

SEM Coaching 52

Facebook Conversion Tracking

Introduction

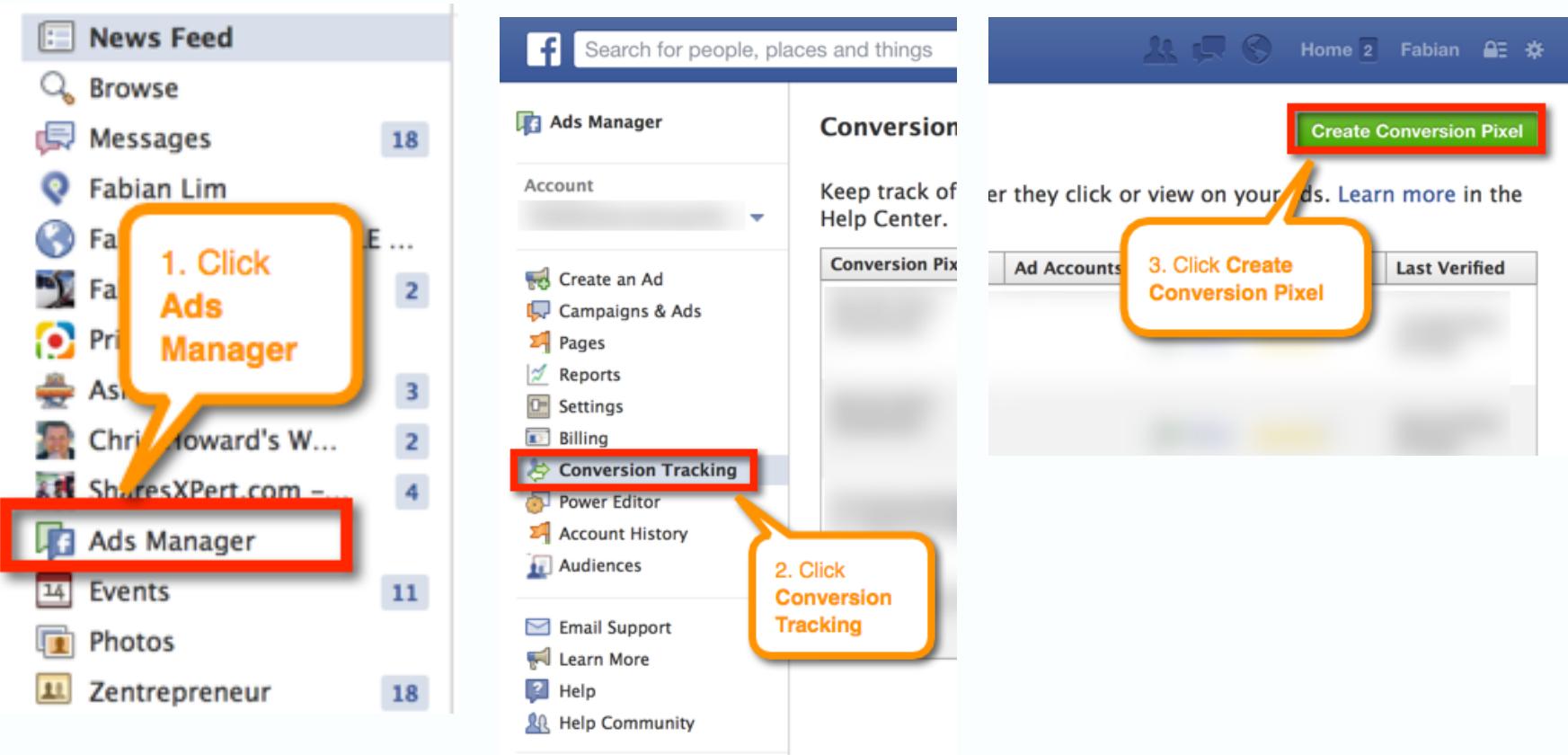
- Facebook offers an easy way to track ad conversions
- If you are driving traffic to a website, be sure to use Facebook conversion tracking so you can track the Return of Investment (ROI) of your paid ads
- You will be required to paste the Facebook conversion code on your Thank You page, so ensure this step is performed correctly



