Facebook Advertising – Power of The Facebook Pixel

Introduction

- The Facebook Pixel has undergone amazing development and therefore improvement over time.

- In order to reap its benefits, you first need to have a clear understanding of how to setup the Facebook Pixel correctly, including its Event codes.

- Next, verify that the Facebook Pixel has been correctly setup on your website

- Finally, understand how the Facebook Pixel works and how it can help you achieve your advertising objective
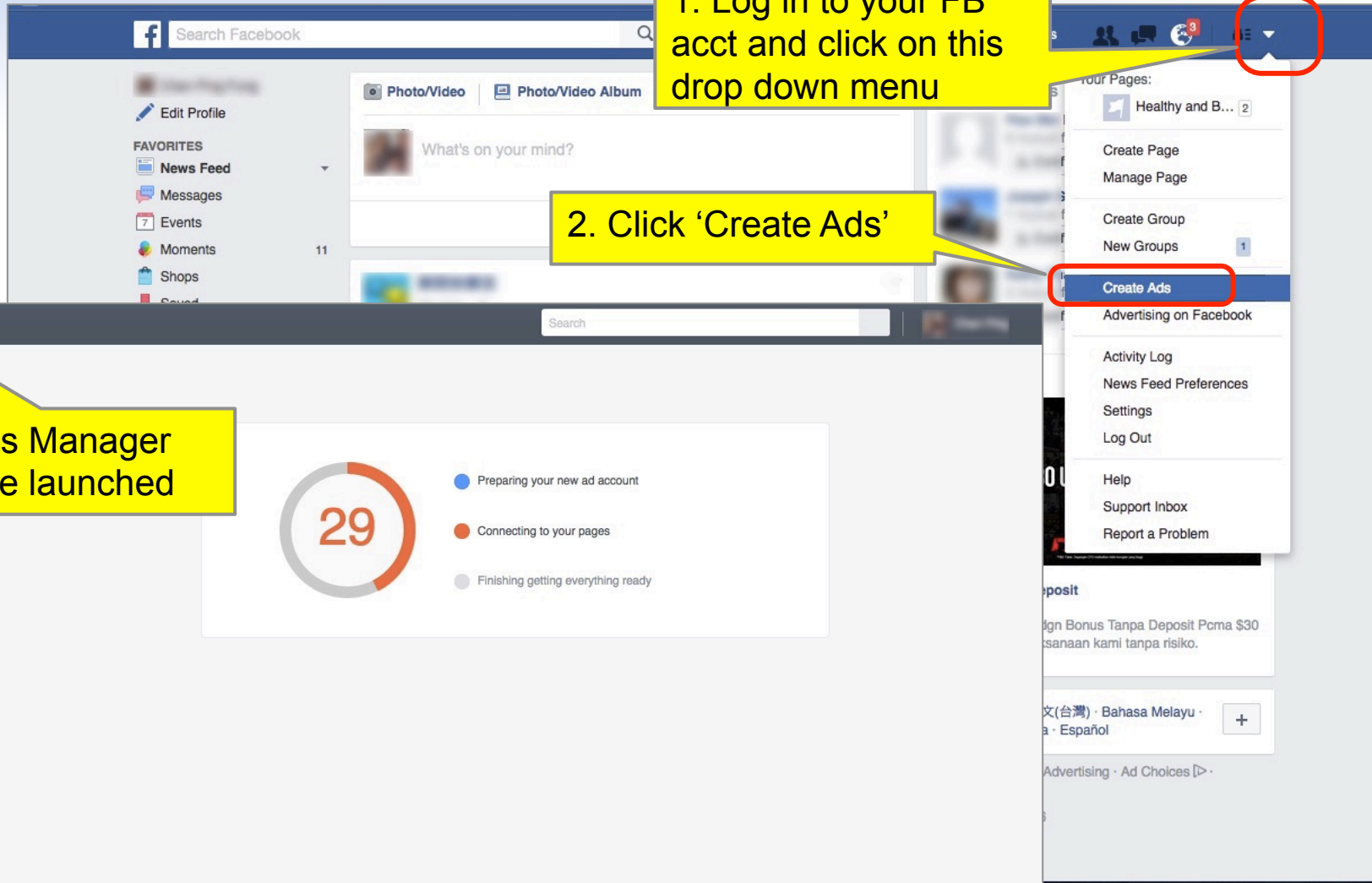
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Setting Up The Facebook Pixel

