

— PREMIUM IMPLEMENTATION PLAYBOOK

ChatGPT Ads

Tracking Master Setup

OpenAI Pixel + Conversion API + Web GTM + Server GTM — একটি complete, hybrid browser + server tracking infrastructure, client delivery ও resale-ready.

● Pixel

● CAPI

● Web GTM

● Server GTM

Edition

Bangla + English Mixed

Version

1.0

Use case

Implementation · Client delivery · Resale

Sections

20 (00 → 19)

△ Selling / delivery-র আগে সব placeholder replace করো: YOUR_PIXEL_ID · YOUR_API_KEY · YOUR_SERVER_CONTAINER_URL · YOUR_GA4_ID



How to Use This Book

কীভাবে এই guide ব্যবহার করবে

এই document শুধু একটা basic tag setup না — এটা একটা **complete tracking infrastructure playbook**: Web GTM, Server GTM, OpenAI Pixel, Conversion API, hosting, link, testing, security এবং client delivery — সব এক জায়গায়।

This premium mixed-language edition is written for agency implementation, internal SOP, white-label delivery, and client-facing resale. Delivery-র আগে সব placeholder-কে client-specific value দিয়ে replace করতে হবে।

Document area	Purpose
Implementation guide	Step-by-step Web GTM + Server GTM setup
Technical SOP	Variables, triggers, request headers, API body, QA process
Client handover	Security, validation, ও troubleshooting instructions
Resale asset	Book-style structure — packaging as a service-ready

SECURITY RULE #1

Conversion API key কখনোই Web GTM বা browser code-এ রাখবে না। API key শুধু **Server GTM** বা **secure server environment**-এ থাকবে।

02

Executive Overview

কেন এই setup দরকার — business value

ChatGPT Ads conversion সঠিকভাবে track করতে হলে শুধু browser pixel যথেষ্ট না। Browser pixel helpful, কিন্তু **ad blocker, browser privacy setting, page unload, cookie limitation, বা script failure**-এর কারণে সে conversion miss করতে পারে।

❗ CORE IDEA

Pixel দেয় **browser-side** signal। Conversion API দেয় **server-side** signal। দুটোতে একই `event_id` ব্যবহার করলে conversion double-count হবে না।

Layer	Role	Business impact
OpenAI Pixel	Browser-side event tracking	Fast setup, immediate event visibility
Web GTM	Browser tag firing control	No-code deployment control
Server GTM	Secure event forwarding	API key protected, better reliability
OpenAI CAPI	Server-to-server conversion event	Conversion recovery + attribution

এই setup যা দেয়: registration / lead / purchase / custom action-এর জন্য reliable measurement · browser-এ private key expose না করে secure API execution · এবং একটা reusable service framework যা premium tracking implementation হিসেবে sell করা যায়।

Tracking Architecture

সম্পূর্ণ signal flow — browser থেকে server পর্যন্ত

Architecture-টা একটা **hybrid browser + server model**। Browser pixel fire হয় Web GTM থেকে, আর একই conversion GA4 event হিসেবে Server GTM-এ যায়। Server GTM তারপর protected API key দিয়ে event পাঠায় OpenAI Conversion API-তে।



🔑 Deduplication Key = Pixel ID + Event Name + Event ID

```
User completes registration
↓
Web GTM fires OpenAI browser event
↓
Web GTM sends GA4 event to Server GTM
↓
Server GTM sends HTTP POST to OpenAI CAPI
↓
OpenAI deduplicates using the same event_id
```

💡 DEDUPLICATION LOGIC

একই conversion browser + server — দুই জায়গা থেকে গেলে একই **Event ID** ব্যবহার করতে হবে। সেই Event ID যাবে browser pixel-এর `event_id` -তে এবং CAPI body-র `id` field-এ।

