

# Installing the Facebook Pixel on Your Site

**Execution Time:** ~5-10 minutes

**Goal:** To add the Facebook pixel to your site.

**Ideal Outcome:** The Facebook pixel is properly installed without any technical issues.

**Prerequisites or requirements:** You can only do this once you have installed Google Tag Manager on your site. You should have also already set up a Facebook Ads Account using Business Manager ([SOP 010](#)).

**Why this is important:** Facebook Pixel is essential if you want to use Facebook advertising. With this pixel, you can create remarketing audiences and set up conversions for your campaigns.

**Note:** If you are using **Shopify** do **not** follow this SOP, but instead follow [SOP 068 - How to add a Facebook Pixel to a Shopify Store](#).

**Where this is done:** In Google Tag Manager and your Facebook Ads manager.

**When this is done:** Only once—the first time you install the Facebook pixel.

**Who does this:** The person responsible for website management, analytics, or paid advertising

## ☐ Environment Setup

### Important:

- This SOP describes the process of installing the Facebook Pixel using Google Tag Manager (the tool we recommend for adding and managing tracking codes to your website.) If you haven't added Google Tag Manager to your site, you can check out our Google Tag Manager Installation SOPs for [WordPress](#) or [Squarespace](#).
- **If you are using Shopify** do **not** follow this SOP, but instead follow [SOP 068 - How to add a Facebook Pixel to a Shopify Store](#).
- You should have created or gotten access to your company's Facebook Business Manager account before following this process.

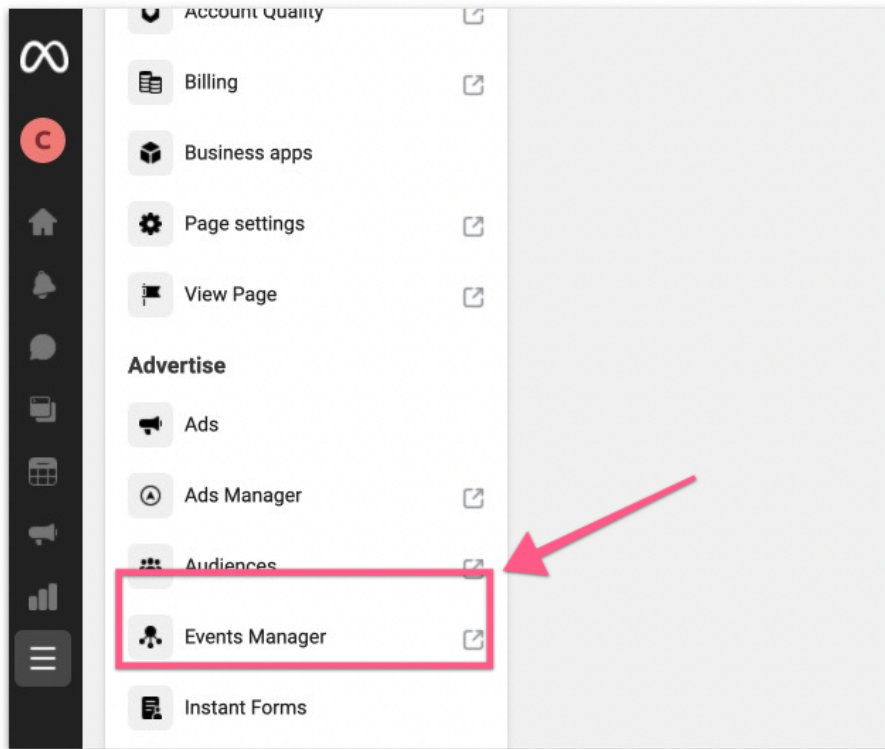
### Before you start:

