Twitter Website Tag Troubleshooting Guide

Purpose

This document should be used to seek guidance and direction on how to solve issues that arise after the Twitter Website Tag has been implemented.

Context

Having a healthy set up is important to ensure your campaigns are measuring and attributing results accurately. Healthy implementation is the foundation that our Web-DR products sit on (eg. Click ID, Site Visits Optimization, Conversions Optimization). This guide has answers to common questions asked about the Twitter Website Tag.

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Twitter Website Tag

Conversion Event Tracking

Helpful Definitions

➔ **Conversion Event:** Specifies the type of conversion event being tracked by our tag. This guidance is referring to Site Visit events in particular. Outcomes you would like to achieve via advertising, such as page views, sign-ups of various types, or purchases are communicated to Twitter in the Conversions Tracking Tool within Ads Manager.

➔ **Javascript Tag:** Twitter's Javascript-based tags provide richer and typically more accurate measurement than image-only tags. Both Universal and Single Event Tags can use Javascript.

➔ **Image-only Tag:** An image-only tag is more static than a Javascript-based tag, and tends to provide less accurate measurement. Only Single Event tags are available as image-only.

➔ **Twitter Website Tag:** A tag (snippet of code) an advertiser places across their website in order to track and measure actions that users take. There are (2) types of tags that can be used, 1) Universal Website Tag and 2) Single Event Tag

➔ **Universal Website Tag:** A tag the advertiser places across their site in order to track conversion events that can be specified by a URL in the Twitter dashboard.

➔ **Single Event Tag:** A tag an advertiser places on web pages to track non-page load events such as clicking a download button. The single event tag does not require URL matching rules like Universal Website Tag.

➔ **Events Manager:** This is the central hub for advertisers to manage their Twitter Website Tag and set up web-based conversion events.

Twitter Website Tag

🔍 Identified Issue

I have just set up my Twitter Website Tag, but I am not sure if it is set up correctly. Are there steps I can take to confirm the setup is correct?

💡 Troubleshooting Tip

Follow the instructions in [this video](#)

🔍 Identified Issue

**I am not sure if my Twitter Website Tag is Javascript-based.
How can I check?**

💡 Troubleshooting Tip

➔   Any time the tag loads a call for "uwt.js" in the Chrome Network tab, the tag is using Javascript. This comes from the <script> part of the website tag. We recommend watching [this video](#) from end to end, but [00:46 - 00:52](#) is where we address this question specifically.

