

Once upon a pixel: The magic behind digital tracking

April 2026

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Tech Champion, Data Analytics and Insight



**Digital Culture
Network**



Webinar

Welcome!

Before we get started:

- Today's webinar is scheduled to last **1 hour including Q&A**
- Click the CC button for **Closed Captions**
- **BSL interpretation** is available
- The recording of this webinar will be **available on our website in 7 days**
- Ask questions using the **Q+A button**
- Say **hello in the chat** (select "Everyone" from the dropdown). You can also use the reaction buttons! 🤔 🎉 😊

Agenda

1 What is digital tracking?

2 Examples in action

3 Why is it useful?

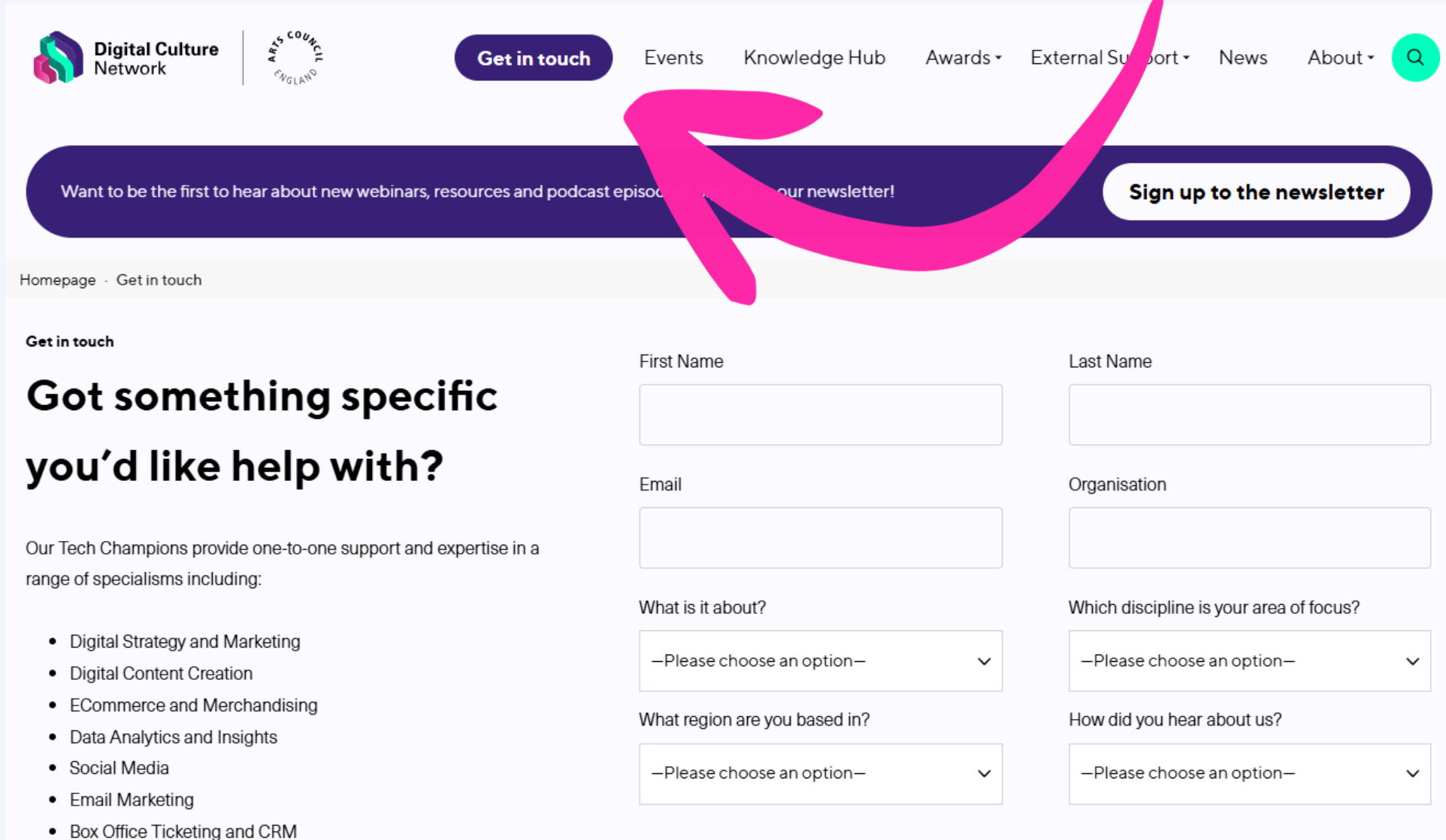
4 How to get started

5 Importance of consent

6 Questions and Answers



Access free one-to-one support



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Get in touch

Got something specific you'd like help with?

Our Tech Champions provide one-to-one support and expertise in a range of specialisms including:

- Digital Strategy and Marketing
- Digital Content Creation
- ECommerce and Merchandising
- Data Analytics and Insights
- Social Media
- Email Marketing
- Box Office Ticketing and CRM

First Name

Last Name

Email

Organisation

What is it about?

Which discipline is your area of focus?

What region are you based in?

How did you hear about us?

Poll – does your phone show you adverts based on your conversations?

Yes!

No!

Image Credit: Johann Georg Meyer



Marketing pixels




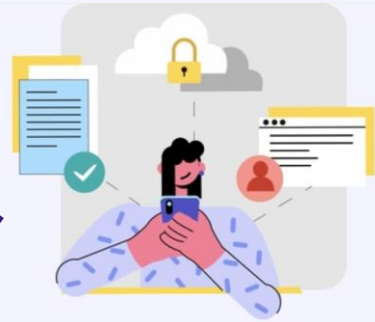
- Analytics 
- Retargeting 
- Conversion 

