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AiTRK™
TRACKING PIXEL OVERVIEW

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AiTRK Tracking Pixel
TO SUPPORT A
CUSTOMER EXPERIENCE MODEL

Customers now expect their experiences to be **continuous, constant, customized, cross-device and cross-channel**.
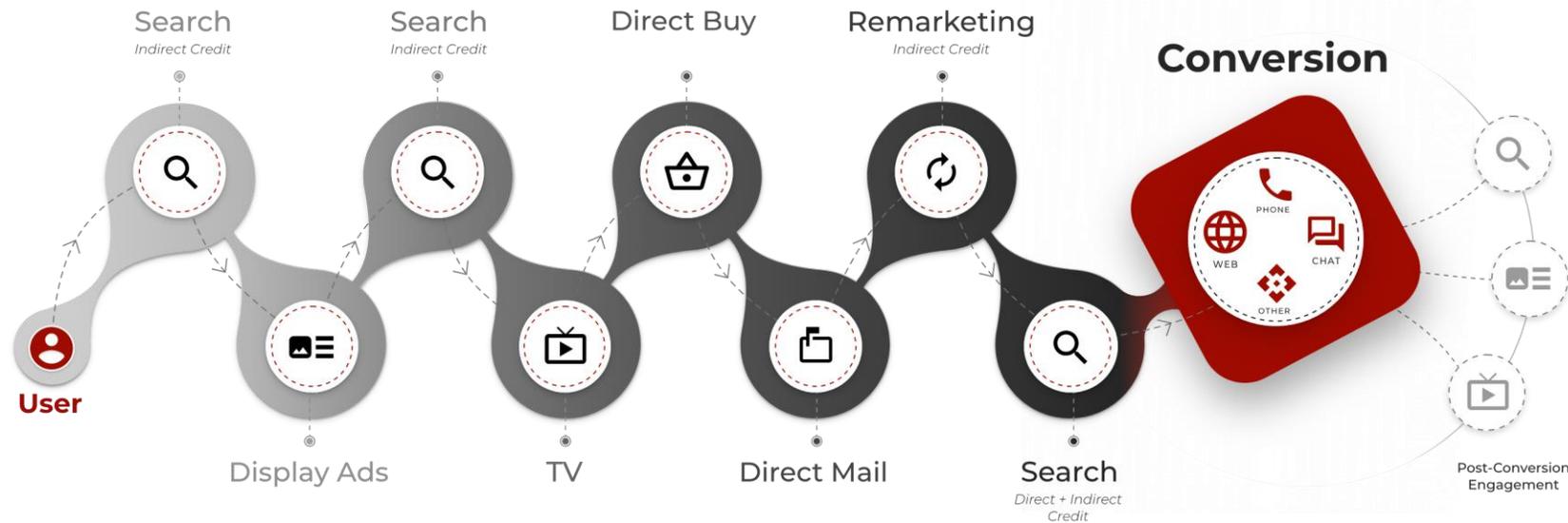
Ai Media AiTRK (Ai Track) technology allows us to track, measure and optimize marketing campaigns and deliver a continuous customer experience with the **Full Funnel Marketing** and addressing new **Privacy laws**.
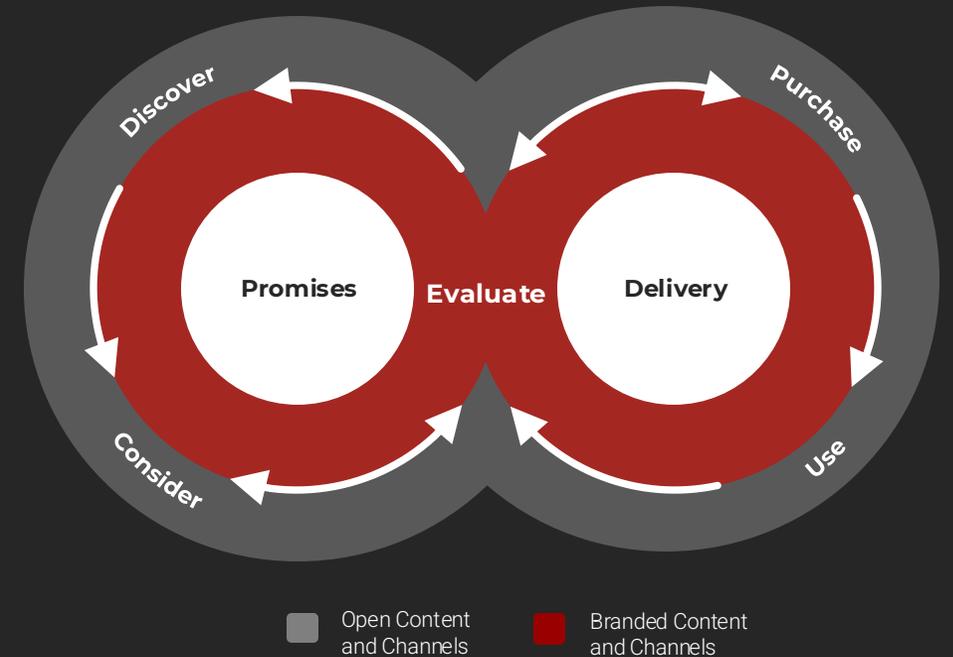
AiTRK TRACKING PIXEL OVERVIEW

