

Setting up Facebook Conversion Tracking

Last Updated / Reviewed: Feb 14th, 2023 Execution Time: 15-30 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: Have all your conversions set up and send the conversions data to the Facebook ad platform.

Ideal Outcome: The conversions are properly set up, and you can now use them inside your Ad campaigns.

Prerequisites or Requirements: To follow this SOP to add **Standard Events**, you need:

- Google Tag Manager installed on your site. If you haven't done so already, you
 can follow <u>SOP 002</u> if you're using WordPress, <u>SOP 004</u> if you're using Shopify.
- You should have created a Business Manager account for your site (you can follow <u>SOP 020</u> to do that).

- You also need to have the Meta (Facebook) pixel on your website. If you don't have it yet, you can follow: <u>SOP 021</u>.
- Finally, you'll need to have verified your domain inside Meta Business Manager (you can follow <u>SOP 22</u> to do that).

Why this is important: When you finish this SOP, you should then be able to see how many conversions and how much revenue each ad is bringing you, allowing you to start optimizing your campaigns for the best results.

Where this is done: In your Google Tag Manager account and Meta Ads platform.

When this is done: Every time, a new conversion needs to be measured.

Who does this: The person responsible for IT, analytics, or paid advertising.

Environment Setup

Important:

- On April 27th, 2021, Facebook rolled out new ad measurement protocols to conform with iOS14 that introduced the App Tracking Transparency (ATT) prompt. Apple's immediate requirement will also prohibit certain data collection and sharing by businesses unless Apple device users who updated to iOS14 opt into data tracking.
- When Apple users opt out of data tracking, tracking accuracy, and the remarketing audiences' size will decrease.

Deciding which conversion tracking method is better for you.

Note: If you are already familiar with Facebook Conversion tracking and prefer one method over the other, you can skip this chapter and go straight to the tracking method you prefer. In some cases, choosing one over the other can be a personal preference.



For the purpose of this SOP, a decision diagram was created to simplify the decision process.



This SOP will cover both methods, and you can jump to the one you prefer by clicking here:

- Tracking conversions using Facebook's Custom Conversions
- Tracking conversions using Facebook's Standard Events for page views
- Tracking conversions using Facebook's Standard Events for button clicks

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Setting up conversion tracking for page views using Facebook's Standard Events with Google Tag Manager

Note: These steps will cover the process to track any conversion that ends in a redirection to a "Thank You" page. In most cases, you will have a page where the user needs to perform an action (e.g., insert contact details or purchase a product), and after the user performs that action, he will be on a final page. This is the page where you will be setting up your conversion event.

E.g.,

asiteaboutemojis.com/checkout-seo-starter/	D www.asteaboutemojis.com/thank-you
ClickMinded Enter Your Email To Start For Free (Takes 3 Seconds No Credit Card Required)	Boom! <u>Check your inbox to get access to the ClickMinded SEO</u> <u>Mini Course</u> , but there's one more thing
Your email address	Reserve your spot at this special free Masterclass!
Start For Free	
Landing Page	Thank You Page
www.asiteaboutemojis.com/checkout-seo-starter/	www.asiteaboutemojis.com/thank-you

- 1. Open Meta's Business Manager on your browser by going to: https://business.facebook.com.
- 2. On the sidebar, choose "Events Manager":





3. In the Event Manager dashboard, select "Add Events" \rightarrow "From a new Website":



4. Then select "Install code manually."

Sele built	ct the best method for adding the pixel code to your site based on how the website was , what kind of access you have to the code and your technical support.
	Manually add Pixel code to website
	Follow guided installation instructions with detailed developer documentation, or email instructions to your developer. Learn more
3	Use partner integration
	Check if your website is eligible for integration with one of our supported partners, like Shopify, WordPress and more. Learn more
	Check for partner

5. Copy the pixel code and paste it into an editor or notepad. You will need this



code later on.



6. Now open <u>tagmanager.google.com</u> in a new tab, click on 'Tags' in the left sidebar, then click 'New':

Vorkspace Versions /	Admin			GTM-TKV6VKH Worl	kspace Changes:
URRENT WORKSPACE	Tags			Q New	
Overview	GAds_Conv_Linker	Type Conversion Linker	Firing Triggers	Last Edited	
Tags	GAds_Conversions_FriendRef	Google Ads Conversion Tracking	Oconversion_ThankYou_FriendReferral	13 days ago	2
Variables	GoogleAds_RemarketingCode	Google Ads Remarketing	O All Pages	7 days ago	
Folders	1				

