



Facebook Pixel

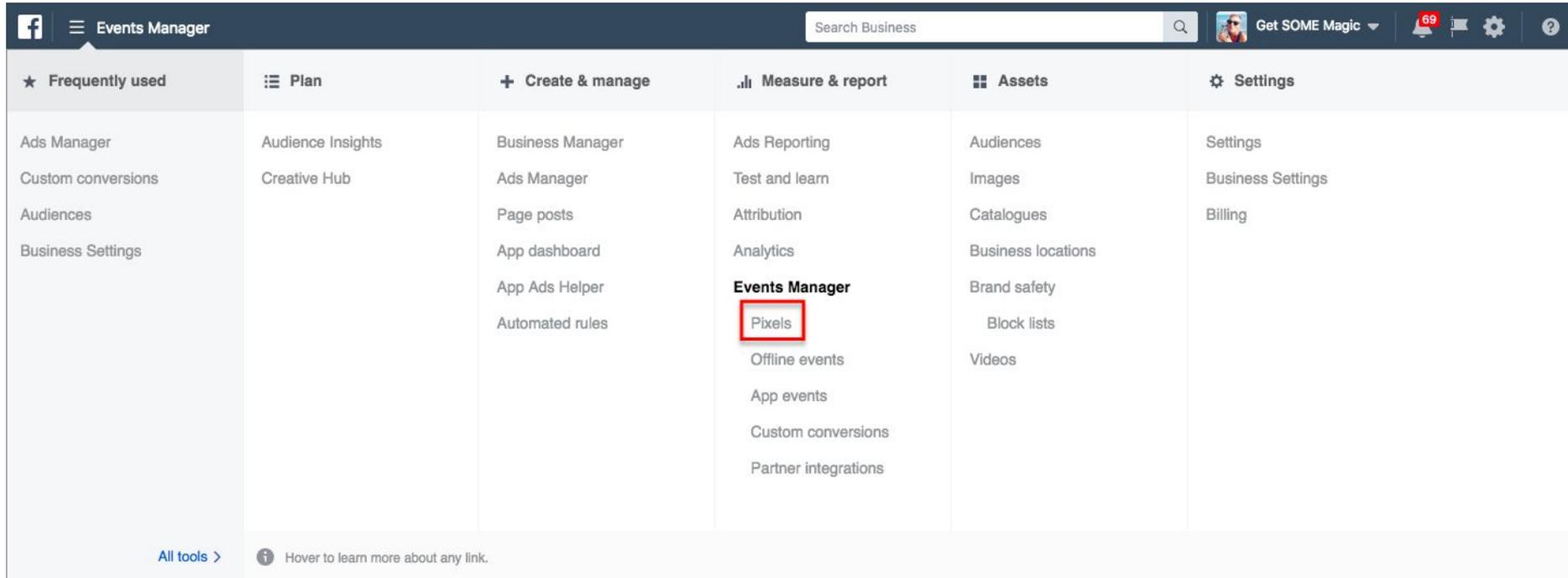


WHAT IS THE FACEBOOK PIXEL?

A piece of code that you install on your homepage that allows you to track results and retarget people

Facebook Pixel

You want to install the “normal / basic” Facebook Pixel on your homepage. You can find the code in the Ads Manager.



The screenshot shows the Facebook Events Manager interface. The top navigation bar includes the Facebook logo, a hamburger menu, the text "Events Manager", a search bar labeled "Search Business", a profile picture of "Get SOME Magic", a notification bell with "69", a flag icon, a gear icon, and a question mark icon. Below the navigation bar, the interface is organized into six columns: "Frequently used", "Plan", "Create & manage", "Measure & report", "Assets", and "Settings". The "Measure & report" column is expanded, showing a list of tools including "Events Manager" (which is bolded), "Pixels" (highlighted with a red box), "Offline events", "App events", "Custom conversions", and "Partner integrations".

★ Frequently used	☰ Plan	+ Create & manage	📊 Measure & report	🗑 Assets	⚙ Settings
Ads Manager	Audience Insights	Business Manager	Ads Reporting	Audiences	Settings
Custom conversions	Creative Hub	Ads Manager	Test and learn	Images	Business Settings
Audiences		Page posts	Attribution	Catalogues	Billing
Business Settings		App dashboard	Analytics	Business locations	
		App Ads Helper	Events Manager	Brand safety	
		Automated rules	Pixels	Block lists	
			Offline events	Videos	
			App events		
			Custom conversions		
			Partner integrations		

All tools >  Hover to learn more about any link.

