

Marketing pixels

Pixels are snippets of code that allow you to gather information about website visitors and what actions they took, so you can send them ads that are most relevant to them. Pixels help to measure campaign performance, tracking conversions, and building audience groups based on behaviour.

Here are some popular pixels and tags used and how to set them up:

- [Google tag](#)
- [LinkedIn Insights](#)
- [Meta Pixel](#)
- [Pinterest Tag](#)
- [Snap Pixel](#)
- [TikTok Pixel](#)

The following tools allow you to review what tags are installed on your website and help troubleshooting:

- [Builtwith Technology Lookup](#)
- [Google Tag Assistant](#)
- [Meta Pixel Helper](#)
- [Pinterest Tag Helper](#)
- [Snap Pixel Helper](#)
- [TikTok Pixel Helper](#)

To see what adverts are run by others, you can search by ad account on:

- [Google Ads Transparency Centre](#)
- [LinkedIn Ad Library](#)
- [Meta Ad Library](#)
- [TikTok Commercial Content Library](#)

Pixels are less effective in 2026 due to ad blockers, tracking changes and browser restrictions. To help improve pixel performance, there are methods to get systems to talk directly to each other:

- [Server-side tracking](#)
- [Conversions API](#)

The importance of consent

To comply with General Data Protection Regulation (GDPR) and Privacy and Electronic Communications Regulations (PECR) you should install a Consent Management Platform (CMP) to ask users for active, prior, and informed consent before tracking them with any marketing pixels.

You can scan your website to check compliance using tools such as [CookieYes Cookie Checker](#) or [Cookiebot Cookie Scanner](#).

Here are some CMP providers used in our sector. Get in touch with us if you need help finding the right one for your technical setup:

- [Complianz \(for WordPress\)](#)
- [CookieBot](#)
- [Cookie Control](#)
- [CookieFirst](#)
- [Cookie Information](#)
- [CookiePro \(OneTrust\)](#)
- [Cookie Script](#)
- [CookieYes](#)

Questions answered

How do we deal with visiting companies (theatre) getting data from our pixel? We've found it very complicated!

It's possible to set up a process and use templates to make this easier. Depending on your website and ticketing system, it's possible to target specific webpages and events. Get in touch with us to discuss your specific setup and we can train you on bringing it in-house.

Do the cookies windows affect new and returning users on Google Analytics? Is there a point recording these analytics?

Yes, they do. As a default the Google Analytics cookie will expire after 2 years. It's still useful to record for that reason, allowing you to identify and see differences between New and Returning visitors.

Might be a stupid question but when someone clears their cache does that reset their cookies?

Yes, the cookies are saved in the cache and removed when clearing it for a website.

Is the rate of cookie opt-out increasing?

Yes. A big driver for the change was the introduction of GDPR in 2018 England requiring explicit opt-in and visible *Reject all* options.

Can you integrate non-Meta e.g. TikTok on Meta Business?

No. Only Meta-owned products (such as Facebook and Instagram) can be managed within Meta Business.

We tried to set up Google Ads with Google Ad Grants but our account got deactivated. Is this something DCN can help with via 1-2-1 support?

Yes. Please get in touch and we will help you identify the reasons behind the deactivation and how to resolve it.

This might be a silly question but does google analytics already capture this info for google pixels so that we can shape ads?

Yes. Google Analytics [can be linked to Google Ads](#) to use the same data to inform campaigns.

Why does compliance / consent statements and guidance seem to only mention Cookies and not Pixels explicitly?

Policies use wording like *cookies and similar technologies*. It's a simplification of cookies, pixels, device fingerprinting and local data storage as cookies are what most users are familiar with.

As far as I understand, you just offer your services to England-based organisations. Can we get any one-to-one sessions, and if not, are there any suggestions for organizations in Scotland to get similar support?

Although you are not eligible for one-to-one support, you are free to access our [Knowledge Hub](#) and attend our [webinar programme](#). If you are a charity, the following offer free limited support:

- [Charity IT Association](#)
- [Digital Candle](#)