Create FB Conversion Code

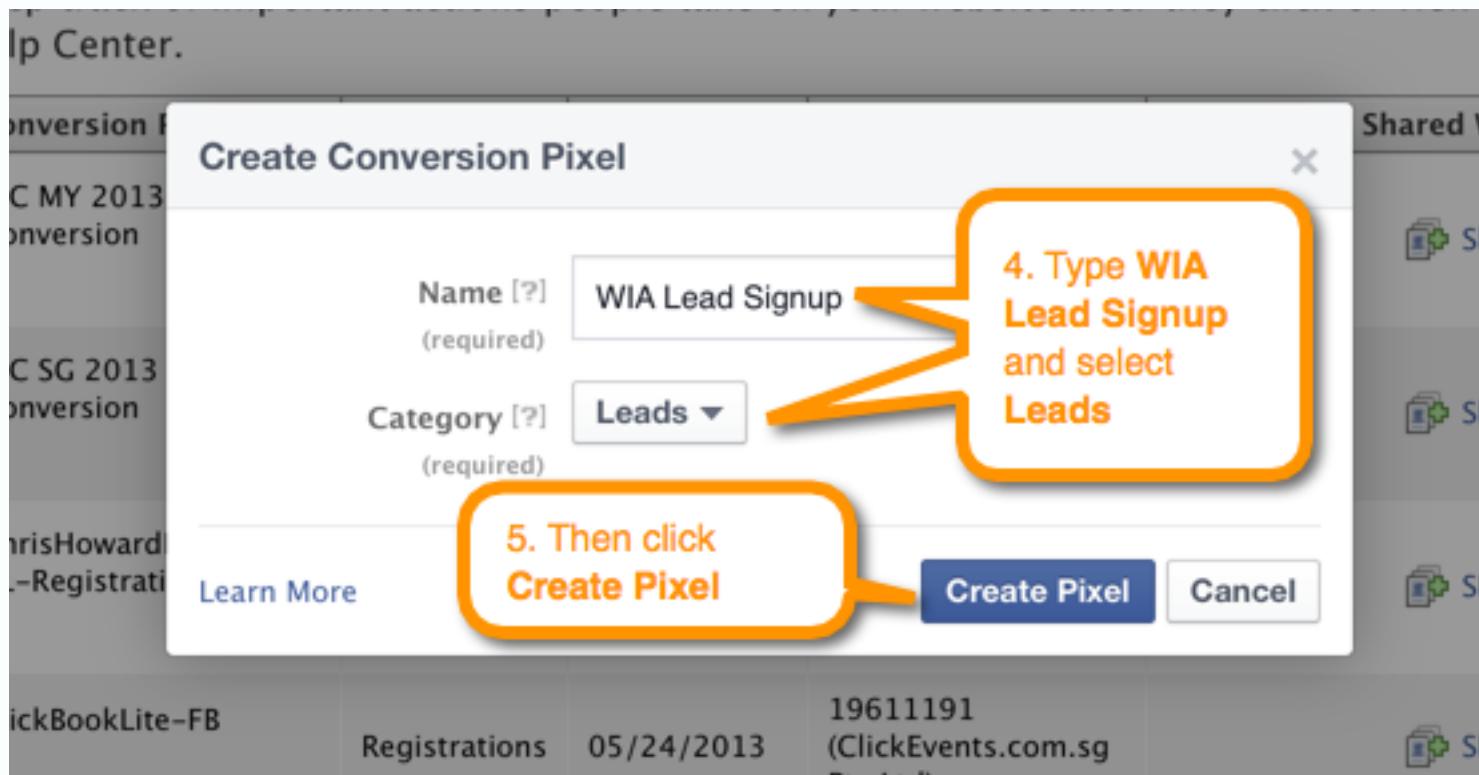
Create FB Conversion Code

<http://www.facebook.com>



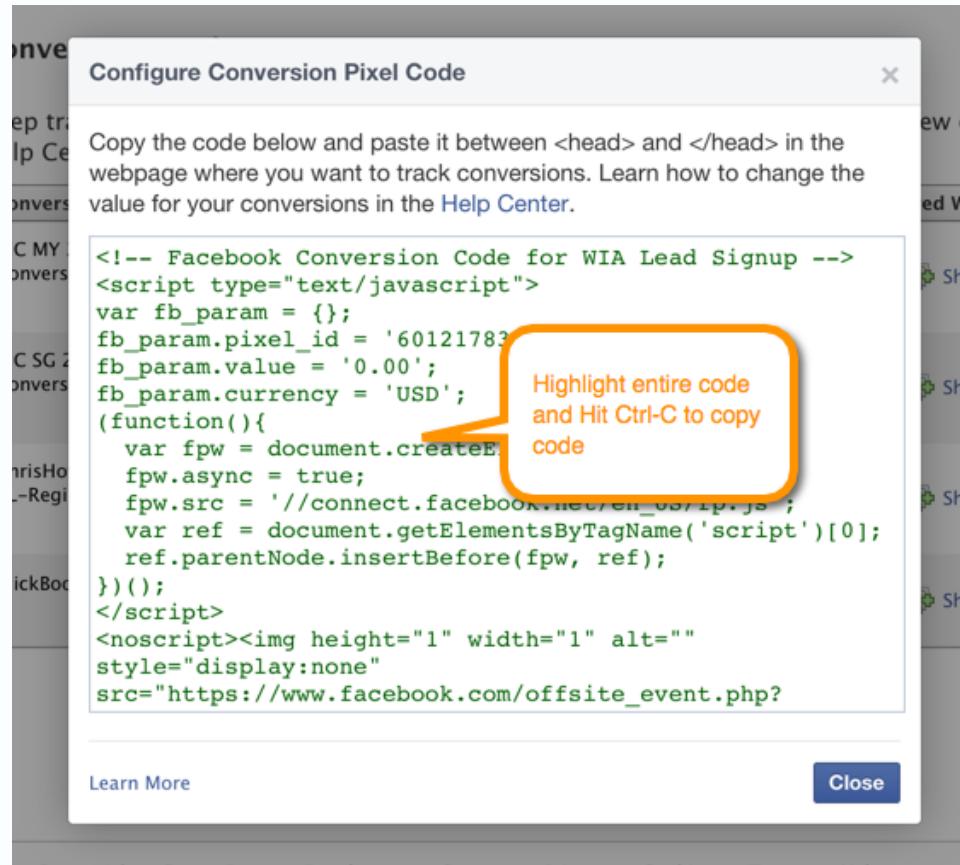
Create FB Conversion Code

<http://www.facebook.com>



Create FB Conversion Code

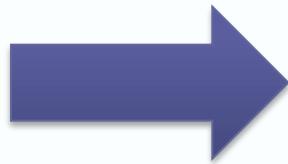
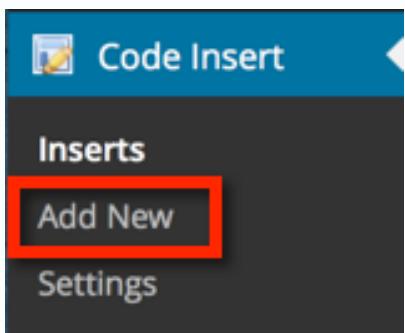
<http://www.facebook.com>