Screenshot of Business Twitter:
A screenshot of the webpage business.twitter.com/en/basics/html. The View > Developer Tools window has been opened to the Network tab. A search filter for the tag ID "num2q" has been enabled, filtering only calls for that Twitter tag ID. Two results show up, status 200, for adsct links. Each of these links corresponds to the t.co call and the analytics.twitter call - both are needed to receive data in your ad account.
Note: If you use a tag manager you can have a full working website tag without the raw tag code appearing within the webpage source.
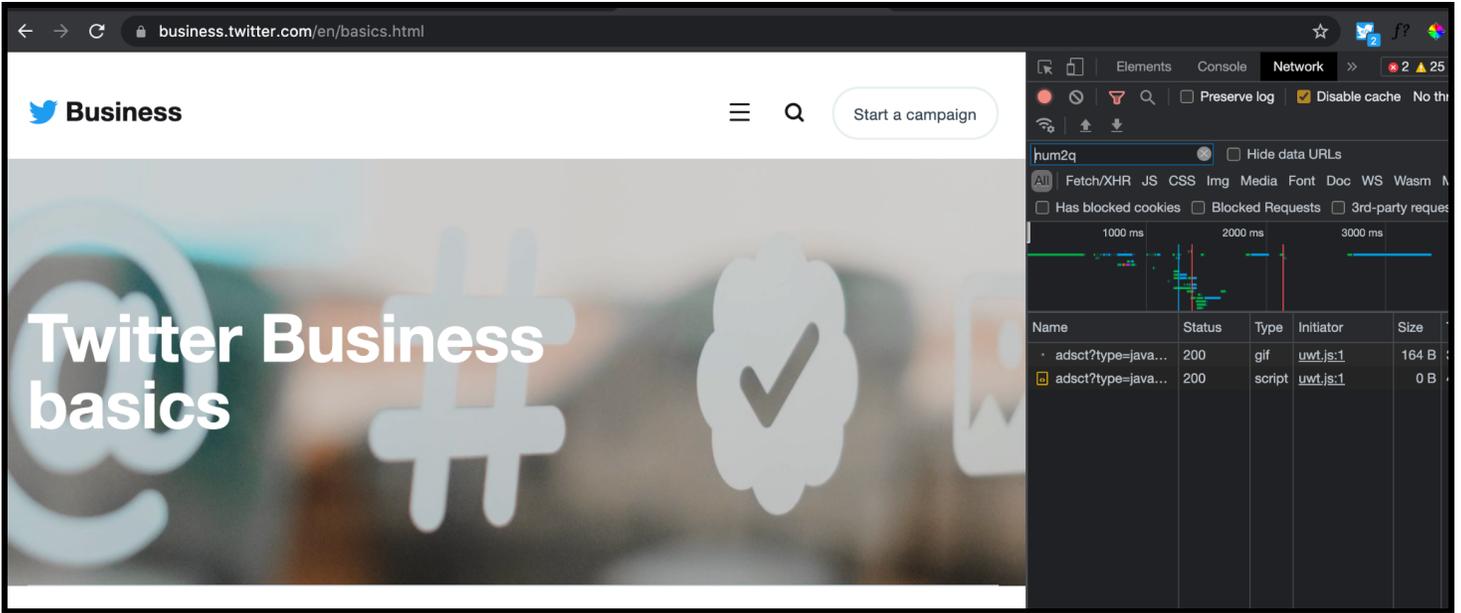
A screenshot of business.twitter.com/en/basics/html. View mode for Developer Tools has been turned on within the webpage, and the Elements tab is inspected. There is a search filter toggled (Command+F) for the tag ID that matches the tag ID noted in the Twitter Pixel Helper. The Tag ID has been implemented within the <body> tag of the webpage and is firing successfully.
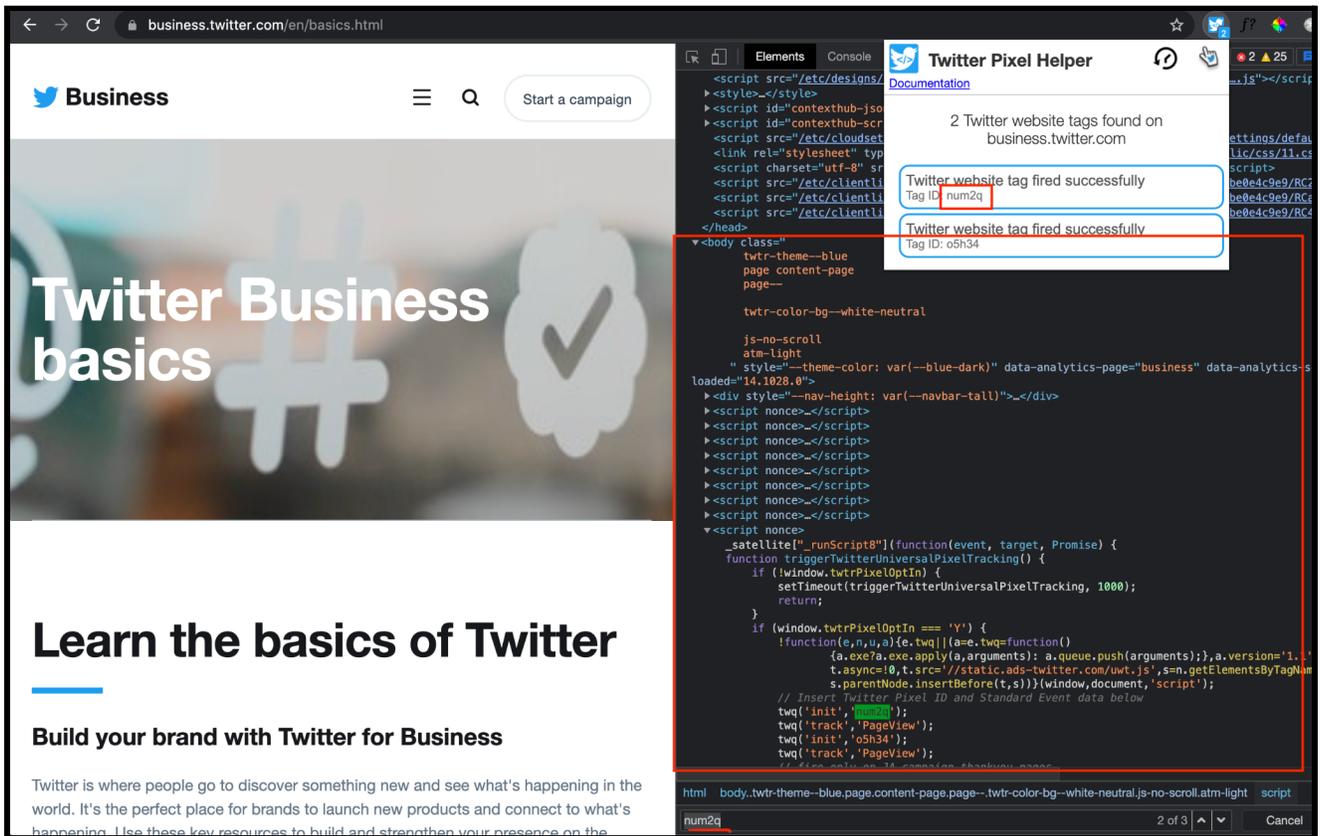
A screenshot of business.twitter.com/en/i.html with the Twitter Pixel Helper toggled open. After clicking into the advanced debugging information, the URL collected field matches the URL in the navigation bar, meaning the conversions will be given to the event matching this URL rule.
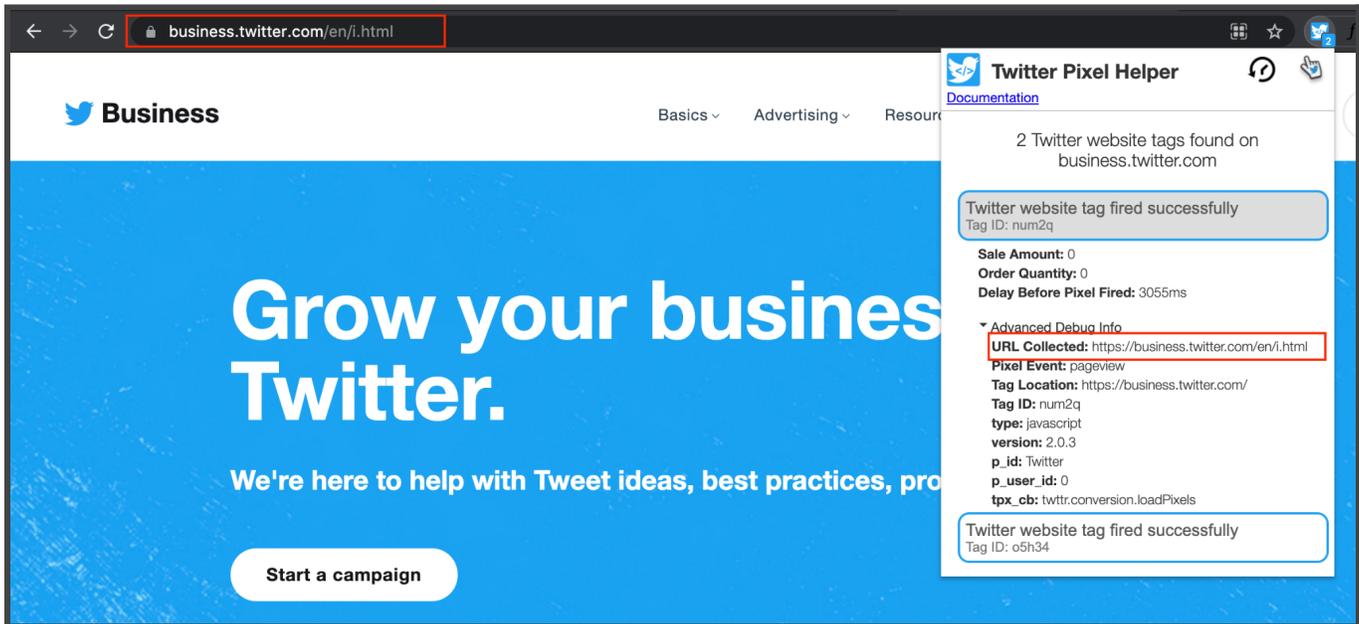
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🔍 Identified Issue

