

# Pixel 101: TOP 5 Q&As

This small piece of code that the advertiser displays on their website is a game changer when it comes to advertising. It benefits both parts! Here are some common questions that our partners/clients usually have.

**01**

## Can I share a pixel with another TTAM?



Yes, but it has to happen through the Business Center. By sharing a single Pixel, you'll streamline all of your website's campaign efforts, and create consistency in your ads by configuring a single Pixel to your website to be shared across everyone in your business or with your partners.

**02**

## Can I track ROAS?

To calculate ROAS, you need to have the parameter "Value" and "Currency" in the "Complete Payment" event. This is because ROAS calculates the return on investment, and that calculation needs to know how much you sold (so, the amount of "Complete Payment" multiplied by the "Value" of those complete payment). You can calculate ROAS via 3rd party pixel or Custom Events on the Complete payment with Value parameter.

**03**

## Can a shared Pixel be used to create a custom audience?

You can only share 'Website Traffic' audiences through the Business Center. Audience sharing enables advertisers to leverage audience data across different ad accounts for campaign targeting. For example, you collected a custom audience through pixel and shared it with your performance agency for remarketing on TikTok.

**04**

## What happens if I add multiple rules to a single event?

If you are creating more than one rule per event, note that rules are based on an 'OR' statement and not 'AND'. So when Rule 1 OR Rule 2 is triggered, then the event will fire.

**05**

## Are you having issues installing the Shopify pixel?

Try some of these tips for troubleshooting:

- Clean your browser's cookies and cache, also make sure that your network connection is stable and you are not using VPN.
- Ensure that the browser has no ad-blocking extensions enabled, and it's updated to the latest version. Perhaps you could try incognito mode.
- Try this on different browsers, devices, and connections.
- If none of the above work, try and disconnect the whole thing and connect again.



# Thank you!

Remember to check the **Business Centre** for more information on this topic.