The screenshot shows a modal dialog box titled "Configure Conversion Pixel Code". Inside the dialog, there is a text area containing the Facebook Conversion Pixel code. A callout bubble with the text "Highlight entire code and Hit Ctrl-C to copy code" points to the code area. At the bottom of the dialog, there are "Learn More" and "Close" buttons.

```
<!-- Facebook Conversion Code for WIA Lead Signup -->
<script type="text/javascript">
var fb_param = {};
fb_param.pixel_id = '60121783';
fb_param.value = '0.00';
fb_param.currency = 'USD';
(function(){
  var fpw = document.createElement('script');
  fpw.async = true;
  fpw.src = '//connect.facebook.net/en_US/pixel.js';
  var ref = document.getElementsByTagName('script')[0];
  ref.parentNode.insertBefore(fpw, ref);
})();
</script>
<noscript>Search</a>   <a href="#">Search Results</a>   <a href="#">Upload</a>   <a href="#">Featured</a>   <a href="#">Popular</a>   <a href="#">...</a> |         |                                                                                     |                                                     |
| Keyword                                                                                                                                                     | Version | Rating                                                                              | Actions                                             |
| code insert manager                                                                                                                                         | 2.3.3   |  | <a href="#">Details</a>   <a href="#">Installed</a> |

# Configure Code Insert Manager WP Plugin



**Code Insert Manager**

**FB Conversion Code**

|                     |                                                                                                                                                                                   |
|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Description (?)     | FB Conversion Code                                                                                                                                                                |
| Status (?)          | Active                                                                                                                                                                            |
| Location (?)        | Header                                                                                                                                                                            |
| Priority (?)        | 100                                                                                                                                                                               |
| Insert on pages (?) | Pages: Form Submission - Thank You!                                                                                                                                               |
| Exclude pages (?)   | Pages:                                                                                                                                                                            |
| Hide from user (?)  | <input type="checkbox"/> Administrator, <input type="checkbox"/> Editor, <input type="checkbox"/> Author, <input type="checkbox"/> Contributor, <input type="checkbox"/> S        |
