Sedo Referral Traffic

Third Party Tracking

Introduction

Sedo's domain parking product supports a number of third party tracking providers which can be used to monitor the performance of traffic which is monetized via Sedo's first tier advertiser.

Traffic which is monetized via second tier advertisers supports a limited subset of tracking options.

Front-end pixel tracking and Server-to-Server tracking

Depending on the tracking provider, the parking product supports two different approaches of third party tracking:

1. Front-end pixel tracking
   This is simply called "pixel tracking", which actually means Javascript based tracking these days. It is the classic way of tracking, where the client (browser) sends a request to the tracking provider, including some additional information.

2. Server-to-Server tracking
   This is a more recent tracking solution. With this technique, client side events are recorded on the server which hosts the respective website. The recorded events are forwarded from the hosting environment to the tracking provider, with a defined subset of information.

Here are some of the characteristics of the different approaches:

Topic	Pixel tracking	Server-to-Server tracking	Note
Future-proof	no	**yes**	Pixel tracking opportunities will be blocked by major browsers in the near future.
Entropy	**high**	limited	Tracking provider can extract more detailed information by using Javascript and cookies.
Real-time capable	**yes**	no	Server-to-Server tracking events are forwarded delayed (up to 10 minutes with Sedo Domain Parking).
Reliable	no	**yes**	Front-end tracking can be deactivated, blocked or even manipulated unnoticeable.

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Due to the special challenges with a domain parking product and depending on the interfaces offered by a tracking provider, a mixture of both technologies is sometimes necessary.

Sedo focuses on implementing Server-to-Server tracking solutions.

Supported Events Names

Sedo defines the following events which can be tracked:

Sedo Parking Event	Description
Landing Page	Triggered when a visitor initially visits the parked domain.
Result Page	Triggered when a visitor is presented with a results page after clicking a related link.
Ad Click	Triggered when a visitor clicks on an ad on the result page..

Where applicable, Sedo provides a reasonable default mapping between these events and those that are supported by the third party tracking provider.

Customers can choose to override any of these defaults by explicitly specifying which third party event should be triggered for each of these events.

Some tracking providers may not support tracking of all events which Sedo supports.
To learn which third party events are supported, please refer to the section of the specific tracking provider.

Supported Tracking Providers

The following third party tracking providers are currently supported:

- Facebook
- Outbrain
- Pinterest
- Snapchat
- Taboola
- Twitter
- TikTok
- Yahoo Gemini

Should you be interested in support for other tracking providers being added, we'd love to hear back from you.

Facebook

Facebook Tracking Pixel

The following request parameters are supported:

Parameter	Mandatory	Description
pxfb[id]	yes	Facebook Tracking Pixel ID
pxfb[elp]	no	Landing Page Event
pxfb[erp]	no	Result Page Event
pxfb[ec]	no	Click Event

The following events are supported:

- PageView
- ViewContent
- Purchase
- CompleteRegistration
- Lead
- Contact
- Search

Specifying unsupported events will disable the tracking pixel altogether.
When **no** events are explicitly given, Sedo will track the following events by default:

Sedo Event	Facebook Event
Landing Page	PageView
Result Page	ViewContent
Click	Purchase

Note: When configuring events explicitly, **all** events which should be tracked must be configured explicitly. Otherwise, only those events which have been configured will be tracked.

Valid Examples

Track all pxfb[id] events with default values:
http://example.com/?pxfb[id]=4711

Track only "Click" events as "Purchase" Facebook event:
http://example.com/?pxfb[id]=4711&pxfb[ec]=Purchase

Track only "Landing Page" and "Result Page" events as "ViewContent" Facebook event:
http://example.com/?pxfb[id]=4711&pxfb[elp]=ViewContent&pxfb[erp]=ViewContent

Invalid Examples

Unsupported Facebook event:
http://example.com/?pxfb[id]=4711&pxfb[ec]=Conversion

Missing Facebook Tracking Pixel ID:
http://example.com/?pxfb[erp]=ViewContent

Facebook Server-to-Server Tracking

Facebook Server-to-Server supports tracking events for "Landing Page", "Result Page" and "Ad-Click".