The Twitter Website Tag is not including the full scope of my attributed conversions in reporting.

💡 Troubleshooting Tips

→ Sometimes the HTML code for the Universal or Single Event Tag is placed in the wrong location in the tag management system.

Scenario #1 [Not using a Tag Manager]

→ The entire code snippet *(Universal or Single Event tag)* needs to be visible in the HTML of the webpage - either directly on the page or integrated through a third party tag manager.

Here is an illustrative example of where to place the HTML code directly on the page. Note: this may look slightly different for each website.
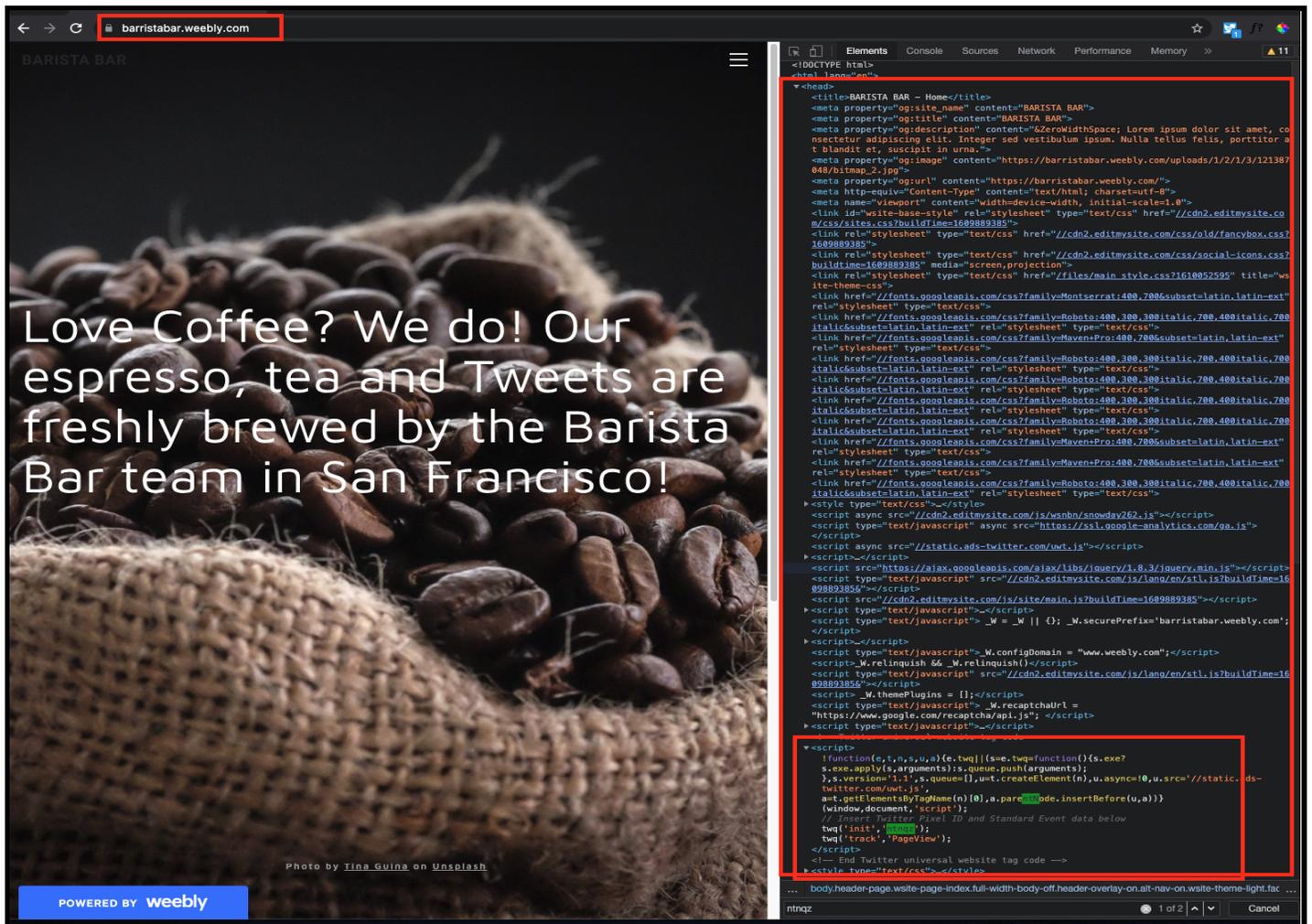
◆ If you are using a container tag/tag management system, this is not something Twitter has visibility into.
Action: Reach out to your third-party partner (e.g. Google Tag Manager) to troubleshoot or send a screenshot of the container tag setup page to your Twitter Account Manager for further troubleshooting.