Prerequisites & Access

Setup শুরু করার আগে যা যা লাগবে

Required item	Where it comes from	Example / notes
OpenAI Pixel ID	OpenAI Ads measurement setup	YOUR_PIXEL_ID
OpenAI CAPI API Key	OpenAI Ads / API setup	Only Server GTM / secure server
Web GTM access	Google Tag Manager	Edit + Preview + Publish
Server GTM access	GTM Server container	Edit + Preview + Publish
GA4 Measurement ID	GA4 data stream	G-XXXXXXXXXX
Server Container URL	sGTM hosting	https://sgtm.yourdomain.com
Conversion success signal	Website backend	Thank-you page / AJAX success

CLIENT DELIVERY STANDARD

Client work শুরু করার আগে collect করো: Pixel ID, CAPI key, GA4 Measurement ID, server container URL, conversion URL / trigger logic, এবং access confirmation।

Web GTM — Base Pixel Setup

Browser pixel install

Web GTM-এ OpenAI base pixel install করবে একটা **Custom HTML tag** দিয়ে। এই tag **All Pages** trigger-এ fire করবে।

Tag Type	Custom HTML
Tag Name	OpenAI - Pixel Base
Trigger	All Pages
Testing	debug: true
Live	debug: false

Base Pixel Code · Custom HTML

```
<script>
!function(w,d,s,u){
  if(w.oaiq)return;
  var q=function(){q.q.push(arguments)};
  q.q=[];
  w.oaiq=q;
  var j=d.createElement(s);
  j.async=1;
  j.src=u;
  var f=d.getElementsByTagName(s)[0];
  f.parentNode.insertBefore(j,f)
}(window,document,"script","https://bzrcdn.openai.com/sdk/oaiq.min.js");
oaiq("init",{
  pixelId:"YOUR_PIXEL_ID",
  debug:true
});
</script>
```

⚠️ PRODUCTION NOTE

Final publish-এর আগে `debug: true` কেটে `debug: false` করবে। Client handover-এ placeholder `YOUR_PIXEL_ID` replace করা মূল ধাপ।

Browser Conversion Event

registration_completed event

Conversion event শুধু **successful / confirmed conversion**-এ fire করবে। শুধু button click-এ fire করানো avoid করো — যদি actual success confirm না হয়।

Tag Type	Custom HTML
Tag Name	OpenAI - Event - Registration Completed
Trigger	Thank-you page / real success custom event
Event Name	registration_completed
Data Type	customer_action

Browser Event + DataLayer Push

```
<script>
var openaiEventId = "reg_" + Date.now() + "_" + Math.random().toString(36).substring(2);
window.dataLayer = window.dataLayer || [];
window.dataLayer.push({
  event: "openai_registration_completed",
  openai_event_id: openaiEventId,
  openai_source_url: window.location.href,
  openai_timestamp_ms: Date.now()
});
oaiq(
  "measure",
  "registration_completed",
  { type: "customer_action" },
  { event_id: openaiEventId }
);
</script>
```

✓ BEST TRIGGER

Form submit-ই যথেষ্ট নয়। Actual success event — thank-you page, backend success response, বা AJAX success callback — সবচেয়ে safe।

07 Data Layer Variables & Event ID

DLV setup ও value logic

Event ID কোনো fixed value না — প্রতিটা conversion-এর জন্য একটা **unique value** তৈরি হবে। একই Event ID যাবে browser pixel এবং server CAPI event, দুটোতেই।

Web GTM Variable Name	Type	Data Layer Variable Name
DLV - openai_event_id	Data Layer Variable	openai_event_id
DLV - openai_source_url	Data Layer Variable	openai_source_url
DLV - openai_timestamp_ms	Data Layer Variable	openai_timestamp_ms
DLV - email_sha256	Data Layer Variable	email_sha256
DLV - external_id_sha256	Data Layer Variable	external_id_sha256
DLV - zip_code	Data Layer Variable	zip_code