| Include code (?)    | <pre>&lt;!-- Facebook Conversion Code for Signup --&gt; &lt;script type="text/javascript"&gt; var fb_param = {}; fb_param.pixel_id = 'XXXXXXXXXX'; fb_param.value = '0.00';</pre> |

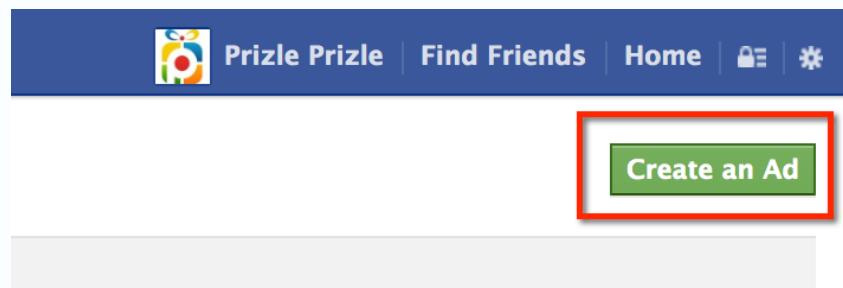
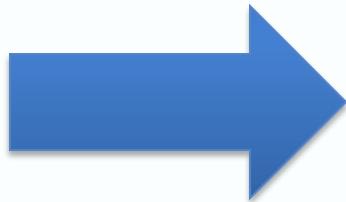
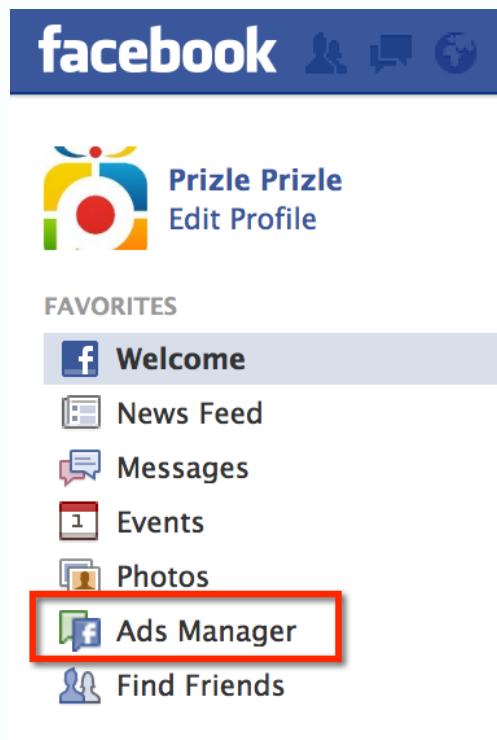
**Insert on THANK YOU page**

**Paste Facebook Conversion Code here**



# Create FB Ad

# Ads Manager > Create an Ad



# Result Options

What kind of results do you want for your ads?

 Page Post Engagement

 Page Likes

 Clicks to Website

 Website Conversions

 App Installs

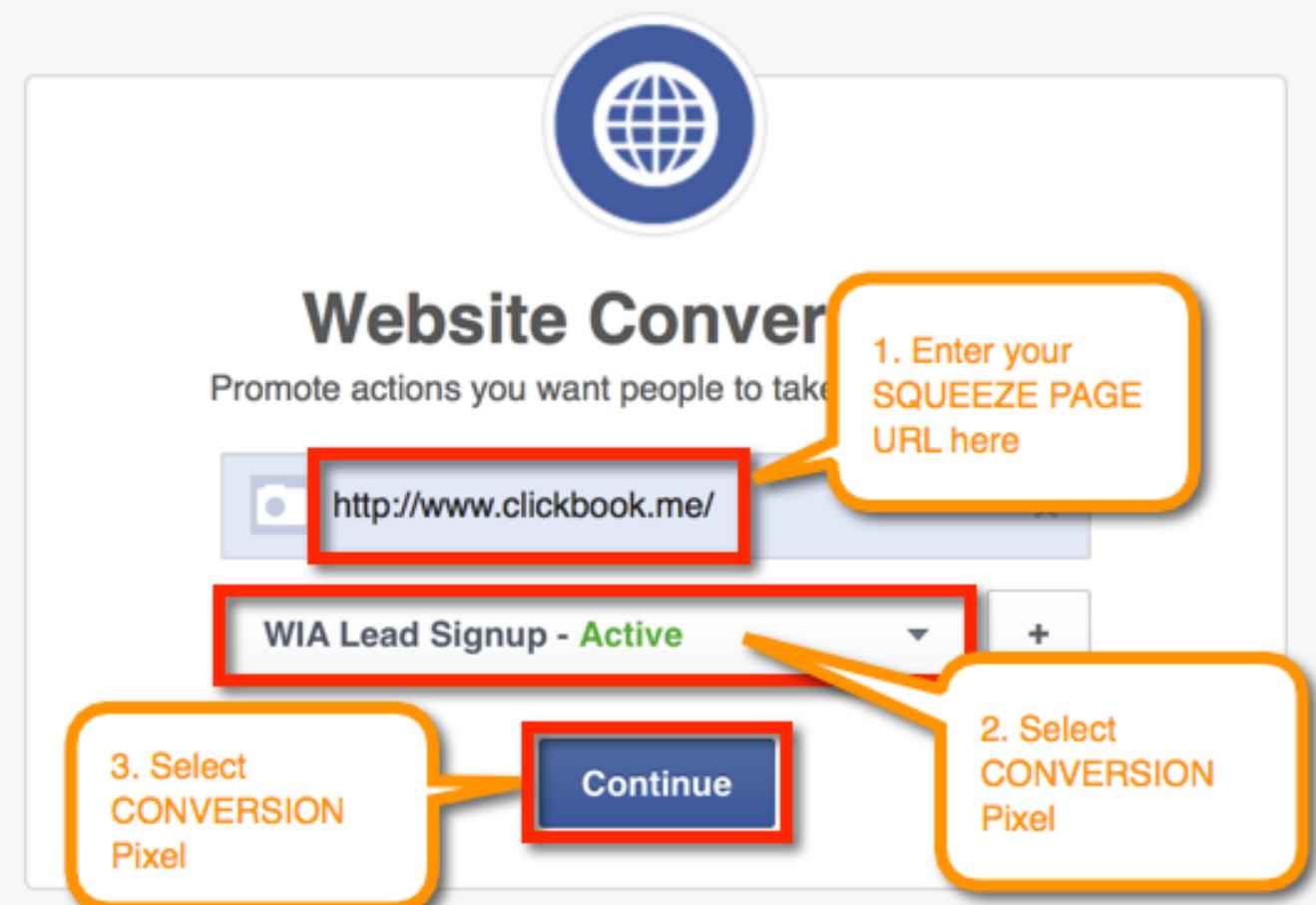
 App Engagement

 Event Responses

 Offer Claims

Click Website  
Conversions

# Destination Options



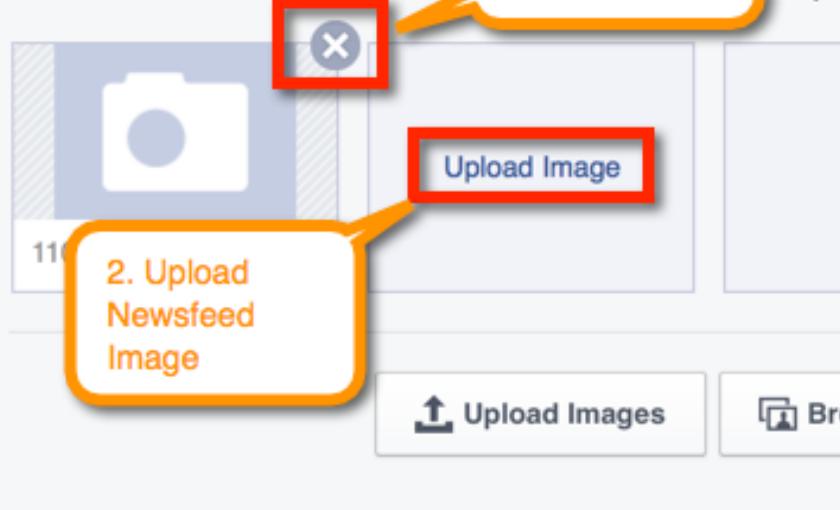
The screenshot shows a software interface for setting up a conversion pixel. At the top is a globe icon. Below it, the text "Website Converter" is displayed, followed by the sub-instruction "Promote actions you want people to take". A URL input field contains "http://www.clickbook.me/" and is highlighted with a red box. To the right of the URL is a callout box with the steps: 1. Enter your SQUEEZE PAGE URL here. Below the URL field is a dropdown menu labeled "WIA Lead Signup - Active" with a "+" button. To the right of the dropdown is another callout box with step 2: Select CONVERSION Pixel. At the bottom center is a blue "Continue" button. To its left is a callout box with step 3: Select CONVERSION Pixel.

1. Enter your SQUEEZE PAGE URL here
2. Select CONVERSION Pixel
3. Select CONVERSION Pixel

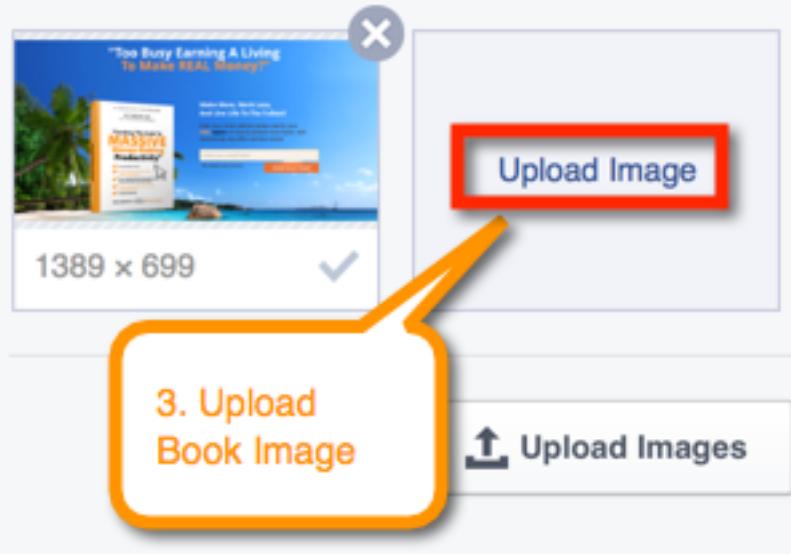
# Upload Image

**IMAGES**

- Use up to 6 different images to create more ads in your campaign
- Recommended Image Size for Newsfeed: 600 pixel



- Use up to 6 different images to create more ads in your campaign
- Recommended Image Size for News Feed: 600 pixel



# Text and Links

## TEXT AND LINKS

Help: Editing Ads

Connect Facebook Page  
Choose a Facebook Page to link to in News Feed. Your ad will link to show as coming from your Facebook Page.

1. Select Facebook Page (Optional)  
OR click Turn Off News Feed Ads

Fabian Lim

Turn Off News Feed Ads

Headline  
FREE eBook Download

2. Enter Headline, Text and Call To Action

Text  
Over 50 Productivity Hacks - Make more, work less and live life to the fullest!

Call To Action  
Download

Sponsored

✓ Mobile News Feed

✓ Right Column



The preview shows a sponsored post from 'Fabian Lim' with the headline 'Over 50 Productivity Hacks – Make more, work less and live life to the fullest!'. It features a small profile picture of Fabian Lim and a call-to-action button labeled 'Download'. Below the preview, it says 'Sponsored' and lists two targeting options: 'Mobile News Feed' and 'Right Column'.

# Audience

**AUDIENCE**

Help: Choose Your Audience

**Custom Audiences**  Choose a Custom Audience  
[Create New Custom Audience...](#)

---

**Locations**  Singapore  
**All Singapore**  
 Add a country, state/province, city or ZIP

**Age**  18  55 

**Gender**  All Men Women

**Languages**  English (All)   
 Enter a language...

**Education Level**   Anyone  
 In High School  
 In College  
 College Grad   
[More Demographics](#)

Specify Age,  