Facebook Pixel

There you either “create” a new Pixel ..

Create a Facebook pixel

Add the Facebook pixel to your website to measure the impact of your ads. Unlock powerful solutions in Facebook advertising.



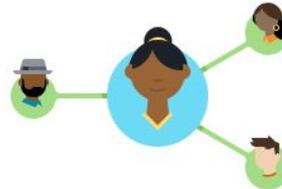
Track website activities

Understand the actions people take after seeing your ads. Track conversions and measure your return on advertising.



Improve your return on advertising

Facebook will automatically deliver ads to people who are more likely to take action, based on conversion data from your website.



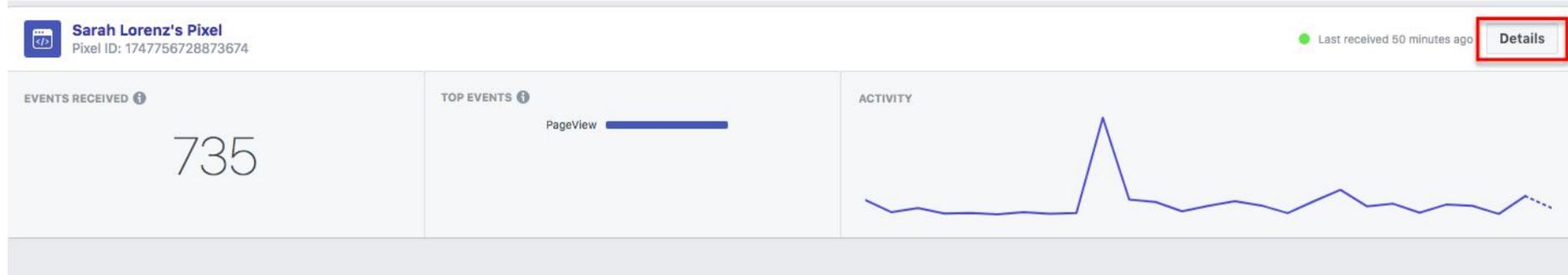
Reach new and existing customers

Show ads to people based on the actions they take on your website. Create Lookalike Audiences to reach people who are similar to your best customers.

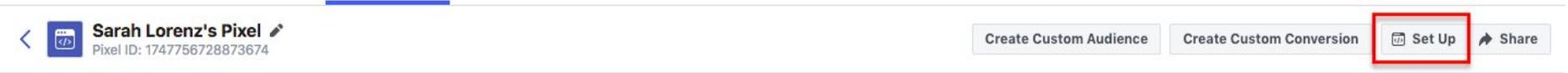
Create a Pixel

Facebook Pixel

or you can find your existing Pixel when you click on Details -



and then “Set up” ..



Facebook Pixel

and “Manually install the code yourself”



Set up your pixel ×

Select a setup method

-  **Use an integration or tag manager**
The Facebook pixel can currently be integrated with BigCommerce, Google Tag Manager, Magento, Segment, Shopify, Squarespace, Wix, WooCommerce and many more. [Learn about platform integrations.](#)
-  **Manually install the code yourself**
We'll walk you through the steps to install the pixel code.
-  **Email instructions to a developer**
Send the installation instructions to a developer so that they can install the pixel code for you.

[Give feedback](#) Cancel

Facebook Pixel

You need the code from point 2.

It looks similar to this:

What you see here is the complete Pixel Code.

What is highlighted in red is the Pixel ID (obviously this is mine, so have a look into YOUR Ads Manager to check for yours)

Install pixel code



2 Copy the entire pixel code and paste it into the website header

Paste the pixel code at the bottom of the header section, just above the `</head>` tag. Facebook pixel code can be added above or below existing tracking tags (such as Google Analytics) in your site header.

