This should help with adding the tag to the Checkout pages.
Screenshot below is from: https://help.shopify.com/en/manual/orders/status-tracking/add-conversion-tracking-to-thank-you-page

# Tracking pixels

You can add tracking pixels to your order status page using the **Additional scripts** box.

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## Tracking orders

Conversion tracking codes, such as a tracking pixel, can be added to your store to track customers purchasing from your store. Tracking codes typically are used on the order status page, which is the page that confirms that the customer has created an order.

Tracking scripts are provided by a third-party, and are used as a snippet of code in your Shopify admin.
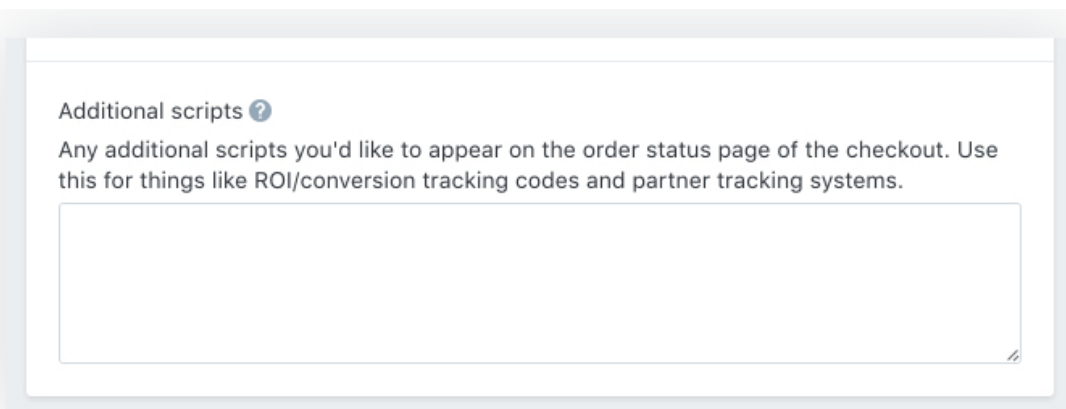
**Steps:**

1. After you have your tracking code, copy it to your clipboard with `cmd + c` on a Mac or `ctrl + c` on a PC.



2. From your Shopify admin, go to **Settings** > **Checkout**.
3. In the **Order processing** section, find the **Additional scripts** text box:

Additional scripts ❓

Any additional scripts you'd like to appear on the order status page of the checkout. Use this for things like ROI/conversion tracking codes and partner tracking systems.

4. Paste your tracking code from your clipboard with `cmd + v` on a Mac or `ctrl + v` on a PC.

In that text box, you are able to use the `shop` Liquid object, the `order` Liquid object, and the `OrderStatus` JavaScript asset.