 Language and  
 Education Level

**Audience Definition**



Your audience has been defined.  
 Specific  Broad

Potential Reach: 1,140,000 people

**Audience Details:**

- Location: Singapore
- Age: 18 - 55
- Education Level: College grad
- Language: English (US) or English (UK)

# Precise Audience

Precise Interests  #Entrepreneur  #Entrepreneurship 

Suggested Likes and Interests

- #Startup company  
Audience: 5,100,000
- #Social entrepreneurship  
Audience: 851,000
- #Intrapreneurship  
Audience: 76,000
- #Appreneur  
Audience: 1,000

Specify Precise Interests

Broad Categories 

- Android Owners
  - All Android devices
  - HTC
  - LG
  - Motorola
  - Samsung
  - Sony
  - Other Android devices
- Apple iOS Owners
  - 
  - 
  - 
  - 
  - 
  -
- Autos / Vehicles
  - 
  - 
  - 
  - 
  - 
  -
- Books
  - 
  - 
  - 
  - 
  - 
  -
- Business / Finance
  - 
  - 
  - 
  - 
  - 
  -
- Consumer Electronics
  - 
  - 
  - 
  - 
  - 
  -
- Custom Categories
  - 
  - 
  - 
  - 
  - 
  -
- Events
  - 
  - 
  - 
  - 
  - 
  -

Connections   All

Advanced connection targeting

Audience Definition



Your audience has been defined.

Specific      Broad

Potential Reach: 174,000 people

Audience Details:

- Location: Singapore
- Age: 18 - 55
- Interests: #Entrepreneur or #Entrepreneurship
- Education Level: College grad
- Language: English (US) or English (UK)



# Campaign, Bidding & Pricing

CAMPAIGN

[Help: Campaign](#)

**Campaign and Budget**

New Campaign · Use Existing Campaign

|          |                                                                                                                                                                                                                              |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name     | <input type="text" value="WIALeadGen-SG-18-55-Entrepreneurs"/>                                                                                                                                                               |
| Budget   | Per day <input type="button" value="\$5.00"/> Up to \$20.00 over 4 days                                                                                                                                                      |
| Schedule | <input type="radio"/> Run my campaign continuously starting today<br><input checked="" type="radio"/> Set a start and end date<br>Start: 4/15/2014 5:00 AM<br>End: 4/18/2014 5:00 AM<br><small>(America/Los_Angeles)</small> |

**1. Create Campaign Name and Budget**  
**2. Specify start and end date**

BIDDING AND PRICING

[Help: Bidding and Pricing](#)

**Bidding**

**Pricing**

Your bid will be optimized to get more conversions for your website. You will be charged every time someone is shown your ad.

|                                                                                                  |
|--------------------------------------------------------------------------------------------------|
| <input checked="" type="radio"/> Automatically optimize your bid to get more website conversions |
| <input type="radio"/> Manually set your target bid for website conversions                       |

