

# How to add a Facebook Pixel to a Shopify Store

Last Updated / Reviewed: Jan 10th, 2023

Execution Time: ~5 min



**Goal:** To add the Facebook pixel to your Shopify Store.

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

**Prerequisites or requirements:** You need a Shopify account, and a Facebook Business Manager account with a Facebook Ads account associated to it. If you don't have one you can follow [SOP020 - Create a Facebook Ads Account using Business Manager](#).

**Why this is important:** The 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 and better optimize your ads.

**Where this is done:** In your Shopify store admin panel and 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

### Before you start:

1. You should have created or gotten access to your company's Facebook Business Manager account before following this process.
2. Download and install the [Facebook Pixel Helper Chrome Extension](#).

## Understand which Pixel events will you get by following this SOP

When adding a Facebook Pixel through this SOP, you'll immediately have these events be sent through the pixel which means they'll be ready for you to use for your campaign's targeting, objectives, and analytics:

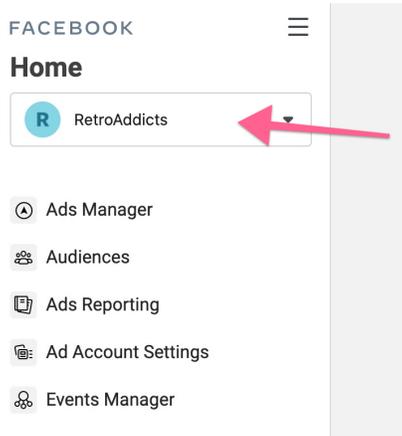
Event name	Event description
ViewContent	When a visitor views a page, such as a product page
Search	When a visitor makes a search
AddToCart	When a visitor adds a product to the shopping cart
InitiateCheckout	When a visitor clicks the checkout button
AddPaymentInfo	When a visitor enters payment information in the checkout
Purchase	When a customer completes a purchase and views the thank you page in the checkout

Source: [Shopify](#)

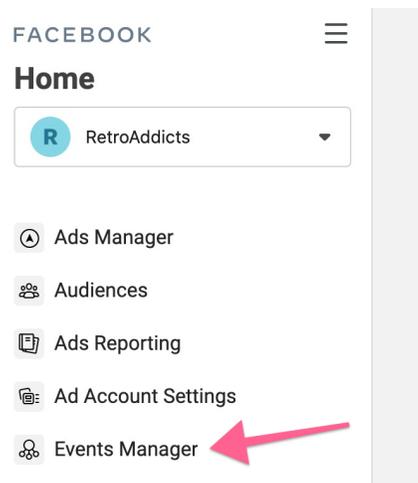
## Adding the Facebook Pixel to your Store

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

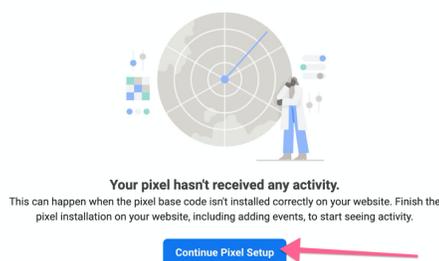
3. Make sure to select the right Business Manager account from the dropdown:



4. Next, click on “Events Manager”

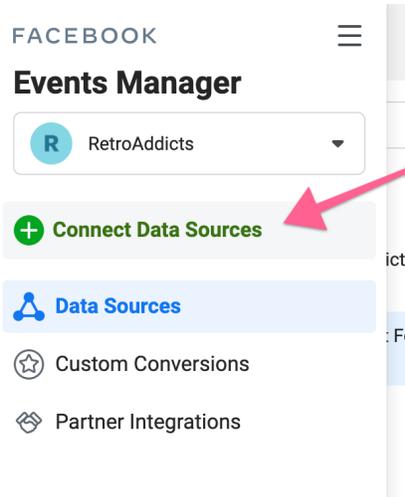


5. If a Pixel has already been created but hasn't been installed yet, select it from the list on the left and click “Continue Pixel Setup” (then follow jump to [step 7](#))

