

On This Page

# Conversion Tracking

You can use the Facebook pixel to track your website visitors' actions. This is called conversion tracking. Tracked conversions appear in the [Facebook Ads Manager](#) and the [Facebook Analytics](#) dashboard, where they can be used to analyze the effectiveness of your conversion funnel and to calculate your return on ad investment. You can also use tracked conversions to define [custom audiences](#) for ad optimization and [dynamic ad](#) campaigns. Once you have defined custom audiences, we can use them to identify other Facebook users who are likely to convert and target them with your ads.

There are three ways to track conversions with the pixel:

- [standard events](#), which are visitor actions that we have defined and that you report by calling a pixel function
- [custom events](#), which are visitor actions that you have defined and that you report by calling a pixel function
- [custom conversions](#), which are visitor actions that are tracked automatically by parsing your website's referrer URLs

## Requirements

The pixel's [base code](#) must already be installed on every page where you want to track conversions.

## Standard Events

[Standard events](#) are predefined visitor actions that correspond to common, conversion-related activities, such as searching for a product, viewing a product, or purchasing a product. Standard events support [parameters](#), which allow you to include an object containing additional information about an event, such as product IDs, categories, and the number of products purchased.

For a full list of [Standard events](#) visit the [Pixel Standard Events Reference](#).

## Tracking Standard Events

All standard events are tracked by calling the pixel's `fbq('track')` function, with the event name, and (optionally) a JSON object as its parameters. For example, here's a function call to track when a visitor has completed a purchase event, with currency and value included as a parameter:

```
fbq('track', 'Purchase', {currency: "USD", value: 30.00});
```

If you called that function, it would be tracked as a purchase event in the Events Manager:



You can call the `fbq('track')` function anywhere between your web page's opening and closing `<body>` tags, either when the page loads, or when a visitor completes an action, such as clicking a button.

For example, if you wanted to track a standard purchase event *after a visitor has completed the purchase*, you could call the `fbq('track')` function on your *purchase confirmation page*, like this:

```
<body>
...
<script>
  fbq('track', 'Purchase', {currency: "USD", value: 30.00});
</script>
...
</body>
```

If instead you wanted to track a standard purchase event *when the visitor clicks a purchase button*, you could tie the `fbq('track')` function call to the purchase button *on your checkout page*, like this:

```
<button id="addToCartButton">Purchase</button>
<script type="text/javascript">
  $('#$addToCartButton').click(function() {
    fbq('track', 'Purchase', {currency: "USD", value: 30.00});
  });
</script>
```

Note that the example above uses jQuery to trigger the function call, but you could trigger the function call using any method you wish.

## Custom Events

If our predefined standard events aren't suitable for your needs, you can track your own custom events, which also can be used to define [custom audiences](#) for ad optimization. Custom events also support [parameters](#), which you can include to provide additional information about each custom event.

### Tracking Custom Events

You can track custom events by calling the pixel's `fbq('trackCustom')` function, with your custom event name and (optionally) a JSON object as its parameters. Just like standard events, you can call the `fbq('trackCustom')` function anywhere between your webpage's opening and closing `<body>` tags, either when your page loads, or when a visitor performs an action like clicking a button.

For example, let's say you wanted to track visitors who share a promotion in order to get a discount. You could track them using a custom event like this:

```
fbq('trackCustom', 'ShareDiscount', {promotion: 'share_discount_10%'});
```

Custom event names must be strings, and cannot exceed 50 characters in length.

## Custom Conversions

Each time the pixel loads, it automatically calls `fbq('track', 'PageView')` to track a PageView standard event. PageView standard events record the referrer URL of the page that triggered the function call. You can use these recorded URLs in the Events Manager to define visitor actions that should be tracked.

For example, let's say that you send visitors who subscribe to your mailing list to a thank you page. You could set up a custom conversion that tracks website visitors who have viewed any page that has `/thank-you` in its URL. Assuming your thank you page is the only page with `/thank-you` in its URL, and you've installed the pixel on that page, anyone who views it will be tracked using that custom conversion.

Once tracked, custom conversions can be used to optimize your ad campaigns, to define [custom audiences](#), and to further refine custom audiences that rely on standard or custom events.

Since custom conversions rely on complete or partial URLs, you should make sure that you can define visitor actions exclusively based on unique strings in your website URLs.