**3. Select Bid for website conversions & Automatically optimise you bid**

**4. Click Place Order**

**Place Order** **Review Order** [Questions about creating your ads?](#)



# View FB Campaign Results

# Facebook Ads Manager

| Campaign Name ?       | Delivery ? | Results ?     | Cost ?                 | Reach ? | Spent Today ?      | Total Spent ?        |
|-----------------------|------------|---------------|------------------------|---------|--------------------|----------------------|
| Website Conversions   | ● Active   | 1 Conversion  | \$10.06 Per Conversion | 1,259   | \$1.73 of \$20.00  | \$10.06 of \$160.83  |
| - Website Conversions | ● Active   | 1 Conversion  | \$27.92 Per Conversion | 9,471   | \$6.24 of \$40.00  | \$27.92 of \$320.34  |
| Website Conversions   | ● Active   | 6 Conversions | \$8.29 Per Conversion  | 5,785   | \$5.34 of ~\$62.50 | \$49.79 of ~\$499.60 |



# Multi-Channel Conversion Tracking Using Improvely.com

# Improvely.com Conversion Tracking

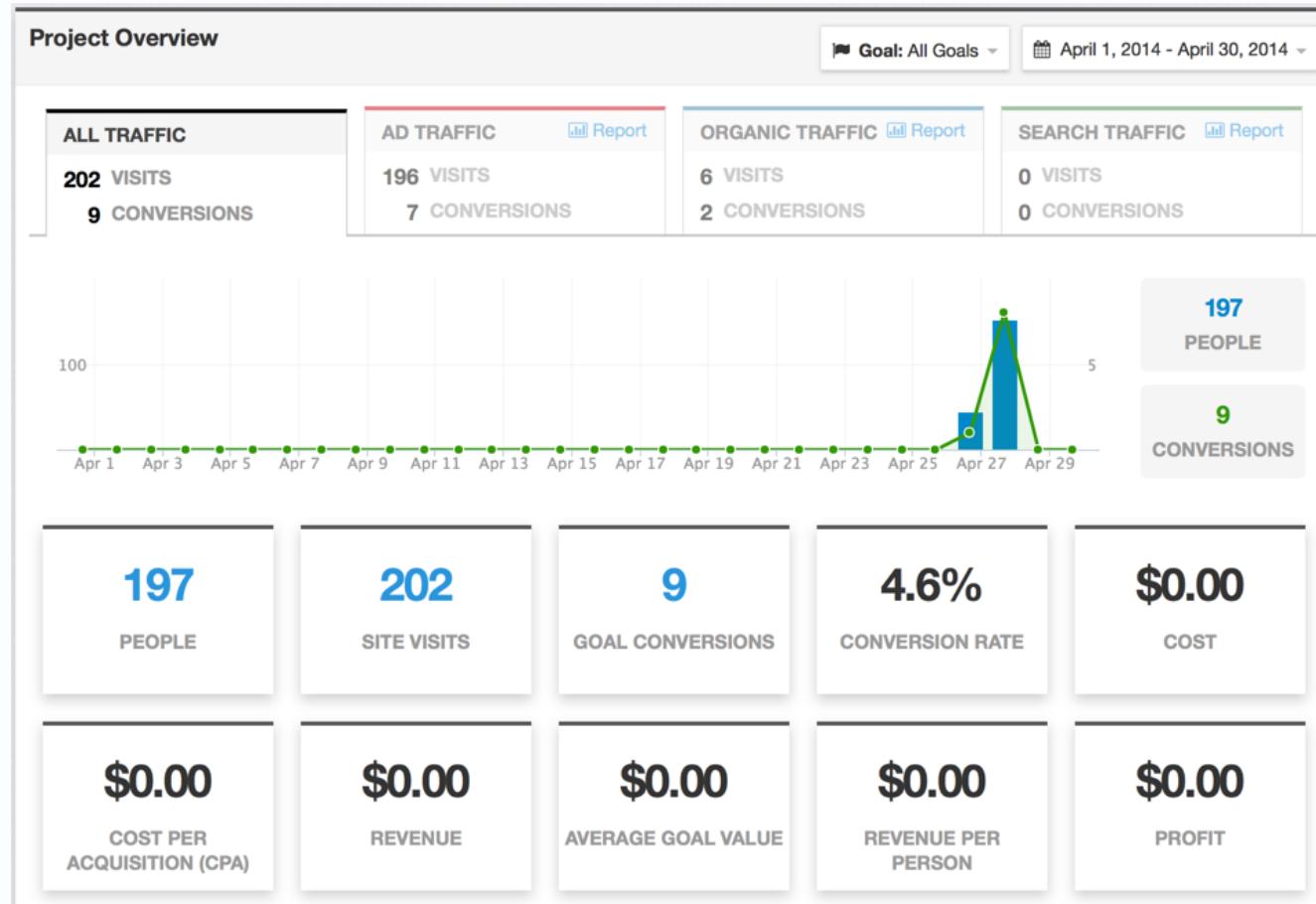
The screenshot shows the Improvely.com dashboard with the following data:

| Category         | Value                            |
|------------------|----------------------------------|
| ALL TRAFFIC      | 15,519 VISITS<br>651 CONVERSIONS |
| AD TRAFFIC       | 7,537 VISITS<br>289 CONVERSIONS  |
| ORGANIC TRAFFIC  | 5,927 VISITS<br>174 CONVERSIONS  |
| SEARCH TRAFFIC   | 2,055 VISITS<br>188 CONVERSIONS  |
| People           | 8,881 PEOPLE                     |
| Conversions      | 651 CONVERSIONS                  |
| Site Visits      | 15,519 SITE VISITS               |
| Goal Conversions | 651 GOAL CONVERSIONS             |
| Conversion Rate  | 7.3% CONVERSION RATE             |
| Cost             | \$1,987.85 COST                  |

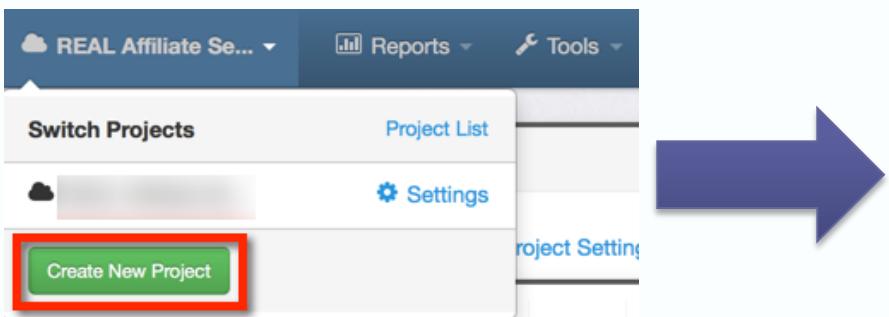
Below the dashboard, it says "Improvely Works Everywhere You Advertise Online" and lists Google AdWords, bing ads, Twitter Ads, and Facebook.



# Improvely.com Dashboard



# Create New Project



### Project Settings

General Settings    [Click Fraud Settings](#)

Project Name:

Currency:  What symbol should be displayed next to revenue numbers in your reports

**Track organic and search traffic**  
If you uncheck this box, only clicks and conversions from advertising will be tracked

**Enable Google Analytics URL Builder compatibility**  
When enabled, Improvly will generate tracking links containing the G.A. parameters (utm\_campaign, utm\_content, etc.) and treat clicks on links tagged by the G.A. URL Builder as ad clicks

[Show advanced settings](#)

**Create Project**

The 'Project Settings' window contains several configuration options. The 'Project Name' field is highlighted with a red box. Two checkboxes are also highlighted with red boxes: 'Track organic and search traffic' and 'Enable Google Analytics URL Builder compatibility'. A large green button labeled 'Create Project' at the bottom is also highlighted with a red box.

# Copy Website Code

## Improvely Code

Project ID: 2

Install the Website Code and Conversion Code on your website to get started. If you need help, e-mail us at [hello@improvely.com](mailto:hello@improvely.com).

**1. Website Code    2. Conversion Code    3. Visitor Labeling Code (Optional)**

Copy and paste the code below into all pages of your website. If your site has a common template or theme file used for all pages, such as a header template, you can add it there. Paste it just before the `</head>` tag of your page.

