

FacebookPixel

Dss

1. To install Magento 2 Facebook Pixel extension:

Step 1: Unzip the file.

Step 2:

Create a new directory: `app/code/Dss/FacebookPixel`. FacebookPixel is the module's internal identifier which can be found in the "composer.json" file of the downloaded compressed file. (Please see node "psr-4").

Step 3:

Upload to root file of your Magento installation to have this directory `rootfile/app/code/Dss/FacebookPixel`. The Magento root directory contains directories such as "app", "bin", "lib" and more. All directories should match the existing directory structure.

Step 4:

Go to Magento 2 root directory. Enter command line:

```
php bin/magento setup:upgrade
```

```
php bin/magento setup:static-content:deploy
```

```
php bin/magento cache:flush
```

2. How Does It Work?

Magento 2 Facebook Pixel extension provides an easy way to add Facebook Pixel code to your Magento 2 website. This piece of code allows you to check and measure 9 standard events: product view, category view, add to cart, initiate checkout, purchase, add to Wishlist, registration, subscribe and search.

That way, you can track the results of Facebook Ads campaign and optimize it to reach potential audiences and convert them into sales. Even if you do not run Ads, Facebook Pixel is still an effective tool to track events on the site.

2.1 General configurations

Please go to Stores ⇒ Configuration ⇒ Dss COMMERCE ⇒ Facebook Pixel

Before you begin, please ensure that:

- You have a Facebook Pixel ID. If not, create one [here](#).
- You know how to check the results triggered by Facebook Pixel. There are three common ways:
- Installing [Facebook Pixel Helper extension](#)
- Inspecting the web page and opening the Network tab
- Tracking statistics in Facebook Analytics

Now back to the general configurations:

General



Enable Facebook Pixel [store view] Yes Version 0.0.1

Pixel ID [store view]

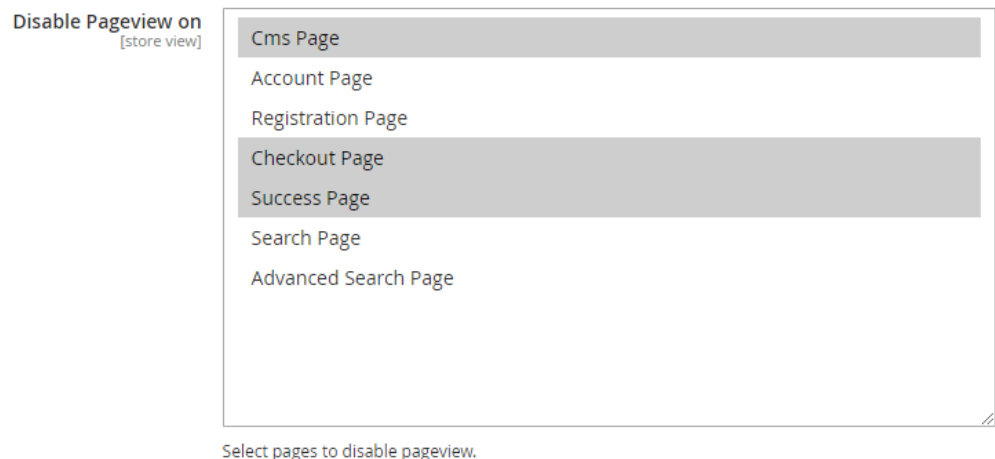
Input Your Facebook Pixel ID.

- In **Enable Facebook Pixel:** Choose Yes to enable the extension as your settings. Set to No to disable it.
- In **Pixel ID:** Input your Facebook Pixel ID.

2.2 Event settings

First, you can select which page to disable Facebook Pixel tracking. Multiple selections are allowed.

Event Tracking



Disable Pageview on [store view]

Cms Page

Account Page

Registration Page

Checkout Page

Success Page

Search Page

Advanced Search Page

Select pages to disable pageview.

Our extension supports 9 standard events on Magento 2 website, which can be either resulted from Facebook Ads or organic reaches.

Product View [store view]	Yes	▼
Category View [store view]	No	▼
Add to Cart [store view]	Yes	▼
Initiate Checkout [store view]	Yes	▼
Purchase [store view]	No	▼
Add to Wishlist [store view]	No	▼
Registration [store view]	No	▼
Subscribe [store view]	No	▼
Search [store view]	No	▼

Set any event to Yes to track that event via Facebook Pixel code.

- **Product View:** Track product information (name, price, SKU, currency) viewed by users.
- **Category View:** Track category information (name, ID, currency) viewed by users
- **Add to Cart:** Track information (name, base price, SKU, added quantity, currency) when products are added to the shopping cart. For example, they click on the Add to Cart button.

Note: This module supports param value for Add to cart event. Tier price, special price, catalog price rule and cart price rule are not supported.

- **Initiate Checkout:** Track information (SKU, name, qty, price, subtotal, currency) when customers enter the checkout flow. For example, they click on the Checkout button.
- **Purchase:** Track information (SKU, product name, quantity, price order grand total, currency) when customers check out successfully. For example, they land on the “Thank You” page. Personal such as email, phone, first name, last name, city, country, zip code will be encoded.
- **Add to Wishlist:** Track information of products (name, SKU, price) added to a wish list.

- **Registration:** Track when an account is created successfully. Please note that some personal information (email, first name, last name) tracked by Facebook Pixel will be encoded.
- **Subscribe:** Track when a newsletter subscription is created successfully. Email is also encoded to secure personal information.
- **Search:** Track searches on your website, for example, product searches.

Note: This module supports normal price only. It doesn't support dynamic price, tier price, special price and will not be affected by the catalog price rule or cart price rule.