



Pixels and ESPs

Overview on Pixel Firing and their usage within ESPs

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What is a “Pixel”?

- A tracking pixel, image tag, or simply a “tag” is a transparent image placed into the body of an email or on a webpage
- Each time the pixel is viewed, it loads a GIF image from a server which creates a record of that event
- That record can be used to determine when and how many times a customer opened an email or webpage
- Pixels enable the placement of cookies on a user’s browser

Pixel Example - Email

```
<img border='0' hspace='0' vspace='0' width='1'  
height='1'src='http://sr.rlcdn.com/402192.gif?s=  
[sha1_email]&n=1' />
```

- Below is the Sha1 hash of mlewis@liveramp.com

f28160d924b44b63e0ab790aa71be751479869d0

Pixel vs Cookie

- Pixel -- A 1x1 image file that is requested by a line of code inserted into an email or website.
 - ``
 - Once the line of code has been executed, the pixel is “called.” This instructs the server to place a cookie on the computer.
- Cookie -- A few lines of code placed on the hard drive of the computer
 - This can be read at a later date only by the company that placed the cookie
 - With the cookie, companies can do additional segmentation and analysis on their users

What do Pixels and Cookies Enable?

- Calculate the number of website views a page has
- Determining if your email was opened by its recipient
- Provide better targeted advertising
- Determine which marketing email is more effective
- Tracks viewable ad impressions

More broadly, cookies enable measurement and attribution of many tools digital marketers use today

1st Party and 3rd Party Cookies and Uses

- **1st party cookies** - cookies placed by the domain (or email sender) directly
- **3rd party cookies** - a cookie placed by a domain other than the destination
- 3rd party cookies are used by a variety of marketing services platforms and advertisers to help provide more relevant and targeted advertising
- 3rd party cookies are blocked on some browsers (Safari) and email clients (Outlook) by default
- Users should be given proper notice and choice to be able to opt out of data collection when 3rd party cookies are used

Cookies, Pixels and ESPs

- Pixels can be “called” or “fired” in an email sent by an ESP
- ESPs can help facilitate the implementation of pixels in emails
 - An ESP client can also implement pixels in emails without the ESP’s assistance
- Some ESPs receive payment for providing these email hashes tied to cookies
 - Assists in monetizing their “freemium” business model

Privacy, Notice and Choice

- Key privacy concerns include:
 - Providing proper notice and choice via email
 - Consumer expectations of data collection
 - Sensitivity around 3rd party data collection and opt-outs
- DAA, NAI and Truste all have opt-out mechanisms

ESPs and Future State

- Send emails triggered off online behavioral data (OBA) for 1st party clients
 - Future use cases could involve using 3rd party online behavioral data to send triggered emails
 - Enabling this use case would be a new frontier in privacy and require extensive review
- Providing email opens as additional touchpoints in a customer journey / purchase attribution
- Allowing segmentation within ESPs to apply broadly across all advertising channels



Thank you

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