⚠ NAMING RULE

Variable Name আর Data Layer Variable Name আলাদা জিনিস। GTM tag-এর ভেতরে `{{DLV - openai_event_id}}` ব্যবহার করবে, কিন্তু Data Layer Variable Name হবে `openai_event_id`।

Web GTM থেকে Server GTM-এ event পাঠানোর practical method হলো একটা **GA4 Event tag**। এখানে GA4 Measurement ID বসবে — OpenAI Pixel ID নয়।

Tag Type	Google Analytics: GA4 Event
Tag Name	GA4 - OpenAI Registration Completed to Server
Measurement ID	G-XXXXXXXXXX
Event Name	registration_completed
Trigger	CE - OpenAI Registration Completed

Event Parameters

Parameter	Value
openai_event_id	{{DLV - openai_event_id}}
openai_source_url	{{DLV - openai_source_url}}
openai_timestamp_ms	{{DLV - openai_timestamp_ms}}
email_sha256	{{DLV - email_sha256}}
external_id_sha256	{{DLV - external_id_sha256}}
zip_code	{{DLV - zip_code}}
openai_data_type	customer_action

8.1 Web GTM Custom Event Trigger

Trigger Name	CE - OpenAI Registration Completed
--------------	------------------------------------

Trigger Type	Custom Event
Event Name	openai_registration_completed
Fires on	All Custom Events

① WHY "ALL CUSTOM EVENTS" IS OK

Event Name field-এ `openai_registration_completed` থাকায় "All Custom Events" মানে এই নির্দিষ্ট event-এর occurrence — অন্য কোনো custom event না।

Server-Side Hosting & Link

sGTM host / domain configuration

Server GTM ঠিকভাবে কাজ করতে হলে server container hosted থাকতে হবে, এবং Web GTM থেকে সেই server endpoint-এ data route করতে হবে।

Hosting component	Recommended setup
Server Container URL	<code>https://sgtm.yourdomain.com</code>
Subdomain	<code>sgtm</code> / <code>tracking</code> / <code>ss</code> / <code>data</code>
Hosting Option	Google Cloud Run (managed sGTM hosting)
Web GTM Link Parameter	<code>server_container_url</code>
Server Admin Setting	Server container URL field must be set

9.1 Web Container Linking

Google tag / GA4 configuration-এ একটা parameter যোগ করো:

GA4 config parameter

```
// Parameter Name  
server_container_url
```

```
// Value  
https://sgtm.yourdomain.com
```

9.2 Server Container Admin Link

- ☐ Server GTM container open করো
- ☐ Admin > Container Settings-এ যাও
- ☐ Tagging server URL-টা "Server container URL" field-এ বসাতো
- ☐ Save করে preview connection validate করো

WHY HOSTING LINK MATTERS

Web GTM থেকে Server GTM-এ event না গেলে CAPI tag কখনো fire করবে না। Server container URL setup-ই পুরো server-side flow-এর backbone।

Server GTM Variables & Trigger

Incoming event ধরার process

Server container browser dataLayer দেখে না — সে incoming GA4 event data দেখে। এই event data থেকে variables বানাতে হবে।

Server Variable Name	Type	Key path / header
EV - openai_event_id	Event Data	openai_event_id
EV - openai_source_url	Event Data	openai_source_url
EV - openai_timestamp_ms	Event Data	openai_timestamp_ms
EV - email_sha256	Event Data	email_sha256
EV - external_id_sha256	Event Data	external_id_sha256
EV - zip_code	Event Data	zip_code
RH - User Agent	Request Header	user-agent
RH - X Forwarded For	Request Header	x-forwarded-for

10.1 Server Trigger

Trigger Name	OpenAI - Registration Completed
Trigger Type	Custom
Fires On	Some Events
Condition	Event Name equals registration_completed

⚠ COMMON MISTAKE

Server GTM trigger-এ openai_registration_completed দিও না — ওটা Web dataLayer event। Server GTM GA4 event থেকে registration_completed receive করে।