1. Install the [Facebook Pixel Helper Chrome Extension](#).

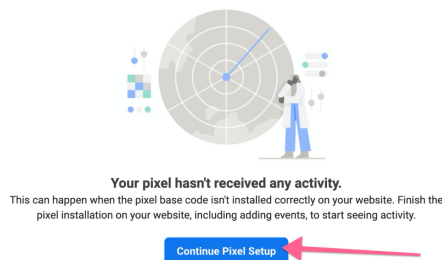
## ☐ Installing the Facebook Pixel

1. Log in to Facebook.
2. Go to your [Facebook Business Manager](#).

3. From the sidebar, click “All tools” → “Events Manager”

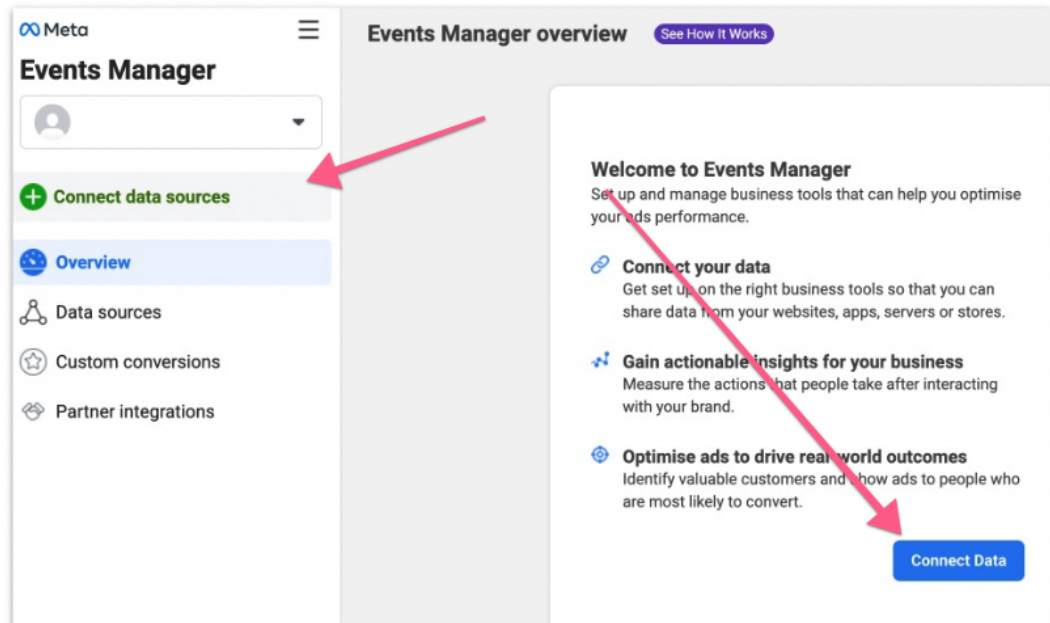


4. If a Pixel has already been created but hasn't been installed yet, select it from the list on the left and click “Continue Pixel Setup” (then follow jump to [step 7](#))

