

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)