

Add Twitter Pixel tracking to your site

Twitter Pixel allows you to track conversions coming from your Twitter Ads.

Add Twitter Pixel site wide

1. Head to your [Twitter Analytics](#).
2. Click the drop-down for “More” and select “Conversion Tracking”.
3. Copy your Pixel ID from the “Website Tag ID” Field using CMD+C (on a Mac) or CTRL+C (on Windows).
4. Head to your Sites Dashboard, select the site you'd like to manage.
5. Click the **Integrations** tab under Tools in the left toolbar in your dashboard.
6. Paste the ID into the Twitter Pixel ID box using CMD+V (on a Mac) or CTRL+V (on Windows).
7. Click "Add" to have your Twitter Pixel added throughout your site.

Your Twitter Pixel ID can be generated in your Twitter Ads page

Add Twitter Pixel to a single page

1. Head to your [Twitter Analytics](#).
2. Click the drop-down for “More” and select “Conversion Tracking”.
3. Copy your Pixel ID from the “Website Tag ID” Field using CMD+C (on a Mac) or CTRL+C (on Windows).
4. Head to the Pagecloud page you would like the Pixel to work on.
5. Paste the ID onto the page using CMD+V (on a Mac) or CTRL+V (on Windows).

6. Click "Save" to save your changes to the page.

More information on Twitter Pixel can be found in [Twitter's Conversion tracking for websites guide](#).