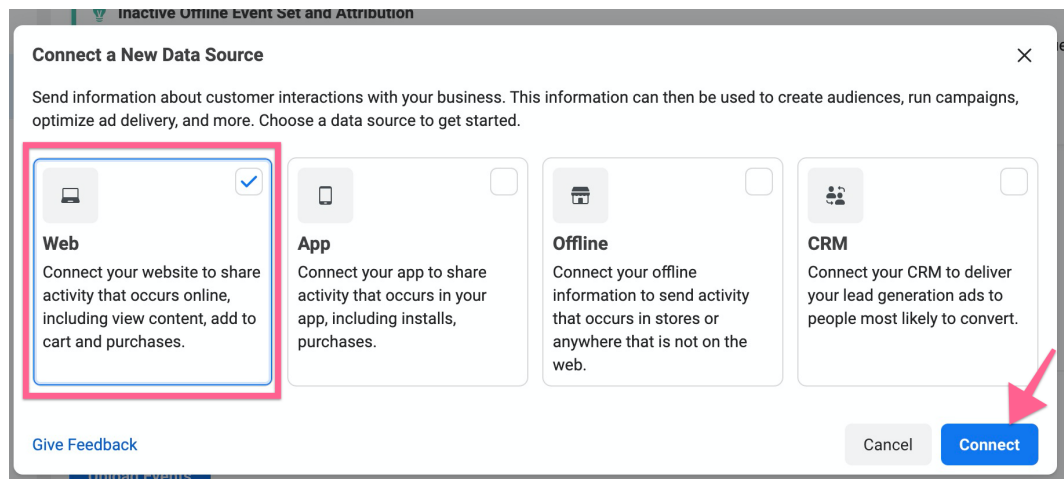


5. If this is the first time creating a Pixel for this business:

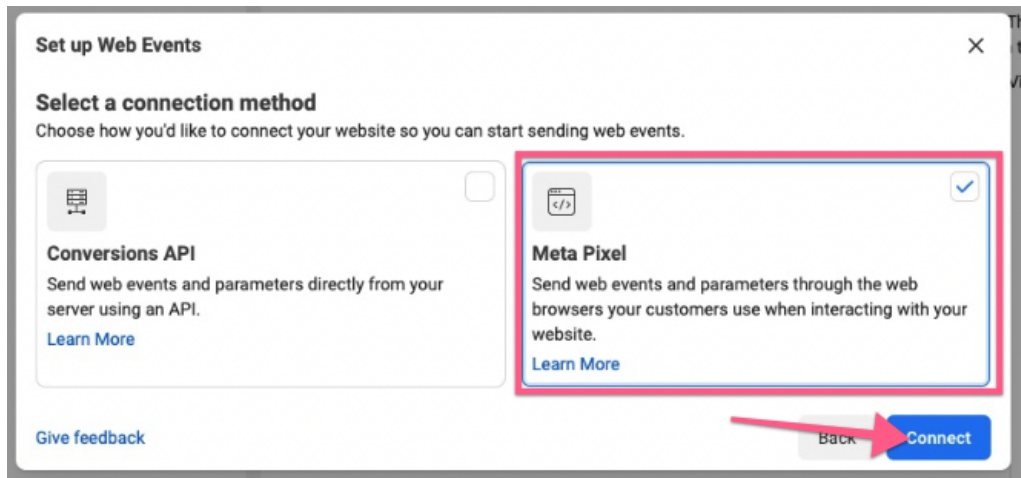
- a. Click on “Connect Data Sources” or Connect Data



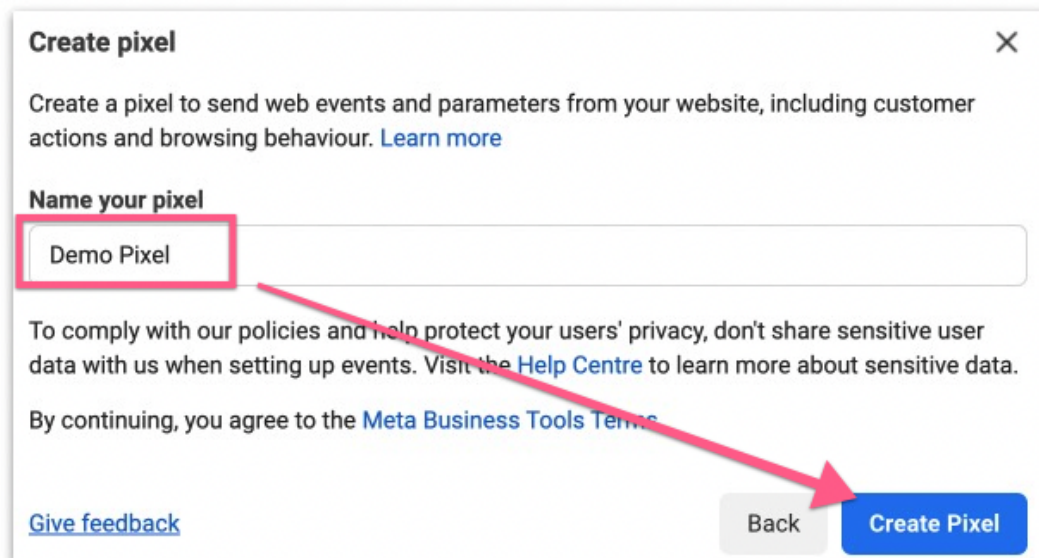
- b. Select “Web” from the list, and click “Connect”



6. Select “Meta Pixel” from the list, and click “Connect”. If you don’t see Meta Pixel your UI probably isn’t updated yet, select Facebook Pixel instead.



7. Name your pixel and click “Create Pixel”.



8. Add your website URL and click “Tick”.

Check for partner integration

Now that you've created a pixel, enter your website URL and we'll let you know if it's eligible for integration with one of our supported partners, such as Shopify.

Enter website URL

https://www.example.com

✓

☐ I don't have a website

[Give feedback](#)

Tick

9. If you have set up Google Tag Manager on your site you will be able to see the integration available to you. Select the Google Tag Manager option and click “Next”.

Check for partner integration


Now that you've created a pixel, enter your website URL and we'll let you know if it's eligible for integration with one of our supported partners, such as Shopify.

Enter website URL

✓

☐ I don't have a website

Partner integration available!