7. Click on the tag icon above 'Choose a tag type to begin setup' and then click on 'Custom HTML'.





8. Paste the pixel code that you copied just then.

Tag Configuration	
Tag Type	
<> Custom HTML Custom HTML Tag	1
<pre>HTML ⑦ I <!-- Meta Pixel Code--> 2 <script> I function(f,b,e,v,n,t,S) 4 {if(f.fbg)return;n=f.fbg=function() {n.callMethod? 5 n.callMethod.apply(n,arguments):n.queue.push(arguments)); 6 if(!ffbg)ffbgq=n;n.push=n;n.loaded=!0;n.version='2.0'; 7 n.queue=[];t=b.createElement(e);t.async=!0; 8 t.src=v;s=b.getElementsByTagName(e)[0]; 8 s.parentNode.insertBefore(t,s))(window, document, 'script', 10 'https://connect.facebook.net/en_US/fbevents.js'); 11 fbg('init',); 12 fbg('track', 'PageView'); 14 fbg('track', 'PageView'); 15 fbg('track', 'PageView'); 15 fbg('track', 'PageView'); 16 fbg('track', 'PageView'); 17 fbg('track', 'PageView');</th><th></th></tr><tr><td><pre>13 </script> 14 <noscript>cmg height="1" width="1" style="display:none" 15 src="https://www.facebook.com/tr?id=# & &<td></td></noscript></pre>	

9. Scroll down to 'Triggering,' click the interlocking circles icon above 'Choose a trigger to make this tag fire...', then click the '+' icon to add a new trigger:

Choose a trigger Q X Name 🛧 Filter Туре 0 All Pages Page View Consent Initialization - All Pages Consent Initialization 0 J () Conversion_ThankYou_FriendReferral 0 Page View Page URL matches RegEx (http/https):\/\/(w.. A Engagement_AddtoCart' All Elements Click Classes equals button product_type_si... (j) Initialization - All Pages Initialization 0

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10. Rename your Trigger \rightarrow Click the icon above 'Choose a trigger to begin setup' \rightarrow Select 'Page View':

Note: When naming your trigger, we recommend defining your naming convention. It should be clear and fast to guess what each trigger is doing based solely on its name. For this SOP, we will use:

"FBLead_ThankYou_FriendReferral" since this trigger will be used to track conversion, using a thank you page for referring a friend to get a \$20 coupon.

Q
e View

- 11. After selecting 'Page View,' tick 'Some Page Views.' Under the trigger firing rules, select: 'Page URL' → 'matches RegEx.'
- × FBLead ThankYou FriendReferral

	Trigger Type	
	Page View	/
	This trigger fires on	
200	All Page Views Some Page Views	
<u> </u>	Fire this trigger when an Event occurs and all of these conditions are true	
	Page URL	- +
	Invalid filter specified	

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Google



- a. **Note**: If you are comfortable with GTM and your website structure, you might not need to use a RegEx condition at this point, or you might want to tweak the RegEx to fit your needs. Otherwise, you can follow this procedure.
- b. **Note 2**: In the following steps, you'll create a RegEx that will match your URL whether:
 - 1. It starts with http or https;
 - 2. Are you using a trailing slash or not;
 - 3. Are you adding parameters to your URL or not;
 - 4. Do you have deeper URLs in your folder structure, or not;
 - i. Type the URL where you want your conversion to fire. e.g., http://www.retroaddicts.com/thank-you-new-subscriber/
 - ii. Remove the http:// (or https://), the www, and the last trailing slash from the URL:

e.g., retroaddicts.com/thank-you-new-subscriber

- iii. Add a \ right before every dot and every slash.e.g., retroaddicts\.comVthank-you-new-subscriber
- iv. Add this code after your URL: (?!V.*V)((V?)\$|.*.*=.*), e.g.,

retroaddicts\.comVthank-you-new-subscriber(?!V.*V)((V?)\$|.*.*=.*)

- v. Add this code in the beginning of your URL: (http|https):\/\/(www\.)? e.g.: (http|https):\/\/(www\.)?retroaddicts\.com\/thank-you-new-su bscriber(?!\/.*\/)((\/?)\$].*.*=.*)
- vi. That's it. You just built your RegEx. Take note of that expression.
- 13. Insert your RegEx in the last field. It should look like this:



Fire this trigger when an Event o	ccurs and all of these conditions are true			
Page URL	matches RegEx	•	(http]https):\/\/(www\.)?retroaddicts'	-
Minvallid Filter Warm			(http://ttps/.vv/(www./):renoducios	

- 14. Click the blue 'Save' button at the top right side of your screen.
- 15. Rename your tag:
 - a. **Note**: When creating new tags, we recommend defining a naming convention from the beginning, this keeps your Google Tag Manager set up neatly organized and easy to maintain for many years.

[Abbreviated Name Of Tool]_[Use for this tag] is a good start.