Facebook API Access Token

1. A Facebook API access token is required to trigger the S2S conversions that you must create in your [Facebook account](#)
   To prevent the token from being compromised to third parties via the URL of the parked page, Sedo provides an API to convert your token into an alias.
2. In order to create this alias, you need to send us your Facebook API access tokens with the Sedo-API function:

   - [SetParkingTrackingProviderToken](#)
     - **<u>Important:</u>** provide the Facebook API token along with the **version of the Facebook API** with which the token was generated. It is still optional not to send the Facebook API version but it will be required in 30 days.
     - **Where can I get the Facebook API version?**
       - If an **API token** has been created in the **Facebook Business** account, check in the [Facebook changelog](#) what version the Facebook-API has at the time the token was generated.
       - When a Facebook-API-token is created with the **developer account**, you can choose the API version yourself.

3. The API will respond with the corresponding alias for your token.
4. You need to include the created alias as a request parameter through the URL of your parked domain.
5. Once we receive your alias we will use the corresponding token to trigger the conversion to your facebook dashboard.

Also, you can at any time get your current tokens and alias with:

- [GetParkingTrackingProviderToken](#)

Or delete any set token and the corresponding alias with:

- [DeleteParkingTrackingProviderToken](#)

Events names

The following request parameters are supported:

Parameter	Mandatory	Description
ctfb[id]	yes	Facebook server-to-server Tracking "PIXEL_ID"
ctfb[alias]	yes	Sedo custom alias for a Facebook API access token. See topic "Tracking Provider Token" above on how to retrieve that alias from Sedo API.
ctfb[elp]	no	Landing Page Event
ctfb[erp]	no	Result Page Event
ctfb[ec]	no	Ad Click Event

The following Custom Events are supported:

- PageView
- ViewContent
- Purchase
- CompleteRegistration
- Lead
- Contact
- Search

Specifying unsupported events will disable the tracking altogether.

When **no** event parameters are explicitly given, Sedo wil track the following event names by default:

Sedo Event	Facebook Event Name
Landing Page	PageView
Result Page	ViewContent
Click	Purchase

Note: When configuring custom event names, **all events which should be tracked must be configured explicitly**. Otherwise, only those events which have been configured will be tracked.

Valid Examples

Track all default event names:
http://example.com/?ctfb[id]=4711&ctfb[alias]=fbabc123

Track only Result Page Event and Click Event with custom event names:
http://example.com/?ctfb[id]=4711&ctfb[alias]=fbabc123&ctfb[erp]=ViewContent&ctfb[ec]=Lead

Invalid Examples

Missing Alias:
http://example.com/?ctfb[id]=4711

Missing ID:
http://example.com/?ctfb[alias]=fbabc123

Wrong Parameter Value:
http://example.com/?ctfb[id]=4711&ctfb[alias]=fbabc123&ctfb[erp]=ParkingLandingpage&ctfb[ec]=Lead

Facebook Domain Name Verification

Please note that **Facebook requires you to verify your parked domains when using their Facebook ad programm**. Please refer to the Facebook documentation for further information.

We offer you the ability to **verify your parked domains** (only with ns1.sedoparking.com & ns2.sedoparking.com) with Facebook setting up **DNS TXT** records. Please refer to the following API functions to proceed accordingly:

API Function to verify your parked domains:

- [SetParkingSiteVerification](#)

You can also get all existing domains you have verified previously:

- [GetParkingSiteVerification](#)

Use this function to delete any domain verification:

- [DeleteParkingSiteVerification](#)

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MGID

Server-to-Server Tracking

Due to the way Sedo's first tier advertiser logs clicks, the MGID Server-To-Server integration is available for Landing Page, Result Page and Click events.

Supported Server-To-Server tracking parameters are:

Parameter	Mandatory	Description
ctmg[id]	yes	Account ID
ctmg[cid]	yes	Click ID
ctmg[elp]	no	Landing Page Event
ctmg[erp]	no	Result Page Event
ctmg[ec]	no	Click Page Event

The following events are supported:

- interest
- desire
- action

Specifying unsupported events will disable the tracking pixel altogether.
When no events are explicitly given, Sedo will track the following events by default:

Sedo Event	MGID Event
Landing Page	interest
Result Page	desire
Click	action

Note: All events which should be tracked must be configured explicitly. Otherwise, only those events which have been configured will be tracked.