 **Integrate with Google Tag Manager** Recommended ☒

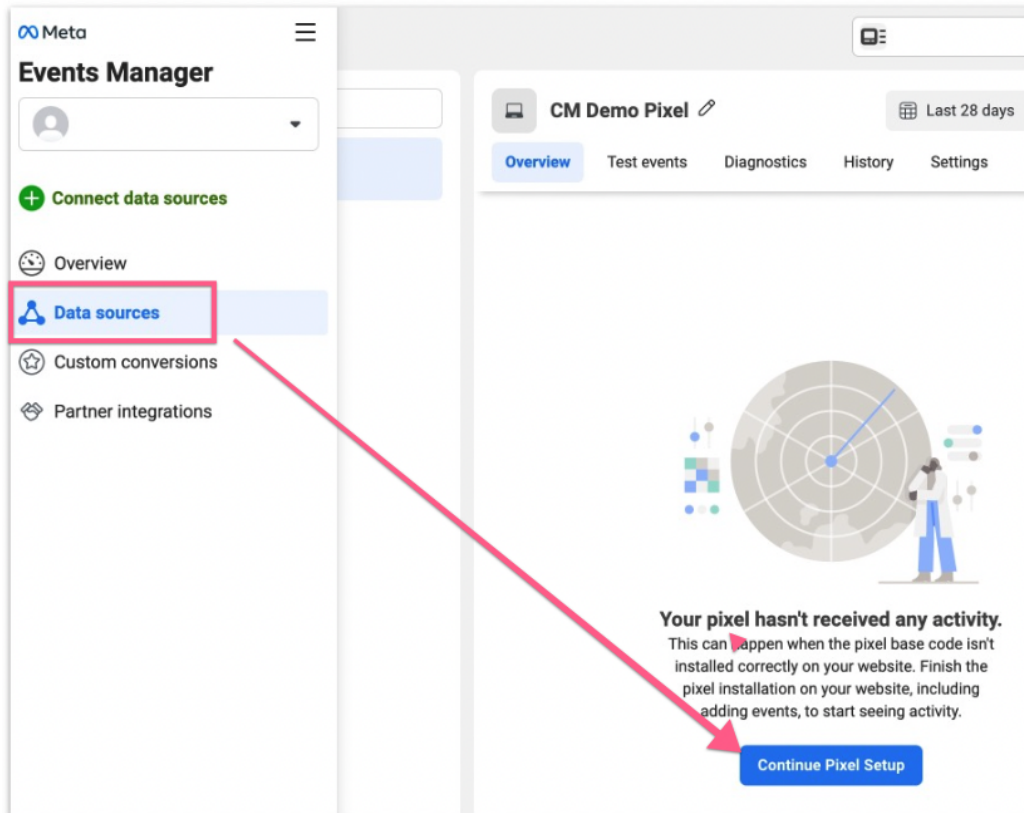
Easily implement without code by connecting the account that you already use for customer interactions, website or data management today.

Want to integrate with another partner? Visit our [partner gallery](#).

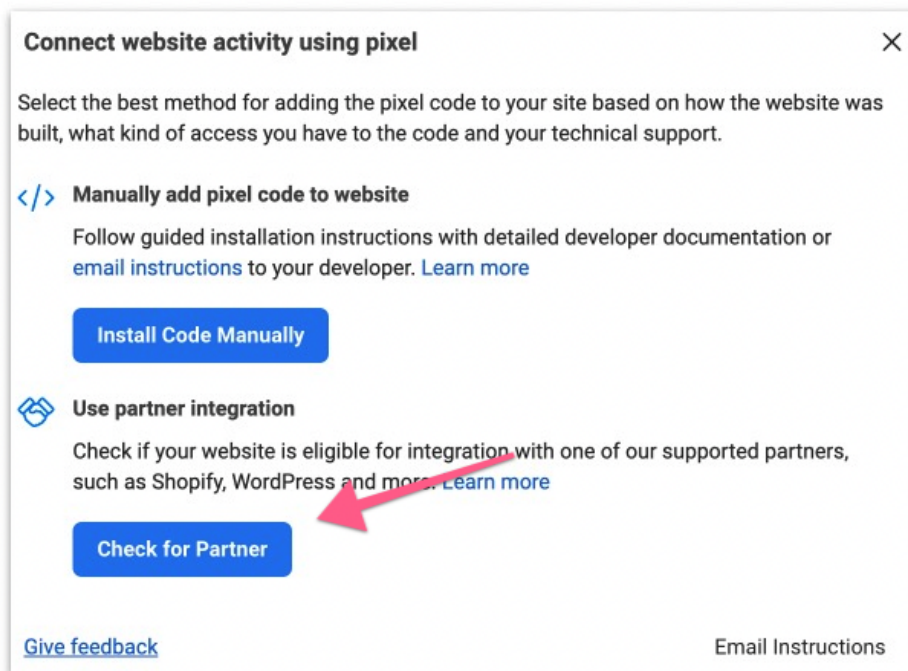
[Give feedback](#)

Next

10. On the next screen. Click “Continue” as it’s just a confirmation that your pixel has been set up.
11. Next, select “Data sources” from the sidebar and click “Continue Pixel Setup”.