- The Ai Media AiTRK pixel, aka *tracking pixel*, is a code snippet of code we provide to the Client to place on their Tag Management Solution. For example: Google GTM with a fully integrated template, Adobe Launch (DTM) , Tealium, Signal, Enlighten etc.

- Ai Media can also provide an Ai fully hosted tag management solution for complete control of all data streams.

- If needed, we can hard code the pixel on the client site, but we do not recommend this. Leveraging the tag management solution or system (TMS) allows Ai Media to keep all the tags on your website inside of a single master set of code that fires on-page and in the buy flow to track and report on that path to conversion for advertising.

- The AiTRK pixel is used to measure a marketing campaign's performance, track conversions, and to help define an audience base by gathering information about visitors on a website from paid media. The pixels track browsing behavior, the type of ads they click on, if they abandon a page or the buy flow, take a purchase action, fill out a lead gen form, etc.

- This behavior data helps Ai Media as a marketer to optimize the media spend to increase lead performance and sales and track attribution with our proprietary ad technology while adhering to all privacy and compliance laws, including CCPA GDPR.

Example User Journey

Search *Indirect Credit*
Search *Indirect Credit*
Direct Buy
Remarketing *Indirect Credit*
Conversion

PHONE
WEB
CHAT
OTHER

User
Display Ads
TV
Direct Mail
Search *Direct + Indirect Credit*
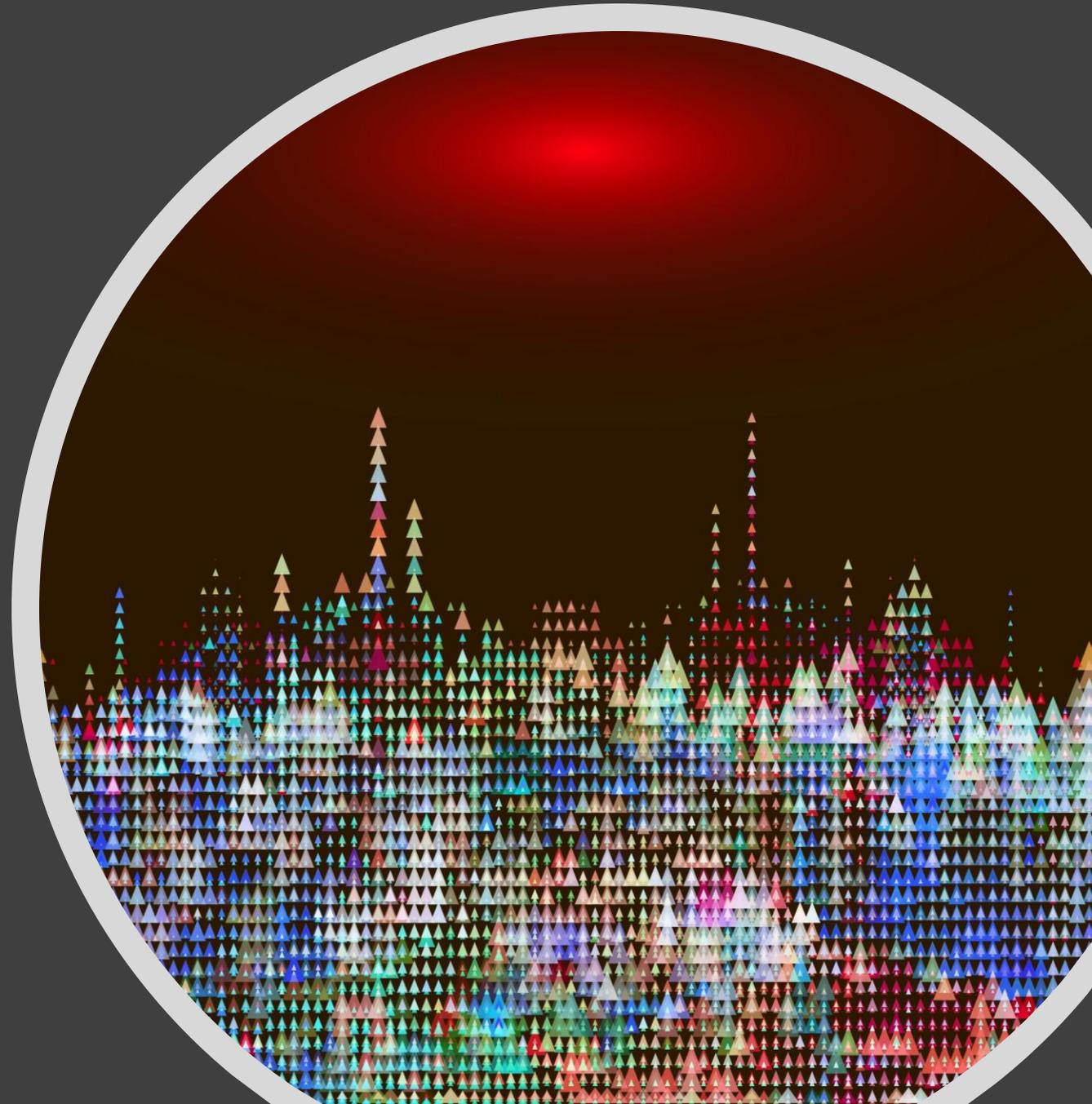
Post-Conversion Engagement