➔ Advertisers can place the Twitter Website Tag code in various places on your website.

◆ However, when placing the Twitter Website Tag code near the bottom of the webpage, this means the website tag code is the last item to load.
◆ If your website page loads slowly, because our tracking code from the website tag doesn't load until the entire page loads, this could potentially lead to bounce rates.

➔ Action & Best Practice: By installing the Twitter Website Tag code for the Twitter Website Tag within the page's <head> section, this ensures the website tag fires quickly as it would be one of the first things to load.

◆ Note: Ensure that the tag is not installed within an <iframe>, which will send the wrong referrer URL and prevent the correct attribution from occurring.

🔍 Identified Issue

I use floodlight tags to track conversions in Google Campaign Manager 360 (CM360) and am seeing zero or very few conversions being reported in Twitter Ads Manager.

💡 Troubleshooting Tips

➔ Floodlight tags are a feature in CM360 that allows for tracking and reporting of conversions. CM360 is a different attribution ecosystem, but Twitter Website Tags can be piggybacked onto floodlight tags.
➔ These floodlight tags leverage <iframes>, which often cause the CM360 referrer URLs to be captured rather than the page URLs that are needed for conversion event attribution.

➜ Please implement the Twitter Website Tag directly on the page to ensure URLs are passed correctly in order to trigger attribution correctly.

The following shows how you can see if the Referrer URL is matching the URL you intend to drive to.
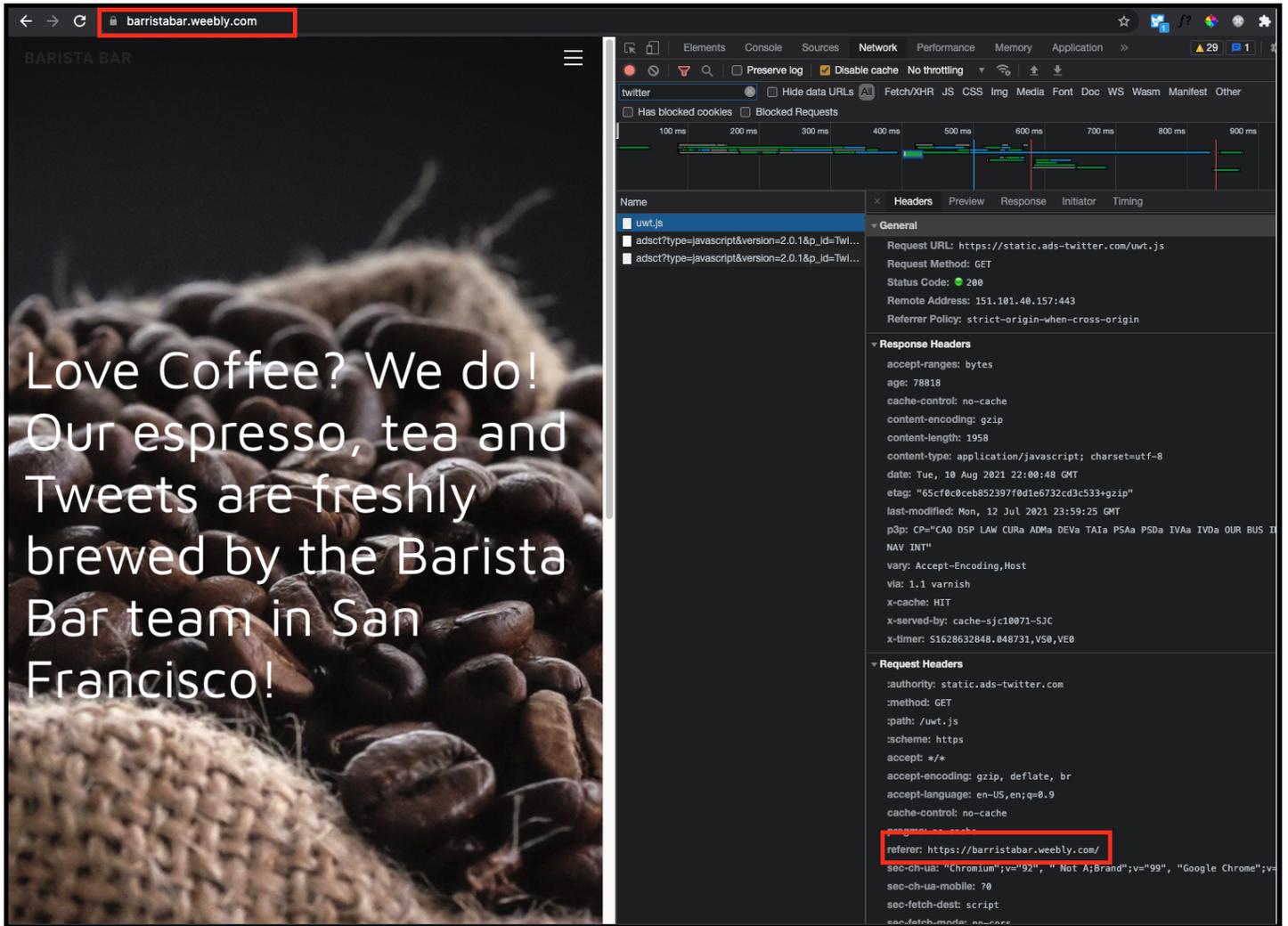
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🔍 Identified Issue

How can I check that my website tag is sending the correct tag ID?