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Setting Up The Facebook Pixel
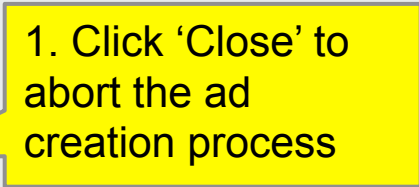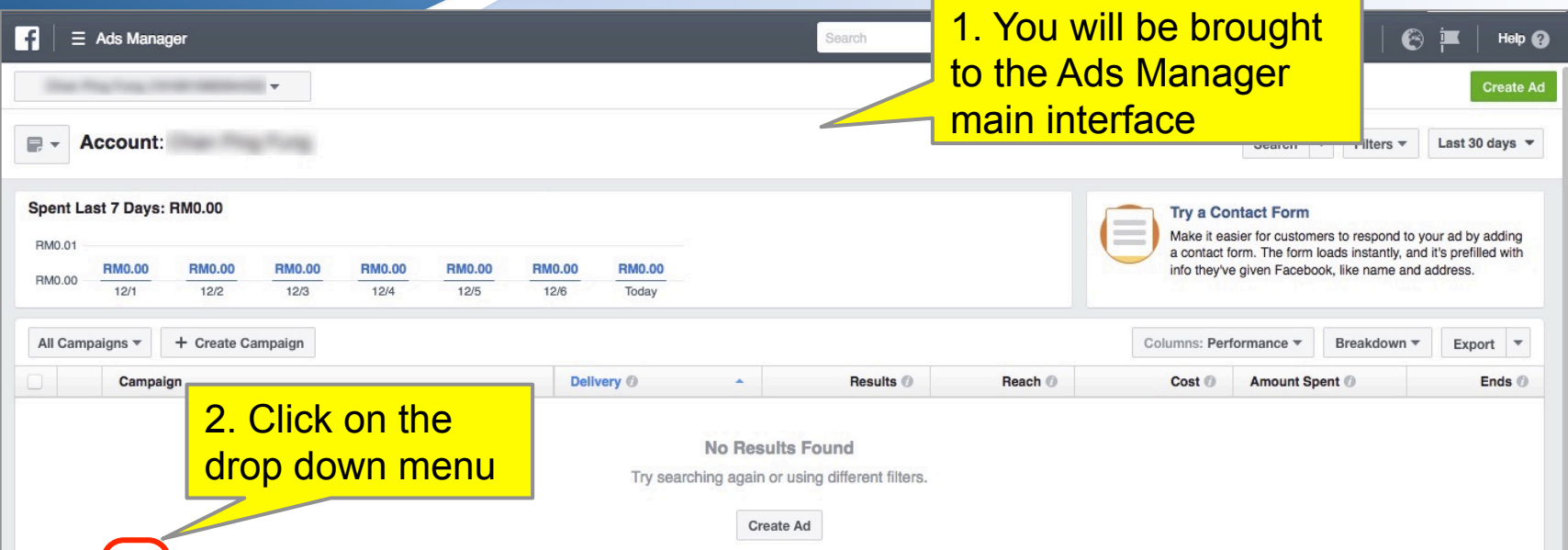
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1. Log in to your FB acct and click on this drop down menu

2. Click 'Create Ads'

3. Ads Manager will be launched

Search Facebook

Edit Profile

FAVORITES
News Feed
Messages
Events
Moments   11
Shops
Saved

Photo/Video   Photo/Video Album

What's on your mind?

Your Pages:
Healthy and B... 2

Create Page
Manage Page

Create Group
New Groups   1

Create Ads
Advertising on Facebook

Activity Log
News Feed Preferences
Settings
Log Out

Help
Support Inbox
Report a Problem

Ads Manager   Search

29

Preparing your new ad account

Connecting to your pages

Finishing getting everything ready

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dgn Bonus Tanpa Deposit Pcma $30
tsanaan kami tanpa risiko.

