Hack The Facebook Retargeting Pixel

November 16, 2015

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tradecraft

Technical Marketers Meetup

Enable marketers to connect, share, and learn technical knowledge that enables us to further our careers and do a better job.

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Who am I?

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AMERICAN UNIVERSITY

WASHINGTON, DC

index.html

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd">
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=utf-8">
  <meta http-equiv="Content-Style-Type" content="text/css">
  <title>ListBuildingBible</title>
  <meta name="Author" content="Nicholas ONeill">
  <meta name="CreationTime" content="2015-09-25T16:53:05Z">
  <meta name="ModificationTime" content="2015-09-25T16:53:05Z">
  <meta name="Generator" content="Cocoa HTML Writer">
  <meta name="CocoaVersion" content="1348.17">
  <style type="text/css">
    p.p1 {margin: 0.0px 0.0px 0.0px 0.0px; text-indent: 18.0px; font: 18.0px Avenir}
    p.p2 {margin: 0.0px 0.0px 0.0px 0.0px; text-indent: 18.0px; font: 18.0px Avenir; min-
      height: 25.0px}
    p.p3 {margin: 0.0px 0.0px 0.0px 36.0px; font: 18.0px Avenir}
    p.p4 {margin: 0.0px 0.0px 0.0px 36.0px; font: 18.0px Avenir; min-height: 25.0px}
    p.p5 {margin: 0.0px 0.0px 10.0px 0.0px; text-indent: 18.0px; font: 22.0px Avenir}
    p.p6 {margin: 0.0px 0.0px 8.0px 0.0px; text-indent: 18.0px; font: 20.0px Avenir}
    p.p7 {margin: 0.0px 0.0px 8.0px 0.0px; text-indent: 18.0px; font: 18.0px Avenir}
    p.p9 {margin: 0.0px 0.0px 0.0px 0.0px; font: 18.0px Avenir; min-height: 25.0px}
    p.p10 {margin: 0.0px 0.0px 0.0px 0.0px; text-align: center; font: 12.0px Helvetica}
    p.p11 {margin: 0.0px 0.0px 0.0px 0.0px; font: 12.0px Helvetica}
    p.p12 {margin: 0.0px 0.0px 0.0px 0.0px; text-indent: 18.0px; font: 20.0px Avenir; min-
      height: 27.0px}
    li.li8 {margin: 0.0px 0.0px 0.0px 0.0px; font: 18.0px Avenir}
    li.li9 {margin: 0.0px 0.0px 0.0px 0.0px; font: 18.0px Avenir; min-height: 25.0px}
    span.s1 {font: 18.0px Avenir}
    span.Apple-tab-span {white-space:pre}
    ol.ol1 {list-style-type: decimal}
    ul.ul1 {list-style-type: disc}
</style>
```

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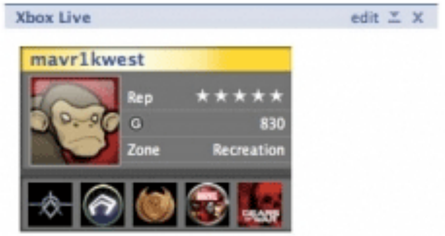
allfacebook - the unofficial facebook blog

Show Off Your XBox Stats

Posted by Nick O'Neill on June 22nd, 2007 4:15 PM



Want your Xbox stats on your profile? Thanks to Nicholas Pike and Jason Laver, now you can! While we already covered the ability to join the Wii community on Facebook, this application extends it to one of the other popular gaming platforms. The only app left is something that integrates into Playstation 3. While I'm not a huge gamer myself, this application is pretty useful for those that want to show off their stats. Back when I used to play Halo, I used to get rocked by top notch gamers that I didn't stand a chance against. I'm guessing that those are the same people that will enjoy showing off their stats directly from their Facebook profile. If you are one of those gamers that loves playing XBox online, go grab the XBox Live application.

Posted in Games, Applications

No Comments » Digg this article Save to del.icio.us Share +

Tag, You're It!

Posted by Nick O'Neill on June 22nd, 2007 3:00 PM

David Gentzel sure knows how to make catchy applications. He has released the Tag application and it has over 80,000 users since it launched a few days ago

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Friday, June 22nd, 2007
Revolution Health Joins Facebook
Friday, June 22nd, 2007
Make Puzzles With Your Pics
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FACEBOOK | WEB VIDEO

Facebook Media Solutions Partners Unveil Tools for TV

By David Cohen on Oct. 6, 2015 - 3:00 PM Comment

Facebook and its partners in the Facebook Media Solutions program introduced a host of new tools for television broadcasters looking to engage on and mine content from the social network.

APPS | MOBILE

YouTube Launches Redesigned iOS App With Video Editing Tools

By Brandy Shaul on Oct. 6, 2015 - 2:15 PM Comment

The YouTube app has received a new look, and now allows users to edit their videos before sharing them with the world.

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The Dodo
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Blog About

Create an online audience that drives more paying customers.

We'll show you how.

First name Email Send me lessons on growing my audience

What is a pixel?

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```
<img src='//holler.com/mypixel' height='1' width='1' />
```