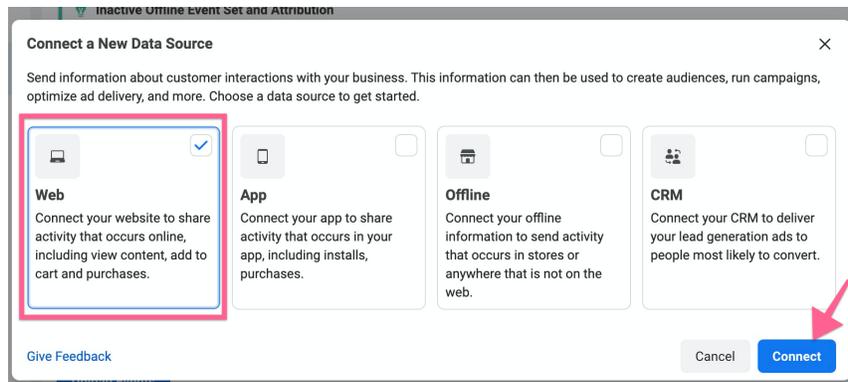


6. If this is the first time creating a Pixel for this business:

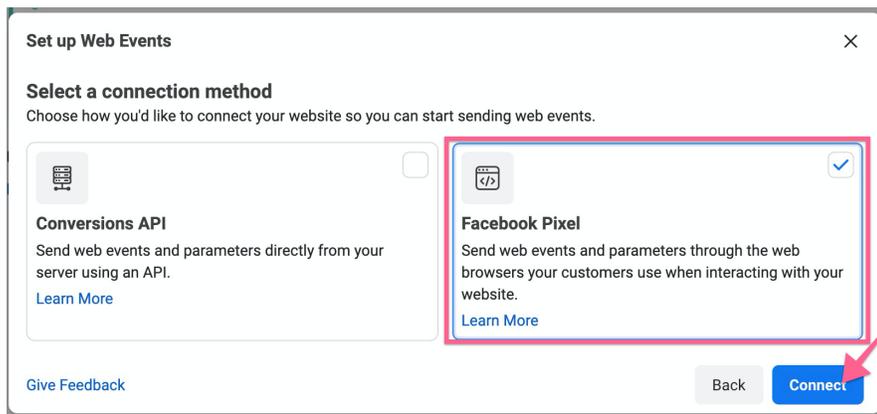
a. Click on “Connect Data Sources”



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



7. Select “Facebook Pixel” from the list, and click “Connect”



## 8. Give the Pixel a name and provide the website's URL

### Connect Website Activity Using Facebook Pixel

**Add Details**  
Send web events and parameters through the web browsers 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 optimization.

**Check your website for easy set up options** · Optional  
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 writing code.

By clicking Continue I agree to the Facebook Business Tools Terms.

[Give Feedback](#) Back Continue

## 9. You will be presented with three options to install your pixel. Choose "Use a partner"

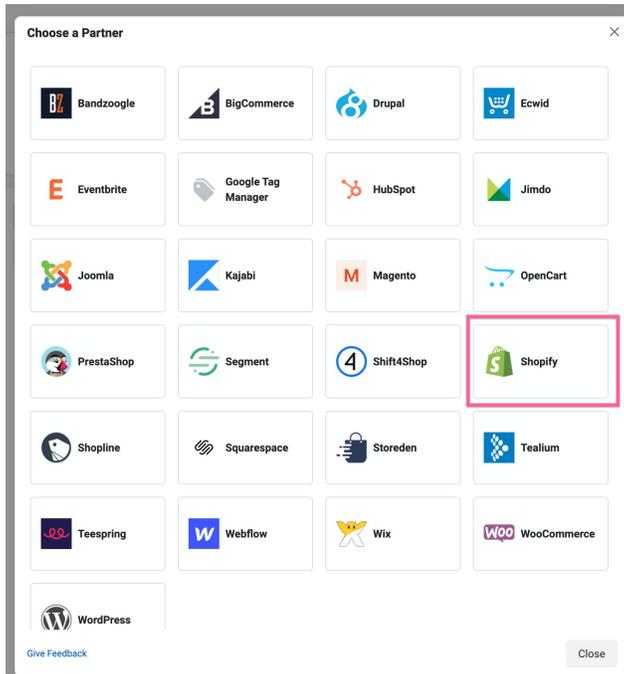
### Use a Partner Integration

Connect your site using one of our many partners including Squarespace, Wordpress, Shopify, and others. This method doesn't involve writing code.

