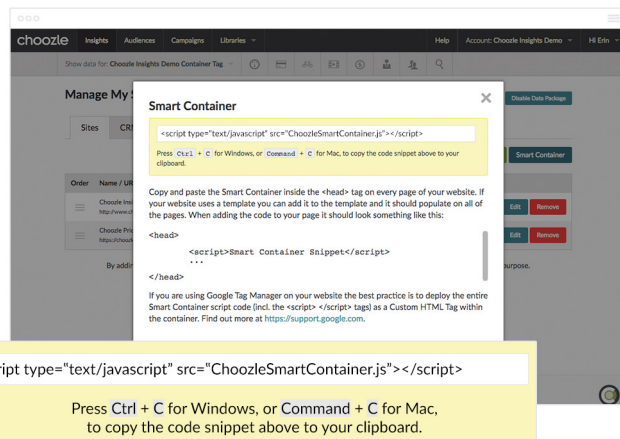# choozle
Smart Container Tag

With the Choozle Smart Container Tag, you can effortlessly track conversions and converted users, explore a data visualization of your website traffic, and identify website visitors so you can retarget them later.

What's the Smart Container Tag?

A time-saving code snippet added to the universal header of your website that captures data about your website visitors' online activity. The tag tracks conversions, gathers audience insights, and collects user pools for retargeting campaigns.

How It Works

(1) When you sign up for Choozle, a unique code snippet is created for each individual account.

(2) Get your code snippet on the **Choozle Account Overview** page or in **Manage My Sites**

(3) The code snippet only needs to be placed once in the universal header of your website. After that, the tag automatically tracks conversions, which can be created and applied to your campaigns in the Conversion Library, and collects user profiles for all pages where the tag is placed, saving you time and resources.

Campaign Conversions

Using the Choozle Smart Container Tag, you can automatically track conversion events driven by your digital advertising campaign. Conversion tracking is any event that leads to another URL or page where the Smart Container Tag is placed. Up to five different conversion events can be used for each campaign. You can use conversion events across different campaigns.

Conversion Library

Create and apply conversion events for your digital advertising campaigns in the Conversion Library. Tracked by the Choozle Smart Container Tag, saved conversions are available for use in your Choozle campaigns. You can use the same conversion in multiple campaigns. Up to five different conversion events can be used for each campaign.

Notes & Best Practices

- The Choozle Smart Container Tag is compatible with other tag management solutions.
- The tag provides tracking for all active campaigns on your account.
- The code snippet only needs to be placed **once** in the universal header of your website.