You get all the capabilities of a Customer Data Platform without having to implement one leveraging Ai Ad Tech Tracking Pixel that abides with Privacy & Compliance laws.
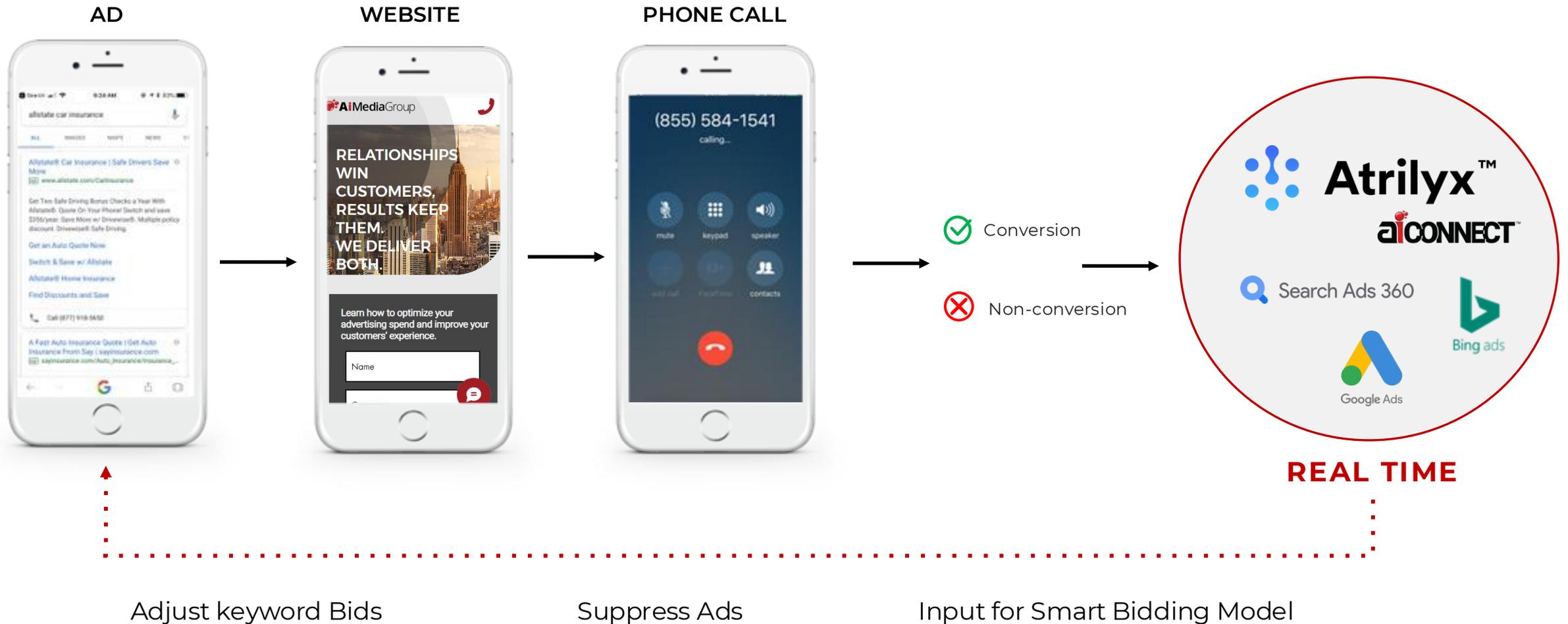
- **Universal ID**
  Tagging customers with a single ID that can then be used to reconcile spending, analytics, and attribution across channels.