Image Credit: Carl Offerdinger





1. Click on an Ad on TikTok



2. Information is collected



3. Event rules are launched



4. Purchase event



5. TikTok Server

6. TikTok Attribution





Image Credit: Walter Crane

Digital footprints

Active

- Social interactions
- Forms
- Reviews

Passive

- Location
- History
- Cookies

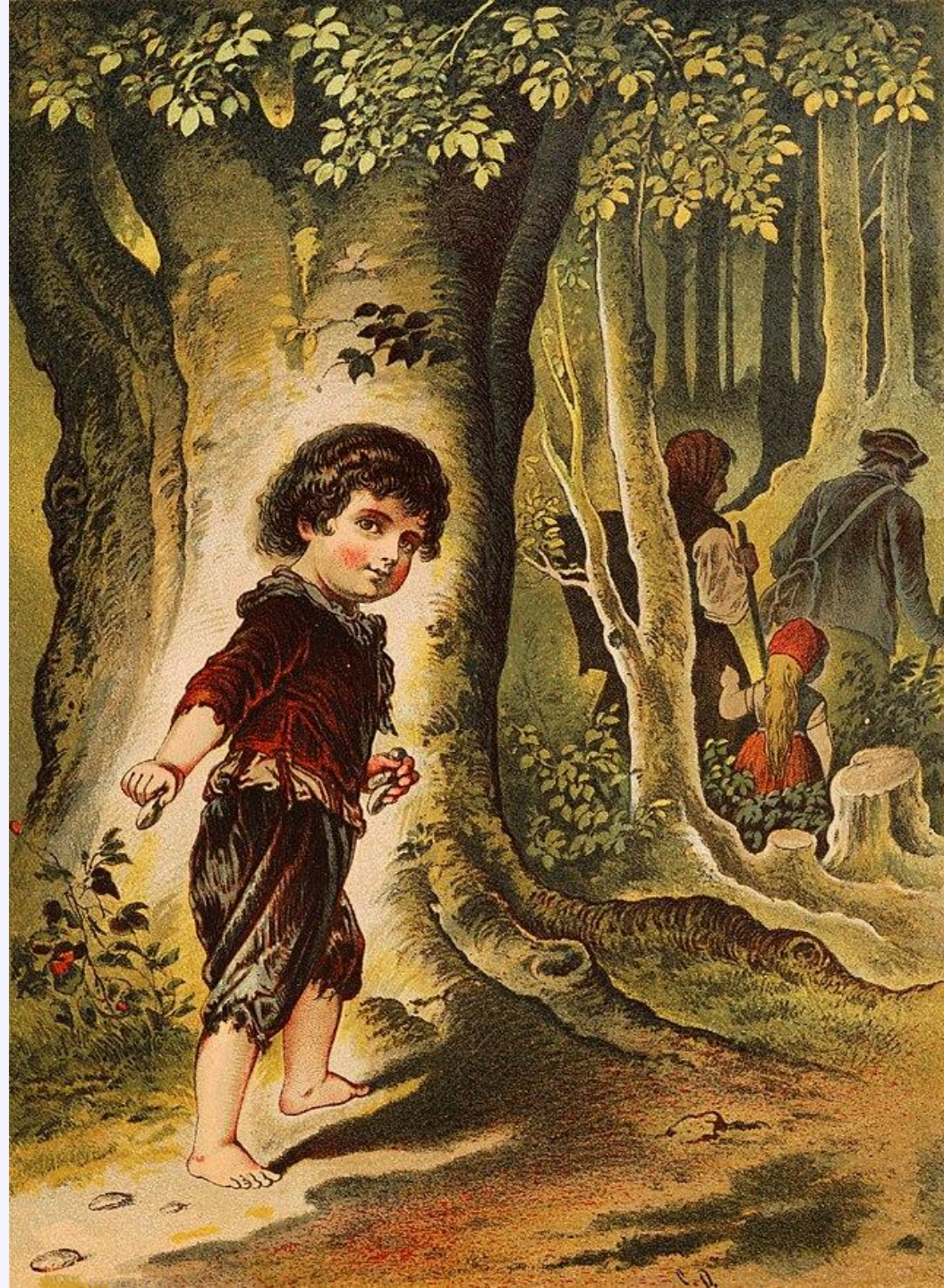


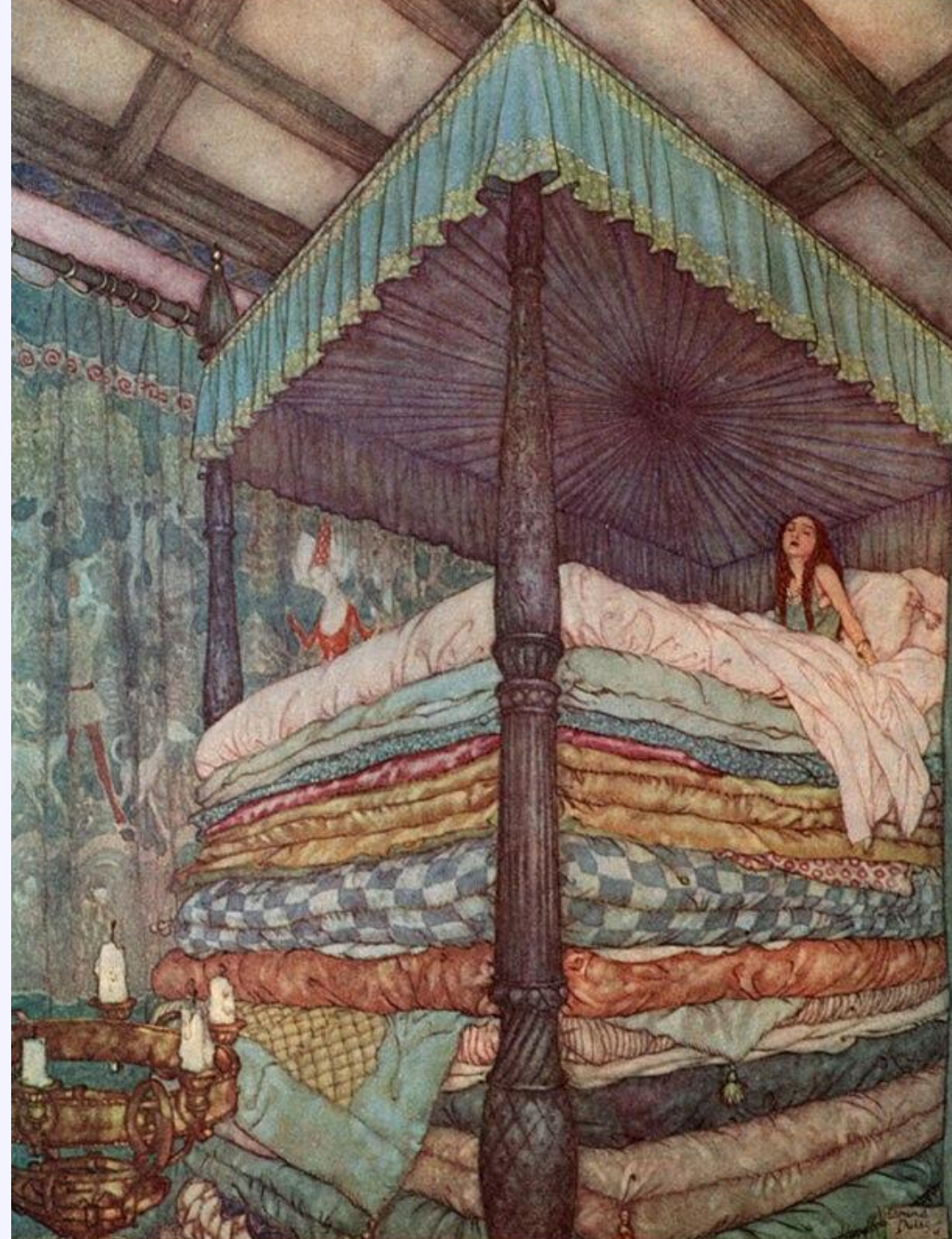
Image Credit: Carl Offterdinger

The princess and the pea

Why would you see similar ads?

- Devices connected to the same network
- Physical proximity (Global Positioning)
- Shared accounts
- Algorithm interest overlap
- Influencer effect

