



Facebook Pixel Web Conversion Tracking

PageView Event Setup

Tag- PageView event in Facebook Pixel Tag Template

Trigger- All Pages

Variable- Nothing

ViewContent Event Setup

Tag-

ViewContent event in Facebook Pixel Tag Template

Under **Object Properties-**

content_type - product_group/ product

content_name - {{dlv - item_name}}

content_ids - {{dlv - item_id}}

value - {{dlv - item_price}}

currency - {{dlv - currency}}

Trigger-

view_item dataLayer event in **custom event trigger**

Variables -

dlv - item_name - ecommerce.items.0.item_name

dlv - item_id - ecommerce.items.0.item_id

dlv - item_price - ecommerce.items.0.price

dlv - currency - ecommerce.currency

AddToCart Event Setup

Tag-

AddToCart event in Facebook Pixel Tag Template

Under Object Properties-

content_type - product_group/ product
content_name - {{dlv - item_name}}
content_ids - {{dlv - item_id}}
value - {{dlv - item_price}}
currency - {{dlv - currency}}

Trigger-

add_to_cart dataLayer event under **custom event trigger**

Variables -

dlv - item_name - ecommerce.items.0.item_name
dlv - item_id - ecommerce.items.0.item_id
dlv - item_price - ecommerce.items.0.price
dlv - currency - ecommerce.currency

InitiateCheckout Event Setup

Tag-

InitiateCheckout event in Facebook Pixel Tag Template

Under Object Properties-

content_type - product_group/ product
content_name - {{cJS - product names}}
content_ids - {{cJS - product ids}}
value - {{dlv - value}}
currency - {{dlv - currency}}

Trigger-

begin_checkout dataLayer event under **custom event trigger**

Variables -

cJS - product names -

Method-1 Easy and Updated

```
function() {
  var itemsArray = {{dlv - ecommerce_items}};

  if (itemsArray && itemsArray.length > 0) {
    // Check if there's only one item
    if (itemsArray.length === 1) {

      return itemsArray[0].item_name; // Return the item_id as a string
for a single product
    } else {

      // If there are multiple items, return an array of item_ids
      return itemsArray.map(function(product) {
        return product.item_name;
      });
    }
  } else {
    return undefined; // Handle the case where itemsArray is undefined
or empty
  }
}
```

Method-2 - (Old Method)

```
function(){
  function getData(input){
    var x = [];
    for (var i = input.length - 1; i >= 0; i--) {
      x.push(input[i].item_name);
    }
    return x;
  }

  var data = getData({{Ecommerce Items}});

  if( data == "undefined" ){
    data = ""; }

  return data;
}
```

cJS - product ids -

Method-1 Easy and Updated

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Method-2 - Old Method

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      x.push(input[i].item_id);
    }
    return x;
  }

  var data = getData({{Ecommerce Items}});

  if( data == "undefined" ){
    data = ""; }

  return data;
}
```

dlv - value - ecommerce.value
dlv - currency - ecommerce.currency

Purchase Event Setup

Tag-

Purchase event in Facebook Pixel Tag Template

Under **Object Properties-**

content_type - product_group/ product
content_name - {{cJS - product names}}
content_ids - {{cJS - product ids}}
value - {{dlv - value}}
currency - {{dlv - currency}}
order_id - {{dlv - transaction_id}}

Trigger-

purchase dataLayer event under **custom event trigger**

Variables -

cJS - product names - same as Initiate Checkout
cJS - product ids - same as Initiate Checkout

dlv - value - ecommerce.value
dlv - currency - ecommerce.currency
dlv - transaction_id - ecommerce.transaction_id

Topics We Will Discuss Today - Part 2

1. InitiateCheckout event setup
2. Purchase event setup
3. Scrapping data from an array
4. Uploading product feed in the commerce manager
5. Connecting pixel with commerce manager
6. Connecting pixel with ad account and ads
7. Custom audience

Required Links:

Facebook Custom parameters:

<https://developers.facebook.com/docs/marketing-api/conversions-api/parameters/custom-data/>

Dynamic Remarketing Events:

https://web.facebook.com/business/help/606577526529702?id=1205376682832142&_rdc=1&_rdr

Facebook Standard Event:

<https://www.facebook.com/business/help/402791146561655?id=1205376682832142>