

**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**

| 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\_id; // 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\_id;  });  }  } 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\_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>