- **Unifying User Identities**
  Across Channels Deduplication, collation, and harmonization of customer profiles based on data collected across all channels, even when these identities include components of different types (e.g. device IDs, hashed emails, statistical IDs, micro-neighborhoods, and zip+4 etc.).

- **Data Ingestion & Export**
  Our pre-existing library of APIs allow us to bring in data points from various network partners, systems of record and engagement and pass data back to systems of record to continually enhance the customer profile and optimize performance marketing efforts

- **Cleanliness and Accuracy of Data**
  Harmonization and collation of data across data streams

- **Audience Creation & Targeting**
  Streamlining audience creation, segmentation and targeting across diverse sets of data points, and sending these to activation channels including TradeDesk, Facebook, Google 360 and Bing for users with selected segments.

- **Privacy Compliance**
  All data collection, utilization, reporting, and segmentation is GDPR and CCPA compliant. Privacy compliance management across regulatory frameworks (e.g., GDPR/CCPA). providing unparalleled visibility into data governance and policy effectivity.

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How the AiTRK Tracking Pixel allows Atrilyx to build audiences and effectively track, measure and optimize your campaigns and report on data insights.

Use Case

Run Higher-Performing Campaigns with
Closed-Loop Attribution

AD

WEBSITE

PHONE CALL

(855) 584-1541

✅ Conversion

❌ Non-conversion

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aiCONNECT™

Search Ads 360

Bing ads

Google Ads

REAL TIME

Adjust keyword Bids

Suppress Ads

Input for Smart Bidding Model

TRACKING THE END-TO-END CUSTOMER JOURNEY TOUCHPOINTS & REPORTING ON **CONVERSION DATA**

GATHER DATA → **CREATE AUDIENCE SEGMENTS** → **LOOK-A-LIKE / REMARKET**

IMPRESSIONS, CLICKS, CTR'S and FORM COMPLETION

Build unique audience profiles and identify most valuable segments and target them across multi-channels (Social, Display, Paid Search, Video)

Form Completion
Create Look-a-Like Audience

Starts/Abandons/Completes a Lead Gen Form

Takes an Action

Lands on a Landing Page

Prospect Engages With an Ad

Online Ads Served
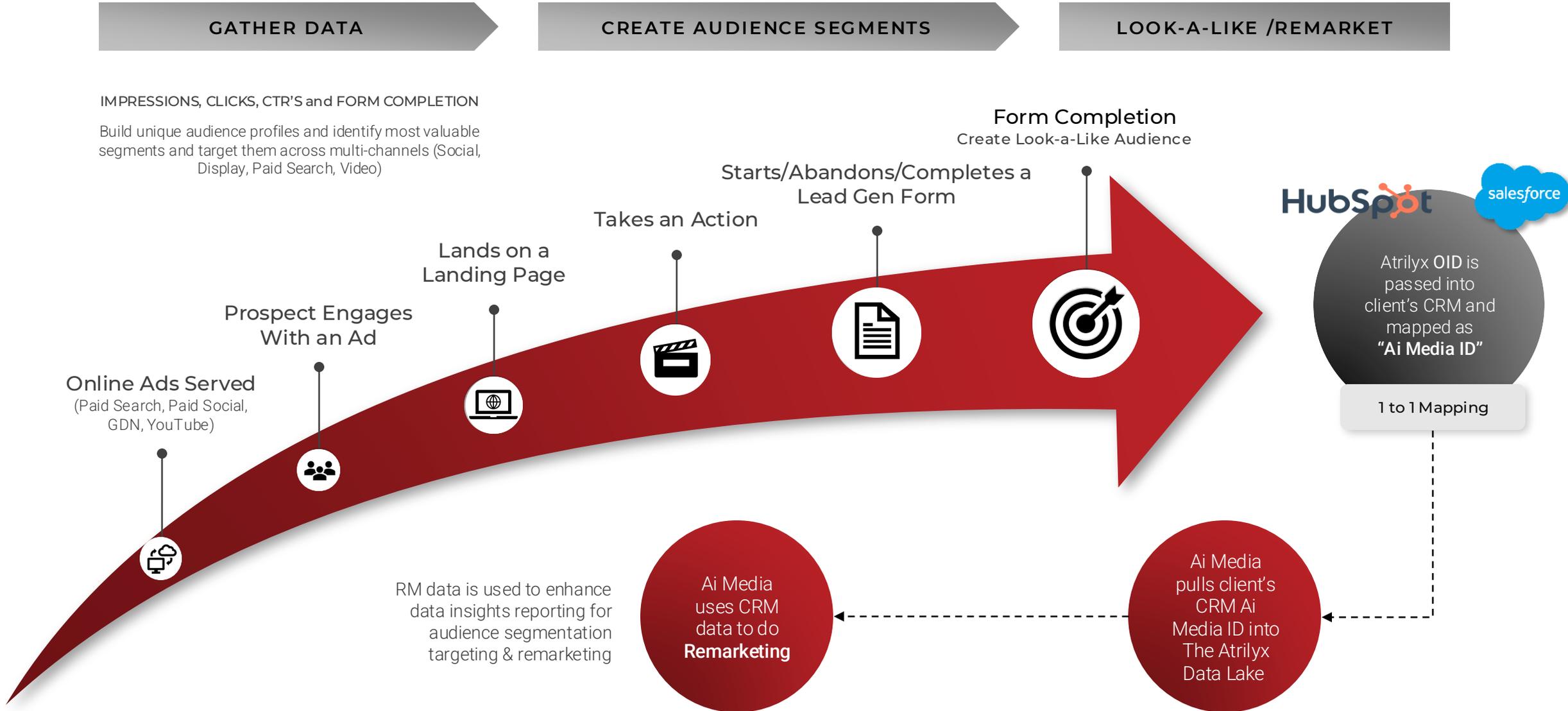(Paid Search, Paid Social, GDN, YouTube)