文(台灣) · Bahasa Melayu ·
a · Español   +

Advertising · Ad Choices

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f ☰ Ads Manager   Search 🔍   Help ❓

CAMPAIGN: Choose your objective   Help: Choosing an Objective | Use Existing Campaign

☑ **Campaign**
  └ Objective

🔊 **Ad Account**
  └ Create New 🔒

▦ **Ad Set**
  ├ Audience 🔒
  ├ Placements 🔒
  └ Budget & Schedule 🔒

🖵 **New Ad**
  ├ Format 🔒
  ├ Media 🔒
  └ Text 🔒

What's your marketing objective?

Awareness	Consideration	Conversion
💬 Boost your posts	↖ Send people to a destination on or off Facebook	🌐 Increase conversions on your website
👍 Promote your Page	📦 Get installs of your app	🎮 Increase engagement in your app
📍 Reach people near your business	📅 Raise attendance at your event	🛒 Get people to claim your offer
📣 Increase brand awareness	🎬 Get video views	🛒 Promote a product catalog
	🔻 Collect leads for your business	🏪 Get people to visit your stores

1. Click 'Close' to abort the ad creation process

Close

Report a Problem

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1. You will be brought to the Ads Manager main interface

2. Click on the drop down menu

3. Click 'Pixels'

Pixels: Get code for your website and set up conversion events to optimize for conversions and track and measure results from your ads.

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Facebook Pixel   Conversion Tracking Pixel (Old)

Set Up Your Facebook Pixel

Set up a single Facebook pixel to unlock powerful tools in Facebook advertising.

1   Create Your Pixel

2   Install the Code

Place the pixel code in your website header. Download **pixel helper** to see if the code is working, or **get guidance**.

3   Choose Your Actions

Use **standard conversion** events or rule-based **custom conversions** to define which actions are most valuable to you.

1. Click 'View Pixel Code'

View Pixel Code

Copy Pixel   Paste Pixel

Replay

Install Pixel Base Code (Required)

Copy the code below and paste it between the <head> and </head> in your website code. The pixel will track visits to every page of your website. **Get help installing your pixel**.

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)r
n.callMethod.apply(n,arguments):n.q
n.push=n;n.loaded=!0;n.version='2.0
t.src=v;s=b.getElementsByTagName(e)
document,'script','https://connect.
fbq('init', '1         6');
fbq('track', 'PageView');
</script>
<noscript><img height="1" width="1"          ne"
src="https://www.facebook.com/tr?id 1        6 ev=PageView&noscript=1"
/></noscript>
<!-- DO NOT MODIFY -->
<!-- End Facebook Pixel Code -->
```

2. Your pixel ID is displayed here

ADVANCED MATCHING

Done   **Email Pixel Code**

3. Click 'Email Pixel Code'

Email Pixel Code   ✕

To

Add a recipient

Instructions and Pixel Codes
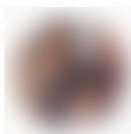
_____ sent you instructions for installing the Facebook pixel on a website. Your organization is using the Facebook pixel to track website activity and run ads based on that activity.

You must install two kinds of code snippets on the website. This includes **pixel base code** on every page of your website and **event code** on specific webpages.

1   **Facebook Pixel ID**

Your pixel ID is the unique number assigned to your Facebook pixel. You can use this number in your pixel base code.

Pixel ID   1_____6

2   **Install Pixel Base Code**

The pixel base code tracks activity on your website, providing a baseline measuring specific events. Copy the base code below and paste it betwe **header tags** on every page of your website:

