

The background of the slide is a photograph of a large, classical-style building with a prominent dome, likely a state capitol building. The building is reflected in a body of water in the foreground. The entire image is overlaid with a semi-transparent blue gradient, which is darker at the top and lighter at the bottom.

# Soft Pixel Tracking

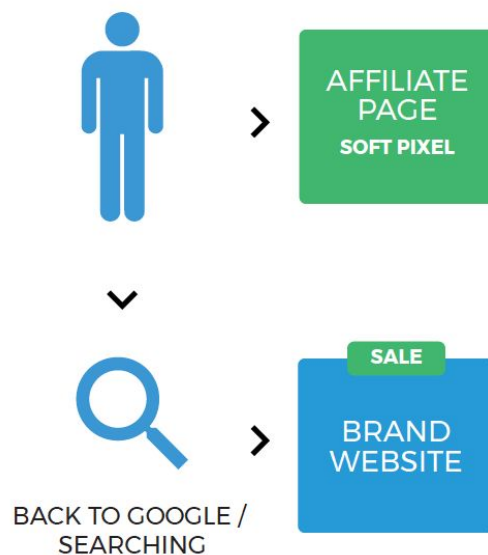
# Soft Pixel Tracking

Soft pixel is a revolutionary new way of tracking visitors across the MoreNiche network. The soft pixel works in conjunction with our other tracking technology and is non-brand specific.

## Why Soft Pixel?

This tracking method will pick up sales for you where a visitor lands on your website, and instead of clicking through to the brand site, navigates directly to the brand site (e.g. via a separate google search or direct).

This soft pixel will be checked as part of the sale attribution model and be awarded to the correct affiliate based on the rules assigned.



# Installation Instructions

**You must verify the domain** name you wish to add the Soft Pixel to via the MoreNiche App prior to adding your pixel, you can add your domains here: <https://app.moreniche.com/settings/domains>

## Wordpress Plugin

You can install the MoreNiche Soft Pixel WordPress Plugin from here: <https://wordpress.org/plugins/moreniche-soft-pixel-tracking/> or by searching the WordPress plugin directory from within your WordPress admin.

## Manual Installation

If you do not use WordPress you can insert the following meta tag between the <head> </head> tags manually:

```
<meta name="Referrer" content="unsafe-url">
```

Add the following to the footer of your website:

```
<!-- MoreNiche Pixel Code -->  
<script async="async" src="https://mixi.mn/pixel.js"></script>  
<noscript></noscript>  
<!-- End MoreNiche Pixel Code -->
```