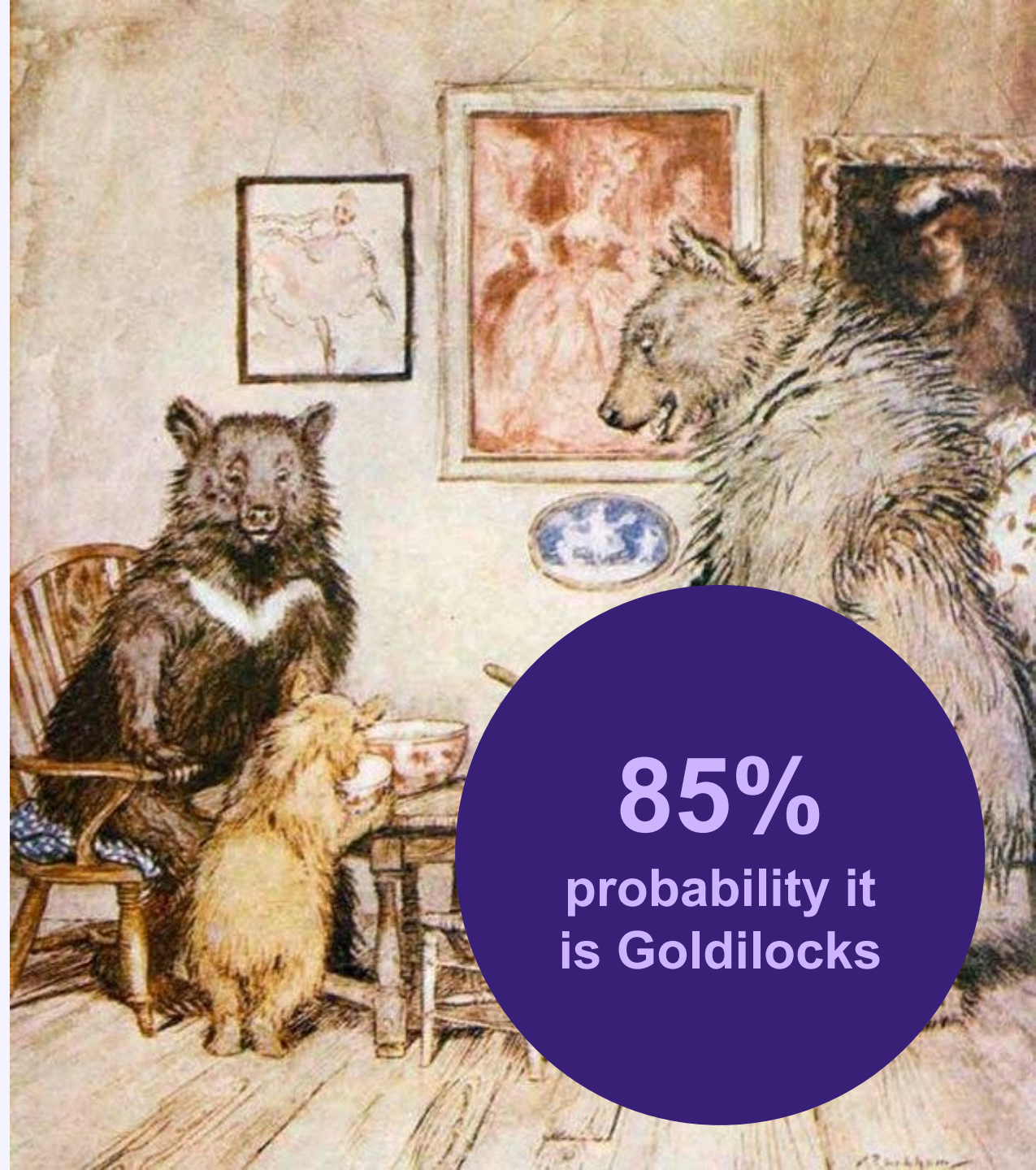
Image Credit: Edmund Dulac



Probabilistic matching

1. Likes warm porridge ✓
2. Likes small chairs ✓
3. Likes medium hardness mattresses ✓

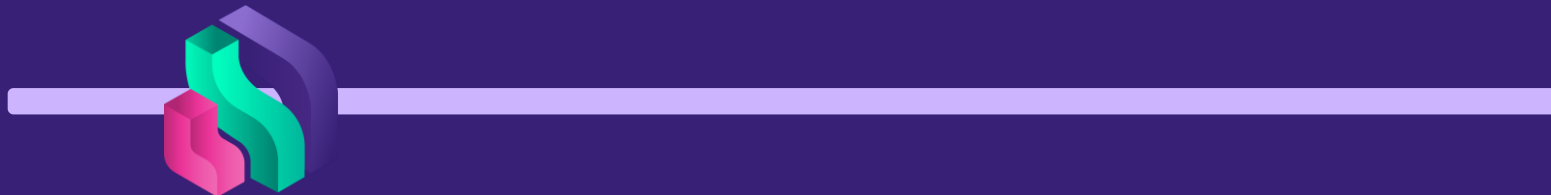
Image Credit: Arthur Rackham



85%
probability it
is Goldilocks

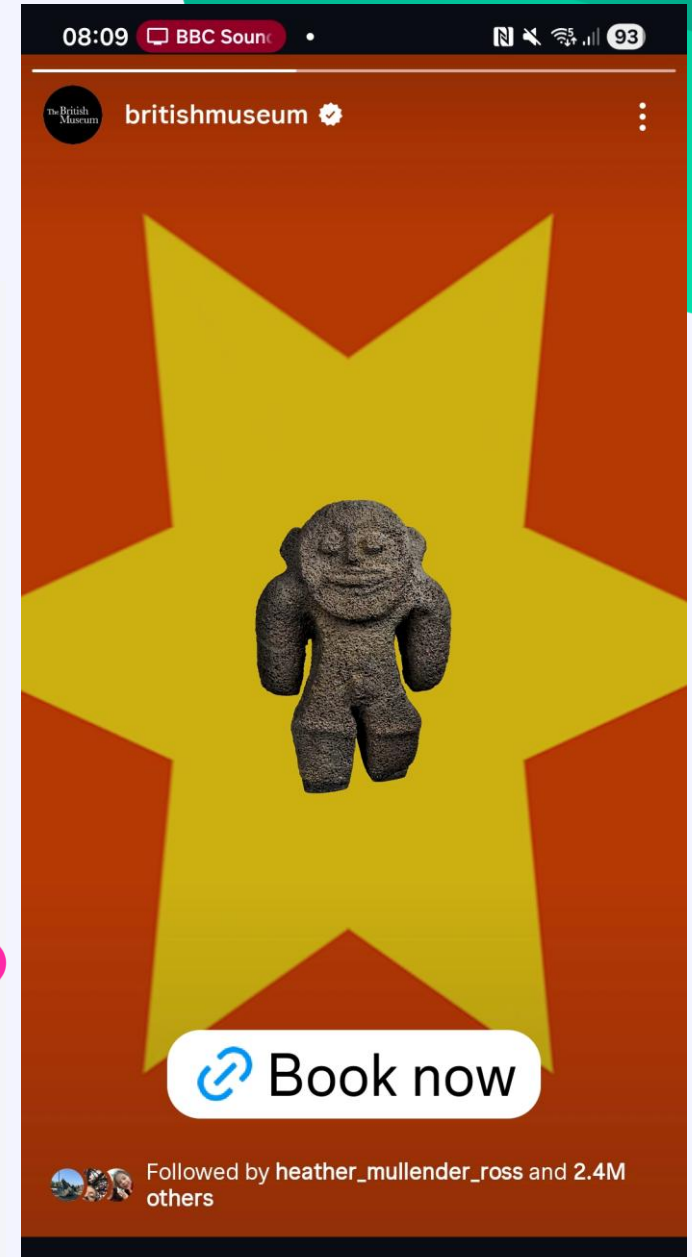
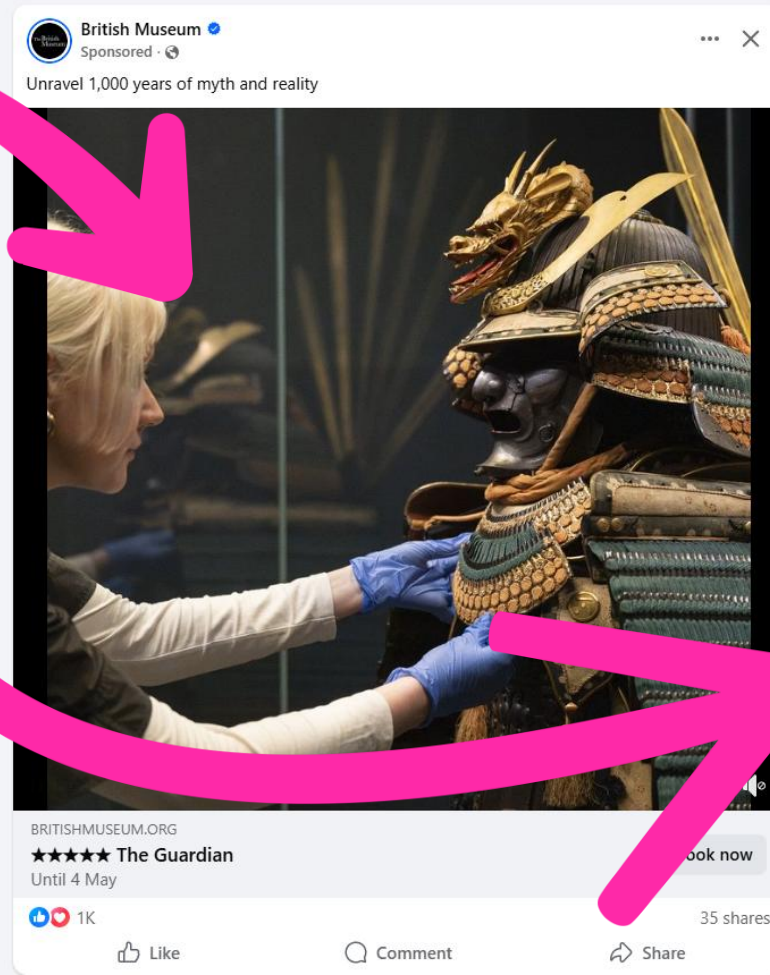
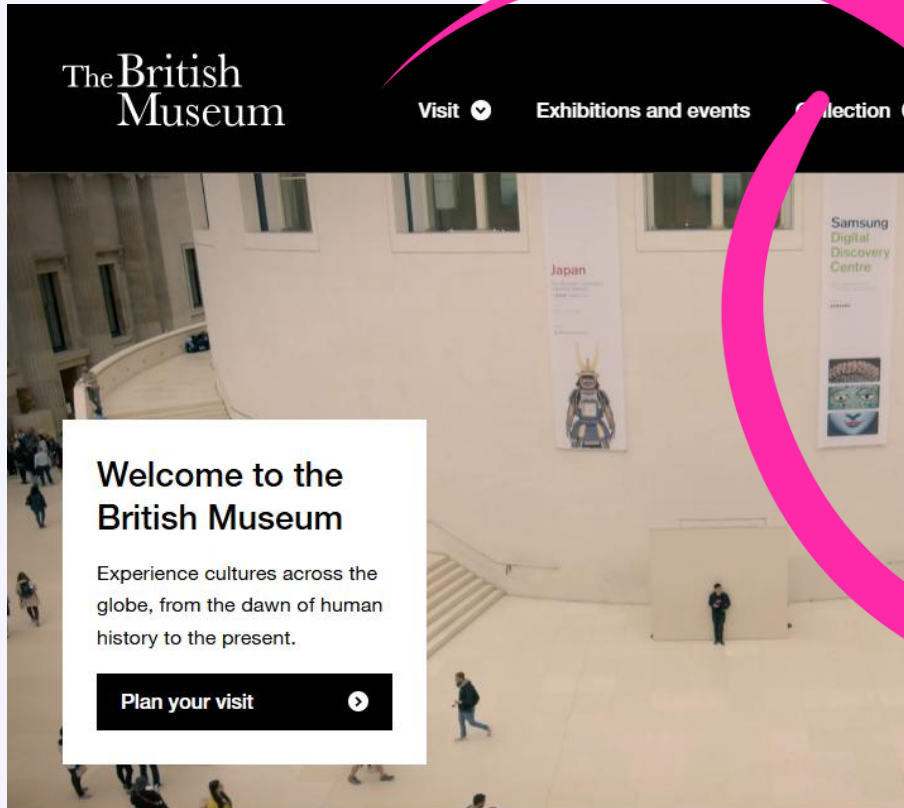
2