```
<!-- Facebook Pixel Code -->
```

4. You can view your pixel ID clearer here. Copy your pixel ID

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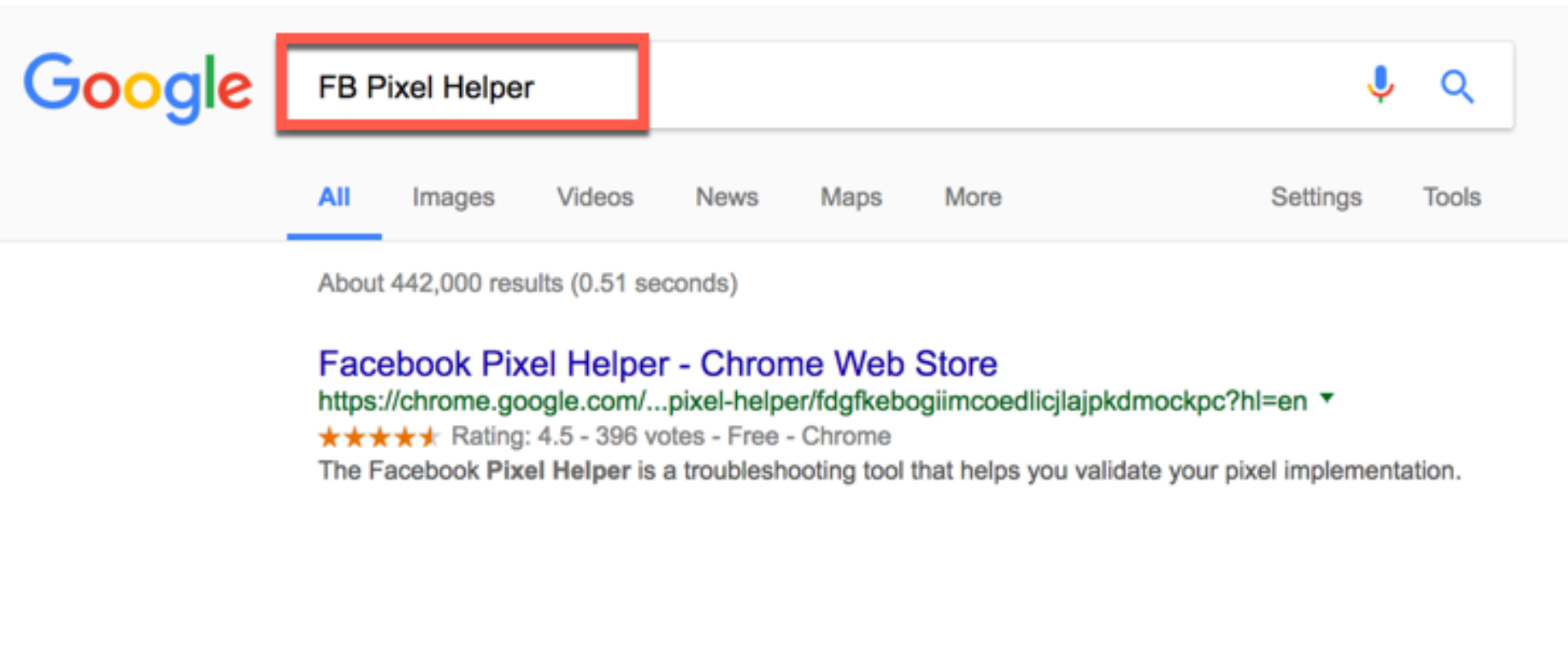
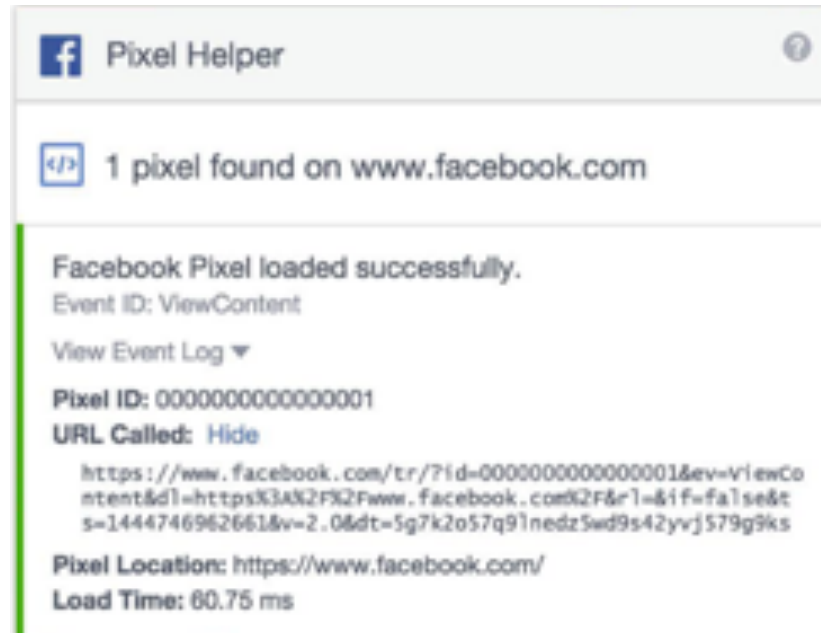# Facebook Pixel Code