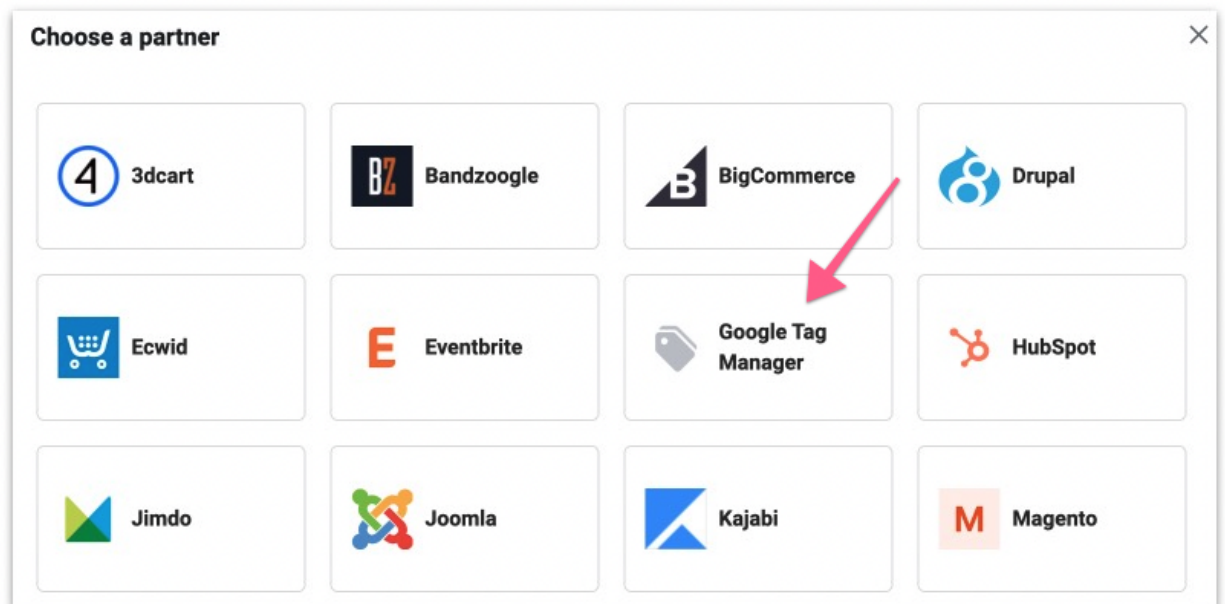


12. You will be presented with two options. 1) Manually add pixel code to website or 2) Use partner integration. Select "Check for Partner".

