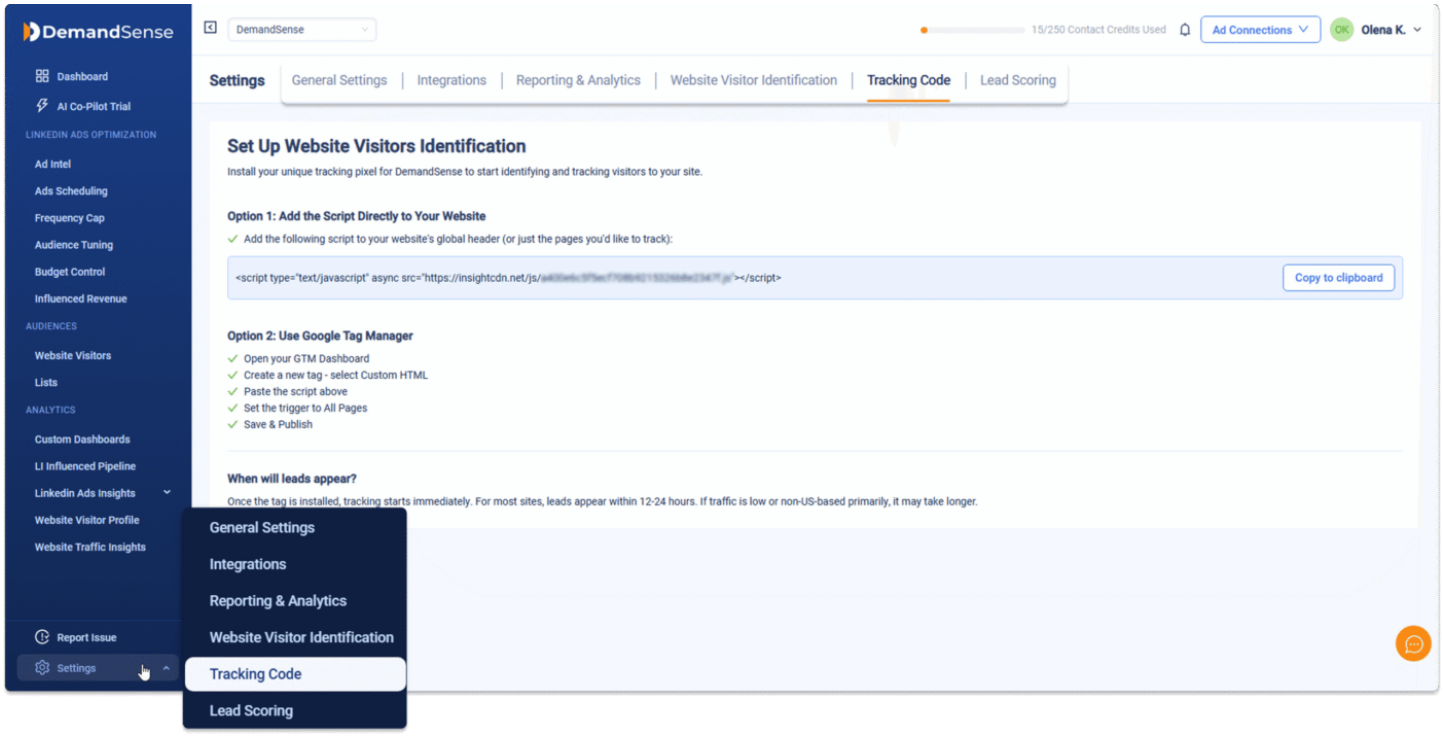
How to Install the Tracking Code (Pixel)

Website Visitor Identification · https://knowledgebase.demandsense.com/docs/how-to-install-the-tracking-code/

The DemandSense tracking code (pixel) is unique to each client and is generated automatically when a DemandSense account is created. You can find your tracking code on the **Tracking Code** page within the platform.



Once the tracking code is installed on your website, DemandSense starts tracking traffic immediately. For most websites, the first leads appear within **12–24 hours**. Websites with low traffic volume or primarily non-US traffic may take longer.