```
<script type="text/javascript">
var im_domain = 'wia';
var im_project_id = 2;
(function(e,t){window._improvely=[];var n=e.getElementsByTagName("script")[0];var r=e.createElement("script");r.type="text/javascript";r.src="https://"+im_domain+".iljmp.com/improvely.js";r.async=true;n.parentNode.insertBefore(r,n);if(typeof t.init=="undefined"){t.init=function(e,t){window._improvely.push(["init",e,t])};t.goal=function(e){window._improvely.push(["goal",e])};t.label=function(e){window._improvely.push(["label",e])}};window.improvely=t;t.init(im_domain,im_project_id)})(document,window.improvely||[])
</script>
```

**Note:** If you are directly advertising an affiliate referral link instead of your own website or landing page, you do not need this code. Read the [Affiliate Tracking Guide](#).

# Paste Website Code Using Code Insert Manager

Improveley Webpage Code

|                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Description (?)     | Improveley Webpage Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Status (?)          | Active                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Location (?)        | Header                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Priority (?)        | 100                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Insert on pages (?) | [...]<br>Pages: //                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Exclude pages (?)   | [...]<br>Pages:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Hide from user (?)  | <input type="checkbox"/> Administrator, <input type="checkbox"/> Editor, <input type="checkbox"/> Author, <input type="checkbox"/> Contributor, <input type="checkbox"/> Subs                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Include code (?)    | <pre>&lt;script type="text/javascript"&gt; var im_domain = 'wia'; var im_project_id = 1; (function(e,t){window._improveley=[];var n=e.getElementsByTagName("script")[0];var r=e.createElement("script");r.type="text/javascript";r.src="https://" + im_domain + ".iljmp.com/improveley.js";r.async=true;de.insertBefore(r,n);if(typeof t.init=="undefined"){t.init=function(e,t){window._improveley.push(["init",e,t]);t.goal=function(e){window._improveley.push(["goal",e]);};t.label=function(e){window._improveley.push(["label",e]);}};window.improveley=t;t.init(im_domain,im_project_id)})(document,window.improveley); &lt;/script&gt;</pre> |

**Insert on all pages you wish to track**

**Paste Improveley.com Website Code here**

# Copy Conversion Code

**Improvely Code**

Project ID: 2

Install the Website Code and Conversion Code on your website to get started. If you need help, e-mail us at [hello@improvely.com](mailto:hello@improvely.com).

[1. Website Code](#) **2. Conversion Code** [3. Visitor Labeling Code \(Optional\)](#)

The Conversion Code notifies Improvly when a goal on your site is completed, such as a newsletter signup or purchase. Copy and paste the code into the page shown after your goal is completed; i.e. the thank-you page after a purchase, just before the `</body>` tag at the end of your page.

