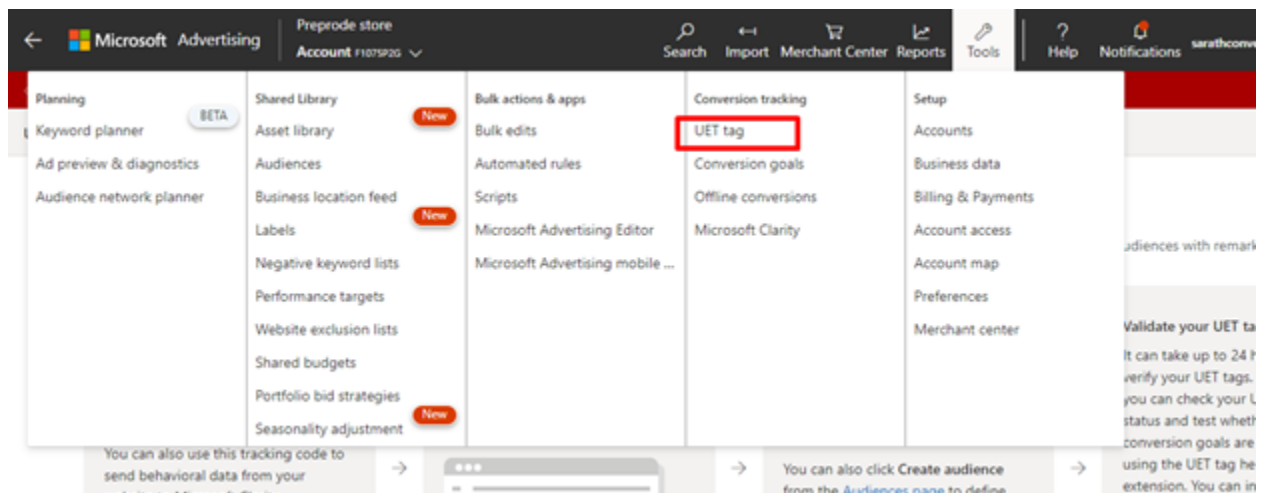


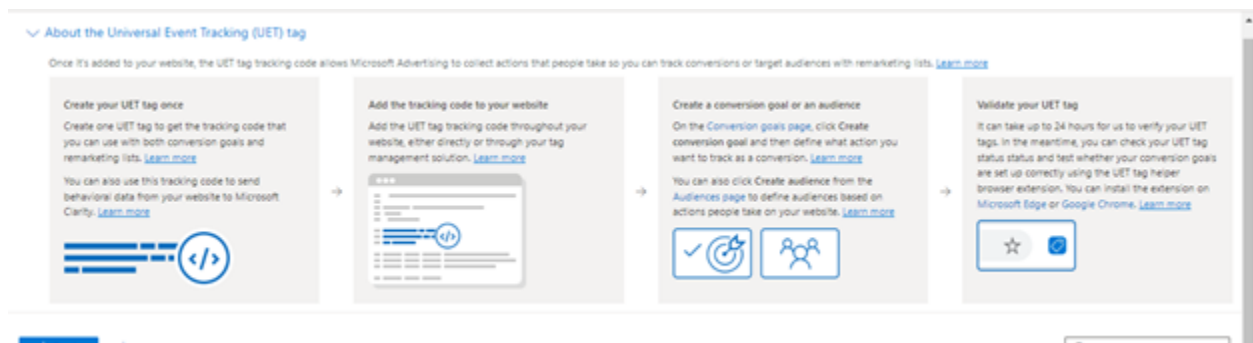
How to find and integrate Microsoft Ads (Bing) pixel id using Conversios Shopify App?

Step 1: Go to <https://about.ads.microsoft.com/en-au> and sign in to your Microsoft Ads account

Step 2: Navigate to **Tools > UET tag** and click on create your UET tag: **(Navigate to step 6 if you already have UET tag)**



Step 3: Next you may have to name the UET tag based on your requirement and give an appropriate description as mentioned in the below screenshot: **(If you already have UET tag, skip this step and move to the step 6)**



Create UET tag

UET tag name

UET tag description ⓘ

Enable Microsoft Clarity ⓘ
 Microsoft Clarity brings advertisers actionable user behavioral insights to optimize their ad campaigns. By enabling Clarity tracking, you agree Microsoft does not recommend using Clarity on sites that may contain sensitive data. Clarity should not be used on government, healthcare,

Step 4: Click install the tag yourself (this is where you will be finding the pixel id)



Step 5: Now you will be redirected to this page where you can find the pixel id and you can have this integrated with the Conversion app.

Add the tag manually

Instructions:
Copy the tag and paste it in between the <head> </head> tags of every page of your website.

You only need to install the global site tag once on every page of your website, even if you are tracking multiple conversions.

You can also [send the instruction to a developer](#) if not sure how to do it manually.

```
<script>
(function(w,d,t,r,u)
{
  var f,n,i;
  w[u]=w[u]||[],f=function()
  {
    var o={ti:"187007002"};
    o.q=w[u],w[u]=new UET(o),w[u].push("pageLoad")
  },
  n=d.createElement(t),n.src=r,n.async=1,n.onload=n.onreadystatechange=f
  unction()
  {
    var s=this.readyState;
```

Here the sample Bing ads id is – 187007002

Step 6: Here is how you will find the Microsoft Ads pixel ID.

CONVERSIOS

UET tag

▼ About the Universal Event Tracking (UET) tag

Once it's added to your website, the UET tag tracking code allows Microsoft Advertising to collect actions that people take so you can track conversions or target audiences with remarketing lists. [Learn more](#)

Create your UET tag once
Create one UET tag to get the tracking code that you can use with both conversion goals and remarketing lists. [Learn more](#)
You can also use this tracking code to send behavioral data from your website to Microsoft Clarity. [Learn more](#)

Add the tracking code to your website
Add the UET tag tracking code throughout your website, either directly or through your tag management solution. [Learn more](#)

Create a conversion goal or an audience
On the [Conversion goals page](#), click **Create conversion goal** and then define what action you want to track as a conversion. [Learn more](#)
You can also click **Create audience** from the [Audiences page](#) to define audiences based on actions people take on your website. [Learn more](#)

Validate your UET tag
It can take up to 24 hours for us to verify your UET tags. In the meantime, you can check your UET tag status and test whether your conversion goals are set up correctly using the UET tag helper browser extension. You can install the extension on [Microsoft Edge](#) or [Google Chrome](#). [Learn more](#)

+ Create + Add filter

Tag name	Tag description	Tag ID	Tracking status	Owner	Scope	Used by	Goals
PreProdTEST	TESTUET TAG	167007002	Unverified	Preprod store (F10700P1N8)	Preprod store (F10700P1N8)	None	None

Step 7: Add this ID in the Conversios app settings.

Need Help? Please reach out to us at info@conversios.io for any technical help or support. OR you can [set up a call with our expert for a quick product walkthrough](#).