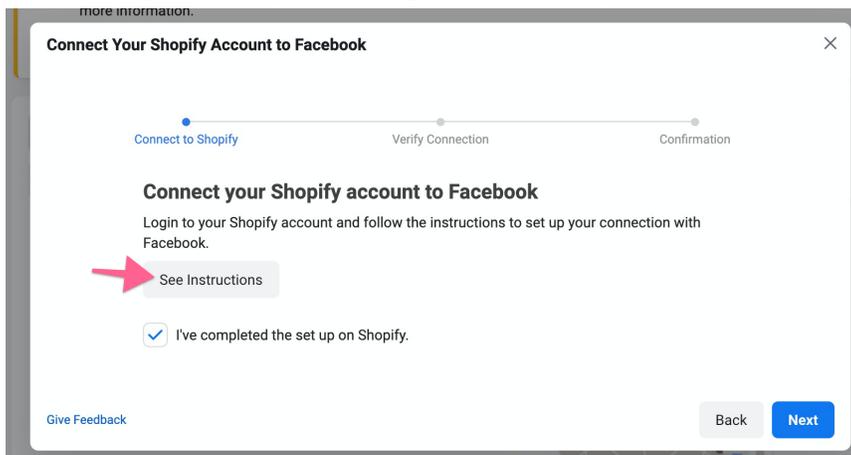
[Learn More](#)

[Use a partner](#)

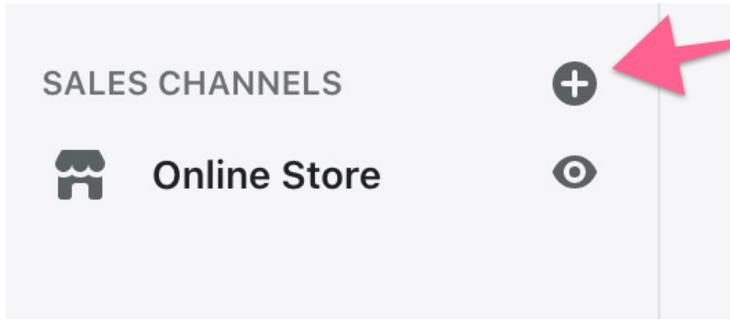
10. Click “Shopify”:



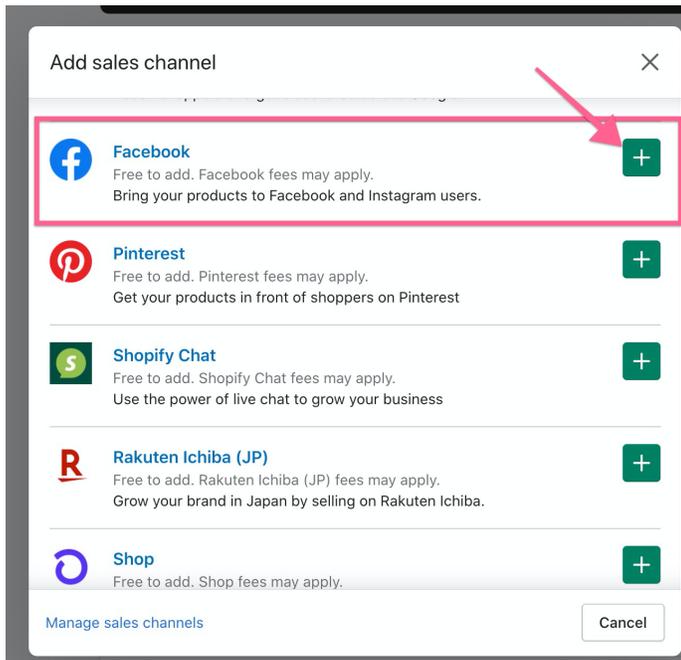
11. You'll be linked to a walkthrough on how to take it from here. Feel free to take the walkthrough or keep following the SOP steps below