To locate the Twitter Website Tag ID: Go to Ads Manager > Tools > Events Manager

The following image with the elements highlighted in green shows where you can locate the Website Tag ID.
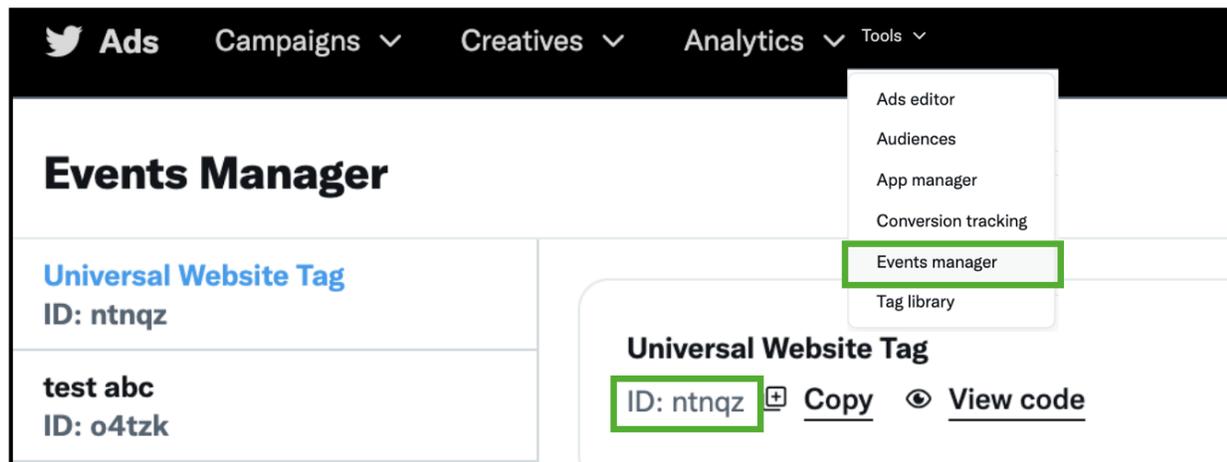
💡 Troubleshooting Tip

→ This could be caused by a few things:
   ◆ Tag ID is from a different ads account within your organization
   ◆ A previous Tag from the correct ads account was implemented, but since deleted in the dashboard

→ Please work with your Twitter Account Manager who will file a ticket on your behalf with our Sales Support team. They will pull this information on the backend to confirm which ads account the implemented Twitter Website Tag is associated with.

🔍 Identified Issue

The Twitter Website Tag is installed in a tag manager system (e.g Google Tag Manager), but the tag manager system URL firing rules do not match URL firing rules listed in Twitter UI when setting up conversion events.

💡 Troubleshooting Tips

➔ For Universal Website Tag:

◆ Leverage the network tab referenced in this video (we recommend viewing the entire video) to see which 'referrerURL' is being sent back in the calls in the network tab, but we reference this specifically at :56-1:12. If this is different from the URL entered in "URL contains" or "Exact URL", please update in the Tag Manager accordingly.

◆ You may also leverage the Twitter Pixel Helper "URL Collected" field under the Advanced Debug Info to make sure we are capturing the URL specified in the Conversion Event setup:

The below image shows which field to reference within the Twitter Pixel Helper.

Conversion
Event Tracking

🔍 Identified Issue

I have set up a conversion event, but I am not seeing any tracking.

💡 Troubleshooting Tips

➔ In Events Manager, you are able to see the tracking status of your conversion event. In this case, the conversion event could show as "Inactive" or "No Recent Activity".

➔ This could mean that your website tag is sending information to Twitter and/or the conversion event may not be mapped to the URL that is firing.

◆ Confirm your URL rules are set up correctly. This is shown in the following section.

◆ Confirm that your Twitter Website Tag is set up correctly. Try using the **Twitter Pixel Helper** to verify.

◆ If the issue still persists after refreshing the Events Manager page after 1-2 days, and the tracking status has not changed from inactive or no recent activity to "active" then submit a ticket with your Account Manager.

🔍 Identified Issue

I have set up multiple conversion events on the same landing page and am noticing discrepancies in reporting.

Best Practices Note:

➔ If this is an issue, conversion metrics (such as Site Visits) may show zero results.
➔ We recommend having a maximum of one Universal Website Tag per ads account per page.
➔ You may include a Single Event Tag (of any type other than page load/site visit) for any conversion events that happen on a given page but after page load.

◆ An example of this would be a download button or add-to-cart that does not load a new URL.

💡 Troubleshooting Tips

➔ If multiple conversion events with the same tag ID are firing on the same page, this may corrupt our attribution methods.
◆ Ensure there is a maximum of one Universal Website Tag per ads account per landing page.
◆ You may include Single Event Tags of any type of other page load (e.g Site visit) for any conversion events that occur on the landing page that does not require an additional page load that leads to a new URL (e.g download button or add to cart).

➔ There are a couple options advertisers can take to troubleshoot:

◆ **For Universal Website Tag**

- After setting up a Universal Website Tag, you will be prompted to create conversion events.
- If multiple conversion events (e.g. a Site Visit event and a Custom event) are set to fire on the same landing page) this can lead to duplication in reporting.

The below shows two conversion events (Site Visits and Custom Event) that match the same URL within the same Universal Website Tag. Review the events in the Events Manager UI to make sure that each conversion you are tracking is unique from the others.

Add event

Name
Give your event a unique and descriptive name.

> Site Visit Test

Type of conversion
Choose a conversion type that best describes the action you want to track.

> Custom ⌄

Include traffic that meets any of the following conditions:

> URL contains ⌄

> website.com/test

+ New condition

Attribution window
Choose the time window for crediting Twitter with conversions that happen after a person views or engages with your ads. You can change this setting at any time and your conversion data will retroactively update.

