**Web Analytics And Conversion Tracking - Live Batch 4 (Home Work)**

**Home Work- 1**

1. Watching the video till all the concept is clear
2. Create Facebook Business Manager Account
3. Create Facebook Ads Manager Account
4. Create Facebook Events Manager Account
5. And Study hard…

**Home Work- 2**

1. Creating Google Tag Manager Account and Container
2. Create Wordpress and Shopify Ecommerce Website
3. Connect GTM and Enable Datalayer on Wordpress
4. Setup Facebook Pixel PageView and ViewContent Event with GTM

**Home Work- 3**

1. Watch the full video till all the concept is clear (2-3 times)
2. Scrape product information from dataLayer and Create DataLayer Variables
3. PageView Event Setup
4. ViewContent Event Setup with Dynamic Value Tracking
5. AddToCart Event Setup with Dynamic Value Tracking
6. InitiateCheckout Event Setup with Dynamic Value Tracking
7. Purchase Event Setup with Dynamic Value Tracking

**Home Work- 4**

1. Watch the Video:
   * Watch the full video twice until all concepts are clear.
2. Practical Tasks:
   * Uploading Product Feed: Upload the product feed into the Commerce Manager.
   * Connect Pixel with Commerce Manager: Link your pixel to the Commerce Manager.
   * Connect Pixel with Ad Account & Ads: Ensure the pixel is connected to your ad account and your ads.
   * Show Custom Audiences Option: Create a custom audience based on your pixel data (Demo audience)

### **Homework - 5**

#### **Watch the Video:**

* Watch the full video **twice** to ensure all concepts are clear. (I recommend watching **three times** for better understanding and clarity).

#### **Practical Tasks:**

1. **Create a Handwritten (Docs/PDF) Note**:
   * Write a detailed summary of today’s class concepts.
2. **Create a GTM Server Container**:
   * Set up a Google Tag Manager (GTM) server container.
3. **Create a Stape.io Account**:
   * Sign up for a Stape.io account and configure it with both the **GTM server container** and **Web container**.
4. **Send a PageView Event to the Event Manager**:
   * Implement and send a **page\_view** event to the Event Manager from the server side with **deduplication**.
5. **Practice**:
   * Continue practicing these tasks and concepts to enjoy learning.

6. Full conversion API setup and GA4 server slide tracking

7.Watch the Video:

* + Watch the full video twice until all concepts are clear

-All Custom event tracking that I showed

-