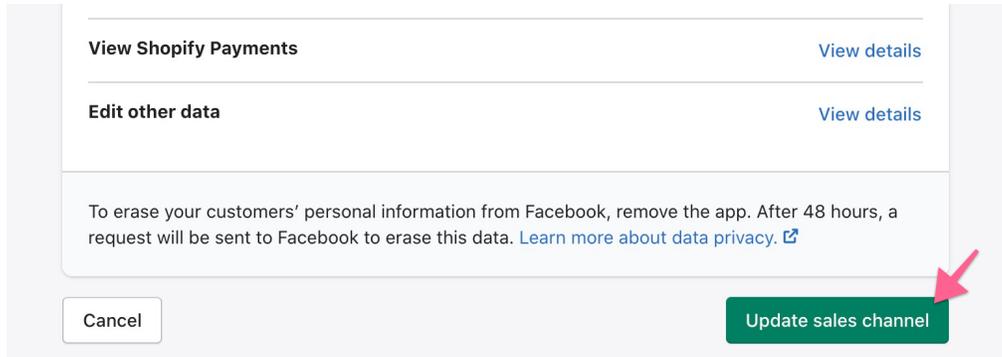
- On a new browser tab, open your Shopify Admin panel → Click the plus sign (+) next to “Sales Channels”:



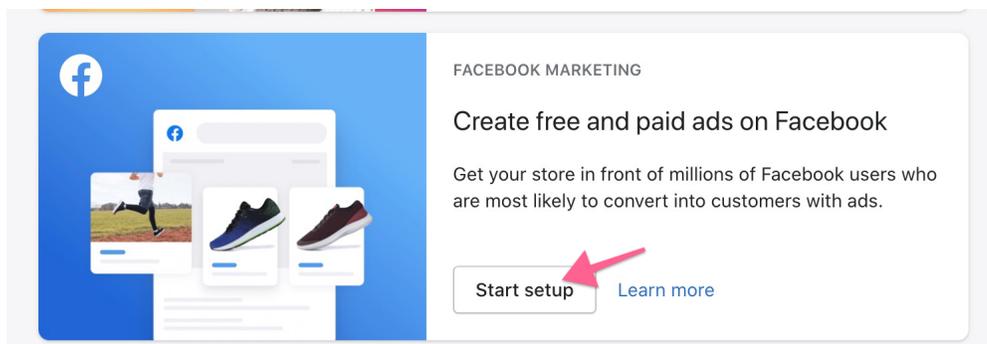
- Scroll down on the list to find the Facebook channel and click the plus sign (+)



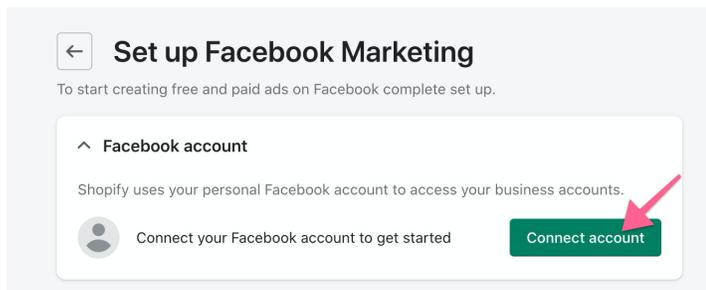
11. You will be shown a list of all the permissions you're granting to Facebook through this channel. Next, click "Update sales channel"



12. You'll see several options to connect your store with Facebook, scroll to the one titled "Create free and paid ads on Facebook" and click "Start setup"