```html
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');
// Insert Your Facebook Pixel ID below.
fbq('init', 'FB_PIXEL_ID');
fbq('track', 'PageView');
</script>
<!-- Insert Your Facebook Pixel ID below. -->
<noscript><img height="1" width="1" style="display:none"
src="https://www.facebook.com/tr?id=FB_PIXEL_ID&amp;ev=PageView&amp;noscript=1"
/></noscript>
<!-- End Facebook Pixel Code -->
```

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Download FB Pixel Helper

Google **FB Pixel Helper**

All Images Videos News Maps More   Settings Tools

About 442,000 results (0.51 seconds)

Facebook Pixel Helper - Chrome Web Store
https://chrome.google.com/...pixel-helper/fdgfkebogiimcoedlicjlajpkdmockpc?hl=en ▼
★★★★⯪ Rating: 4.5 - 396 votes - Free - Chrome
The Facebook **Pixel Helper** is a troubleshooting tool that helps you validate your pixel implementation.

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Verify FB Pixel Data

Facebook Standard Events

Event Name	Event Description	Parameters	Required Parameters
ViewContent	When a key page is viewed such as a product page, e.g. landing on a product detail page	value, currency, content_name, content_type, content_ids	None. For Dynamic Product Ads content_ids and content_type are required.
Search	When a search is made, e.g. when a product search query is made	value, currency, content_category, content_ids, search_string	None
AddToCart	When a product is added to the shopping cart, e.g. click on add to cart button	value, currency, content_name, content_type, content_ids	None. For Dynamic Product Ads content_ids and content_type are required.
AddToWishlist	When a product is added to a wishlist, e.g. click on add to wishlist button	value, currency, content_name, content_category, content_ids	None
InitiateCheckout	When a person enters the checkout flow prior to completing the checkout flow, e.g. click on checkout button	value, currency, content_name, content_category, content_ids, num_items	None

Event Name	Event Description	Parameters	Required Parameters
AddPaymentInfo	When a payment information is added in the checkout flow, e.g. click / LP on save billing info button	value, currency, content_category, content_ids	None
Purchase	When a purchase is made or checkout flow is completed, e.g. landing on thank you/confirmation page	value, currency, content_name, content_type, content_ids, num_items	value, currency. For Dynamic Product Ads content_ids and content_type are also required.
Lead	When a sign up is completed, e.g. click on pricing, signup for trial	value, currency, content_name, content_category	None
CompleteRegistration	When a registration form is completed, e.g. complete subscription/signup for a service	value, currency, content_name, status	None

Facebook Standard Event Code

```html
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');
// Insert Your Facebook Pixel ID below.
fbq('init', 'FB_PIXEL_ID');
fbq('track', 'PageView');
</script>
<!-- Insert Your Facebook Pixel ID below. -->
<noscript><img height="1" width="1" style="display:none"
src="https://www.facebook.com/tr?id=FB_PIXEL_ID&amp;ev=PageView&amp;noscript=1"
/></noscript>
<!-- End Facebook Pixel Code -->

<script>
// Assuming a single item is purchased
fbq('track', 'Purchase', {
  content_name: 'Really Fast Running Shoes',
  content_category: 'Apparel &amp; Accessories > Shoes',
  content_ids: ['1234'],
  content_type: 'product',
  value: 199.50,
  currency: 'USD'
});

// Assuming multiple items are purchased
fbq('track', 'Purchase', {
  content_ids: ['1234', '4642', '35838'],
  content_type: 'product',
  value: 247.35,
  currency: 'USD'
});
</script>
```

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Select Pixel in FB Campaign

FB Report – Purchase Conversion

FB Pixel Event Count

No. of Events

🔴 <100

🟡 100-300

🟢 300+

Events to Track

View Content

Add To Cart

Purchase

Questions?