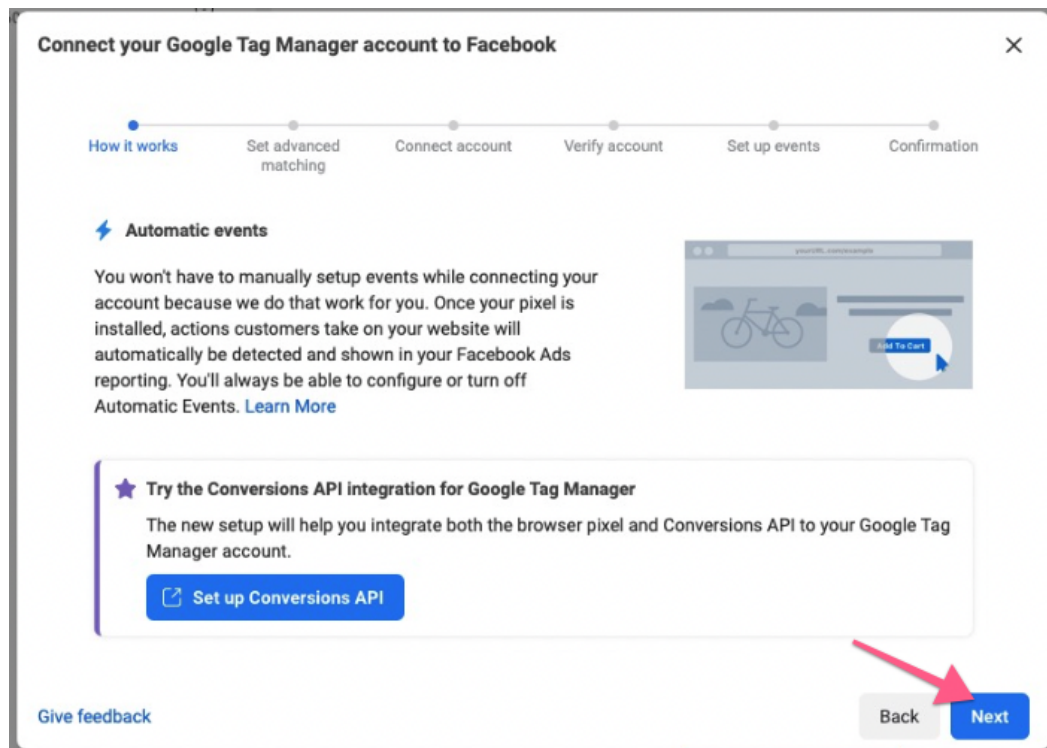




13. Select “Google Tag Manager” from the partner list



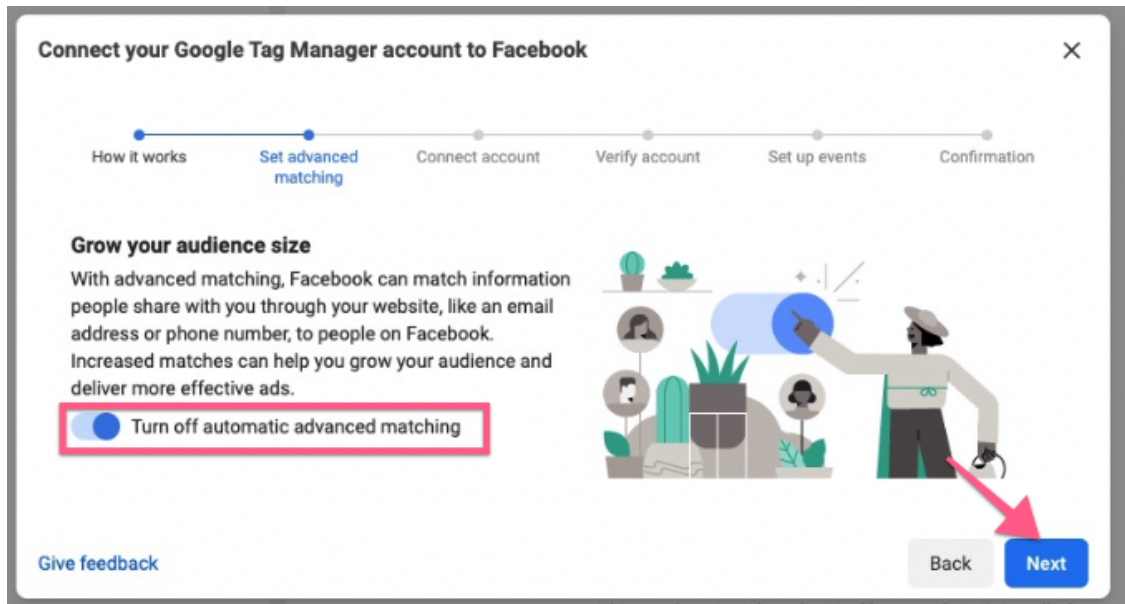
14. You will be taken on the onboarding workflow to connect your Google Tag Manager account to Facebook. In the first screen, click “Next”.



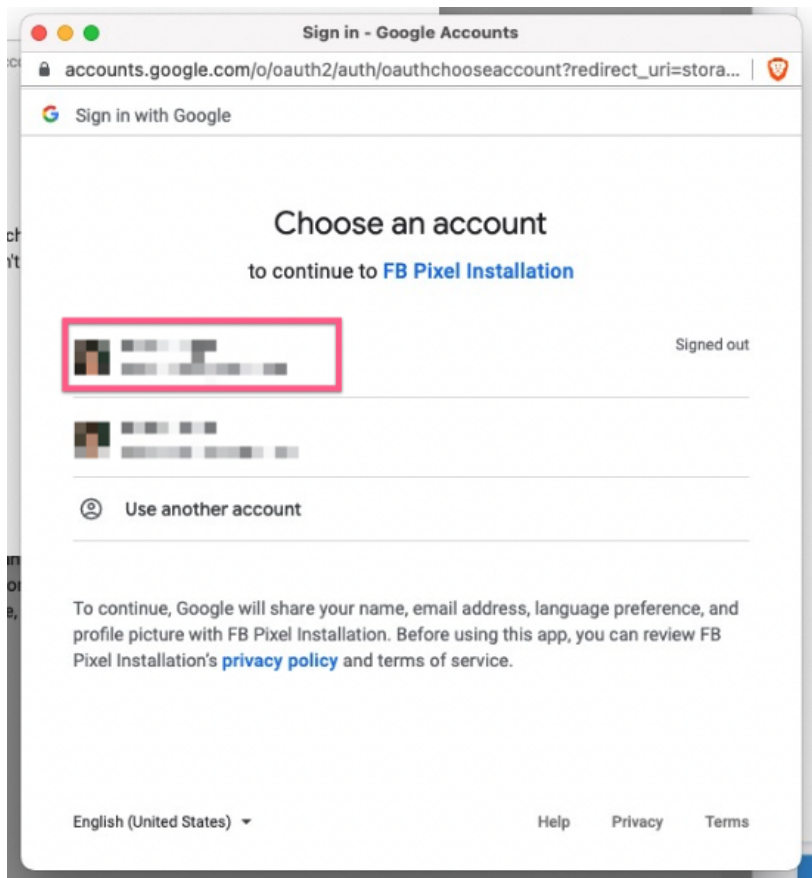
15. You will be asked If you want to turn on “Advanced Matching”. If you are an advanced Google Tag Manager user you might want to configure it now. If not,