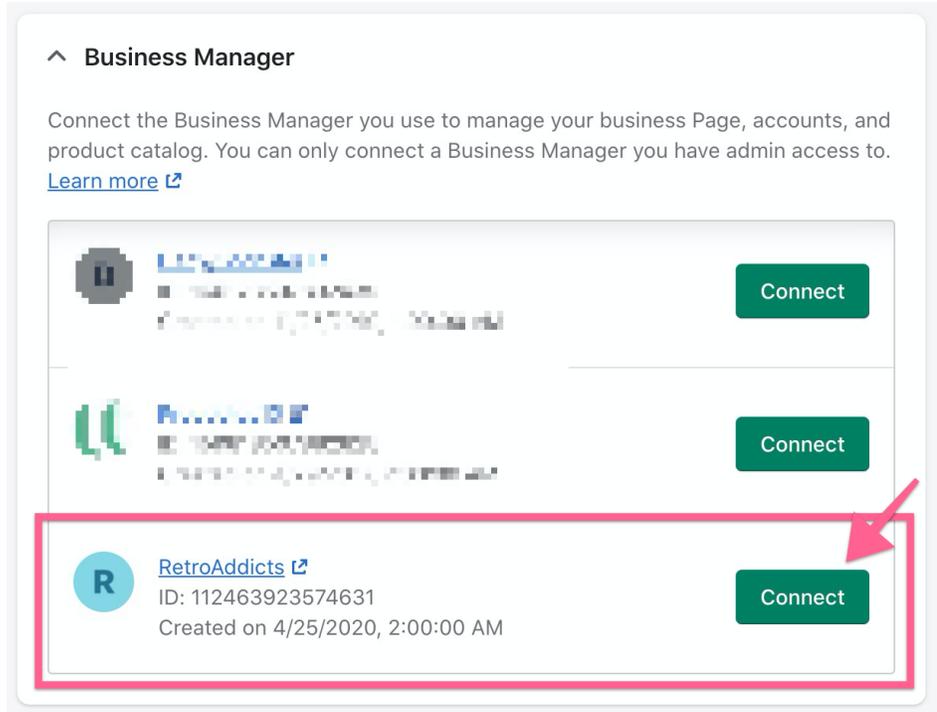


13. Next, you'll need to connect to your Facebook account

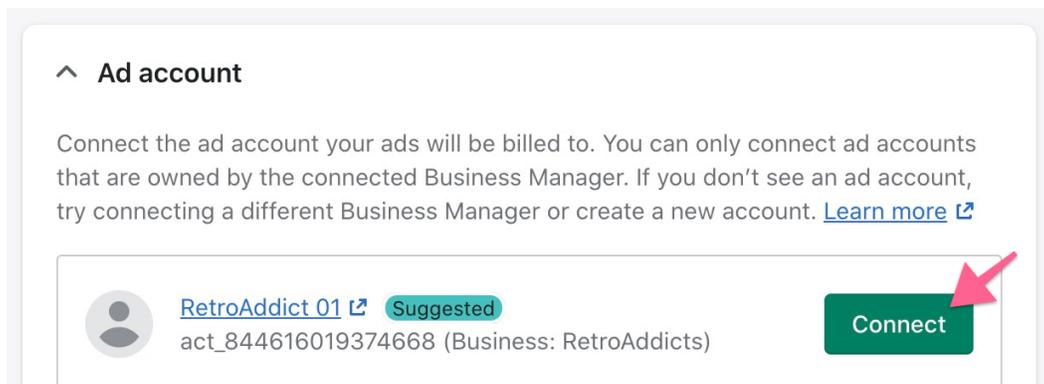


14. Log into Facebook using the same account that has access to the Business Manager account with the Pixel you just created.

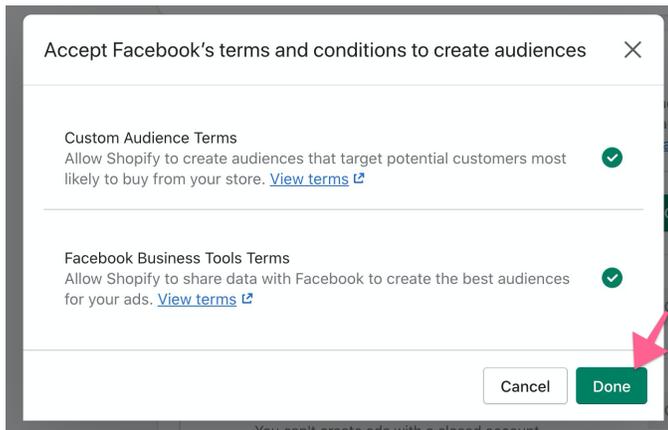
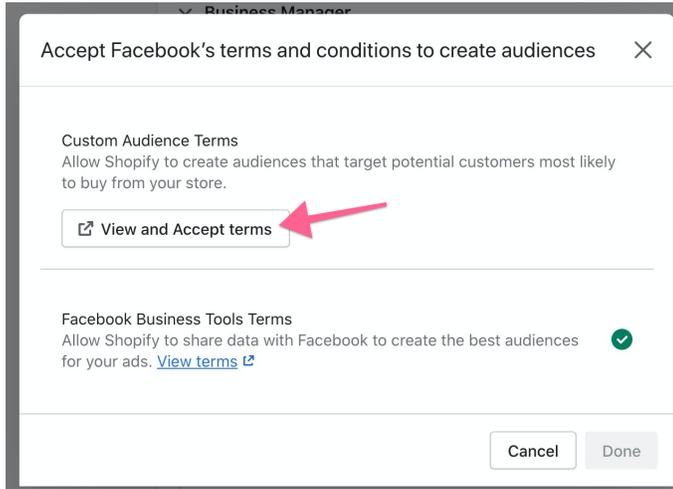
15. If you have access to more than one Business Manager accounts you'll see a list of them next. Select the account you're currently working on and click "Connect".