It’s used to track things like website visits and email opens.

It was born out of a lack of support in early browsers (and email clients) for javascript.

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The Facebook Pixel

```
<!-- 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
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(windo
document,'script','//connect.facebook.net/en_US/fbevents.js');
// Insert Your Facebook Pixel ID below.
fbq('init', 'FB_PIXEL_ID');
fbq('track', 'PageView');
</script>
<!-- Insert Your Facebook Pixel ID below. -->
<noscript><img height="1" width="1" style="display:none"
src="https://www.facebook.com/tr?id=FB_PIXEL_ID&ev=PageView&noscript=1"
/></noscript>
<!-- End Facebook Pixel Code -->
```

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The Facebook Pixel enables us to create **custom audiences** and **track conversions**

To ensure your pixels are configured properly. You can install the Facebook Pixel helper.

How to Target Your Most Loyal Website Visitors With Facebook Ads

October 13, 2015 By Jon Loomer — 30 Comments

852 SHARES

Facebook Twitter Buffer +

Facebook Lead Ads

First Name

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Let’s Code!

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6-Things We Need To Understand

1. Variables

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Variables

```
// We use variables to store values

var age = 33;                    // Number variable

var name = “Nick O’Neill”; // String variable
```

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6-Things We Need To Understand

1. Variables
2. Arrays

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Arrays

```
// Arrays store multiple values in a single variable

// Here we store the days that someone visited our site

var daysVisited = ['11/16/2015','11/17/2015','10/31/2015'];
```

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6-Things We Need To Understand

1. Variables
2. Arrays
3. Functions

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Functions

```
// Functions are blocks of code that perform a task

function multiply(x,y){

    return x * y;

}
```

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6-Things We Need To Understand

1. Variables
2. Arrays
3. Functions
4. Cookies

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Cookies

```
// Cookies store information in a user's browser

// They are stored in the `document.cookie` variable

document.cookie = "newCookie=cookieValue; path=/"

// This sets a cookie called "newCookie" accessible to the entire domain
```

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6-Things We Need To Understand

1. Variables
2. Arrays
3. Functions
4. Cookies
5. JSON

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JSON

```
// Javascript Object Notation (JSON) is a way to easily
store data in a string

{“daysVisited”: [’11/16/2015’,’11/17/2015’,’10/31/2015’]}

// We can easily read that information later using the
function JSON.parse
```

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6-Things We Need To Understand

1. Variables
2. Arrays
3. Functions
4. Cookies
5. JSON
6. Julian Day

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Julian Day

```
// An integer assigned to a whole solar day starting on
January 1, 4713 BC

// Why do we need this? To track the individual days people
visited our site
```

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What are we building?

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1. Every day a user visits our site, we store it in a cookie. That cookie is an array of Julian Days.

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2. We then check to see if they've visited the minimum number of days. If they have, we add them to our Facebook audience.

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What are we building?

1. Every day a user visits our site, we store it in a cookie. That cookie is an array of Julian Days.
2. We then check to see if they've visited the minimum number of days. If they have, we add them to our Facebook audience.
3. We clean out the cookie, and re-save it.

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View the code

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Thanks!

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