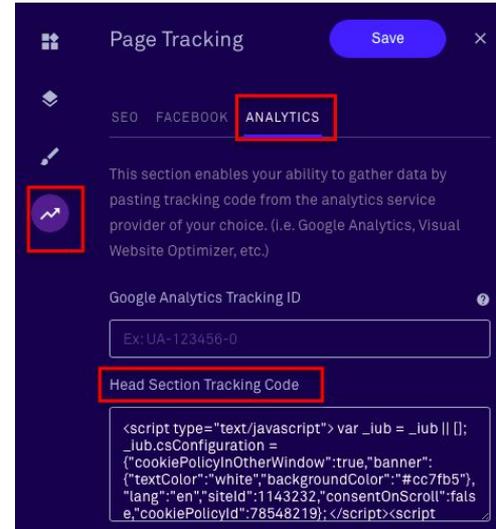
```
<!-- Facebook Pixel Code -->
<script>
  !function(f,b,e,v,n,t,s)
  {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
  n.callMethod.apply(n,arguments):n.queue.push(arguments)};
  if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
  n.queue=[];t=b.createElement(e);t.async=!0;
  t.src=v;s=b.getElementsByTagName(e)[0];
  s.parentNode.insertBefore(t,s)}(window, document,'script',
  'https://connect.facebook.net/en_US/fbevents.js');
  fbq('init', '1747756728873674');
  fbq('track', 'PageView');
</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

Facebook Pixel

You have different ways to get the Pixel on your homepage (the best way also depends on your website)

1. Add it manually to the code of the head section of your homepage just above `</head>` **(I only recommend this if you really know what you're doing!!)**

If you use Leadpages you simply need to go to Page Tracking - Analytics and insert the code in the Head Section box.



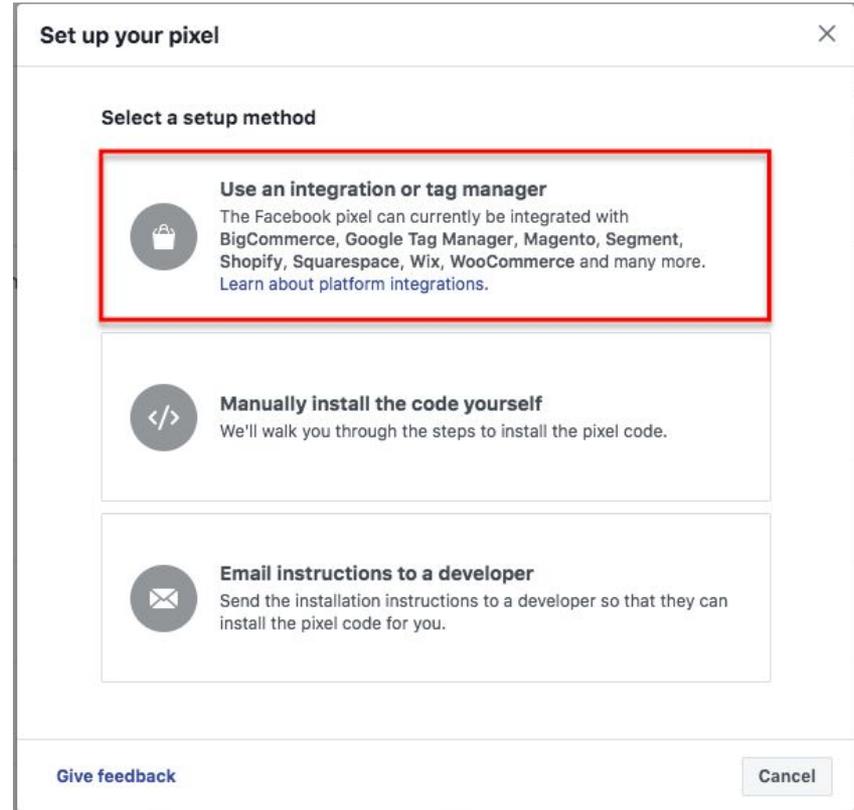
Facebook Pixel

2. You can use an integration

Go back to “Set up” and choose the first option.

There you can find really good explanations for Squarespace and Wix.

For Wordpress you can download a plugin that helps you to install the Pixel.



Facebook Pixel

3. You can use the Google Tag Manager

This is a little bit more complicated to set-up but it allows you the most detailed tracking.

If you already know how to work with the Google Tag Manager - awesome! If not (and I suspect that's for most of us) just go with an integration mentioned before and I'll explain the tracking options later on.

Facebook Pixel

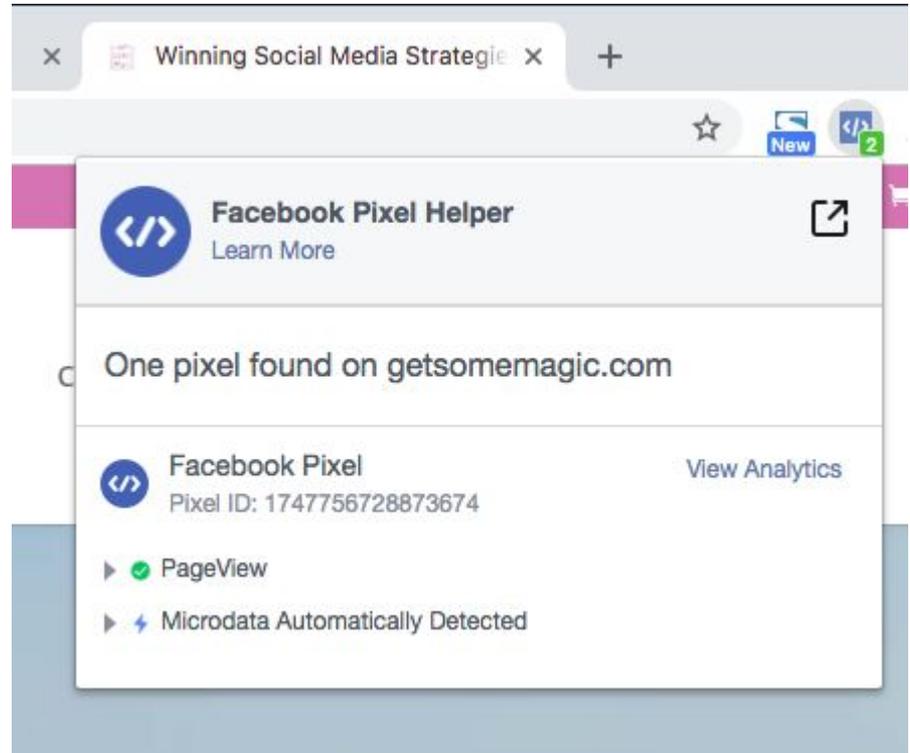
To check if everything is working you can use a browser extension for the Chrome Browser. It's called "Facebook Pixel Helper".

Simply search for it in the Chrome Webstore (it's free)

<https://chrome.google.com/webstore/>

"PageView" should appear on your site

Check if the Pixel ID is correct



Facebook Pixel

To be able to stalk your website visitors (and eventually retarget them) they need to be ok with it (GDPR)

This means:

1. You need to tell them “Hey you, I’m planning to stalk you. Cool?”
2. They need to be able to say “No, not cool with me, duh!”

The easiest way is to use a Cookie pop-up that pop-ups when a new visitor visits your website that clearly explains what you are intending to do and that gives the visitor the option to leave the website before a cookie is set or to specifically opt-out of some of it.

Facebook Pixel

Here's what mine look like. The pop-up:

Notice ✕

This website or its third-party tools use cookies, which are necessary to its functioning and required to achieve the purposes illustrated in the cookie policy. If you want to know more or withdraw your consent to all or some of the cookies, please refer to the [cookie policy](#).