HubSpot   salesforce

Atrilyx **OID** is passed into client's CRM and mapped as **"Ai Media ID"**

1 to 1 Mapping

RM data is used to enhance data insights reporting for audience segmentation targeting & remarketing

Ai Media uses CRM data to do **Remarketing**

Ai Media pulls client's CRM Ai Media ID into The Atrilyx Data Lake

MARKETING AUTOMATION USING TRACKING PIXEL FOR RETARGETING

RETARGET PROSPECTS AND CUSTOMER THROUGH THE INTEGRATED CUSTOMER JOURNEY LEVERAGING TRACKING PIXEL DATA FIRED IN THE TAG MANAGEMENT.
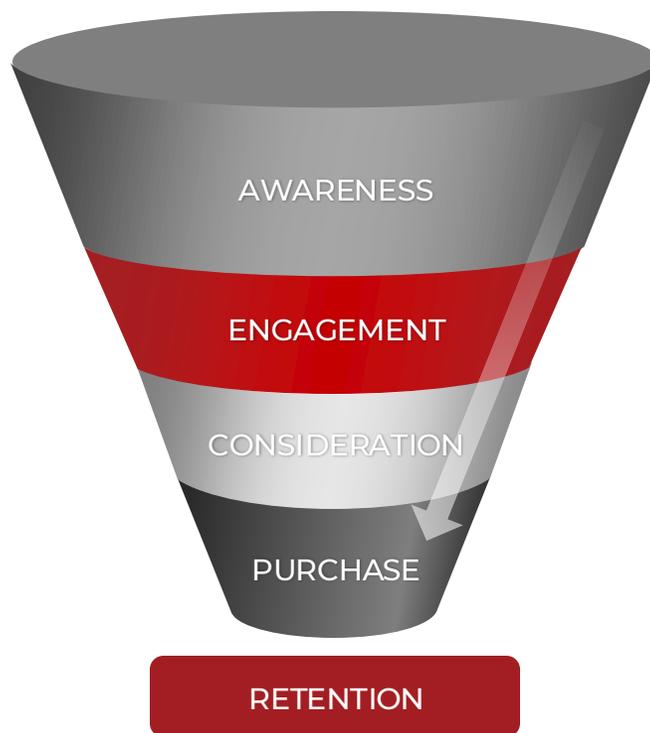
Not everyone is ready to buy right away, so *lead nurturing* maintains an open line of communication until the prospect is ready to buy or customers are ready to upsell offers.
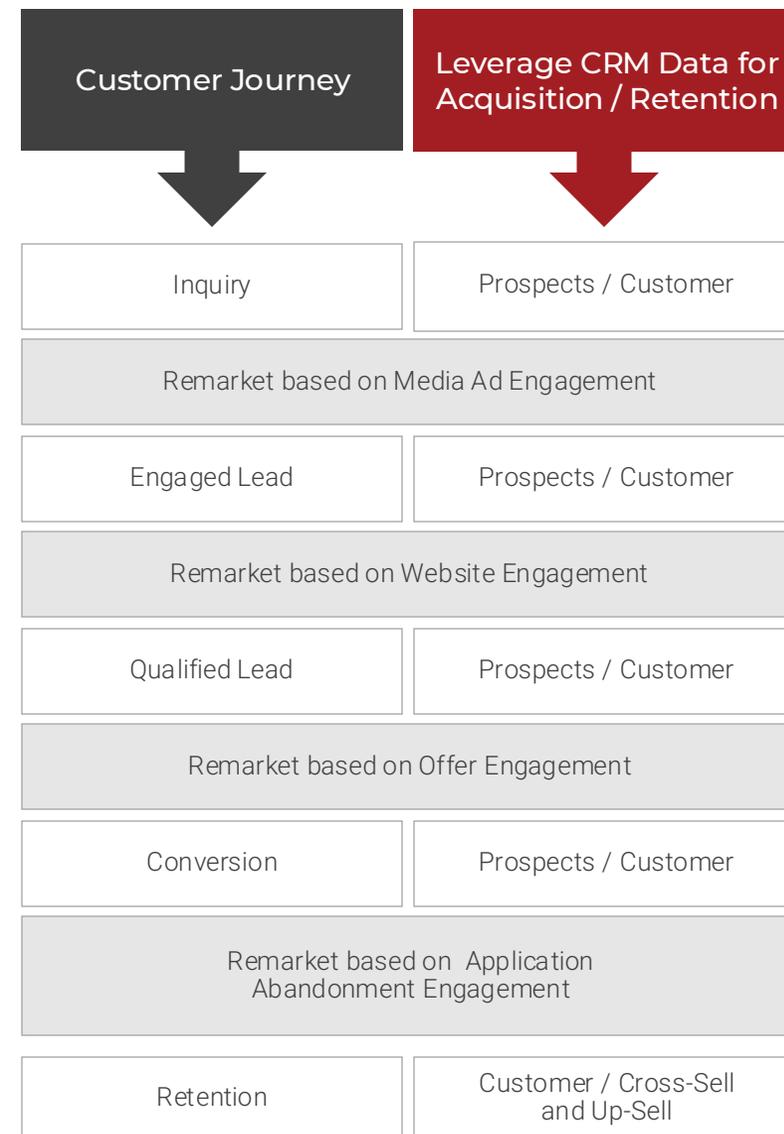
ENGAGE THE CONSUMER