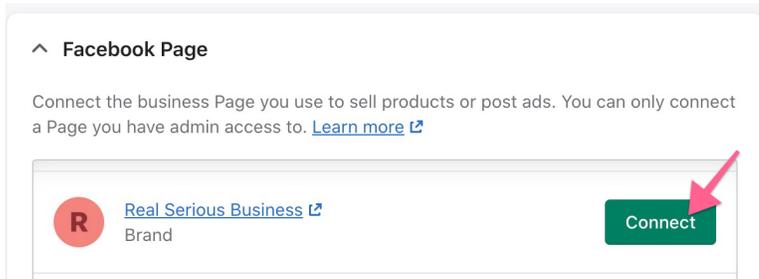
16. If you have access to more than one ad account you'll see a list of them next. Select the account you're currently working on and click "Connect".



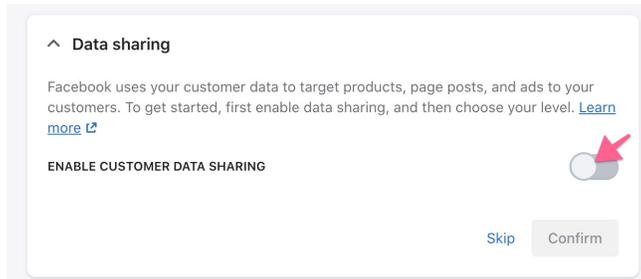
17. Next, you'll need to view, read, and accept Facebook's terms. Once you've accepted the terms, you'll be able to continue.



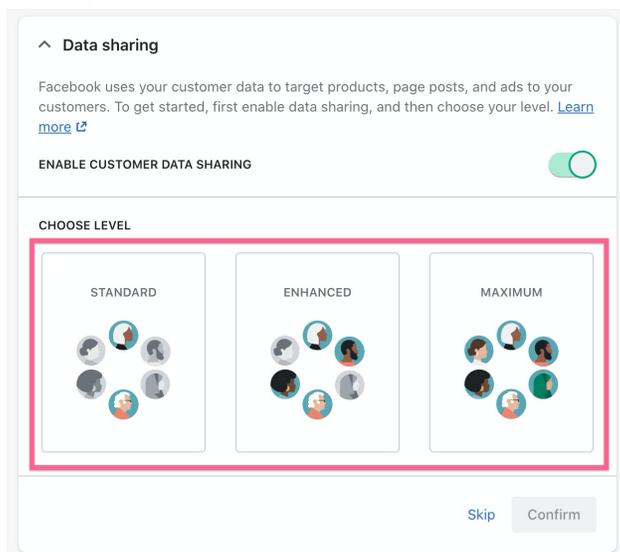
18. Select the Facebook Page you'll use to run your ads and click "Connect"