```
<script type="text/javascript" src="https://wia.iljmp.com/improvely.js"></script>
<script type="text/javascript">
improvely.init('wia', 2);
improvely.goal({
 type: 'sale',
 revenue: 9.99,
 reference: '54321'
});
</script>
<noscript>

</noscript>
```

# Paste Conversion Code Using Code Insert Manager

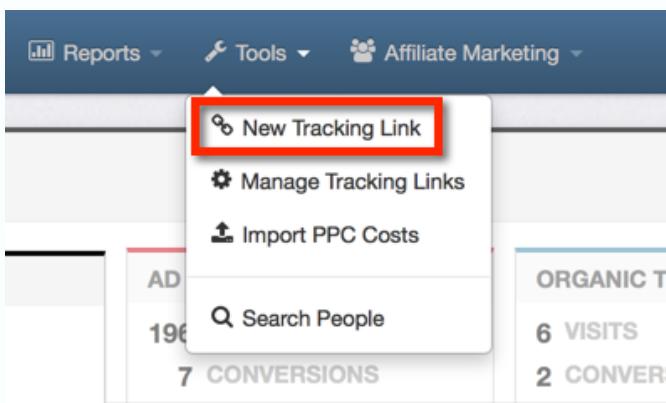
Improvely Conversion Code

Description (?)	<input type="text" value="Improvely Conversion Code"/>
Status (?)	Active
Location (?)	After page content
Priority (?)	100
Insert on pages (?)	<input type="button" value="..."/> <input type="text" value="Pages: Form Submission - Thank You!"/>
Exclude pages (?)	<input type="button" value="..."/> <input style="width: 150px;" type="text" value="Pages: "/>
Hide from user (?)	<input type="checkbox"/> Administrator, <input type="checkbox"/> Editor, <input type="checkbox"/> Author, <input type="checkbox"/> Contributor, <input type="checkbox"/> Subs
Include code (?)	<input type="button" value="Align Left"/> <pre>&lt;script type="text/javascript" src="https://wia.iljmp.com/improvely.js"&gt;&lt;/script&gt; &lt;script type="text/javascript"&gt; improvely.init('wia', 1); improvely.goal({   type: 'register',   revenue: 0,   reference: 'ras'</pre>

Insert on  
THANK YOU page

Paste  
Improvely.com  
Conversion Code  
here

# Create New Tracking Link



The screenshot shows the WIA dashboard with the 'Affiliate Marketing' tab selected. A dropdown menu is open under 'Tools', with the 'New Tracking Link' option highlighted by a red box. Other options in the menu include 'Manage Tracking Links', 'Import PPC Costs', and 'Search People'. Below the menu, there are summary statistics: 196 ADs, 6 VISITS, and 2 CONVERS.



### Edit Tracking Link

Get Linking Code Run a Split Test

Landing Page URL:  Where visitors should arrive when clicking your ad

Affiliate Network: N/A - Landing page is not an affiliate link

Campaign Name: 01-SG-FB-EBAY Examples: Google Ads, Spring Sale, TV Spots

Source: Facebook Ads Examples: Google, Microsoft AdCenter

Medium: FB Ads Examples: PPC, E-mail, Coupon

Ad Content: RAS-SG-Preview-060514 Examples: Free Shipping Ad, Spring Sale E-mail

Cost: PPC (Pay Per Click) \$ 0 Optionally track the cost associated with this ad; for PPC, enter the cost per click

**Save Changes**

# View Tracking Link Performance

Tracking Link Performance

Goal: All Goals ▾ April 1, 2014 - April 30, 2014 ▾

Filter by: Campaign Name ▾ Campaign Source ▾ Campaign Medium ▾ Campaign Content ▾ Apply

Link ▾	People	Visits	Conversions	Conv. Rate	Cost	CPA	Revenue	Profit
■ [Bar]	25	25	1	4%	\$0.00	\$0.00	\$0.00	\$0.00
■ [Bar]	66	68	1	1.5%	\$0.00	\$0.00	\$0.00	\$0.00
■ [Bar]	1	1	0	0%	\$0.00	\$0.00	\$0.00	\$0.00
■ [Bar]	106	107	5	4.7%	\$0.00	\$0.00	\$0.00	\$0.00
<b>Totals:</b>	198	201	7	3.5%	\$0.00	\$0.00	\$0.00	\$0.00

Export to Excel (CSV)



# Questions?