Examples in action



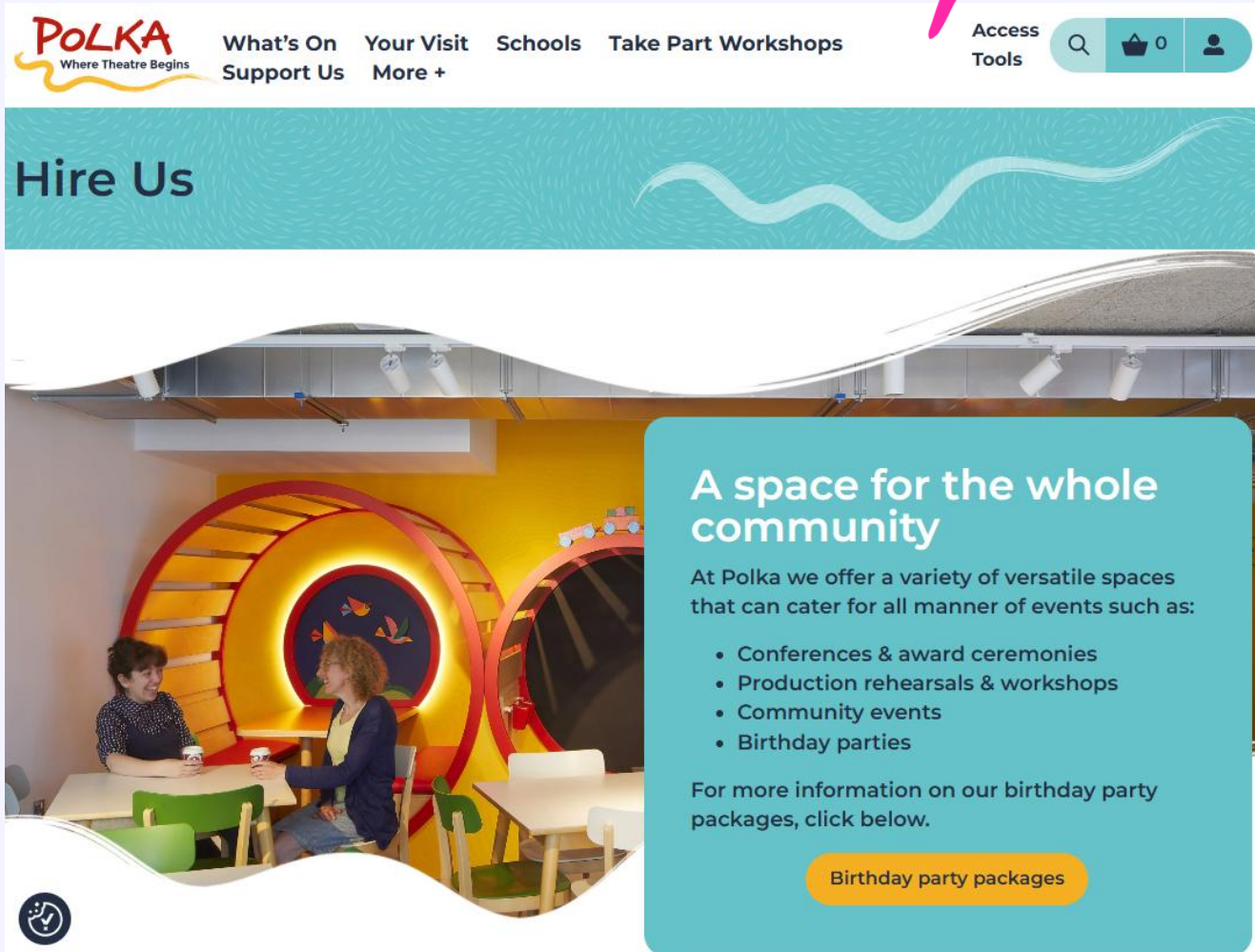
British Museum

Retargeting in action: Exhibition promotion



Polka Theatre

Retargeting in action: Venue hire



The screenshot shows the top navigation bar of the Polka Theatre website. The logo 'POLKA Where Theatre Begins' is on the left. Navigation links include 'What's On Support Us', 'Your Visit More +', 'Schools', and 'Take Part Workshops'. On the right, there are icons for 'Access Tools', search, a shopping cart with '0' items, and a user profile icon. Below the navigation is a teal banner with the text 'Hire Us'. The main content area features a photograph of two women sitting at a table in a brightly lit, colorful room with circular arches. A teal text box on the right contains the following text:

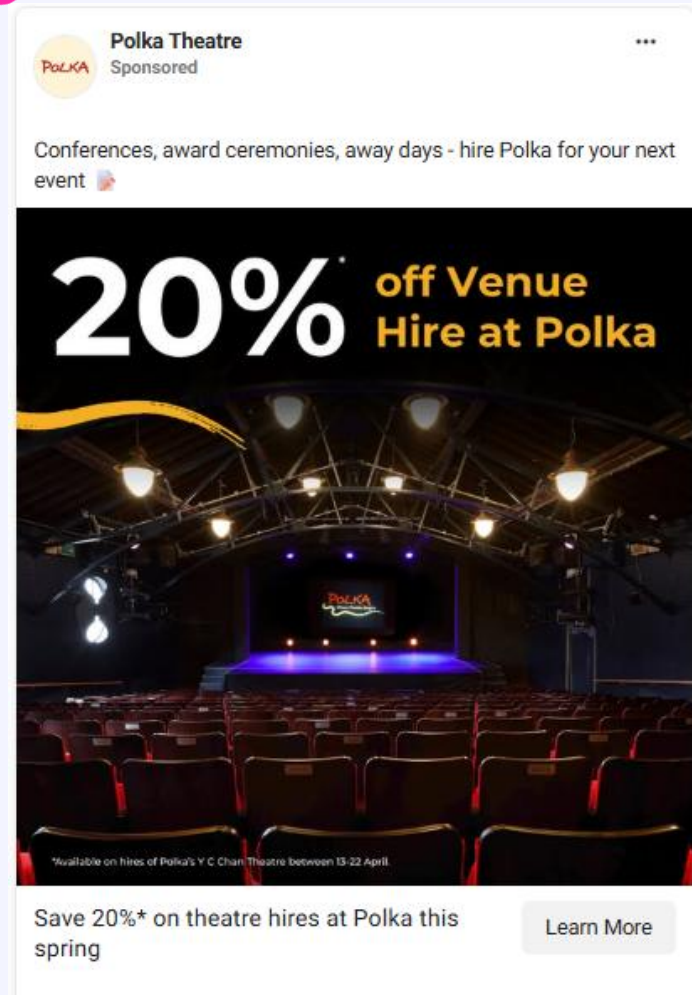
A space for the whole community

At Polka we offer a variety of versatile spaces that can cater for all manner of events such as:

- Conferences & award ceremonies
- Production rehearsals & workshops
- Community events
- Birthday parties

For more information on our birthday party packages, click below.