By closing this banner, scrolling this page, clicking a link or continuing to browse otherwise, you agree to the use of cookies.

When people click on “cookie policy” they can opt out of different things, such as the Facebook Remarketing.

Facebook Remarketing (Facebook, Inc.)

Facebook Remarketing is a remarketing and behavioral targeting service provided by Facebook, Inc. that connects the activity of this Website with the Facebook advertising network.

Personal Data collected: Cookies and Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt Out](#). Privacy Shield participant.



Facebook Pixel

I use a paid service for this. It's called iubenda and the products I use are:

Privacy & Cookie Policy Generator – Pro License in English

and

Cookie Solution

Get 10% discount on the first year with this link:

<http://iubenda.refr.cc/HZWC3RF>



Facebook Pixel

The Facebook Pixel should be on every single site you have. Let me repeat that: The same Pixel code on every single site.

So how will we track the success of our campaigns later on? Let's say you want people to sign up for a freebie. How do you know how many signed up through which audience and ad?

The magic word here is: **Custom Conversions.**

Facebook Pixel

You can find custom conversions in the menu of your Ads Manager.

★ Frequently used	☰ Plan	+ Create & manage	📊 Measure & report	🗄 Assets	⚙ Settings
Ads Manager Custom conversions Audiences Business Settings	Audience Insights Creative Hub	Business Manager Ads Manager Page posts App dashboard App Ads Helper Automated rules	Ads Reporting Test and learn Attribution Analytics Events Manager Pixels Offline events App events Custom conversions Partner integrations	Audiences Images Catalogues Business locations Brand safety Block lists Videos	Settings Business Settings Billing
All tools >	📘 Hover to learn more about any link.				

Facebook Pixel

Click on “Create Custom Conversion”

Get started with custom conversions

Customise an event by adding rules and parameters that define specific customer actions.



Learn from custom conversions

See the details of how customers interact with your business, such as the price and style of the shoes they view on your website, app or in a physical shop.



Optimise for custom conversions

Use custom conversions to show ads to people who are most likely to take specific actions. You can use this feature once you've recorded at least 50 conversions for a custom conversion.



Share custom conversions

Collaborate on a campaign by sharing custom conversions with other ad or business accounts on Facebook or third-party agencies.

Create Custom Conversion

Facebook Pixel

Make sure your Pixel is selected at the top.

In the URL field insert the URL of your thank-you page (or any other page you want to track).

Give it a name you will remember.

Choose the right category.

View content = People visited page