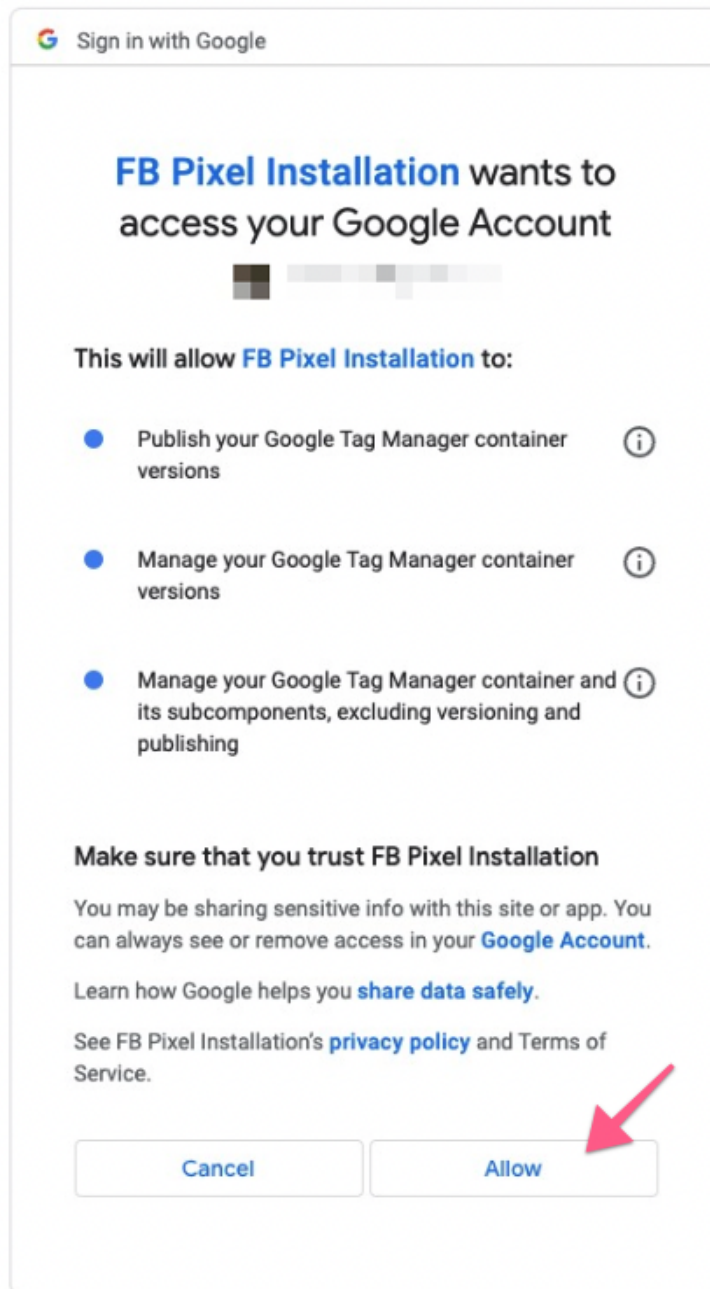


leave it “Off” and click “Next”:



16. Next, you will be prompted to sign in to the Google Account you use for Google Tag Manager and will need to allow Facebook to make changes.





17. Verify that the Google Tag Manager account and container info is correct. Once confirmed, click “Finish Setup”.

**Connect your Google Tag Manager account to Meta**

How it works   Set advanced matching   Connect account   **Verify account**   Set up events   Confirmation

Verify if this is the correct account information. If not, please log in to the correct account.

**Your account information**

Google Tag Manager account	Account container
Example	Example

Not seeing the right information? [Switch Google accounts.](#)

[Give feedback](#) **Finish Setup**

18. Next, you can choose to add events using the Event Setup Tool. Since you just want to add the Pixel Base Code, for now, you will just need to click “Next”.

