

Installing the Facebook Pixel on Your Site

Last Updated / Reviewed: Jan 10th, 2023 Execution Time: ~5-10 minutes

Install base code

The pixel code is a snippet of JavaScript that's added to the header section of your website. The pixel has two parts: the base code and the event tags.



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 (<u>SOP 020</u>).

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 023.



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.

Google Analytics 4

🗆 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 <u>WordPress</u>
- If you are using Shopify do not follow this SOP, but instead follow <u>SOP 023</u>.
- 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 <u>Facebook Pixel Helper Chrome Extension</u>.

□ Installing the Facebook Pixel

- 1. Log in to Facebook.
- 2. Go to your Facebook Business Manager.



3. From the sidebar, click "All tools" \rightarrow "Events Manager"

∞	Account Quality	2
	Billing	C
C	Business apps	
•	Page settings	C
٠	View Page	C
	Advertise	
	🗬 Ads	
	 Ads Manager 	C
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ul E	Events Manager	C
	Instant Forms	

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 <u>step 7</u>)



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"

g mactive omme Event	Set and Attribution		
Connect a New Data Source			×
Send information about customer optimize ad delivery, and more. Ch	interactions with your business. Thi loose a data source to get started.	s information can then be used to cr	eate audiences, run campaigns,
Web	Арр	Offline	CRM
Connect your website to share activity that occurs online, including view content, add to cart and purchases.	Connect your app to share activity that occurs in your app, including installs, purchases.	Connect your offline information to send activity that occurs in stores or anywhere that is not on the	Connect your CRM to deliver your lead generation ads to people most likely to convert.
Give Feedback		Web.	Cancel 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".

Create pixel	×
Create a pixel to send web events and parameters from your website, including customer actions and browsing behaviour. Learn more	
Name your pixel	
Demo Pixel	
To comply with our policies and help protect your users' privacy, don't share sensitive use data with us when setting up events. Visit the Help Centre to learn more about sensitive d	ata.
By continuing, you agree to the Meta Business Tools Terms	
	_
Give feedback Back Create Pix	el

8. Add your website URL and click "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".



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 or2) Use partner integration. Select "Check for Partner".





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Con	nect website activity using pixel	X
Seleo built,	ct the best method for adding the pixel code to your site based on how the website wa what kind of access you have to the code and your technical support.	S
	Manually add pixel code to website Follow guided installation instructions with detailed developer documentation or email instructions to your developer. Learn more	
25	Install Code Manually Use partner integration	
Ŭ	Check if your website is eligible for integration with one of our supported partners, such as Shopify, WordPress and more. Learn more Check for Partner	
Give	e feedback Email Instruction	S

13. Select "Google Tag Manager" from the partner list

oose a partner			
3dcart	Bandzoogle	BigCommerce	Drupal
Ecwid	E Eventbrite	Google Tag Manager	🏷 HubSpot
Jimdo	Joomla	Kajabi	Magento

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



How it works	Set advanced matching	Connect account	Verify account	Set up events	Confirmation
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You won't have account becau	to manually setup se we do that work	events while connect for you. Once your pi	ing your xel is	-	
automatically l	ns customers take be detected and sho Il always be able to	on your website will own in your Facebook	Ads	() vA)	Add To Cart
reporting. rou	annays se able to	configure of turn off			
Automatic Eve	nts. Learn More				
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Automatic Eve	nts. Learn More Conversions API int y setup will help you r account. at up Conversions A	tegration for Google T integrate both the br	Tag Manager owser pixel and Con	versions API to you	r Google Tag
Automatic Eve Try the (The new Manage C Se	nts. Learn More Conversions API int r setup will help you r account. et up Conversions A	tegration for Google 1 integrate both the br	Tag Manager owser pixel and Con	versions API to you	r Google Tag

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.





-	Sign in - Google Accounts	
CI	accounts.google.com/o/oauth2/auth/oauthchooseaccount?redirect_uri=stora	Ø
	G Sign in with Google	
ct	Choose an account	
'nt	to continue to FB Pixel Installation	
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	② Use another account	
in or e,	To continue, Google will share your name, email address, language preference, and profile picture with FB Pixel Installation. Before using this app, you can review FB Pixel Installation's privacy policy and terms of service.	
l	English (United States) - Help Privacy Terms	



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

Google

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Google

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Analytics²



HOW IL WORKS	Set advanced matching	Connect account	Verify account	Set up events	Confirmat
Verify if this is	the correct account	t information. If not, p	please log in to the co	prrect account.	
Your account i	nformation				
Google Tag	Manager account		Account container		
Example			Example		
	1.1.1 / 0.0 11	Google accounts			

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".



- 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.

How it Works	Set Advanced Matching	Connect Account	Verify Account	Set Up Events	Confirmation
Setup co	mplete!				
Verify Your Events Mana setup in real correctly, see Learn more.	r Events in Events liger offers tools to hei time. Go to Test Even e what information the	Manager (Recomme p you troubleshoot and ts to make sure your eve ay are sending and view	ended) verify your event ents are firing any issues.	Next Steps Drive more p your website of Facebook	burchases to with the power Ads.
Test Even	nts in Events Manager			Learn more a visiting your	about the people website. ook Analytics
					ook Analytica

□ 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

Google Analytics 4 CERTIFIED Google Tag Manager CERTIFIED Google Tag Manager CERTIFIED CERTIFIED

Facebook Business Manager.