Lead = People signed up for something

Purchase = People bought something

Create a custom conversion

Sarah Lorenz's Pixel

Website event: All URL traffic

Include All URL traffic events that meet the following criteria:

Rule 1: URL contains getsomemagic.lpages.co/ads...

Name: Free training thanks

Category: Lead

Value: Enter a conversion value (optional)

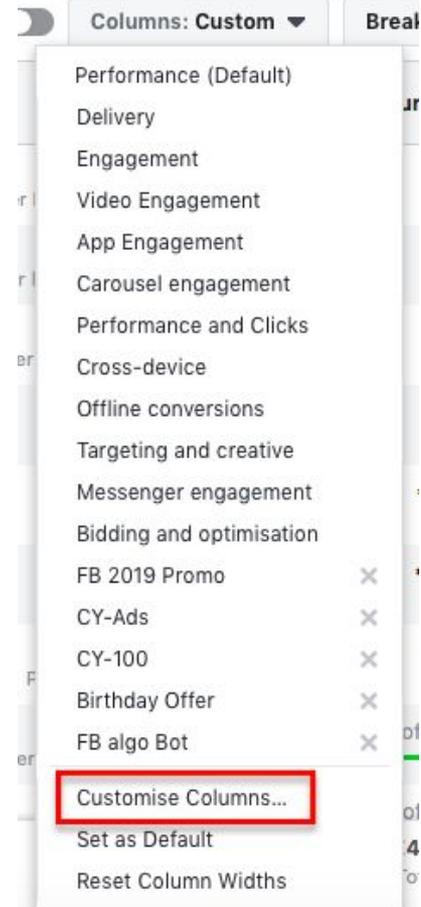
Set the value that each of these conversions is worth to you to track your return on advertising spend. [Learn more.](#)

Cancel Create

Facebook Pixel

You can now track how many people reached that custom conversion after clicking on an ad. To see this simply select the custom conversion in the columns of your Ads Manager.

Go to “Customise Columns..”



Facebook Pixel

And search for the name of the Custom Conversion you created.

It will be included in your columns. You can save this as a preset, give it a name (I usually choose a name like “100 freebie” “Ads webinar” etc.).

Don't forget to click on Apply.

Customise Columns

Performance

Engagement

Conversions

Settings

Split test

Optimisation

Search: freebie

Clear Search

17 COLUMNS SELECTED

Campaign name

Errors

Delivery

Ad set name

Bid strategy

Budget

Last significant edit

Results

Reach

Impressions

Cost per result

Amount spent

Metrics to include	Total	Unique	Value	Cost	Unique cost
100 freebie advanced	<input type="checkbox"/>				
100 freebie	<input type="checkbox"/>				

Save as preset

Cancel Apply

Facebook Pixel

When you create a campaign, in the ad set area you can also select a custom conversion to tell Facebook that this is exactly what you want to achieve.

Ad set name ⓘ Lookalike Post - neue ZG ⚙️

Conversion

Conversion Event Location

Website

● FB Ads 2019 Danke ×

We'll optimise delivery of your ads to get the most of these conversions at the lowest price.

App

Messenger ⓘ

Facebook Pixel

Now you'll be able to see the exact results per ad set and per ad.

In this example you can see how many sign-ups I got in this Lookalike audience (48) and what my costs per sign-up were (0,90€)

	Ad set name	Delivery	Amount spent	Impressions	Unique link clicks	CTR (link click-through)	CPC (cost per link click)	FB Ads 2019 Danke	Cost per FB Ads 2019 Danke
<input checked="" type="checkbox"/>	Lookalike Post - neue ZG	● Not delivering Campaign is off	€43.34	3,824	78	2.14%	€0.53	48	€0.90



HOMework

Install the Facebook Pixel on your homepage so that it appears on every single site. If you have landing pages on a separate domain then install the same Pixel there.

Check if everything is working with the Chrome "Facebook Pixel Helper" extension



HOMework

Create a custom conversion for every page you want to track. This can be a thank-you page or also a sales page where you want to retarget those specific website visitors later.

Now it's your turn

You can do this! Have fun! ●

