface – No need to get the tech team involved
- Works with all tags - Javascript or simple 1x1 html pixel tags
- Tag parameters are passed through to the 3rd party tags directly from the Storm conversion tag

Supported 3rd Party Network Tags



...plus many more

