

# Facebook Pixel Tracking Pro

Module integrates Facebook Pixel and Create **Custom Audiences** and **Track Conversions (purchases)** **without effort**, just go to Facebook, get your pixel ID, copy the code, paste it to the module and you're done.

## Supported standard Events:

- **Purchase** (track sale conversions),
- **InitiateCheckout** (initiate checkout process),
- **ViewContent** (display product page),
- **PageView** (display page),
- **AddPaymentInfo** (choose payment method),
- **ViewCategory** (displaying category),
- **AddToCart** (adding product to cart / basket)
- **AddToWishlist** (add to wishlist)
- **CompleteRegistration** (complete user registration)
- **Search** (search products in store)

## Installation

Installation is done from the admin control panel GOTO > modules Tab now in top bar is icon "Add a new module", the downloaded file you need to upload in the add a new module, and then press submit.

## Configuration

Just go to facebook Ads Manager or Power Editor, select Tools > Pixels, copy your pixel ID and paste it to the Module and you are ready!

**Once you have the code this module will do all the necessary changes.** This is the perfect module to increase your sales and the ROI with Facebook.

## To Use the conversion pixel in Facebook Campaigns:

- Enter to Facebook ad manager
- Create a campaign and choose your type of campaign
- Choose your pixel from the drop-down (if you have some old pixels note that the new Facebook's Pixel show the account name instead of the pixel identifier)