Valid Examples

Track only "Landing Page" event as MGID "interest":
http://example.com/?ctmg[id]=4711&ctmg[cid]=1234abc&ctmg[elp]=interest

Track only "Result Page" event as MGID "desire":
http://example.com/?ctmg[id]=4711&ctmg[cid]=1234abc&ctmg[erp]=desire

Track only "Click" event event as MGID "action":
http://example.com/?ctmg[id]=4711&ctmg[cid]=1234abc&ctmg[ec]=action

Invalid Examples

Missing event name(s):
http://example.com/?ctmg[id]=4711&ctmg[cid]=1234abc

Missing MGID Account ID:
http://example.com/?ctmg[cid]=1234abc&ctmg[elp]=interest

Missing MGID Tracking Server-To-Server Click ID:
http://example.com/?ctmg[id]=4711&ctmg[elp]=interest

Alternative MGID setup

Make a Campaign with MGID and select Sedo as a S2S template for the campaign. Then
you don't even need to put any parameters anywhere.

Outbrain

Tracking Pixel

Due to the way how Sedo's first tier advertiser logs clicks, the Outbrain Tracking Pixel integration is only available for the Landing Page and Result Page event.

Customers willing to log Click events via Outbrain are required to setup server-to-server tracking (see below).

Supported tracking pixel parameters are:

Parameter	Mandatory	Description
pxob[id]	yes	Outbrain Tracking Pixel ID
pxob[elp]	no	Landing Page Event
pxob[erp]	no	Result Page Event

The event names can be fully customized.
All events which should be tracked must be configured explicitly.

Valid Examples

Track only "Landing Page" event as "View Content" Outbrain event:
http://example.com/?pxob[id]=4711&pxob[elp]=View%20Content

Track "Landing Page" and "Result Page" events as "View Content" Outbrain event:
http://example.com/?pxob[id]=4711&pxob[elp]=View%20Content&pxob[erp]=View%20Content

Invalid Examples

Missing event name(s):
http://example.com/?pxob[id]=4711

Missing Outbrain Tracking Pixel ID:
http://example.com/?pxob[elp]=View%20Content

Server-to-Server Tracking (Click Logging)

Due to the way how Sedo's first tier advertiser logs clicks, customers willing to log click events via Outbrain are required to setup server-to-server tracking.
Supported server-to-server tracking parameters are:

Parameter	Mandatory	Description
pxob[cid]	yes	Click ID
pxob[ec]	yes	Click Event

Setting up server-to-server tracking involves the following steps:

1. **Create a unique event name**
   ● Follow the steps described in Outbrain's documentation.

2. **Add a click parameter to your campaign's tracking code**
   ● Follow the steps described in Outbrain's documentation.

3. **Pass event name and click ID to Sedo**
   ● Pass the chosen event name via the pxob[ec] parameter.
   ● Pass the generated click ID via the pxob[cid] parameter.

Valid Example
http://example.com/?pxob[id]=4711&pxob[ec]=Click&pxob[cid]=123456

Sedo's parking application will then construct the postback URL required for Outbrain's server-to-server tracking from the URL parameters you provided and call that URL for each click event.

Note that multiple clicks may share the same click ID since each ad link opens in a new window and visitors may click on multiple ads.

Pinterest

Tracking Pixel

Due to the way how Sedo's first tier advertiser logs clicks, the Pinterest Tracking Pixel integration is only available for the Landing Page and Result Page event.

Customers willing to log Click events via Pinterest are required to setup Server-to-Server Tracking (see below).

The Tracking Pixel and the Server-to-Server Click Tracking can be combined, see an example below.

Supported tracking pixel parameters are:

Parameter	Mandatory	Description
pxpi[id]	yes	Pinterest Tracking Pixel ID
pxpi[elp]	no	Landing Page Event
pxpi[erp]	no	Result Page Event

The following events are supported:

- PageVisit
- ViewCategory
- Checkout
- Lead

Specifying unsupported events will disable the tracking pixel altogether.
All events which should be tracked must be configured explicitly.

Valid Examples

Track only "Landing Page" event as "PageVisit" Pinterest event:
http://example.com/?pxpi[id]=4711&pxpi[elp]=PageVisit

Track both "Landing Page" and "Result Page" events as "ViewCategory" Pinterest event:
http://example.com/?pxpi[id]=4711&pxpi[elp]=ViewCategory&pxpi[erp]=ViewCategory

Combined with Server-to-Server Click Tracking (see below):

http://example.com/?pxpi[id]=4711&pxpi[elp]=PageVisit&pxpi[erp]=ViewCategory&pxpi[ec]=Checkout

Invalid Examples

Missing event:
http://example.com/?pxpi[id]=4711

Missing Pinterest Tracking Pixel ID:
http://example.com/?pxpi[elp]=ViewCategory

Server-to-Server Tracking (Click Logging)

Due to the way how Sedo's first tier advertiser logs clicks, customers willing to log click events via Pinterest are required to setup Server-to-Server Tracking.
Please note that Server-to-Server Tracking is not officially supported by Pinterest. If you experience any issue, do not hesitate to contact your account manager at Sedo.