OpenAI CAPI HTTP Request Tag

Server tag setup

এই tag Server GTM থেকে OpenAI Conversion API endpoint-এ POST request পাঠায়। API key এখানেই থাকবে, Web GTM-এ কখনো না।

Tag Name	OpenAI - CAPI Registration Completed
Tag Type	HTTP Request
Method	POST
Trigger	OpenAI - Registration Completed
Destination URL	https://b2r.openai.com/v1/events?pid=YOUR_PIXEL_ID

Request Headers

Key	Value
Authorization	Bearer YOUR_OPENAI_CAPI_API_KEY
Content-Type	application/json

Request Body – TESTING MODE

CAPI Request Body (JSON)

```
{
  "validate_only": true,
  "events": [
    {
      "id": "{{EV - openai_event_id}}",
      "type": "registration_completed",
      "timestamp_ms": {{EV - openai_timestamp_ms}},
      "source_url": "{{EV - openai_source_url}}",
      "action_source": "web",
      "user": {
        "email_sha256": "{{EV - email_sha256}}",
        "external_id_sha256": "{{EV - external_id_sha256}}",
        "ip_address": "{{RH - X Forwarded For}}",
      }
    }
  ]
}
```

```
    "user_agent": "{{RH - User Agent}}",  
    "zip_code": "{{EV - zip_code}}"  
  },  
  "data": { "type": "customer_action" }  
}  
]  
}
```

✓ TESTING MODE FIRST

প্রথমে `"validate_only": true` রাখো। Validation pass হলে `"validate_only": false` করে live publish করবে। Undefined field থাকলে body থেকে remove করো।

User Matching Data Rules

কোন data কীভাবে পাঠাবে

Data field	Send format	Allowed?
email_sha256	SHA-256, trim + lowercase-এর পর hashed	✓ Allowed
external_id_sha256	SHA-256 hashed lead / customer ID	✓ Allowed
zip_code	Raw postal / ZIP code	✓ Allowed
country	Raw ISO country code	✓ Allowed
city	Raw city name	✓ Allowed
ip_address	Raw IP address	✓ Allowed
user_agent	Raw browser user agent	✓ Allowed
phone	Raw phone	✗ Do not send
phone_sha256	Hashed phone	✗ Do not send

PHONE RULE

Phone number বা phone hash পাঠাবে না। শুধু email hash, external ID hash, zip, IP এবং user agent ব্যবহার করো।

12.1 Best Data Collection Method

Thank-you page-এ form field থেকে না নিয়ে — zip / email / external ID backend developer-এর **success dataLayer push** দিয়ে পাঠানোই best practice।


```
<script>
window.dataLayer = window.dataLayer || [];
window.dataLayer.push({
  event: "openai_registration_completed",
  openai_event_id: "reg_{{unique_event_id}}",
  openai_source_url: window.location.href,
  openai_timestamp_ms: Date.now(),
  email_sha256: "{{hashed_email}}",
  external_id_sha256: "{{hashed_lead_or_user_id}}",
  zip_code: "{{actual_zip_code}}"
});
</script>
```

Testing & Validation Workflow

Publish করার আগে QA process

13.1 Web GTM Preview Check

- ☐ OpenAI Pixel Base — All Pages-এ fire করছে
- ☐ OpenAI Event Registration Completed — শুধু actual conversion-এ fire করছে
- ☐ DataLayer event `openai_registration_completed` দেখা যাচ্ছে
- ☐ DLV - `openai_event_id` value return করছে
- ☐ DLV - `openai_source_url` value return করছে
- ☐ GA4 Event to Server fire করছে

13.2 Server GTM Preview Check

- ☐ Incoming event name = `registration_completed`
- ☐ EV - `openai_event_id`-এ value আছে
- ☐ EV - `openai_timestamp_ms`-এ value আছে
- ☐ EV - `openai_source_url`-এ value আছে
- ☐ RH - User Agent-এ value আছে
- ☐ OpenAI CAPI tag fire করছে
- ☐ Response = 200 success / valid validation response

