

Track OpenAI Ads within UTMSimple and trigger Events

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You can track ChatGPT Ads conversions within UTMSimple without adding OpenAI's pixel snippet yourself. UTMSimple loads the [OpenAI Ads Measurement Pixel](#), initializes it with your Pixel ID, and fires a `page_viewed` event on load.

Usage is straightforward. You only need your Pixel ID from the **Conversions** tab in OpenAI Ads Manager. Create a global variable named `openai_pixel_id` and assign your Pixel ID to it before UTMSimple loads:

```
<!-- Global site UTM Simple Tracking Start -->
<script>
  openai_pixel_id = "<YOUR OPENAI PIXEL ID>";
  handl_custom_params = [];
  var handl_js = document.createElement("script");
  handl_js.setAttribute("src", "https://track.utmsimple.com/utm.js?license=<LICENSE KEY>");
  document.head.appendChild(handl_js);
  handl_js.onload = function() {
    /* This is the UTM Simple ready event. You can put any code you'd like to trigger
after the script fully loads here. */
    };
</script>
<!-- Global site UTM Simple Tracking End -->
```

If `openai_pixel_id` is not defined, OpenAI tracking stays off — same pattern as `fb_pixel_id` for Facebook.

After that, UTMSimple will:

- Load the OpenAI measurement SDK

- Initialize the pixel with your Pixel ID
- Automatically send a `page_viewed` event
- Store `openai_pixel_id` as a HandL cookie (available for form fields and attribution data)

Optional: Debug mode

While testing your integration, enable console logging from the OpenAI SDK:

```
<script>
  openai_pixel_id = "<YOUR OPENAI PIXEL ID>";
  handl_openai_debug = true;
</script>
```

Open the browser console to inspect pixel activity. Turn this off in production.

Trigger conversion events

To send conversion events (leads, purchases, checkouts, etc.), use `HandL.sendOpenAIEvent()`:

```
HandL.sendOpenAIEvent(eventName, eventProps, eventOptions);
```

Argument	Required	Description
<code>eventName</code>	Yes	A supported standard event name , or <code>custom</code>
<code>eventProps</code>	No	Event data (type, amount, currency, contents, etc.)
<code>eventOptions</code>	No	Delivery options such as <code>event_id</code> for deduplication

Example events

Lead generation

```
HandL.sendOpenAIEvent('lead_created', {
  type: 'customer_action',
});
```

```
HandL.sendOpenAIEvent('registration_completed', {
  type: 'customer_action',
});
```

Commerce

```
HandL.sendOpenAIEvent('items_added', {
  type: 'contents',
  amount: 2599,
  currency: 'USD',
  contents: [
    {
      id: 'sku_123',
      name: 'Starter bundle',
      content_type: 'product',
      quantity: 1,
      amount: 2599,
      currency: 'USD',
    },
  ],
});
```

```
HandL.sendOpenAIEvent('checkout_started', {
  type: 'contents',
  amount: 2599,
  currency: 'USD',
  contents: [
    {
      id: 'sku_123',
      name: 'Starter bundle',
      content_type: 'product',
      quantity: 1,
    },
  ],
});
```

```
HandL.sendOpenAIEvent('order_created', {
  type: 'contents',
```

```
amount: 2599,  
currency: 'USD',  
contents: [  
  {  
    id: 'sku_123',  
    name: 'Starter bundle',  
    content_type: 'product',  
    quantity: 1,  
  },  
],  
});
```

Subscriptions and trials

```
HandL.sendOpenAIEvent('subscription_created', {  
  type: 'plan_enrollment',  
  plan_id: 'pro_monthly',  
  amount: 2000,  
  currency: 'USD',  
});
```

```
HandL.sendOpenAIEvent('trial_started', {  
  type: 'plan_enrollment',  
  plan_id: 'pro_trial',  
});
```

Custom events

For custom events, use `custom` as the event name and set `custom_event_name` in the third argument:

```
HandL.sendOpenAIEvent(  
  'custom',  
  {  
    type: 'custom',  
    amount: 12999,  
    currency: 'USD',  
    plan_id: 'enterprise_annual',  
  },  
);
```

```
{
  custom_event_name: 'quote_requested',
  event_id: 'quote_req_123',
}
);
```

“ **Note:** Put `custom_event_name` and `event_id` in the third argument (`eventOptions`), not inside `eventProps`.

Deduplicate browser and server events

If you also send conversions from a server-side integration, reuse the same `event_id` in both places:

```
HandL.sendOpenAIEvent (
  'order_created',
  {
    type: 'contents',
    amount: 2599,
    currency: 'USD',
  },
  {
    event_id: 'order_12345',
  }
);
```

UTMSimple generates an event ID automatically when you omit one, which is fine for client-only tracking.

What UTMSimple handles automatically

When the OpenAI pixel is enabled, the SDK handles:

- Capturing `oppref` from the landing page URL
- Storing `oppref` in a first-party `__oppref` cookie
- Adding the current page origin as `source_url`
- Timestamping and batching events

You do not need to configure these manually.

UTMSimple events

You can listen for pixel lifecycle events in your own code:

```
document.addEventListener('UTMSimpleOpenAIInitCompleted', function() {
  console.log('OpenAI pixel initialized');
});

document.addEventListener('UTMSimpleOpenAIEventCompleted', function() {
  console.log('OpenAI event sent');
});
```

Tips

- Use **integer values** for `amount` and `quantity` (e.g. cents, not dollars).
- Use only the documented fields inside `contents[]`.
- Keep `handl_openai_debug = true` while testing, then remove it in production.
- For the full list of supported events and payload shapes, see the [OpenAI supported events docs](#).

Related docs

- [Track Facebook within UTMSimple and trigger Events](#)
- [OpenAI JavaScript Pixel](#)

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