19. To install the Facebook Pixel, you'll need to enable data sharing by turn on the toggle

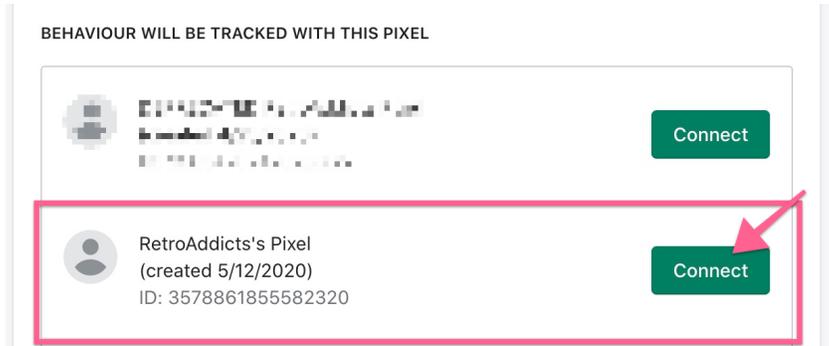


20. Next, you'll need to choose the level of data you wish to share with Facebook.

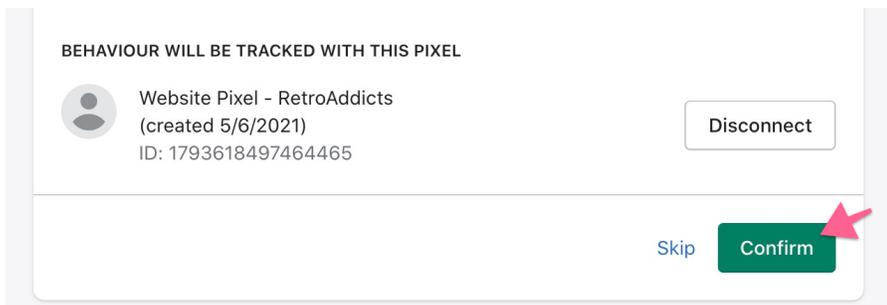


- In general, the higher access level you provide, the more information you'll share about your customers with Facebook, which will enable them to do better tracking and targeting. You can [click here to learn more about data sharing levels](#). Whichever option you choose, make sure that your privacy policy is clear about the data you're collecting and sharing about your users.
- Facebook Conversion API:** by choosing the "Maximum" level, Shopify will automatically send purchase events via the Conversion API.

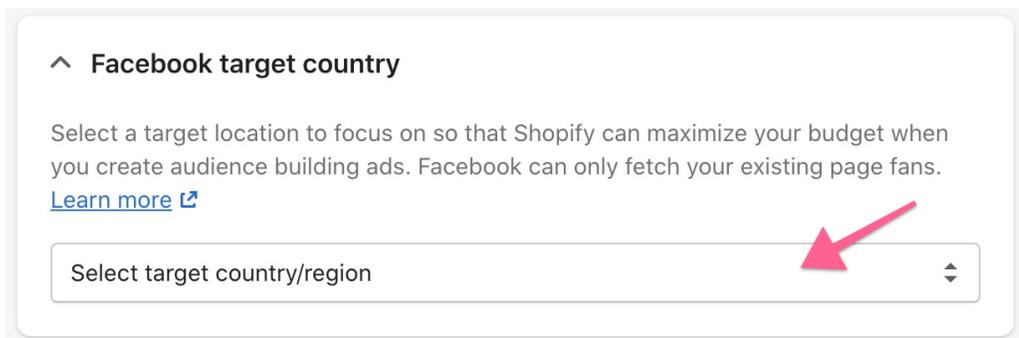
21. After selecting a data sharing option, select the correct Facebook Pixel to install in your Shopify store and click “Connect”