[Birthday party packages](#)



The screenshot shows a Facebook retargeting advertisement for Polka Theatre. The ad is sponsored by Polka Theatre. The text reads: 'Conferences, award ceremonies, away days - hire Polka for your next event'. Below this is a large image of a theatre interior with a stage and audience seating. The text '20% off Venue Hire at Polka' is overlaid on the image. At the bottom, there is a call to action: 'Save 20%* on theatre hires at Polka this spring' and a 'Learn More' button.

Polka Theatre Sponsored

Conferences, award ceremonies, away days - hire Polka for your next event

20% off Venue Hire at Polka

Save 20%* on theatre hires at Polka this spring

[Learn More](#)

Google Tag Assistant

See what gets sent to Google on any website

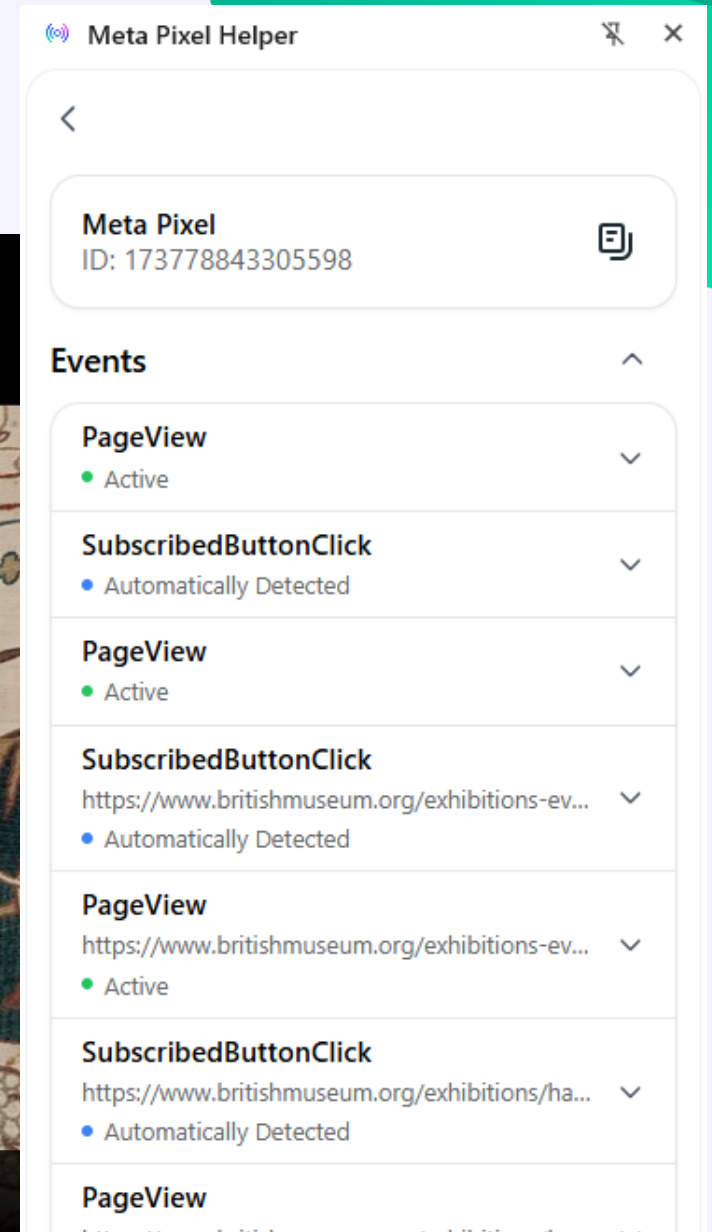
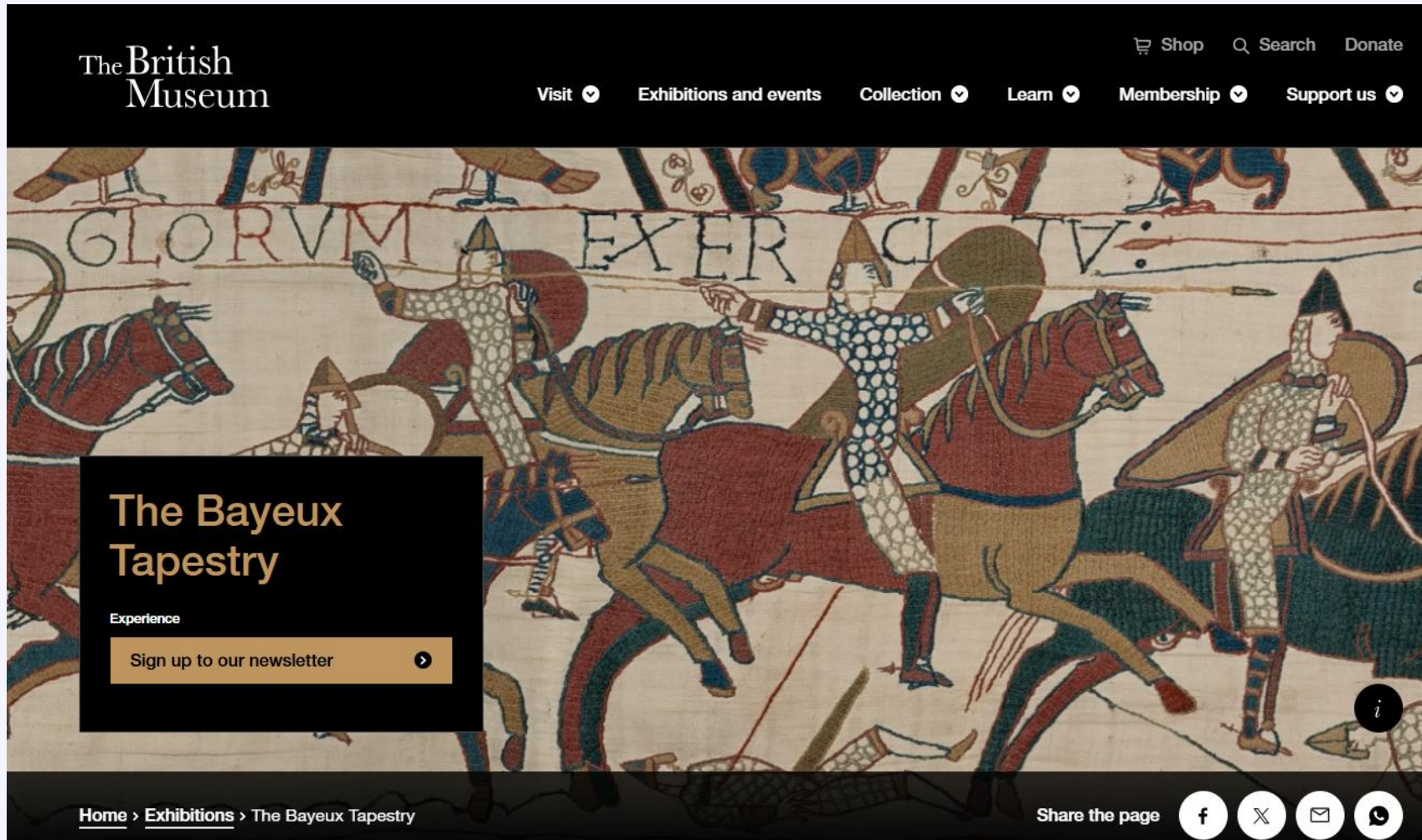
The screenshot shows the top navigation bar of The British Museum website. The logo is on the left, and navigation links for 'Visit', 'Exhibitions and events', 'Collection', 'Learn', 'Membership', and 'Support us' are in the center. On the right, there are links for 'Shop', 'Search', and 'Donate'. The main content area features a large image of a traditional Hawaiian feathered headdress. A dark overlay box contains the exhibition title 'Hawai'i a kingdom crossing oceans', the dates 'Exhibition / 15 January - 25 May 2026', and two yellow buttons: 'Book tickets' and 'Members free'. Below these are the names of the supporters: 'Supported by Lynne and Marc Benioff'. At the bottom, there is a breadcrumb trail 'Home > Exhibitions > Hawai'i: a kingdom crossing oceans' and social media sharing icons for Facebook, X, Email, and WhatsApp.