⚠ GO-LIVE RULE

Validation pass না হলে publish করবে না। প্রথমে `validate_only: true` দিয়ে test, তারপর `validate_only: false` live mode।

Problem	Likely cause	Direct fix
Unknown variable (Web GTM)	DLV variable তৈরি হয়নি	Missing Data Layer Variable বানাও
Unknown variable (Server GTM)	Event Data / Header variable নেই	Exact server variable বানাও
<code>zip_code</code> undefined	dataLayer-এ push হয়নি	zip_code push করে GA4 parameter-এ পাঠাও
<code>email_sha256</code> undefined	Email hash / pass হয়নি	Server / backend-এ hash করে push করো
<code>external_id_sha256</code> undefined	Lead ID hash / pass হয়নি	Hashed lead / customer ID push করো
<code>user_agent</code> undefined	Event Data হিসেবে পড়ছে	Request Header variable ব্যবহার করো
<code>ip_address</code> undefined	ভুল header source	<code>x-forwarded-for</code> / <code>forwarded</code> / <code>x-real-ip</code> try করো
CAPI tag fire করছে না	ভুল server trigger	Event Name equals <code>registration_completed</code>
Event Server GTM-এ পৌঁছায় না	<code>server_container_url</code> missing	Web GTM GA4 config-এ add করো
API key visible	Key exposed / poorly stored	Key immediately rotate করো, only server-side রাখো

🕒 UNDEFINED FIELD RULE

যে field undefined, সেটা CAPI body থেকে remove করো। Undefined value পাঠানো professional setup না।

Security & Governance

API key protection ও data handling

🛡️ NON-NEGOTIABLE RULES

API key শুধু Server GTM বা backend environment-এ। Web GTM Custom HTML-এ কখনো না।

Browser DevTools, screenshot, বা client recording-এ API key expose করবে না।

API key যদি screenshot / preview / logs-এ চলে আসে — সঙ্গে সঙ্গে rotate করো।

Raw email, raw external ID, phone number, বা phone hash পাঠাবে না। Email ও external ID পাঠানোর আগে hash করো।

GTM publish access → trusted implementers only

Resale version → placeholders রাখো

Client values → শুধু implementation-এ insert করো

🔒 PROFESSIONAL GOVERNANCE

Client delivery package-এ credentials কখনো include করবে না। Credential setup screen-share বা secure password manager দিয়ে handle করবে।

16 Client Delivery / Resale Packaging

এই setup কীভাবে service হিসেবে sell করবে

Package area	Deliverable
Discovery	Access audit, conversion event map, form/thank-you flow check
Web GTM Setup	Base pixel, browser event, dataLayer, GA4 bridge event
Server GTM Setup	Variables, trigger, HTTP Request tag, CAPI body
Hosting Link	<code>server_container_url</code> + server container admin URL
Data Quality	event_id dedup, source_url, timestamp, user agent, IP, optional hash fields
Testing	Web preview, server preview, validate_only:true, live mode check
Handover	QA checklist, event map, security note, troubleshooting sheet

16.1 Suggested Service Names

ChatGPT Ads Full Tracking Setup

OpenAI Pixel + Conversion API Premium Implementation

ChatGPT Ads Server-Side Conversion Tracking

OpenAI Ads Attribution Infrastructure Setup

Full-Funnel ChatGPT Ads Tracking Blueprint

+ SALES POSITIONING

এই service-এর value হলো reliable tracking, server-side signal, secure API handling এবং client-ready attribution infrastructure।

17.1 Base Pixel

base-pixel.html

```
<script>
!function(w,d,s,u){if(w.oaiq)return;var q=function(){q.q.push(arguments)};q.q=[];w.oaiq=q;var
j=d.createElement(s);j.async=1;j.src=u;var f=d.getElementsByTagName(s)
[0];f.parentNode.insertBefore(j,f)}
(window,document,"script","https://bzrcdn.openai.com/sdk/oaiq.min.js");
oaiq("init",{pixelId:"YOUR_PIXEL_ID",debug:true});
</script>
```