Supported Server-to-Server Tracking parameters are:

Parameter	Mandatory	Description
pxpi[id]	yes	Click ID
pxpi[ec]	yes	Click Event

The following events are supported:

- PageVisit
- ViewCategory
- Checkout
- Lead

Specifying unsupported events will disable the Server-to-Server Tracking.

Valid Examples

http://example.com/?pxpi[id]=4711&pxpi[ec]=Checkout

Combined with Pixel Tracking:
http://example.com/?pxpi[id]=4711&pxpi[elp]=PageVisit&pxpi[erp]=ViewCategory&pxpi[ec]=Checkout

Sedo's parking application will then construct the postback URL required for the Pinterest Server-to-Server Tracking from the URL parameters you provided and call that URL for each click event.

Snapchat

Tracking Pixel ("Snap Pixel")

The following request parameters are supported:

Parameter	Mandatory	Description
pxsc[id]	yes	Snap Pixel ID
pxsc[elp]	no	Landing Page Event
pxsc[erp]	no	Result Page Event
pxsc[ec]	no	Click Event

The following events are supported:

- PAGE_VIEW
- AD_VIEW
- AD_CLICK
- VIEW_CONTENT
- PURCHASE

Specifying unsupported events will disable the tracking pixel altogether.
When no events are explicitly given, Sedo will track the following events by default:

Sedo Event	Snapchat Event
Landing Page	PAGE_VIEW
Result Page	AD_VIEW
Click	AD_CLICK

Note: When configuring events explicitly, all events which should be tracked must be configured explicitly. Otherwise, only those events which have been configured will be tracked.

Valid Examples

Track all events with default values:
http://example.com/?pxsc[id]=abcd1234-00ff-ff00-cdef-abcdef123456

Track only "Click" events as "AD_CLICK" Snap Pixel event:
http://example.com/?pxsc[id]=abcd1234-00ff-ff00-cdef-abcdef123456&pxsc[ec]=AD_CLICK

Track only "Landing Page" and "Result Page" events as "VIEW_CONTENT" Snap Pixel event:
http://example.com/?pxsc[id]=abcd1234-00ff-ff00-cdef-abcdef123456&pxsc[elp]=VIEW_CONTENT&pxsc[erp]=VIEW_CONTENT

Invalid Examples

Unsupported Snap Pixel event:
http://example.com/?pxsc[id]=abcd1234-00ff-ff00-cdef-abcdef123456&pxsc[ec]=SUBSCRIBE

Missing Snap Pixel ID:
http://example.com/?pxsc[erp]=AD_VIEW

Server-to-Server Tracking

The following request parameters are supported:

Parameter	Mandatory	Description
ctsc[id]	yes	Snap Pixel ID
ctsc[elp]	no	Landing Page Event
ctsc[erp]	no	Result Page Event
ctsc[ec]	no	Click Event
ctsc[etag]	no	Custom Event Tag. Limited numbers of **maximum 10 characters**.

The following events are supported:

- PAGE_VIEW
- AD_VIEW
- AD_CLICK
- VIEW_CONTENT
- PURCHASE

Specifying unsupported events will disable the tracking server-to-server altogether.
When no events are explicitly given, Sedo will track the following events by default:

Sedo Event	Snapchat Event
Landing Page	PAGE_VIEW
Result Page	AD_VIEW
Click	AD_CLICK
Custom Event Tag	Default: sedo

Note: When configuring events explicitly, all events which should be tracked must be configured explicitly. Otherwise, only those events which have been configured will be tracked.

Valid Examples

Track all events with default values:
http://example.com/?ctsc[id]=abcd1234-00ff-ff00-cdef-abcdef123456

Track only "Click" events as "AD_CLICK" Snap Pixel event:
http://example.com/?ctsc[id]=abcd1234-00ff-ff00-cdef-abcdef123456&ctsc[ec]=AD_CLICK

Track only "Landing Page" and "Result Page" events as "PAGE_VIEW" Snap Pixel
event:
http://example.com/?ctsc[id]=abcd1234-00ff-ff00-cdef-abcdef123456&ctsc[elp]=PAGE_VIEW
&ctsc[erp]=AD_VIEW

Track all events with an additional event tag:
http://example.com/?ctsc[id]=abcd1234-00ff-ff00-cdef-abcdef123456&ctsc[etag]=sedo

Invalid Examples

Unsupported Snap Pixel event:
http://example.com/?ctsc[id]=abcd1234-00ff-ff00-cdef-abcdef123456&ctsc[ec]=SUBSCRIBE

Missing Snap Pixel ID:
http://example.com/?ctsc[erp]=AD_VIEW

Exceed limit number of maximum 10 characters for the event tag:
http://example.com/?ctsc[id]=abcd1234-00ff-ff00-cdef-abcdef123456&ctsc[etag]=toomanych
aracters

Taboola

Tracking Pixel

Due to the way how Sedo's first tier advertiser logs clicks, the Taboola Tracking Pixel integration is only available for the Landing Page and Result Page event.

