



MedMark Media

META CONVERSION TRACKING CODE INSTALLATION GUIDE



Conversion Tracking Installation Guide

We want to ensure that your campaigns achieve maximum efficiency and results. By installing the Meta Conversion Tracking Code on your website, we can optimize your campaigns for better engagement and conversions. This guide provides step-by-step instructions for installing the tracking code and setting up event tracking.

INSTALLATION STEPS

- 1.** Find the `**<body>**` tag: Open the HTML of your '**Thank You**' page and locate the opening `**<body>**` tag.
- 2.** Insert the Tracking Code: Copy and paste the following code directly after the opening `**<body>**` tag:

HTML

```
<!-- ClickCease.com Conversion tracking-->
<script type="text/javascript">
ccConVal = 0;
var script = document.createElement("script");
script.async = true;
script.type = "text/javascript";
var target = 'https://www.clickcease.com/monitor/cccontract.js';
script.src = target; var elem = document.head; elem.appendChild(script);
</script>
<noscript>
<a href="https://www.clickcease.com" rel="nofollow"></a>
</noscript>
<!-- ClickCease.com Conversion tracking-->
```

- 3. Save Changes:** Ensure the code is saved and publish the changes to your website.



Tracking Events Installation Guide

Tracking individual events on your website allows you to monitor specific actions taken by your visitors. Whether it's form submissions, button clicks, or any other interactive element, setting up event tracking provides valuable insights.

For example, you could put this code on a "Submit" button for a lead form to allow us to track who was filling out the form.

INSTALLATION STEPS

1. Identify the Event to Track: This could be a form submission, a click on a "Submit" button, or any other event that signifies a conversion or important interaction on your site.

2. Integrate the Tracking Function: Insert the following code snippet into the HTML of the page where the event occurs:

HTML

```
function initCCConversion(val) {  
  window.ccConVal = val || 0;  
  var script = document.createElement('script');  
  var target = 'https://www.clickcease.com/monitor/cccontrack.js';  
  var elem = document.head;  
  script.type = 'text/javascript';  
  script.src = target;  
  elem.appendChild(script);  
}
```

3. Save Changes: Ensure the code is saved and publish the changes to your website.