17.2 Browser Event + DataLayer

browser-event.html

```
<script>
var openaiEventId = "reg_" + Date.now() + "_" + Math.random().toString(36).substring(2);
window.dataLayer = window.dataLayer || [];
window.dataLayer.push({
  event: "openai_registration_completed",
  openai_event_id: openaiEventId,
  openai_source_url: window.location.href,
  openai_timestamp_ms: Date.now()
});
oaiq("measure", "registration_completed", { type: "customer_action" }, { event_id: openaiEventId
});
</script>
```

17.3 CAPI Request Body (minimal)

capi-body.json

```
{
  "validate_only": true,
  "events": [
    {
      "id": "{{EV - openai_event_id}}",
      "type": "registration_completed",
      "timestamp_ms": {{EV - openai_timestamp_ms}},
```

```
"source_url": "{{EV - openai_source_url}}",  
"action_source": "web",  
"user": {  
  "user_agent": "{{RH - User Agent}}",  
  "ip_address": "{{RH - X Forwarded For}}"  
},  
"data": { "type": "customer_action" }  
}  
]  
}
```

Final QA Checklist

Client-ready delivery gate

18.1 Web Container

- ☐ OpenAI base pixel installed — correct Pixel ID
- ☐ Final publish-এর আগে `debug: false` set
- ☐ Conversion event প্রতি real conversion-এ শুধু একবার fire করে
- ☐ `openai_event_id` সফলভাবে generate হয়
- ☐ GA4 bridge event server container-এ পাঠায়
- ☐ `server_container_url` সঠিকভাবে configured

18.2 Server Container

- ☐ Admin settings-এ Server container URL configured
- ☐ GA4 client incoming `registration_completed` receive করে
- ☐ OpenAI CAPI HTTP Request tag তৈরি হয়েছে
- ☐ Authorization ও Content-Type header সঠিক
- ☐ Server trigger = Event Name equals `registration_completed`
- ☐ `validate_only: true` live-এর আগে pass করে
- ☐ Production-এর জন্য `validate_only: false` enabled

18.3 Security

- ☐ API key Web GTM-এ নেই
- ☐ API key screenshot / browser source-এ visible নয়
- ☐ Raw email / raw external ID পাঠানো হয়নি
- ☐ Phone number ও phone hash পাঠানো হয়নি
- ☐ Undefined field CAPI body থেকে removed
- ☐ Client handover-এ security note আছে

Official Reference Notes

Source-backed implementation notes

Live client-এর জন্য implement করার সময় সবসময় latest official platform documentation ব্যবহার করো — product behavior ও setup screen পরিবর্তন হতে পারে।

Topic	Official source
OpenAI Measurement Pixel	developers.openai.com/ads/measurement-pixel
OpenAI Conversions API	developers.openai.com/ads/conversions-api
Google Server-Side Tagging intro	developers.google.com/.../server-side/intro
Send data to Server-Side Tag Manager	developers.google.com/.../server-side/send-data
Google tag <code>server_container_url</code>	support.google.com/tagmanager/answer/9442095
Manual setup: Server Container URL	developers.google.com/.../manual-setup-guide
Cloud Run setup for sGTM	developers.google.com/.../cloud-run-setup-guide

FINAL IMPLEMENTATION STANDARD

এই guide-কে blueprint হিসেবে ব্যবহার করো। Final handover-এর আগে প্রতিটা client account live GTM Preview, Server GTM Preview এবং OpenAI event validation দিয়ে verify করতে হবে।

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Pixel + CAPI + Web GTM + Server GTM · Prepared for implementation, client delivery, and resale.

△ Replace before selling / delivery: YOUR_PIXEL_ID · YOUR_API_KEY · YOUR_SERVER_CONTAINER_URL · YOUR_GA4_ID