



## Additional Scripts

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Building your e-commerce store on Cartzy is no less than a triumph in your business. Besides providing basic online store setup features, Cartzy provides you with flexible and easy-to-use features to configure your store in a professional manner. Using the **Additional Scripts** page allows you to **add, edit, and manage** all your **scripts for third-party social media tools**.

**Path: Store Management > Scripts**

You can add the following scripts to your Cartzy account for your store.

## Google Scripts

<b>Google conversion ID</b>	Tracks conversions generated on your store through <b>Google ads</b> .
<b>Conversion Label</b>	<b>Google Ads</b> conversion tags help to build reports that show you what happens after a customer clicks on your ads – whether they purchased a product, signed up for your newsletter, called your business, or downloaded your app.
<b>Google Meta Tag</b>	Configuring a <b>Google meta tag</b> helps your site to rank in <b>Google</b> search results.

## Google Analytics

**Google tracking ID** It's a unique **Google ID** generated against your website. It tracks user traffic and user behavior

## Facebook Scripts

**Facebook Meta Tag** This is used for **social media optimization (SMO)**.

**Facebook Pixel ID** It helps in account recognition for **Facebook** ads as it can track relevant audiences for brand advertisements.

## Pinterest Scripts

**Site Verification Tag** It is used to claim a website on **Pinterest**.

**Pinterest Tag ID** This is used to track your website visitors coming from **Pinterest**. In short, it tracks and optimizes **Pinterest** ad conversions.

## Microsoft Scripts

**Site Verification Tag** Also known as the **Universal Event Tracking (UET)** tag. It verifies your website on the **Microsoft** server and helps in ranking your site on **Bing**.

**UET Tag ID** This is the code generated against the **UET** tag.

**Passing Sale Value** It defines the goal associated with the **UET** tag. [Learn more about it.](#)

## Thank You Page Script

Here you can add the script for the content that you want to display on the **Thank You** page that appears upon checking out on your store.

## Header script

Here, you can add a custom code for your header. For example, **HTML** tags for **Google** authentication or site ownership, etc.

## Body script

Here you can add custom code to your website body. For example, inline **Google** ads, banners, etc.

## Footer script

Just like the header script, here you can add a custom code to run on your website footer. For example, copyright text.