Customers willing to log Click events via Taboola are required to setup server-to-server tracking (see below).

Supported tracking pixel parameters are:

Parameter	Mandatory	Description
pxtb[id]	yes	Taboola Tracking Pixel ID
pxtb[elp]	no	Landing Page Event
pxtb[erp]	no	Result Page Event

The event names can be fully customized.
All events which should be tracked must be configured explicitly.

Valid Examples

Track only "Landing Page" event as "view_content" Taboola event:
http://example.com/?pxtb[id]=4711&pxtb[elp]=view_content

Track "Landing Page" and "Result Page" events as "view_content" Taboola event:
http://example.com/?pxtb[id]=4711&pxtb[elp]=view_content&pxtb[erp]=view_content

Invalid Examples

Missing event name(s):
http://example.com/?pxtb[id]=4711

Missing Taboola Tracking Pixel ID:
http://example.com/?pxtb[elp]=view_content&pxtb[erp]=view_content

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Server-to-Server Tracking (Click Logging)

Due to the way how Sedo's first tier advertiser logs clicks, customers willing to log click events via Taboola are required to setup server-to-server tracking.
Supported server-to-server tracking parameters are:

Parameter	Mandatory	Description
pxtb[cid]	yes	Click ID
pxtb[ec]	yes	Click Event

Setting up server-to-server tracking involves the following steps:

1. **Add Server-to-Server tracking to your Taboola campaign**
   - Follow the steps described in Taboola's documentation.
   - Pass the generated click ID via the pxtb[cid] parameter, e.g. http://example.com/?pxtb[id]=4711&pxtb[cid]=123456

2. **Create Server-to-Server conversions**
   - Follow the steps described in Taboola's documentation.

3. **Pass event name and click ID to Sedo**
   - Pass the chosen event name via the pxtb[ec] parameter.
   - Pass the generated click ID via the pxtb[cid] parameter.

Example

http://example.com/?pxtb[id]=4711&pxtb[ec]=click_event&pxtb[cid]=123456

Sedo's parking application will then construct the postback URL required for Taboola's server-to-server tracking from the URL parameters you provided and call that URL for each click event.

Note that multiple clicks may share the same click ID since each ad link opens in a new window and visitors may click on multiple ads.

TikTok

Tracking Pixel

Due to the way how Sedo's first tier advertiser logs clicks, the TikTok Tracking Pixel integrations are only available for the Landing Page and Result Page event.

Supported tracking pixel parameters are:

Parameter	Mandatory	Description
pxtt[id]	yes	TikTok Tracking Pixel ID
pxtt[elp]	no	Landing Page Event
pxtt[erp]	no	Result Page Event
pxtt[v]	no	Implementation version, defaults to "1" ("1": Classic TikTok Pixel, 2: New TikTok Ads Pixel)

TikTok Pixel (classic)

The classic TikTok Pixel does not support passing particular events. Please pass a "1" as event value when explicitly giving an event to track, for example "pxtt[elp]=1".

When **no** events are explicitly given, Sedo will track both Landing Page and Result Page Event by default.

Valid Examples

Track "Landing Page" and "Result Page" event:
http://example.com/?pxtt[id]=4711

Track only "Landing Page" event:
http://example.com/?pxtt[id]=4711&pxtt[elp]=1

Invalid Examples

Unsupported event value:
http://example.com/?pxtt[id]=4711&pxtt[erp]=SomeEvent

Missing TikTok Pixel ID:
http://example.com/?pxtt[elp]=1&pxtt[erp]=1

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TikTok Ads Pixel (new)

In order to use the new TikTok Ads Pixel, the "pxtt[v]=2" parameter must be passed in addition to the Pixel ID.

All events that are supported by TikTok Ads are valid.

Specifying non-alphanumeric events will disable the tracking pixel altogether.