Post-engagement attribution window

> 30 days ⌄

Post-view attribution window

> 1 day ⌄

Cancel   **Save**

- **Action:**
  - Ensure there are not multiple events firing on the same page by checking that each page of your website has exactly one copy of the Universal Website Tag code snippet and that URL logic is unique for each event to prevent errors in attribution.

◆ **For a Single Event Tag**

- If a Single Event Tag and a Universal Website Tag are tracking the same action/conversion event by a user, this may cause errors.
- In general, UWTs are a less-code solution for any conversion that can be tracked via a page load (e.g landing page visit). SETs are reserved for conversion events that do not load new pages, but must still be tracked (e.g clicking a Subscribe button).
- Incorrect conversion counting will occur if the UWT and SET are attempting to track the same event. Therefore, write URL rules for every conversion event that comes with a new page loading, and generate one SET per conversion event that does not load a new page.
  - It is safe and correct to re-use an SET across pages if both pages track the same conversion event. E.g. if "add to cart" buttons appear on five pages, the same SET code should appear within the button on all five pages.

- Note: If the Single Event Tag is tracking on-site actions such as a button (e.g Download button), this should not cause errors in attribution if paired with an existing Conversion Event (e.g Site Visits). There is a potential for double counting if you are measuring the same action (e.g two Site Visit conversion events) on the same page land.
- Note: Twitter will not use URL rules for attribution when measuring with a Single Event Tag.
- **Action:** Ensure each tag or conversion event implemented is tracking a unique page and/or action.
  - We recommend having only one conversion event that is being tracked per website page, but support tracking any number of distinct conversions on a single page.

🔍 Identified Issue

I want to drive traffic to my website but am not sure how to verify my URL rules are set up correctly in Events Manager.

💡 Troubleshooting Tips

When setting up a conversion event, the following URL options are available. We recommend using the "URL Contains" rule, but this depends on your use case for what you want to track.

1. **All website visits:** Useful for counting page loads (e.g Site Visits) across the site where the Universal Website Tag is placed
2. **Exact URL:** Conversion event only fires if the exact URL is matched (note: this is case sensitive) and requires the URL's query string, if any, to also match exactly
3. **URL contains:** Will capture all conversions if a portion of the URL entered in the event setup is matched (e.g. "confirmation"). This is recommended over "Exact URL" as it acts as a dynamic catch-all, and doesn't rely on exact formatting and URL sequencing that "Exact URL" does (note: this is case sensitive)

Make sure the three key URLs match. Each of the URLs below need to match in order for us to accurately track and report on conversions.

1. **URL where campaign is driving**

    a. When setting up or reviewing your campaign creative, ensure the "website URL" field contains the landing page URL you want to track.

    The green box shows the URL we want to track in this example (e.g baristabar.weebly.com)
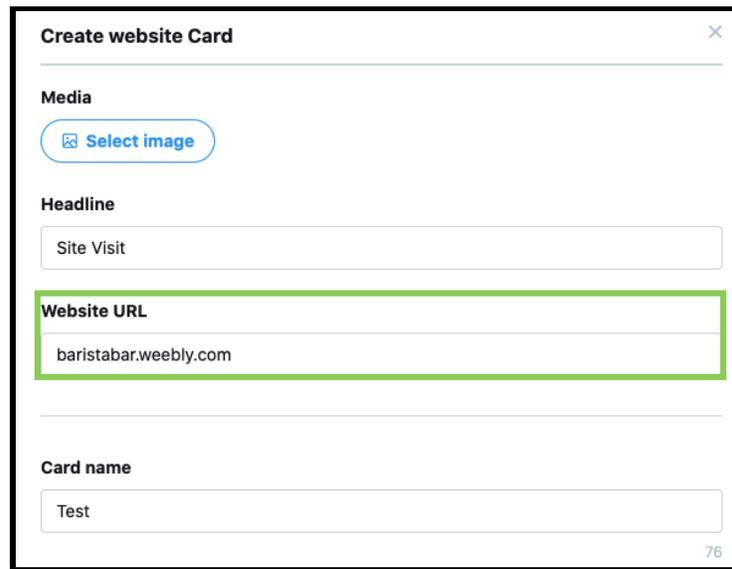
    b. The above view can be found when creating a website card or video website card by navigating to Creatives > Cards > Select which card type you want for your ad.

    The below screenshots show how to navigate.
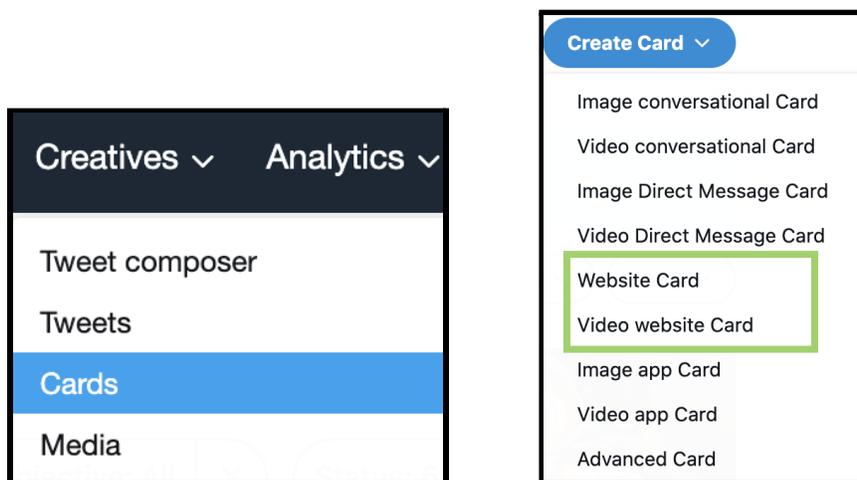
2. **URL included in the conversion event setup. In this example, the conversion event we select is the Site Visits event that is tracking landings on baristabar.weebly.com URL, matching the URL we included in the website clicks ad.**

    a. Navigate to Tools > Events Manager > Add Events

    b. Review URL in the "URL contains" or "Exact URL" field ("URL contains" recommended)

    c. **Ensure this matches the URL from step 1 in the campaign creative setup**

Add event

Name
Give your event a unique and descriptive name.