How the Tracking Code Can Be Installed

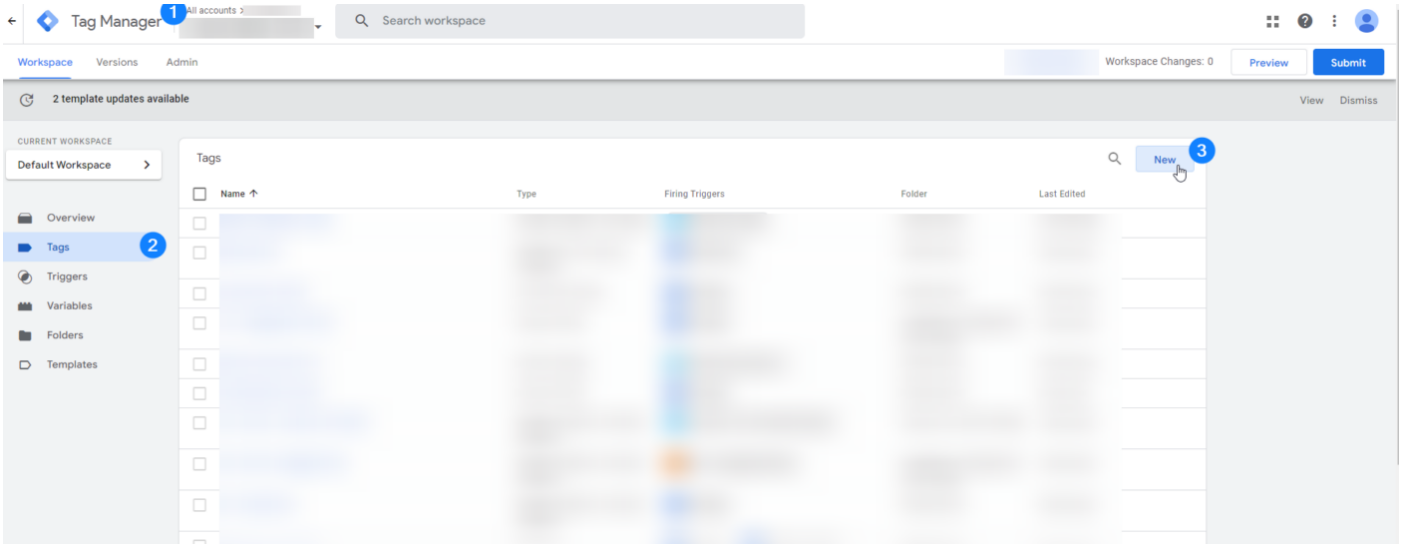
You can install the tracking code in one of the following ways:

- **Global header** – tracks traffic across the entire website
- **Specific pages only** – tracks traffic only on selected pages

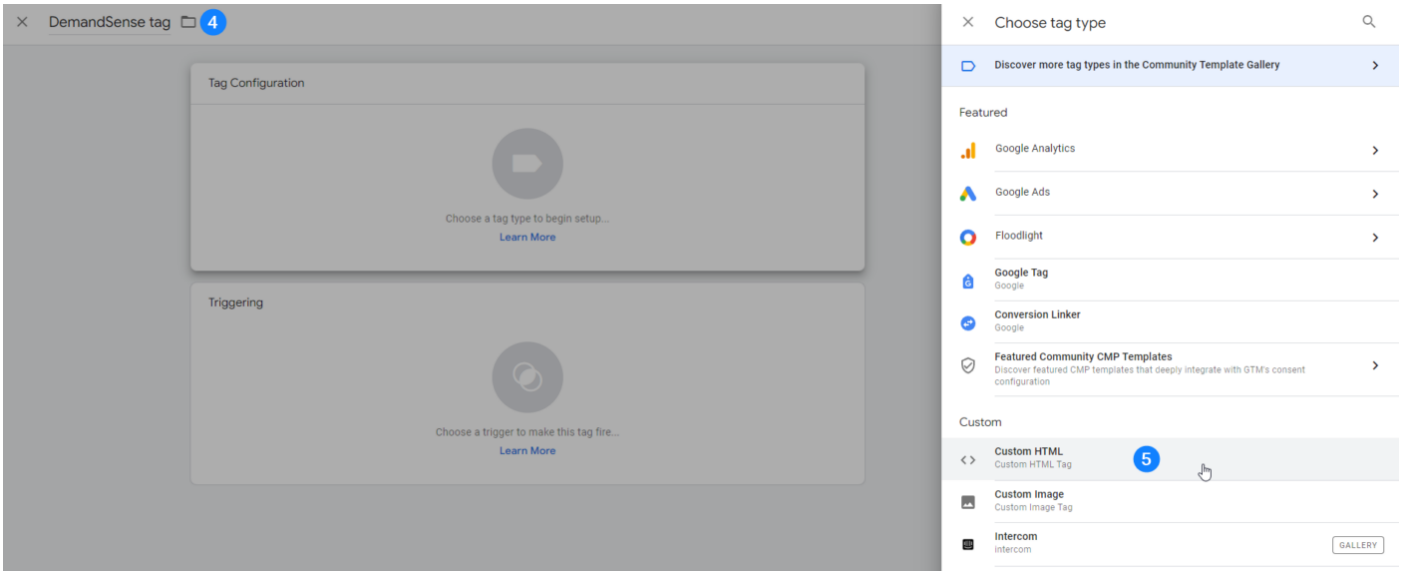
- **Google Tag Manager** – allows deployment without changing the website code directly