When **no** events are explicitly given, Sedo will track the following events by default:

Sedo Event	TikTok Ads Event
Landing Page	Browse
Result Page	ViewContent

Valid Examples

Track only "Landing Page" event as "Search" TikTok Ads event:
http://example.com/?pxtt[id]=4711&pxtt[elp]=Search&pxtt[v]=2

Track "Landing Page" and "Result Page" events as "Browse" TikTok Ads event:
http://example.com/?pxtt[id]=4711&pxtt[elp]=Browse&pxtt[erp]=Browse&pxtt[v]=2

Invalid Examples

Invalid event name:
http://example.com/?pxtt[id]=4711&pxtt[elp]=VIEW%2DCONTENT&pxtt[v]=2

Missing TikTok Ads Tracking Pixel ID:
http://example.com/?pxtt[elp]=view_content&pxtt[v]=2

Missing version parameter:
http://example.com/?pxtt[id]=4711&pxtt[elp]=Browse

Twitter

Tracking Pixel

The following request parameters are supported:

Parameter	Mandatory	Description
pxtw[id]	yes	Twitter Tracking Pixel ID
pxtw[elp]	no	Landing Page Event
pxtw[erp]	no	Result Page Event
pxtw[ec]	no	Click Event

The following events are supported:

- PageView (only for "Landing Page" and "Result Page" events)
- Purchase (only for "Click" event)

Specifying unsupported events will disable the tracking pixel altogether.
When **no** events are explicitly given, Sedo will track the following events by default:

Sedo Event	Twitter Event
Landing Page	PageView
Result Page	PageView
Click	Purchase

Notes

- When configuring events explicitly, **all** events which should be tracked must be configured explicitly. Otherwise, only those events which have been configured will be tracked.
- Due to the way how Twitter categorizes events, "Landing Page" and "Result Page" events will both show as "PageView" events.

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Valid Examples

Track all events with default values:
http://example.com/?pxtw[id]=abc123

Track only "Click" events as "Purchase" Twitter event:
http://example.com/?pxtw[id]=abc123&pxtw[ec]=Purchase

Track only "Landing Page" and "Result Page" events as "ViewContent" Twitter event:
http://example.com/?pxtw[id]=abc123&pxtw[elp]=ViewContent&pxtw[erp]=ViewContent

Invalid Examples

Unsupported Twitter event:
http://example.com/?pxtw[id]=abc123&pxtw[ec]=Conversion

Unsupported Twitter "PageView" event for Sedo "Click" event:
http://example.com/?pxtw[id]=abc123&pxtw[ec]=PageView

Missing Twitter Tracking Pixel ID:
http://example.com/?pxtw[erp]=ViewContent

Yahoo Gemini

Tracking Pixel

The following request parameters are supported:

Parameter	Mandatory	Description
pxyh[id]	yes	Yahoo Tracking Pixel ID
pxyh[pid]	yes	Yahoo project ID
pxyh[elp]	no	Landing Page Event
pxyh[erp]	no	Result Page Event

The event names can be fully customized.
All events which should be tracked must be configured explicitly.

Valid Examples

Track only "Landing Page" event as "view_lp" Yahoo event:
http://example.com/?pxyh[id]=5000&pxyh[pid]=1000&pxyh[elp]=view_lp

Track "Landing Page" and "Result Page" events as "view_lp" and "view_rp" Yahoo events:
http://example.com/?pxyh[id]=5000&pxyh[pid]=1000&pxyh[elp]=view_lp&pxyh[erp]=view_rp

Invalid Examples

Missing event name(s):
http://example.com/?pxyh[id]=5000&pxyh[pid]=1000

Missing Yahoo Tracking Pixel ID and Project ID:
http://example.com/?pxyh[elp]=view_lp&pxyh[erp]=view_rp

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Changelog

2019-05-27 Initial version
2019-05-28 Add Outbrain support
2019-05-29 Add Taboola support
2019-06-04 Add more usage examples
2019-06-11 Add Twitter support
2020-01-29 Add Facebook events "CompleteRegistration" and "Lead"
2020-03-09 Add Snapchat support
2020-03-11 Add Yahoo support
2020-05-14 Add Facebook event "Contact"
2021-03-29 Add Pixel and Server-to-Server tracking reference
2021-04-21 Add Facebook Server-To-Server tracking support
2021-05-21 Add Facebook event "Search"
2021-07-01 Add MGID support
2021-08-06 Add Snapchat Server-To-Server tracking support
2021-09-28 Add Server-to-Server tracking Facebook API version support