<!-- 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',

  '<https://connect.facebook.net/en_US/fbevents.js>');

  fbq('init', '282960232123803');

  fbq('track', 'PageView');

</script>

<noscript><img height="1" width="1" style="display:none"

  src="<https://www.facebook.com/tr?id=282960232123803&ev=PageView&noscript=1>"

/></noscript>

<!-- End Facebook Pixel Code -->

**Event (Purchase – put on order confirmation page)**

<!-- End Facebook pixel code -->

</head>

<body>

<script>

fbq('track', 'Purchase');

</script>

**Event (Lead, put on lead confirmation page.)**

<!-- End Facebook pixel code -->

</head>

<body>

<script>

fbq('track', 'Lead');

</script>