

# Pixel Tracking

## Setup Guide

Built In enables pixel tracking to measure impressions of company profiles and/or job posts. This serves as an additional data set you can use to monitor and optimize your brand performance.

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### What is pixel tracking?

Pixel tracking is a strategy most often used by marketers to measure their online performance of ads. Recruiters and talent acquisition professionals can use pixel tracking to quantify their brand exposure and track how different sources influence their hiring funnel.

### How does pixel tracking work?

Pixel tracking works by embedding snippets of code into a webpage's HTML. A tracking pixel — also known as a marketing pixel, impression pixel, image pixel or 1x1 pixel — embeds a tiny image the size of a single pixel into the code. The image is so small it doesn't register to the viewer or impact page load times.

Every time the webpage loads, the pixel fires and tracks a single impression or view. The exact settings of a pixel can be configured within a tag management software to dictate how frequently within a single session the pixel can fire and to whom.

### What is the value of pixel tracking?

A job seeker visits as many as 11 sites before deciding to apply to an open role. Oftentimes they'll view a job, jump to another site for additional information about the company or role, and that initial touch point is lost. Pixel tracking ensures that the candidate's original action is logged so you can correctly attribute influential online channels when reviewing applicant sources.

In short, pixel tracking helps measure how Built In influences your hires.



# Pixel Tracking

Follow these steps to enable pixel tracking for your Built In account. For more information or support, contact your Built In rep.

## Step 1: Create two unique impression pixels

Also known as an image pixel or 1x1 pixel. Built In does not create pixels for clients. You must create unique pixels within your tag management system and provide it to Built In for enablement. We recommend creating two unique pixels: one for measuring views to your Built In jobs, and one for measuring views to your Built In profiles.

**NOTE:** You must have a subscription to a third-party tag management/tracking software to enable pixel tracking for your Built In account. Common tracking softwares include:

- [Google Analytics](#)
- [LinkTrackr](#)
- [Cometly](#)
- [PastePixel](#)
- [Anytrack.io](#)

## Step 2: Submit your pixels to Built In

Carefully copy and paste your pixels into [this form](#). Built In admins will configure pixel tracking for your company profile(s) and jobs.

**NOTE:** If you want to create a unique pixel for each profile and/or set of jobs, please email your Built In rep a spreadsheet or document with the following information correctly labeled:

- Account Name
- Site Name
- Placement Type
- Tag

Account Name	Site Name	Placement Type	Tag
VsionLabs	BuiltIn.com	Company Profile	<IMG SRC="http://ad.tracking.com;sz=1x1;ord=144679228165?BORDER=0 WIDTH=1HEIGHT=1 ALT="Advertisement">
VsionLabs	BuiltIn.com	Jobs	<IMG SRC="http://ad.tracking.com;sz=1x1;ord=144679228166?BORDER=0 WIDTH=1HEIGHT=1 ALT="Advertisement">
VsionLabs	BuiltInchicago.org	Company Profile	<IMG SRC="http://ad.tracking.com;sz=1x1;ord=144679228167?BORDER=0 WIDTH=1HEIGHT=1 ALT="Advertisement">
VsionLabs	BuiltInchicago.org	Jobs	<IMG SRC="http://ad.tracking.com;sz=1x1;ord=144679228168?BORDER=0 WIDTH=1HEIGHT=1 ALT="Advertisement">

### Step 3: Confirm your pixel is working

A Built In team member will contact you directly via email to confirm pixel tracking has been enabled for your account. At that time, please respond by confirming whether or not the pixel is working properly. **NOTE:** It can take 24-48 hours for your pixel data to show up within your tag manager.

### Step 4: Set up Goal tracking

**NOTE:** These instructions are specific to Google Analytics. Other tag management platforms may have different setup options. Contact your tag management rep for additional information.

Pixel tracking counts total unique views to jobs and profiles. Setting up Goals within GA allows you to evaluate the conversion rate of those who view your brand on Built In and go on to apply directly on your career site.

[Create a custom event Goal \(GA4 instructions\)](#) called, "Submitted an Application" and specify the event as clicking the submit button on your career site. To view your goal's performance, navigate to **Acquisition > All Traffic > Channels**. For the Primary Dimension, search "Campaign" under Other. The table will show the percentage of users who completed your Submitted an Application goal who are also associated with your Built In pixel. In other words, your Built In influenced applicants.

Campaign	Acquisition		Behavior				Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Submit App (Goal 1 Conversion Rate)	Submit App (Goal 1 Completions)	Submit App (Goal 1 Value)
	74,558 <small>% of Total: 100.00% (74,558)</small>	74.70% <small>Avg for View: 74.67% (0.04%)</small>	55,695 <small>% of Total: 100.00% (55,670)</small>	75.82% <small>Avg for View: 75.82% (0.00%)</small>	2.13 <small>Avg for View: 2.13 (0.00%)</small>	00:01:49 <small>Avg for View: 00:01:49 (0.00%)</small>	11.73% <small>Avg for View: 11.73% (0.00%)</small>	8,747 <small>% of Total: 100.00% (8,747)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Built In	56,033 (75.15%)	77.51%	43,431 (77.54%)	75.92%	1.98	00:01:40	9.33%	5,228 (59.77%)	\$0.00 (0.00%)

### Troubleshooting

If your pixel data does not show up within your tag manager after enabling, or the data appears off, try the following troubleshooting steps.

1. **Check the pixel code for errors.** Ensure that the code was copied and pasted correctly when submitting to Built In.
2. **Have Built In check the pixel code for errors.** Notify Built In of the issue and have them verify that the pixel was entered correctly on their end.
3. **Check your pixel tracking software.** Verify that you generated the correct type of pixel (impression tag).
4. **Contact your provider.** Reach out to your pixel tracking provider for additional support.