

# Facebook Pixel ID Setup Guide

Admin needs to add Facebook Pixel ID which is used in the Track Events. This setting is available in the Third Party API tab under the General Settings module on the admin dashboard (Refer Figure 1).

Facebook Pixel	
Facebook Pixel Id	
	This Is The Facebook Pixel Id Used In Track Events.

## Fig. 1: Facebook Pixel ID on Admin Dashboard

To create Facebook Pixel ID, the admin must have a Facebook account. The steps to be followed next are:

 Admin must login to their Facebook account and then visit <u>Events Manager</u>. As shown in figure 2, the 'Data Sources' dashboard will open.





#### Fig. 2: Data Sources Dashboard

- 2. The admin must click on the blue-plus icon provided on the left side-navigation bar as marked in figure 2.
- A 'Connect a New Data Source' pop-up box will appear as shown in figure 3, from which the admin must select the 'Web' option and click on 'Get Started' button to proceed further.



Web	Арр	Offline
Connect your website to share activity that occurs online, including view content, add to cart and purchase events	Connect your app to share activity that occurs in your app, including installs and purchases.	Connect your offline information to send activity that occurs in shops or anywhere that is not on the web.

Fig. 3: 'Connect A New Data Source' Pop-up Box

 The 'Set Up Web Events' pop-up box will appear as shown in figure 4 from which the admin must select the 'Facebook Pixel' option and then click on 'Connect' button.



#### Fig. 4: 'Set Up Web Events' Pop-up Box

5. The 'Connect Website Activity Using Facebook Pixel' pop-up menu will appear as shown in figure 5 in which the admin must fill in the necessary



details that are **Name of pixel** and **Website URL** (optional) and then click on 'Continue' button.

Connect website activity using Facebook pixel		×
Add details Send web events and parameters through the web browsers that your customers use when interacting with your website.		
Name your pixel Create a pixel for your browser events by entering a pixel name. Web events sent through the browser are linked to a pixel name and are processed as pixel events, so you can use them in measurement, reporting and optimisation.		
Enter a name for your pixel		
<b>Check your website for easy setup options</b> · <b>Optional</b> Enter your website's URL, and we'll check to see if your site was set up using one of our integration partners, such as Wordpress, Shopify or Squarespace. Partner integrations offer easy setup methods that don't require experience with writing code.		
https://		
By clicking Continue, I agree to the Facebook Business Tools Terms.		
Give feedback	Back	Continue

Fig. 5: 'Connect Website Activity Using Facebook Pixel' Pop-up Box

 The pixel Id will be created after this step. The admin must go back to the Data Source dashboard as shown in figure 6 which displays the newly added pixel Id.

ß	Data Sources	Pop Here's Business (216_ 💌
	Search by name or ID Q Test ID 3	★ Reporting May Be Affected by Limited Data Use Your number of reported events in Events Manager may be lower than expected starting July 1, 2020, when Limited Data Use became available. This is because we've enabled it by default for all information shared about people in California through specified business tools until July 31. This may include events sent from your pixel or app. Learn More.
4		Test 🖉
(1) (2)		Overview Test Events Diagnostics History Settings
0		Check that your events are received correctly.

Fig. 6: Data Sources Dashboard Page



7. The admin can copy the pixel Id displayed below the added pixel's name as shown in figure 7.

G	Data Sources
	Search by name or ID Q
	ID 3: J5
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### Fig. 7: Copy Pixel Id

This pixel Id is to be pasted by the admin on their dashboard as shown in <u>figure 1</u>.