Site Visit

Type of conversion
Choose a conversion type that best describes the action you want to track.

Site Visit

Include traffic that meets any of the following conditions:

URL contains

baristabar.weebly.com

+ New condition

Attribution window
Choose the time window for crediting Twitter with conversions that happen after a person views or engages with your ads. You can change this setting at any time and your conversion data will retroactively update.

Post-engagement attribution window

30 days

Post-view attribution window

1 day

Cancel   Save

d. **The green box is outlining the Conversion Event that is selected as the "Key Conversion Event" in the campaign optimization preferences for the campaign you are running**

Delivery

Total ad group budget (optional) ⓘ

| USD | 0.00 |

Start (optional) ⓘ

\+ Specify time

End (optional) ⓘ

\+ Specify time

Goal ⓘ

Conversions ⌄

Get people to visit and take an action on your website.

Conversion event ⓘ

Select an event ⌄

3. **URL where the pixel is firing**

   a. Note: This is information that Twitter does not have full visibility into. You can confirm which URL is collected as shown in this video (we recommend watching from end to end). If the incorrect URL is being collected, you may need to explicitly share the URLs with your Twitter Account Manager for further troubleshooting.

🔍 Identified Issue

I'm trying to track Site Visit conversions, but my click-to-land or cost-per-site-visit rate is 0.

💡 Troubleshooting Tip

→ Review the conversion event type. Unless a Site Visit conversion event is created, the dashboard will show 0 Site Visits.

→ Creating other event types (e.g. a Purchase event) is not sufficient to also track a site visit on the same page. You will need to explicitly set up a Site Visits event to enable the Site Visits metric in Ads Manager.

→ There is absolutely no difference in our algorithms between purchases and site visits, and correctly classifying the event types will never harm your campaign's performance.

Add event

Name
Give your event a unique and descriptive name.

Purchase Test

Type of conversion
Choose a conversion type that best describes the action you want to track.

Purchase ⌄

Include traffic that meets any of the following conditions:

All website visits ⌄

Attribution window
Choose the time window for crediting Twitter with conversions that happen after a person views or engages with your ads. You can change this setting at any time and your conversion data will retroactively update.

Post-engagement attribution window

30 days ⌄

Post-view attribution window

1 day ⌄

Cancel   Save

🔍 Identified Issue

Will using shortened URLs in Tweets impact my ability to track traffic driven to my website?

💡 Troubleshooting Tip

→ We do not recommend using third party URL shorteners in your Tweet copy (ex. bit.ly/12345).

→ Twitter Click ID is a parameter added to the links clicked on Twitter, which allows us to track off-platform actions such as site visits.

→ When shortened URLs are used in Tweets, the Twitter Click ID parameter can be dropped by the link expansion service meaning we will not be able to track off-platform actions resulting from this click.

→ Twitter's t.co link expander correctly handles the Twitter click ID and can be used instead of other services, and will assist in attribution.

🔍 Identified Issue

How can I check that my page's URLs are being captured correctly?

Please check the URL entered in the "Exact URL" or "URL Contains" fields in the Events Manager page to ensure there is a match between where the event is expected to fire.
Move from "Exact URL" to "URL Contains" and include a portion of the URL that is consistent to ensure firing each time.

1. Navigate to Tools > Events Manager > Add Events
2. Review the URL entered in the "URL contains" or "Exact URL" field
3. Follow the steps in this video (we recommend watching end to end) to verify the conversion event is correctly firing on the URL entered

Note: If the tags are piggybacked on to CM360 Floodlights, Floodlight URLs could be captured instead of the page URLs where the tags are placed. Implement tags directly on the website instead.

🔍 Identified Issue

I want to track TOTAL purchase events, or other down-funnel actions like sign-ups.

Setup tips

➔ You can track down-funnel conversions via the Universal Website Tag (UWT), the Single Event tag, (SET) or you can mix and match. **The UWT is the present and future of conversion tracking on Twitter, and is recommended for this use case**. The SET is only recommended if your webpage does not have a distinct order-complete page.

➔ **Tracking purchases with a Universal Website Tag (UWT)**
If set up correctly, the Universal Website Tag code should already be present in the header of the pages you have set up, and sending page load information to Twitter (when allowed by the user's cookie and tracking preferences).
   ◆ Instructions for Twitter are needed so we can interpret the purchases you want reported.
      ● In ads.twitter.com, navigate to Tools > Events Manager > Add Events.
      ● Name the event ('All Purchases' is a good name), and set its type to Purchase.
      ● Use the URL Contains field to specify what URL format(s) count as a Purchase.
      ● For example, use the rule `URL includes "/thank_you"` to count every time a user reaches the thank-you page. Similarly, use the rule `URL`

includes "/order_complete" to count every time a user reaches the /order_complete page.

➔ **Tracking purchases with an Single Event Tag (SET)**
Tracking purchases with an SET is only recommended for websites that do not have a discrete "order complete" or "thank-you" page.

- ◆ Instructions for Twitter are needed so we can interpret the purchases you want reported.
    - If you do not have a SET tracking purchases, visit ads.twitter.com, navigate to Tools > Events Manager > Add Event Source and select "Use a single event website tag".
    - Fill in the name (e.g 'Total Purchases') and select Purchase as the event type.
    - Coordinate with your engineering team to include the provided HTML and Javascript code in your website's code so that Twitter's code runs whenever a user has completed a purchase.