22. Confirm your selection

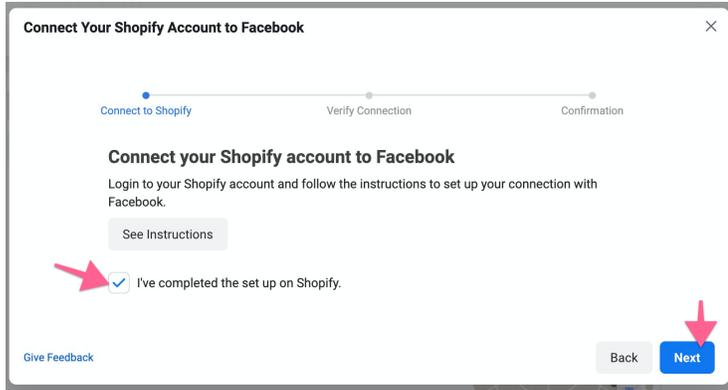


23. Select your main country of focus from the dropdown:



24. You'll need to accept Facebook's terms and conditions once again. Once you've done that, click “Finish setup”

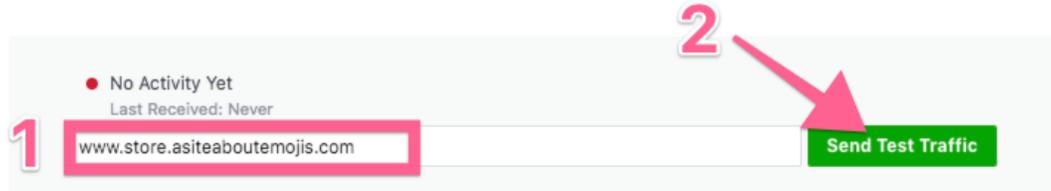
25. Go back to your tab on Facebook. Tick the checkbox titled “I’ve completed the setup on Shopify” and click “Next”



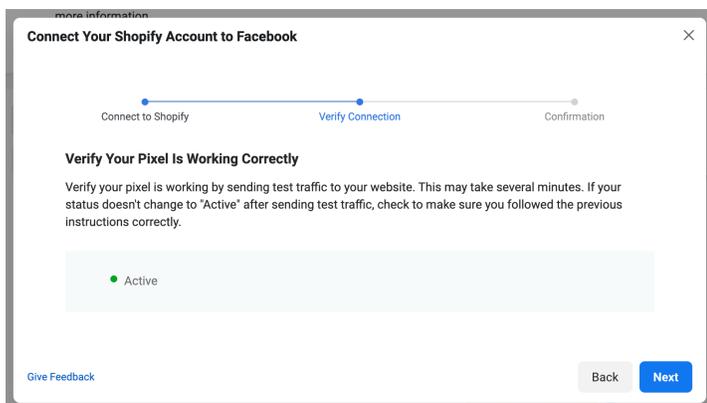
26. Enter your store’s URL below, and click “Send Test Traffic”:

**Verify your pixel is installed correctly**

Check the status of your pixel by sending test traffic. After sending test traffic, your status may change to active, which means your pixel was installed correctly. If your status doesn't update to active after sending test traffic (which may take several minutes), use the back button to confirm you followed the previous instructions correctly.



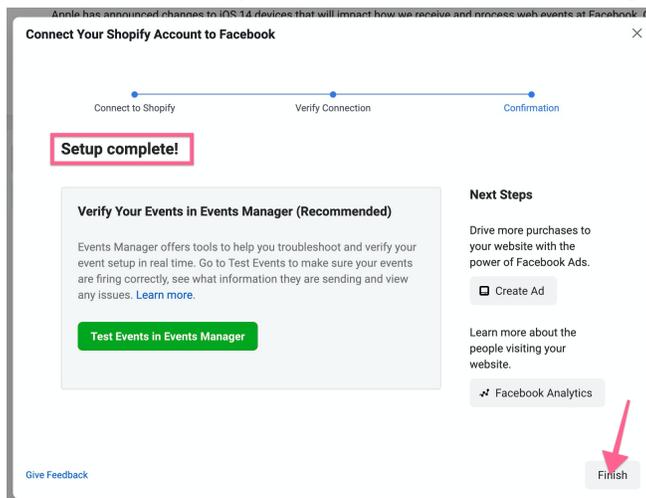
27. The red dot with the “No activity yet” label will turn green and will show an “Active” status



**Note:** Usually, it should take less than a minute to see the ‘Active’ status on your pixel. If for some reason you’re not seeing it after that amount of

time, try opening an Incognito Window on your browser (Ctrl+Shift+N for Windows, or ⌘+Shift+N for Mac), open your Shopify's store URL. Then go back to Facebook and check if the status is now "Active". If so, it could be that your browser or an extension you have is blocking Facebook tracking scripts.

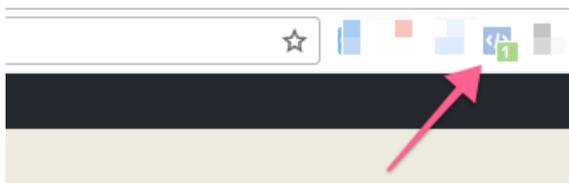
28. Click "Next" and you'll see a success message. You can click "Finish"



29. That's it! You now have the Facebook Pixel on your Shopify Store.

## □ QA-ing 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 Ad Manager.