Here are the exact steps for GTM installation:

1. Go to your **Google Tag Manager Console**.
2. In the left-hand menu, click **Tags**.
3. Click **New**.

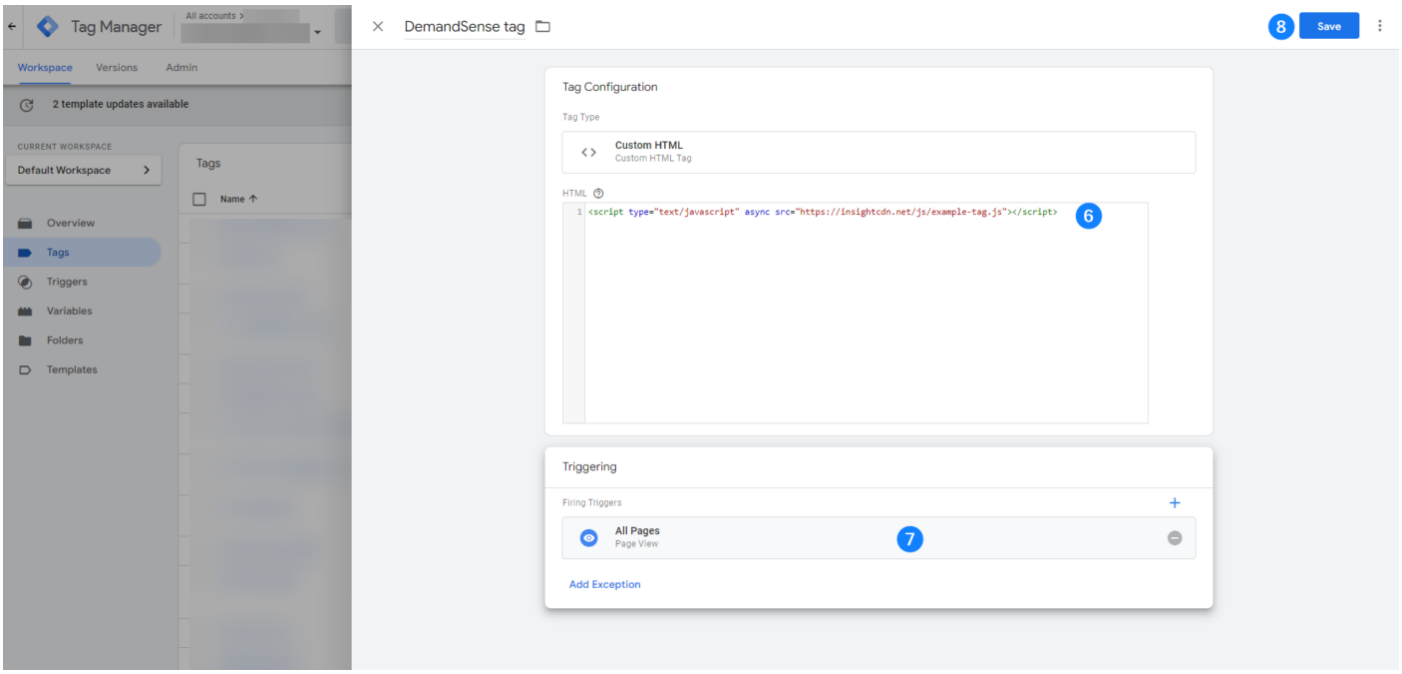


4. Enter a name for the tag (for example, *DemandSense Tracking Code*) and click **Tag Configuration**.
5. When selecting a tag type, choose **Custom HTML**.

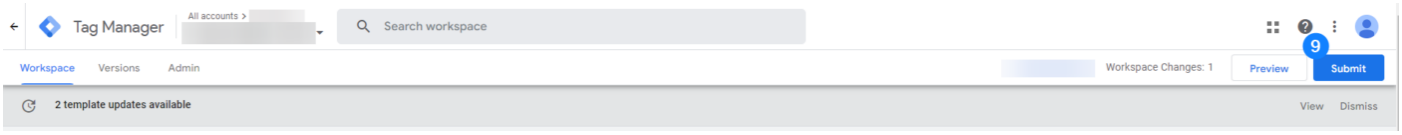


6. Paste the DemandSense tracking code into the **Custom HTML** section.
7. Click **Triggering** and set the trigger to **All Pages**.

8. Click **Save** in the top-right corner.



9. Click **Submit** in the top-right corner to publish the container.



Troubleshooting

If you do not see data after installation, check the following:

- The correct Google Tag Manager container is published
- The tracking code in GTM matches the code shown on the DemandSense **Tracking Code** page
- At least 24 hours have passed since installation

If issues persist after completing these checks, contact the DemandSense support team for assistance.