💡 Troubleshooting tips

➔ If using a UWT

- ◆ Use the [Twitter Pixel Helper](#) to check that Twitter's pixel is firing when you load the targeted thank-you or order complete page, and not being accidentally blocked by cookie permissions or other page features.
- ◆ Ensure that the URL rules for your selected Purchase event are error free. For example, check that the capitalization in Ads Manager matches the capitalization displayed in the URL bar of your browser when visiting the order complete page.

➔ If using an SET

- ◆ Use the [Twitter Pixel Helper](#) to verify that the installed SET is firing at the expected time in your conversion flow. Verify that the tag_id appearing in the pixel helper matches the tag_id of the relevant purchase event in ads.twitter.com

🔍 Identified Issue

I want to track SEVERAL DISTINCT purchase events, or other down-funnel actions like sign-ups. E.g. track and report shoe purchases separately from sock purchases [Troubleshooting tips coming soon]

🔍 Identified Issue

I want to track TOTAL purchase VALUES, but I'm unsure how to modify the Twitter Website Tag to populate the purchase parameters correctly.

💡 Troubleshooting tip

➔ **Context**

◆ It may be helpful to tackle this problem in two steps.

1. Setting up tracking of total purchases
2. Adding purchase value to existing purchase tracking

➔ **Setup Tips**

◆ You should already have working tracking of the total number of purchases. If not, use the contents of this guide.

◆ Tracking purchase value requires partnership with your engineering team, or the use of an existing tag manager integration. This is because your webpage must be programmed to send data to Twitter reporting the value of each individual purchase as it occurs.

◆ If you do not have either of the above supports, you will be limited to tracking the total number of purchases.

➔ **Universal Website Tag Setup**

◆ Coordinate with your engineering team, or use an existing tag manager integration to pass the value of each conversion into the existing Twitter Website Tag.

◆ Your current Twitter Pixel code on this page will contain the following line
   twq('track','PageLoad'),

◆ Your engineering team needs to change that line (on the purchase-complete pages(s) only!) to the following (**Note: The following values in green are placeholders. The values in blue are code comments to help your technical team.)**
   twq('track','Purchase', {
       //required parameters
       value: '29.95', (i.e this is the total purchase value as a string)
       currency: 'USD', (i.e this is the currency as a string)
       num_items: '3', (i.e this would be the number of items in the purchase as a string)
   });

◆ **Dynamically input the appropriate values for that purchase page, and notice that each of these values is formatted as a string, and not a raw number.**

◆ If using a tag manager, set up the above mapping from your data layer into the field of the Twitter Website Tag on **only** the pages tracking completed purchases.

◆ You can check that the setup is working correctly via Twitter's Pixel Helper. When complete, you should see the correct value, currency, and number of items appearing in the Pixel Helper.

➔ **Single Event Tag Setup**

◆ Coordinate with your engineering team, or use an existing tag manager integration to pass the value of each conversion into the existing Twitter Website Tag.

◆ Your current Twitter Pixel code on this page will contain the following lines

   twttr.conversion.trackPid(**alphanumeric tag id here**, { tw_sale_amount: 0, tw_order_quantity: 0);

   And the following:

   <img height="1" width="1" style="display:none;" alt=""
   src="https://analytics.twitter.com/i/adsct?txn_id=**alphanumeric tag id here**&p_id=Twitter&tw_sale_amount=0&tw_order_quantity=0"
   />
   <img height="1" width="1" style="display:none;" alt=""
   src="//t.co/i/adsct?txn_id=**alphanumeric tag id here**&p_id=Twitter&tw_sale_amount=0&tw_order_quantity=0" />

◆ Partner with your engineering team to change those lines to the following. **Changes are underlined. Use the appropriate values for each page.**

   ● If using a Tag Manager, set up the above mapping from your data layer into the fields of

the Twitter Website Tag on **only the pages tracking completed purchases.**
twttr.conversion.trackPid(**alphanumeric tag id here**, { tw_sale_amount: 29.95, tw_currency: 'USD', tw_order_quantity: 3);

<img height="1" width="1" style="display:none;" alt=""
src="https://analytics.twitter.com/i/adsct?txn_id=**alphanumeric tag id
here**&p_id=Twitter&tw_sale_amount=29.95&tw_currency: USD&tw_order_quantity=3" />
<img height="1" width="1" style="display:none;" alt=""
src="//t.co/i/adsct?txn_id=**alphanumeric tag id
here**&p_id=Twitter&tw_sale_amount=29.95&tw_currency: USD&tw_order_quantity=3" />

◆ You can check that the setup is working correctly via Twitter's Pixel Helper. When complete, you should see the correct value, currency, and number of items appearing in the Pixel Helper.

💡 Troubleshooting Tips

➜ Check that you are receiving the expected **number** of purchase conversion events. If not, see the contents of this guide for purchase event troubleshooting. This page is about adding conversion value parameters to already-working purchase tracking.

➜ Use the Twitter Pixel Helper to inspect the content of a pixel fire. When stepping through your purchase flow, you should see the tag fire being captured in the Pixel Helper. Check the following:

◆ The tag ID matches your UWT tag ID or the appropriate SET tag ID in ads.twitter.com
◆ The purchase amount is accurate
◆ The number of items is accurate
◆ The purchase currency is accurate

➜ If using a UWT, check that there is a Purchase conversion defined (for example, one named "All Purchases", and that it is configured to match the URL of the page that loads just after the purchase is official. **Check for typos or capitalization errors.**

➜ If using a UWT, ensure that the conversion's URL rules cover all pages that may appear immediately post-purchase. You can add multiple "contains" statements to a conversion in order to capture multiple pages of your webpage within the same conversion.

Questions?

Contact your Twitter Account Manager.