The screenshot shows the Google Tag Assistant interface with the title 'Google tags found'. It lists six tags, each with a blue 'G' icon, a tag ID, and a button with a right-pointing chevron. The tags are: AW-869763654, AW-944964254, AW-967338294, DC-8361401, G-08TLB9R8X1, and G-WBWG16C6WT. Each tag ID is also displayed inside a rounded button next to the chevron.

Tag ID	Tag Name
AW-869763654	AW-869763654
AW-944964254	AW-944964254
AW-967338294	AW-967338294
DC-8361401	DC-8361401
G-08TLB9R8X1	G-08TLB9R8X1
G-WBWG16C6WT	G-WBWG16C6WT

Meta Pixel Helper

See what gets sent to Meta on any website




Advertising transparency

See what ads are served on Google and Meta

Google Ads Transparency Center

Sponsored


 britishmuseumshoponline.org
http://www.britishmuseumshoponline.org/

British Museum Notebook and Pen Set, Green

Amazing gifts for all from the British Museum. Get 10% off with membership. Buy now Find unique British Museum gifts. Support the Museum.


The British Museum
Verified

Sponsored

 British Museum
www.britishmuseum.org

Book Your Free Tickets - Free Entry Under 16s

Go on a journey of discovery around the exhibition and galleries at the British Museum. Walk through...



Famous Attractions in London


British Museum Exhibitions

Picasso Exhibition

Out Of Hours Museum Tours

The British Museum
Verified

Sponsored



The British Museum
Verified

Meta

Ad Library Ad Library report Ad Library API Branded content

United King... All ads Polka Theatre

Keyword Filters Sort by

Active status: Active ads

Active

Library ID: 1502882057928806

Started running on 4 Mar 2026

Platforms

See ad details


Polka Theatre
Sponsored

The Shivers is an action-comedy for children aged 7-11 Featuring ingenious live video, explosive dance and an unforgettable cast!



The Shivers

POLKATHEATRE.CO
Ages 7-11 Book Now



POLKATHEATRE.CO
Make a day of it Book Now



POLKATHEATRE.CO
Easter Holiday Treat

Polka Theatre
Sponsored

Coming up this Easter at Polka

Fun workshops for the whole family!



POLKATHEATRE.CO
Easter Holiday workshop Book Now



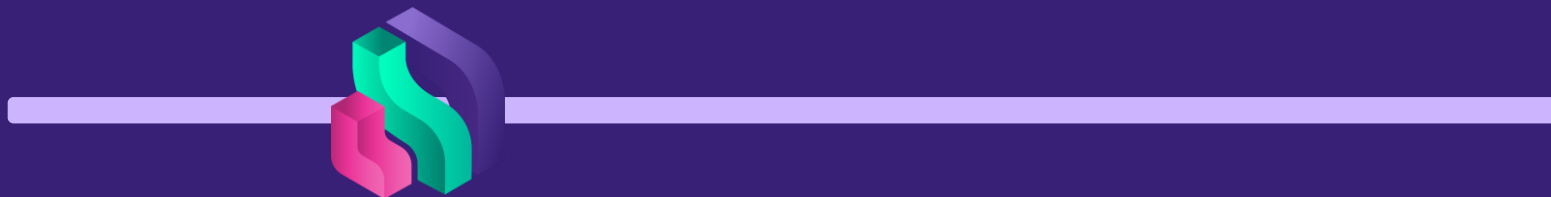
POLKATHEATRE.CO
Escape Room Adventure for Book Now



POLKATHEATRE.CO
Swish, Swash, Splash Book Now

3

Why are pixels useful for Arts and Culture?



Benefits of pixels

1. Targeted and efficient advertising
2. Understanding user behaviour
3. Reaching new audiences

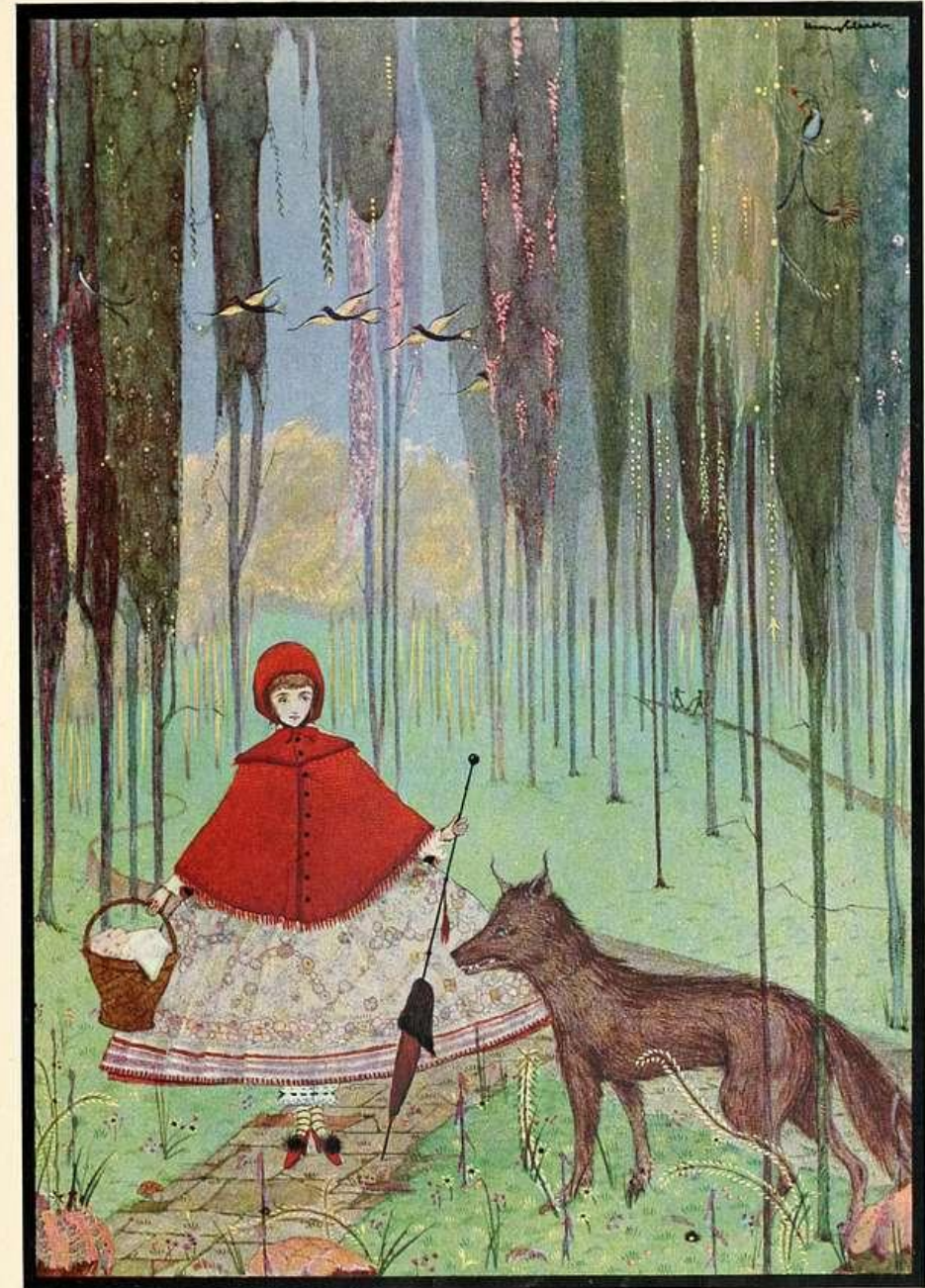
Image Credit: Louis Rhead



What is impacting pixel performance?