Streamline lead nurturing capabilities to integrate with CRM data to have a 360 degree view of prospects and customers, to provide the right offer to the right person.

ENHANCE THE CUSTOMER EXPERIENCE

Suppress customers using CRM data with a data match partner to target prospects for acquisition sales and customers with cross-sell/upsell messaging.

AWARENESS

ENGAGEMENT

CONSIDERATION

PURCHASE

RETENTION

TRACK, MEASURE AND OPTIMIZE CUSTOMER JOURNEY ACROSS THE FUNNEL

Customer Journey	Leverage CRM Data for Acquisition / Retention
Inquiry	Prospects / Customer
Remarket based on Media Ad Engagement	
Engaged Lead	Prospects / Customer
Remarket based on Website Engagement	
Qualified Lead	Prospects / Customer
Remarket based on Offer Engagement	
Conversion	Prospects / Customer
Remarket based on Application Abandonment Engagement	
Retention	Customer / Cross-Sell and Up-Sell

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PIXEL
IMPLEMENTATION

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The setup information is delivered to the tracking team. Required information is:

- URL of website

- URL of specific landing pages

- Primary KPIs to track (forms, calls chat etc.)

- Secondary KPIs to track (site interactions)

- conversion window

The team is granted edit access to the GTM container that is installed on the client site

- A GTM tag template is imported into the GTM with all the base ai tags, variables and triggers

- The tracking developer will then go and add in additional variables triggers and tags to track all the aforementioned KPIs as dictated in the setup

- If the site is an e-commerce site, additional tracking is setup to track each and every step of the ecommerce funnel to measure what items are:

  - product view

  - added to the cart

  - removals from cart

  - begin checkouts

  - purchases

- If direct access cannot be granted to the Ai Tracking team, the tracking team will compile a tagging spreadsheet sending tags to track each of the above outlined steps. When a tagsheet is sent, the ai tracking team cannot setup variables or tag triggers. The Ai tracking team will provide the rule definitions for the tags to fire, but it is the responsibility of the clients internal tagging team to implement and QA the implementation

