**Pixel**

In Facebook business settings. To find pixel

**Data sources -🡪 Pixel --🡪 Add**

**Pixel Creation: -**

To create pixels. click on add. Give the name of your choice. Click on continue and then do not set the pixel now. Close it now. Click on Add People and give access to the chosen people you want. After that come on Connected Asset then click on Add Asset. If the add account does not show up refresh it or make it.

Then again click on Add Asset here you can connect your pixel with any add account.

**Installing pixel in WordPress:-**

Install the Pixelyoursite plugin in WordPress. IN Facebook pixel, come on your Facebook pixel then come on click for settings. Copy your Facebook pixel ID from the pixel and paste it into WordPress using the plugin named Pixelyoursite.

Here conversion API is also recommended, To get the conversion API. Come back to the pixel on the right side and click on Open in Events Manager. Come to settings then open all buttons. If the email address is not associated with the business. Come on business info and add an email address. On the bottom. Refresh it. On conversion API click on General access token, and the code will show up click it, and back in Word press past it inside the conversion API. Behind that check the box.

Use Ajax when conversion API is enabled.



Keep the option active It you use a cache. ON above that enables conversion API. Enable advanced matching to open both of them on the bottom. Click on the save setting.

**To verify your pixel setup correctly**: -

Install the Corm extension named Facebook pixel helper. Open the website it will verify whether the pixel is installed or not.

Also, check the pixel ID. IN

**business settings -🡪 pixel**

If there is a red dot It means the pixel is not active. Page refresh of your website.



**Shopify pixel installation:-**

Come to the Shopify dashboard. Sales Channels + Click on this plus button. To find Facebook click on Facebook Plus. Then the Facebook app will show up. Then click on Connect account read it and do it. According to that at the end click on finish setup. Enabling a commerce account is not your responsibility. When your data-sharing step is complete. It means your pixel is installed. Once the pixel is created on the Facebook business account it cannot be deleted.

**Setting event with pixel tool: -**

To see the list of pixel events. Click on this link.

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

We have to set all these events because simple pixel does not track events. To install the event, create an extra test page.

**Business🡪Pixels 🡪 Open in Events Manager**

Here you see the number of events triggered events can be installed with code or without code. If just have set up pixel you will see the message saying you have not received any activity. It also means your pixel is not activated. If you confirm your pixel is activated, refresh it then the new interface will show up. on the bottom, it will show the pageview event triggered. Pixel events can be installed with 2 methods

With pixel or without pixel.

**Without Code method: -**

26:00 minutes.

Come in events manager in pixel of business settings. Then click on Add Events then click the 3rd option from the pixel after that click on the Open Event Setup tool then add your specific page URL click on Open Website and wait…… so that your page loads. A pop-up will show up on your screen ON your website page in the Facebook event setup tool After scrolling please wait unless it loads completely. click on the Track New button select your button select Event and then select option do not include values a tick will show on the button. Click on finish setup and finish.

To verify your event refresh page. check Facebook pixel helper. If the event does not show up it does not mean your event is not installed. Facebook already shows a tick on your button.

There is another method of verifying an event. Come back in events manager. Click on the 2nd tab named Test Events. Here you will enter your page URL where you want to check your event installation then click on the open website and wait it will tell you whether the event is installed or not. If this does not work come back to the overview tab here you will see your event is triggered. Sometimes it shows up after a few hours. Facebook pixel helper does not tell us that is okay. The test Events tab does not tell us that is okay. At the end overview tab tell us.

**Without Code 2nd method: -**

40:54 minutes

In business settings then in Pixel then go to event manager. Click on Add Event then click on from the pixel then click on the open event setup tool then give your specific website page URL which is going to upload after clicking on the button. This time we not tracking events on button click. We are tracking events on page loading. This is better than tracing the event and then clicking on Open Website and waiting so that your page loads. A pop-up will show up on your screen ON your website page in the Facebook event setup tool After scrolling please wait unless it loads completely. Now click on Track a URL then select your event enter your URL or it will automatically track your URL. In values, select do not include the value then click on confirm. A green tick will show up on the setup box. If this show up it means your event is installed correctly. Click on Finish Setup and then click on Finish.

To verify your event refresh page. check Facebook pixel helper. If the event does not show up it does not mean your event is not installed. Facebook already shows a tick on your button.