## Creating Custom Conversions

Custom conversions are created entirely within the Events Manager. Refer to our [Advertiser Help document](#) to learn how.

## Parameters

Parameters are optional, JSON-formatted objects that you can include when tracking standard and custom events. They allow you to provide additional information about your website visitors' actions. Once tracked, parameters can be used to further define any custom audiences you create.

To include a parameter object with a standard or custom event, format your parameter data as an object using JSON, then include it as the third function parameter when calling the `fbq('track')` or `fbq('trackCustom')` functions.

For example, let's say you wanted to track a visitor who purchased multiple products as a result of your promotion. You could do this:

```
fbq('track', 'Purchase',  
    // begin parameter object data  
    {  
        value: 115.00,
```

```
currency: 'USD',
contents: [
  {
    id: '301',
    quantity: 1
  },
  {
    id: '401',
    quantity: 2
  }
],
content_type: 'product'
}
// end parameter object data
);
```

Note that if you want to use data included in event parameters when defining custom audiences, **key values must not contain any spaces.**

## Object Properties

You can include the following predefined object properties with any custom events and any [standard events that support them](#). Format your parameter object data using JSON.

Property Key	Value Type	Parameter Description
<code>content_category</code>	string	Category of the page or product.
<code>content_ids</code>	array of integers or strings	Product IDs associated with the event, such as SKUs. Example: <code>['ABC123', 'XYZ789']</code> .
<code>content_name</code>	string	Name of the page/product.
<code>content_type</code>	string	Can be <code>product</code> or <code>product_group</code> based on the <code>content_ids</code> or <code>contents</code> being passed. If the IDs being passed in the <code>content_ids</code> or <code>contents</code> parameter are IDs of products, then the value should be <code>product</code> . If product group IDs are being passed, then the value should be <code>product_group</code> .

Property Key	Value Type	Parameter Description
<code>contents</code>	array of objects	Array of JSON objects that contains the International Article Number (EAN) when applicable or other product or content identifier(s) associated with the event, and quantities and prices of the products. <b>Required:</b> <code>id</code> and <code>quantity</code> . Example: <code>[{'id': 'ABC123', 'quantity': 2}, {'id': 'XYZ789', 'quantity': 2}]</code>
<code>currency</code>	string	Currency for the <code>value</code> specified.
<code>delivery_category</code>	string	Category of the delivery. Supported values: <ul style="list-style-type: none"> <li><code>in_store</code> — Purchase requires customer to enter to the store.</li> <li><code>curbside</code> — Purchase requires curbside pickup</li> <li><code>home_delivery</code> — Purchase is delivered to the customer.</li> </ul>
<code>num_items</code>	integer	Number of items when checkout was initiated. Used with the <code>InitiateCheckout</code> event.
<code>predicted_ltv</code>	integer, float	Predicted lifetime value of a subscriber as defined by the advertiser and expressed as an exact value.
<code>search_string</code>	string	String entered by the user for the search. Used with the <code>Search</code> event.
<code>status</code>	Boolean	Used with the <code>CompleteRegistration</code> event, to show the status of the registration.
<code>value</code>	integer or float	Value of a user performing this event to the business.

## Custom Properties

If our predefined object properties don't suit your needs, you can include your own, custom properties. Custom properties can be used with both standard and custom events, and can help you further define custom audiences.

For example, let's say you wanted to track a visitor who purchased multiple products after having first compared them to other products. You could do this:

```
fbq('track', 'Purchase',  
  // begin parameter object data  
  {  
    value: 115.00,  
    currency: 'USD',  
    contents: [  
      {  
        id: '301',  
        quantity: 1  
      },  
      {  
        id: '401',  
        quantity: 2  
      }  
    ],  
    content_type: 'product',  
    compared_product: 'recommended-banner-shoes', // custom property  
    delivery_category: 'in_store'  
  }  
  // end parameter object data  
);
```

## Next Steps

Now that you're tracking conversions, we recommend that you use them to define [custom audiences](#), so you can optimize your ads for website conversions.

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#### Implementation

##### Conversion Tracking

##### Custom Audiences

##### Dynamic Ads

##### User Properties

##### Pixel for Collaborative Ads

##### Pixel for Movies

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**General Data Protection Regulation**

**California Consumer Privacy Act**

**Tagging SPAs**

**Accurate Event Tracking**

**Advanced**

**Support**

**Reference**