**Connect Your Google Tag Manager Account to Facebook**

How it Works   Set Advanced Matching   Connect Account   Verify Account   **Set Up Events**   Confirmation

**Add Events Using Event Setup Tool**

You can use the Event Setup Tool to add standard events and parameters without the need to code. This is the easiest option to install pixel events.

**Website URL**

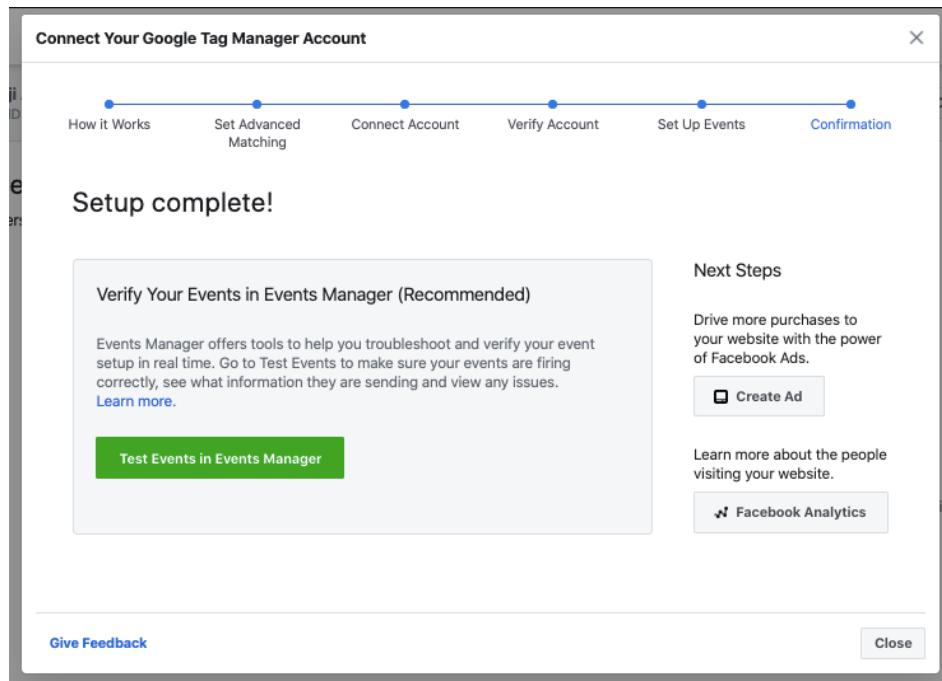
Enter website URL [Open Website](#)

**Warning:** We haven't received any events for the pixel Website Pixel - RetroAddicts (1793618497464465). Please check that the pixel code on your website is set up correctly. [Learn More.](#)

[Give Feedback](#) [Back](#) **Next**

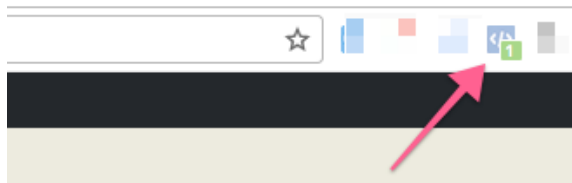
- a. You might see a warning that mentions that the pixel hasn't received any events. This is normal since you've just installed it—we'll verify the installation later in this SOP.

19. Finally, you'll see a screen confirming that the setup is complete.



## ☐ QA the Facebook Pixel

1. Open your website using Chrome.
2. Click on the Facebook Pixel Helper Chrome extension.



3. You should be able to see your Facebook Pixel installed. The extension should be able to find at least one pixel, and it should match the Pixel ID on your

## Facebook Business Manager.

The screenshot shows the Facebook Pixel Helper interface. At the top, there's a header with the Facebook Pixel Helper logo and a 'Learn More' link. Below this, a green-bordered box contains the text 'One pixel found on asiteaboutemojis.com'. Underneath, a list of detected pixels is shown. The first entry is 'Facebook Pixel' with a Pixel ID of '1448075975313922'. Below this, two events are listed: 'PageView' and 'Microdata', both with green checkmarks. A callout box points to the Pixel ID, showing a detailed view of the pixel: 'Emoji Advertising's Pixel' with the same Pixel ID '1448075975313922'.

Facebook Pixel Helper

Learn More

One pixel found on asiteaboutemojis.com

Facebook Pixel

Pixel ID: 1448075975313922

- ▶ ✓ PageView
- ▶ ✓ Microdata

Emoji Advertising's Pixel

Pixel ID: 1448075975313922