- Browser restrictions
- Ad blockers
- 7-day cookie window

Image Credit: Harry Clarke



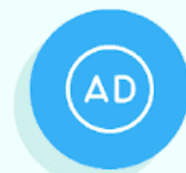
“HE ASKED HER WHITHER SHE WAS GOING”

What is server-side tracking?

client-side



browser



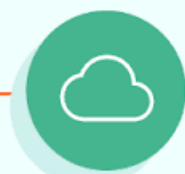
analytics & ad platform

server-side

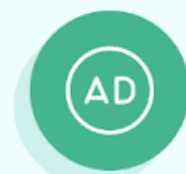
Capture more events and avoid ad blockers and browser privacy restrictions



browser



server



analytics & ad platform

4

How to get started

Planting the seeds for success



Questions to ask

1. What platforms do I currently use?
2. What do I want people to do?
3. How do I give people a choice?

Image Credit: Warwick Goble



Poll – what platform is your **website** built on?

Craft CMS

Shopify

Other

CultureSuite

Squarespace

Don't know

Drupal

Wix

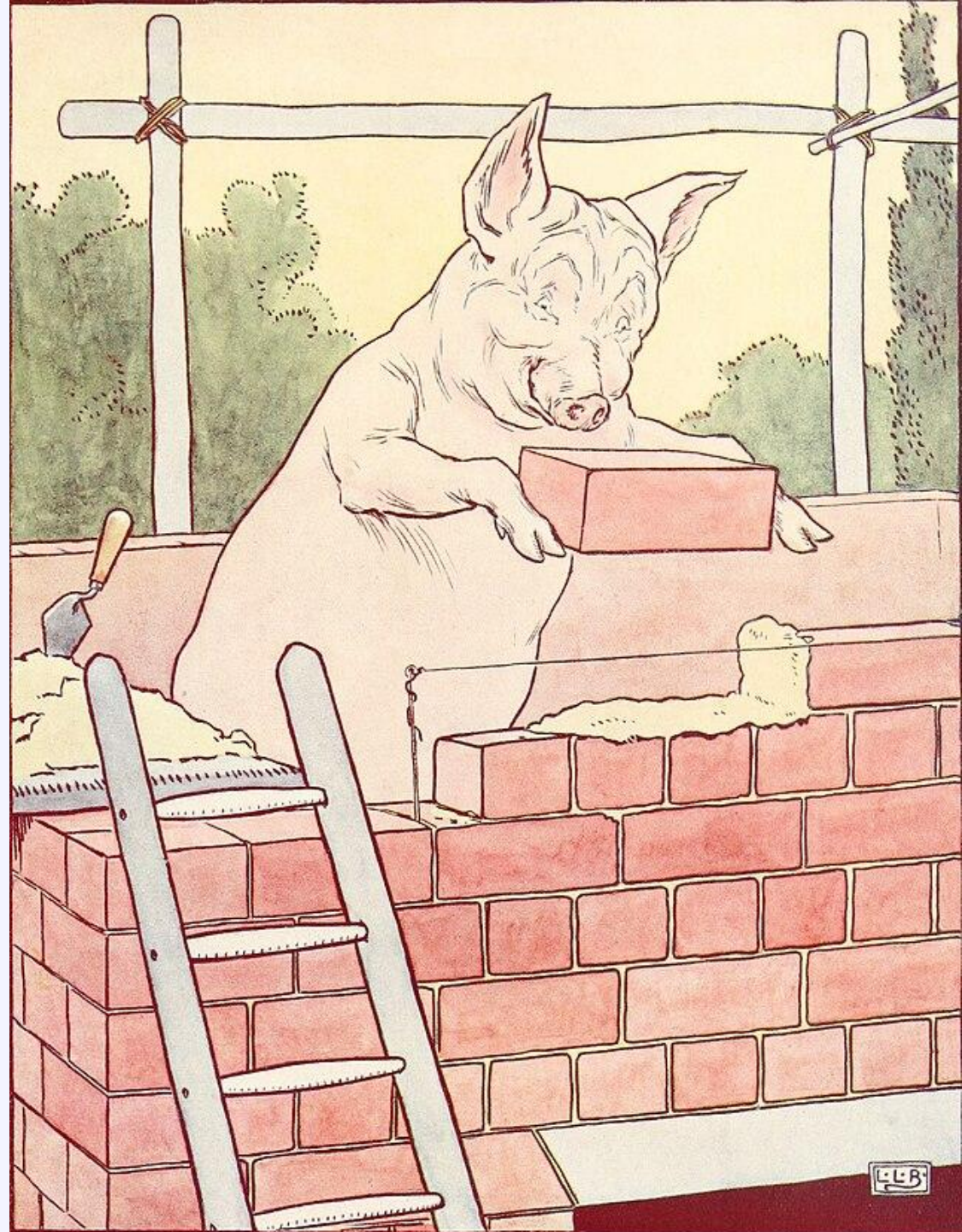
Joomla

WordPress

Methods to install tracking pixels

1. Native integrations
2. Google Tag Manager
3. Manual set up

Image Credit: Harry Clarke






Get started with business tools from Meta


By logging in, you can navigate to all business tools such as **Meta Business Suite**, **Ads Manager** and more to help you connect with your customers and get better business results.

Our business tools can help you:

- Save time by accessing everything that you need to manage your business across Facebook, Instagram and Messenger all in one place
- Connect with the people who matter most to your business using a single inbox
- Track what's working best with performance insights across Meta technologies

Log in to Business Tools from Meta

 Log in with Facebook

 Log in with Instagram

Create new account

Log in with a managed Meta account

 Meta



Datasets

Connect data

Overview

Datasets

Custom conversions

Integrations



Connect a new data source ✕

Share data on how customers interact with your business. This can help optimise ad delivery and performance.



Web

Connect your website to share activity that occurs online, including view content, add to cart and purchase events.



App

Connect your app to share activity that occurs in your app, including installs and purchases.



Offline

Connect activity that occurs offline, including phone calls or in-store purchases.



CRM

Connect your CRM to deliver your lead generation ads to people who are most likely to convert.



Messaging

Connect valuable data from business chats happening on WhatsApp, Messenger and Instagram.

Cancel

Next

No activity was received in the selected time frame.

Visit "Test events" to confirm that your app is running correctly.



Datasets

Connect data

Overview

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Create a new dataset ✕

This helps you keep track of activity your business cares about, so you can better target audiences and help improve performance.

Name



Request a [free Conversions API Gateway demo](#) for your existing datasets, and all new datasets created with this business ID. Advertisers who used Conversions API with the Meta pixel for web events saw [13% decrease in cost per result](#).

[Select an existing dataset](#)

Select any applicable categories • Optional

Your choice(s) will apply to all data sources in this dataset. Selecting the most accurate category for your business can help prevent the sharing of information prohibited by our Meta Business Tool Terms. Depending on the category and location, data sharing may be limited or blocked.

[About the categories](#)



To comply with our policies and help protect your users' privacy, don't share sensitive user data with us when setting up events. Visit the [Help Centre](#) to learn more about sensitive data.

By continuing, you agree to the [Meta Business Tools Terms](#).

Cancel

Create









Datasets

- Connect data
- Overview
- Datasets**
- Custom conversions
- Integrations

Recommended setup

Review your primary website platform

We couldn't detect a primary platform for your website. Select your platform from the options listed below or enter your website URL to find your platform.

-  Shopify (online)
-  PixelYourSite
-  WordPress
-  WooCommerce
-  Shopline
-  Wix

[Give feedback](#)

[Give feedback](#)



Datasets

Connect data

Overview

Datasets

Custom conversions

Integrations



Recommended setup



Based on your business details, we recommend the following setup method for your Conversions API. You can [review your information and update](#) if needed.



