**Server Side Parameters**

**Event: Page View**

event\_id

event\_name

x-fb-ck-fbp

x-fb-ck-fbc

x-fb-ud-external\_id

first\_party\_collection

event\_time

**Event: View Item**

event\_id

event\_name

x-fb-ck-fbp

x-fb-ck-fbc

x-fb-ud-external\_id

first\_party\_collection

event\_time

x-fb-cd-content\_name

x-fb-cd-content\_type

x-fb-cd-content\_ids

x-fb-cd-contents

x-fb-cd-content\_category

currency

value

items

**Event: Add To Cart**

event\_id

event\_name

x-fb-ck-fbp

x-fb-ck-fbc

x-fb-ud-external\_id

first\_party\_collection

event\_time

x-fb-cd-content\_name

x-fb-cd-content\_type

x-fb-cd-content\_ids

x-fb-cd-content\_category

currency

value

items

**Event: Begin Checkout**

event\_id

event\_name

x-fb-ck-fbp

x-fb-ck-fbc

x-fb-ud-external\_id

first\_party\_collection

event\_time

x-fb-cd-content\_name

x-fb-cd-content\_type

x-fb-cd-content\_ids

x-fb-cd-content\_category

currency

value

items

**Event: Purchase**

event\_id

event\_name

x-fb-ck-fbp

x-fb-ck-fbc

x-fb-ud-external\_id

first\_party\_collection

event\_time

x-fb-cd-content\_name

x-fb-cd-content\_type

x-fb-cd-content\_ids

x-fb-cd-content\_category

currency

value

items

user\_data.email\_address

user\_data.phone\_number

user\_data.address.first\_name

user\_data.address.last\_name

user\_data.address.city

user\_data.address.region

user\_data.address.postal\_code

user\_data.address.country

coupon

tax

shipping

transaction\_id

**Browser Side Parameters For Facebook**

**Event: ViewContent**

contents

content\_name

content\_type

content\_category

content\_ids

value

currency

fbc

fbp

**Event: AddToCart**

contents

content\_name

content\_type

content\_category

content\_ids

value

currency

fbc

fbp

**JS Code For Event Time**

function() {

return Math.round(new Date().getTime() / 1000);

}

**JS Code For View Item Contents**

function() {

return [

{

id: '{{Product id}}',

quantity: 1

}

];

}

**JS Code For View Item ids**

function() {

var products = {{View Item - Items}} || [];

var itemIds = [];

for (var i = 0; i < products.length; i++) {

var product = products[i];

var itemId = product.id || '';

if (itemId) {

itemIds.push(String(itemId));

}

}

return itemIds;

}

**JS Code For Contents**

function() {

var products = {{ecommerce.purchase.products}} || [];

var variableOutput = [];

for (var i = 0; i < products.length; i++) {

var product = products[i];

var item\_id = String(product.id || ''); // Convert id to string

var quantity = parseInt(product.quantity) || 0; // Convert quantity to number

if (item\_id && !isNaN(quantity)) {

variableOutput.push({ id: item\_id, quantity: quantity });

}

}

return variableOutput;

}

**JS Code For Contents - Purchase Event**

function() {

var items = {{Items - Checkout & Purchase}} || [];

var variableOutput = [];

for (var i = 0; i < items.length; i++) {

var item = items[i];

var itemId = String(item.item\_id || ''); // Fix the typo here

var quantity = parseInt(item.quantity) || 0;

if (itemId && !isNaN(quantity)) { // Fix the typo here

variableOutput.push({ id: itemId, quantity: quantity });

}

}

return variableOutput;

}

return variableOutput;

}

**JS Code For Ids - Purchase Event**

function() {

var items = {{Items - Checkout & Purchase}} || [];

var itemIds = [];

for (var i = 0; i < items.length; i++) {

var item = items[i];

var itemId = item.item\_id || '';

if (itemId) {

itemIds.push(String(itemId));

}

}

return itemIds;

}

**JS Code For Number of items - Purchase Event**

function() {

var items = {{Items - Checkout & Purchase}} || [];

var totalQuantity = 0;

for (var i = 0; i < items.length; i++) {

var item = items[i];

var quantity = item.quantity || 0;

if (!isNaN(quantity)) {

totalQuantity += parseInt(quantity, 10);

}

}

return totalQuantity;

}