PIXEL TRACKING PROTOCOL
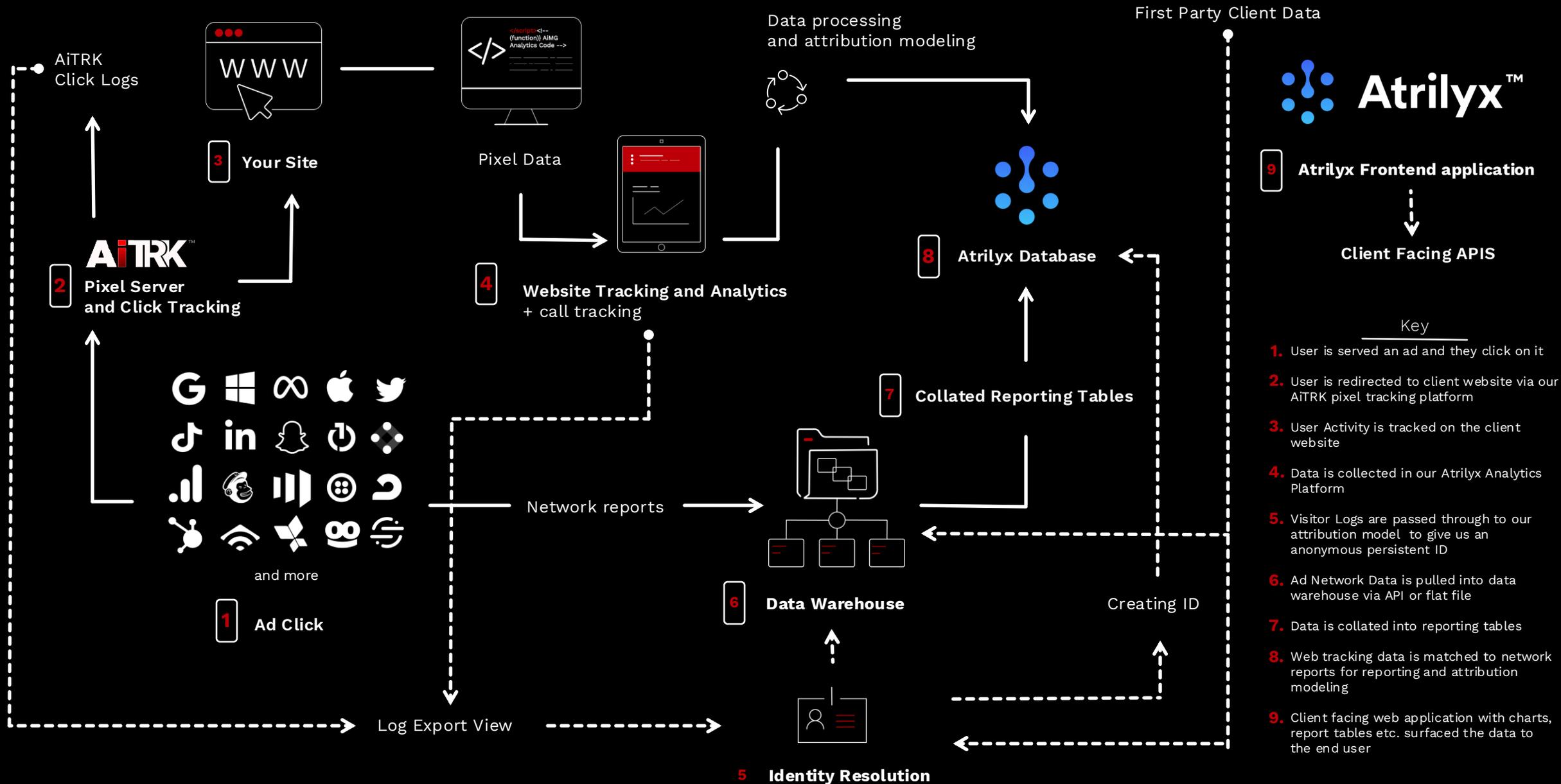
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Pixel Tracking Protocols

- The AiTRK pixel by default is an asynchronous JavaScript pixel

  - This tag allows us track the user on your site and to set first party cookies to record visit and attribution data

  - Same domain CNAMEs are available so all cookies set are 1st party same domain for ITP compliance.*

  - Alternative image and iframe pixels are available, but tracking fidelity is reduced*

- Security Protocols (HTTPS vs HTTP Pixel)

- Many browsers like Chrome detect and label sites if they are unsecure. You can tell a site is secure if the URL begins with "https://" instead of "http://". These browsers only load secure content from secure sites. HTTP iframe and image pixels are not secured content, so secure sites will block them as well.

- Ai Media's pixels are secure (https) and will work on all sites

Tracking tag types (JavaScript vs iframe vs Image Pixel)*

- Pixel tracking protocols can use a JavaScript tag, an HTML iframe or image tag to collect user tracking data and to track conversion events. If your site can use a JavaScript pixel over an image or iframe pixel, then there is no reason to use an image or iframe pixel protocol.