Set up with WordPress Recommended



Based on your business, WordPress is probably the best setup option. Connecting Meta pixel and Conversions API can provide seamless tracking, improved ad performance and easier setup.

13% lower cost per result

[See less](#)



Set up with Conversions API Gateway



Set up with partner integration



Set up manually



[Compare cost and setup details](#)

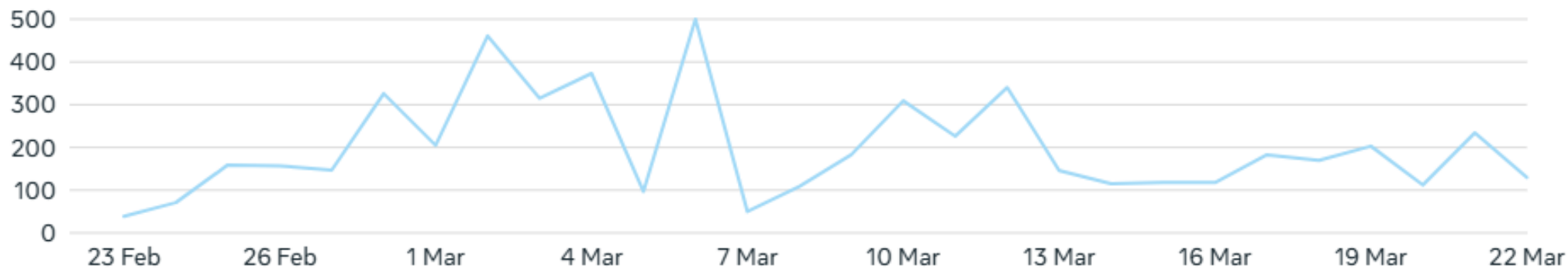
[Give feedback](#)

Back

Next

Visit "Test events" to confirm that your app is running correctly.

This chart displays any events from your business's website, CRM, mobile app or server that we've processed and received within the selected date range. Events may take up to 30 minutes to appear.



Dataset ID
6799560264951

Integrations
Meta pixel
[Manage Integrations](#)

Websites

No connected catalogues
[Manage status](#)

+ Add Events

Columns: Event usage metrics

All events

Search by event 0/50

Events	Status	Used by	Integration	Event match quality	Total events ↓
PageView ● Active			Meta pixel		5K Last received 52 minutes ago
Subscribe ● Active			Meta pixel		402 Last received 1 hour ago
VideoWatched ● Active			Meta pixel		147 Last received 1 day ago
					100



T [icon] [dropdown arrow]

-
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-

Create Audience [dropdown arrow]

- Custom Audience
- Lookalike audience
- Saved Audience

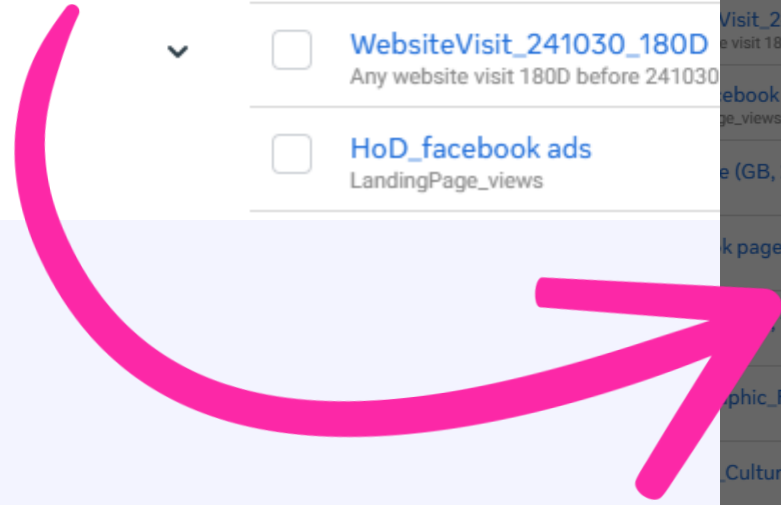
Filter

- Status [dropdown arrow]
- Type [dropdown arrow]
- Availability [dropdown arrow]
- Source [dropdown arrow]

Custom Audience [close]

Connect with the people who have already shown an interest in your business or product with custom audiences. You can create an audience from your customer contacts, website traffic or mobile app.

- Interest_Bristol+music
- FacebookPage_1%lookalike
- WebsiteVisit_241030_180D
Any website visit 180D before 241030
- HoD_facebook ads
LandingPage_views



Create a website Custom Audience [close]

Include people who meet **ANY** [dropdown arrow] of the following criteria:

Source

- Website events [dropdown arrow]

Events

- All website visitors [dropdown arrow]

[Search icon] Includes people who have visited specific websites or web pages.

Visitors by time spent

From your events

- PageView
- ViewContent
- AddToCart
- ViewCategory
- InitiateCheckout
- BookOnline
- Purchase

or other categories of sensitive information when creating custom audiences. Visit the [Help Centre](#) to learn more about prohibited information.

By continuing, you agree to the [Meta Business Tools Terms](#).

[?] [Back] [Create audience]

Create great social campaigns with free support from:



Katy Farrell

Social Media

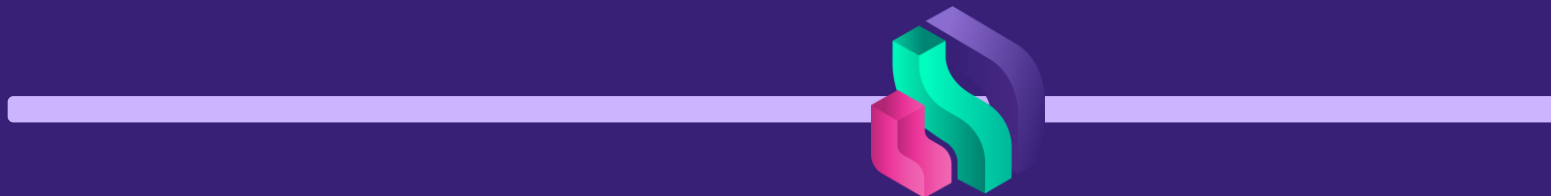


Nicola Barratt

Social Media

5

The importance of consent



Poll – why do **you** accept cookies on websites?

To get rid of the popup

To get more from the website owner

I don't mind being tracked

Other

What rules apply to digital tracking?

1. **General Data Protection Regulation (GDPR)**
2. **Privacy and Electronic Communications Regulations (PECR)**

Consent

Details

Ad Settings

About

Responsible use of your data

We and our **partners** process your personal data, e.g. your IP-number, using technology such as cookies to store and access information on your device in order to serve personalized ads and content, ad and content measurement, audience insights and product development. You have a choice in who uses your data and for what purposes.

If you allow, we would also like to:

Collect information about your geographical location which can be accurate to within several meters

Identify your device by actively scanning it for specific characteristics (fingerprinting)

Find out more about how your personal data is processed and set your preferences in the [details section](#). You can change or withdraw your consent any time from the Cookie Declaration.

Allow all cookies

Manage cookies

Reject all cookies


No Pixels found on this page



No available actions

Visit [Events Manager](#) for performance opportunities




How to audit consent




CookieYes [Try for free](#) 

Free Website Cookie Checker

Use our instant cookie checker tool to check cookies on your website and generate a detailed cookie audit report in seconds.

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 Free forever  Instant report  No email required

Recap

1 What is digital tracking?

2 Examples in action

3 Why is it useful?

4 How to get started

5 Importance of consent

6 Questions and Answers



Upcoming webinars

How to choose the right
eCommerce path for you
with Katherine Brown

19 May 2026



Social media content without the
cringe: Live Q&A

Dean Shaw

23 June 2026



Get in touch



digitalnetwork@arts council.org.uk



digitalculturenetwork.org.uk



[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)



[DigitalCultureNetwork](https://www.youtube.com/DigitalCultureNetwork)



[@ace_dcn](https://twitter.com/ace_dcn)



[Digital Culture Podcast](#)



Digital Culture
Network



Q&A