There is another method of verifying an event. Come back in events manager. Click on the 2nd tab named Test Events. Here you will enter your page URL where you want to check your event installation then click on the open website and wait it will tell you whether the event is installed or not. If this does not work come back to the overview tab here you will see your event is triggered. Sometimes it shows up after a few hours. Facebook pixel helper does not tell us that is okay. The test Events tab does not tell us that is okay. At the end overview tab tell us.

**With Code method: -**

50:40 minutes

This method is not recommended. In WordPress install plugins named headers and footers scripts. When you install this plugin, an empty box will show up on your every page. You can use this to enter your code. paste your code in the code section inside the script tag <script>Code<script/> and click on save. You can copy the Event code from

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

Here you can copy the code of your specific event. This method is not recommended.

The recommended method is to install a plugin named Header Footer Code Manager or HFCM in WordPress.IN WordPress click on HFCM then click on Add new snippets. Then fill out the form on the bottom and enter the snippet name; code; and type, which is JavaScript; site display: specific page; page list: Choose your page; Location: Header; Device Display: Show all devices; Status: Active. paste your code in the code section inside the script tag <script>Code<script/> and click on save. Then refresh your specific page. Right-click on your page it will show the code of your page. Search FBQ track if see your code that means your code is installed. Sometimes other plugins interfere like wpRockt comes into the media then uncheck the first 3 options then click on save changes or disable the whole plugin. Then right-click on the website and then click on clear cache.

Another method is an open Event Manager and click on Add Event and then click on from a new website. After that click on add code manually and then click on copy code. Paste this code into your website using plugin HFCM or headers and footers scripts and paste the code of your event with page view event and delete the page view event code. Because it is already been used. If in the Facebook pixel helper still show the page view event 2 times then also remove the 3 lines of no script.

To verify your event refresh page. check Facebook pixel helper. If the event does not show up it does not mean your event is not installed. Facebook already shows a tick on your button.

There is another method of verifying an event. Come back in events manager. Click on the 2nd tab named Test Events. Here you will enter your page URL where you want to check your event installation then click on the open website and wait it will tell you whether the event is installed or not. If this does not work come back to the overview tab here you will see your event is triggered. Sometimes it shows up after a few hours. Facebook pixel helper does not tell us that is okay. The test Events tab does not tell us that is okay. At the end overview tab tell us.

You can make 60 to 80 dollars for installing pixels.

**Setting up Custom conversions or events: -**

1:14:34

Sometimes we want to track an event that is not available in the Facebook events list.

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

These are the Facebook standard events. If our required event is not available on this list. We can use Facebook custom events or custom conversions.

**Custom Conversions:-**

To add custom conversions. You have to change your website URL. For that in WordPress come to settings then come to Permalinks then in Custom structure you can create your custom URL like post/%postname%/.

To track custom conversions come to the event manager on the left side there is a star button for Custom conversions Click on that then click on Create Custom Conversion give your custom conversion name and description, Select all URL traffic, then in the URL containing section fill the specific part of your URL. Like just about us. Then click on Create then click on Done. It will be shown as inactive. Then come back to business settings and open custom conversions. If the specific of your URL shows here. Which is about Us. This means this is active and It will start after some time. Click on Connected Assets then click on Add Assets then connect as many assets as you want. Then again come in to the event manager and see if your custom event is okay. Facebook pixel helper does not track custom conversions.

**The best and easiest way to set events:-**

In WordPress, install the plugin name pixelyourSite. This plugin will automatically set & and track your events on the website. Events like Add To Cart, Initiate checkout, and Purchase automatically. After installation, pixelyourSite Click on it then click on your Facebook Pixel

Then enable the first 2 options add Facebook Pixel ID and conversion API and save.

In Shopify, just connect pixel. Shopify will add events as needed. Always add a lead event code on the thank you page.

**Aggregated event measurement: -**

To optimize your events. In the events manager click on aggregated event measurement then click on configure Web Events then click on your website domain click on manage events and then click on edit

Then define all your events like purchase, Add to cart, Initiate checkout, Add payment info, info, view content, or your custom event, define events from highest to lowest priority. After that click on Apply and Yes and then click on Apply.

**GDPR:-**

In Shopify come to the online store and then click on Preferences. Settings GDPR is not your work it’s the developer's work, not yours. In preferences, there are GDPR settings where you can activate your GDPR policy. After activating this your pixel will not work. To get the user's permission, we use an app in Shopify to come into the app and click on Customize your store. All shop lists will appear here. You should search here Cookie banner.

**To export data: -**

Come into event manager then click on data source. Select your pixel then on the bottom click on Export data