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

Google conversion ID	Tracks conversions generated on your store through **Google ads**.
Conversion Label	**Google Ads** 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.
Google Meta Tag	Configuring a **Google meta tag** helps your site to rank in **Google** 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.