- Image & pixels are the legacy tracking protocol and are provided only to integrate with tracking systems that can't support other attribution methods. Image pixels also have additional limitations like only being able to load a single partner conversion pixel and being unable to load partner iframe conversion pixels.

*HTTPS://WEBKIT.ORG/BLOG/9521/INTELLIGENT-TRACKING-PREVENTION-2-3/

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AiTRK Click Logs

WWW

Pixel Data

Data processing and attribution modeling

First Party Client Data

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3 Your Site

2 Pixel Server and Click Tracking

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4 Website Tracking and Analytics + call tracking

8 Atrilyx Database

9 Atrilyx Frontend application

Client Facing APIS

7 Collated Reporting Tables

and more

1 Ad Click

Network reports

6 Data Warehouse

Creating ID

Log Export View

5 Identity Resolution

Key

1. User is served an ad and they click on it
2. User is redirected to client website via our AiTRK pixel tracking platform
3. User Activity is tracked on the client website
4. Data is collected in our Atrilyx Analytics Platform
5. Visitor Logs are passed through to our attribution model to give us an anonymous persistent ID
6. Ad Network Data is pulled into data warehouse via API or flat file
7. Data is collated into reporting tables
8. Web tracking data is matched to network reports for reporting and attribution modeling
9. Client facing web application with charts, report tables etc. surfaced the data to the end user

INVOCA PLATFORM OVERVIEW

Key Platform Capabilities:

- **Track inbound calls** on a 1:1 consumer-level basis with dynamic number insertion for toll-free and local numbers

- **Capture customer journey data** (e.g. campaign, search keyword, pageviews, etc.) with Invoca's first-party JavaScript website tag

- Integrate first- or third-party data to enhance the call record with additional offline information (e.g. CRM, demographic data)

- **Classify calls, detect conversions, and segment callers in real time** with AI-powered predictive models and rules-based analytics, or import your own offline conversion data via file upload or API

- **Detect specific keywords** spoken by caller or agent

- **Attribute call conversions in real-time** and **create targetable audiences** by integrated call analytics into Google Ads, Facebook, Salesforce, Adobe Experience Cloud, Google Analytics, and more

- **Dynamically route calls** based on data captured before the call (e.g., campaign, calling page, location, language, etc.) to connect caller to the right agent and reduce time spend in the IVR

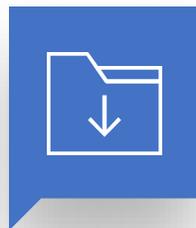- Record calls and automatically **redact sensitive information**.

TAG MANAGEMENT SOLUTION OVERVIEW FOR CALL TRACKING
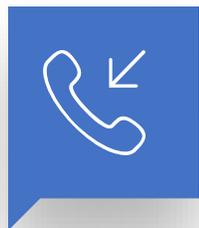
ENGAGE

Inbound calls on a 1:1 consumer basis

UNIFY
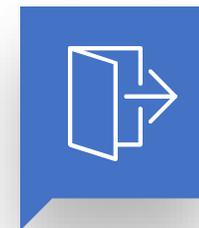
Digital and call data to into one profile

ROUTE

Callers dynamically to the right place using your online and offline data

ANALYZE

Conversations in real-time to classify caller interests, intent, and conversions

PUSH

Call outcomes and analytics to Ai Media ad tech stack

PHONE CALL -DATA PRIVACY & COMPLIANCE

Invoca maintains the following privacy and security certifications:

- **PCI DSS Certified Service Provider:**
  Invoca systems have passed the most rigorous security requirements put forth by PCI DSS and is a certified Service Provider. Our Attestation of Compliance is available upon request.

- **SOC 2 Type 2 compliant:**
  Invoca's service commitments and system requirements were evaluated and met the trust services criteria set by the AICPA. Report available upon request.

- **Trustwave PCI Merchant:**
  Invoca is certified to accept credit card payments as a PCI certified merchant.

- **HIPAA compliance:**
  Invoca provides the administrative, technical and physical safeguards to support your organization's compliance with HIPAA.

- **GDPR compliance:**
  Invoca is compliant with The General Data Protection Regulation (GDPR) EU law

- **TRUSTe privacy certification:**
  Invoca has obtained and continues to maintain privacy standards in compliance with the TRUSTe certification program.

- **Cloud Security Alliance STAR Certification:**
  Invoca has completed and maintains a comprehensive Cloud Security Controls Matrix outlining our Information Security Program in detail.

- **Skyhigh Enterprise-Ready Cloud Provider:**
  Invoca's security controls have been evaluated against a strict set of security criteria developed by Skyhigh Networks