× FB FriendReferral D 1. Rename Tag	2. Hitt "Save"
Tag Configuration	
Facebook Pixel facebookincubator	GALLERY
e→ Tag permissions Facebook Pixel ID(s) 3578861855582320	4 permisaions >

16. Click on "Overview" on the sidebar to see a summary of the changes you've made.

Workspace Versions Ad	imin		GTM-TK	V6VKH Workspace Changes: 1 Preview Submit
CURRENT WORKSPACE	New Tag Choose from over 50 tag types	Now Editing : Default Workspace	Live Version Version 6	Ofen 9. Oliok Kenterski
Overview Tags	Add a new tag >		Published 4 hours ago by the second second	olop 9. Chex . Submit
 Triggers Variables Folders 	Description	Workspace Changes O 1 O Modified Added Deleted	Latest Version Version 6 Modified 4 hours ago by	
D Templates	Edit description >	Manage workspaces >	Latest version	>
	Workspace Changes	Type Change Last Edited	Step 2.	Review Changes Made
	FBLead_ThankYou_FriendReferral	Trigger Added 10 minutes a	ago 💼	1
	Activity History			>



17. Hit the 'Submit' button. You will be required to enter a **Version Name** and **Description**.

Note: Adding a name and description is optional but recommended. You should enter the information here to track the changes.

× Submit Changes	Step 3	Publish
Version Name		
Added FB Ads Lead for Friend Referral		
Version Description		
Added FB standard event tag for <u>Thank</u> You' page after completing <u>Friend</u> Referral form to get a \$20 coupon.	Step 2	
Publish to Environment		
C Live		
Workspace Changes		

18. After you're done, jump to "Check if conversions are being tracked properly"

Setting up conversion tracking for a button click using Facebook's Standard Events with Google Tag Manager

Note: These steps will cover the process to track any button click conversion. This is especially useful when tracking "Add to Cart" events. This allows you to later create custom audiences based on this interaction with the store. e.g.,



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- 1. Open <u>tagmanager.google.com</u> in a new tab.
- 2. Click "Variables" \rightarrow "Configure."

← All accounts > ClickMinded_ASiteAboutEmojis ClickMinded_ASiteAboutEmojis ▼							
WORKSPACE VERSIONS ADMIN							
Current Workspan							
Default Workspace CONFIGURE							
Q Search	Name 个						
Overview	Event						
Tags	1 Page Hostname						
Triggers	Page Path						
Wariables	Page URL						
Folders	User-Defined Variables						

- 3. A list of variables will be available to you. Select all the variables under "Clicks," and when that is done, close the list.
 - a. **Note**: If you already know which variables you will need. You can simply select the specific variable you will be using for this event.



4. Next, click on 'Tags' in the left sidebar, then click 'New':

÷	🔷 Tag Manager	www.retroaddicts.com -	Q Search workspace			
V	Vorkspace Versions Ad	min			GTM-TKV6VKH Wo	orkspace Changes: 1
C	urrent workspace	Tags			Q New	
		□ Name ↑	Туре	Firing Triggers	Last Edited	
6	Overview	GAds_Conv_Linker	Conversion Linker	All Pages	13 days ago	
	Tags	GAds_Conversions_FriendRef	Google Ads Conversion Tracking	Onversion_ThankYou_FriendReferral	13 days ago	2
9	Triggers	CoogleAde RemarketingCode	Google Ade Pomarkating		7 days ago	
	Variables	GoogleAds_RemarketingCode	ooogie ads kemarketing	All Pages	7 days ago	
1	Folders	1				
0	⊃ Templates					

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5. Click on the tag icon above 'Choose a tag type to begin setup' and click on 'Discover more tag types in the Community Template Gallery.'

Untitled Tag 🗈	× Choose tag type	Q
Tag Configuration	Discover more tag types in the Community Template Gallery	>
Choose a tag type to begin setup Learn More	Featured Scoole Analytics: Universal Analytics Google Analytics: CA4 Configuration Google Marketing Platform Google Analytics: CA4 Event Google Marketing Platform Google Marketing Platform Google Adds Conversion Tracking	
Triggering	Google Ads Google Ads Google Ads Google Ads Google Ads Google Ads Google Marketing Platform Google Marketing Platform Elocalight Saler	
Choose a trigger to make this tag fire Learn More	Google Marketing Platform Google Onversion Linker Google Optimize Google Optimize	
	Google Marketing Platform Google Marketing Platform	





6. The "Facebook Pixel" should appear in your Custom List after scrolling down because it was added before. Click on "Facebook pixel"

< .	Choose tag type	0
>	Discover more tag types in the Community Template Gallery	>
ustor	n	
>	Custom HTML Custom HTML Tag	
9	Custom Image Custom Image Tag	
	Facebook Pixel	GALLERY
)	Facebook Pixel	GALLE

7. Rename the tag, go back to your Facebook Events Manager tab, copy your Pixel ID, and paste it into the "Facebook Pixel ID" field in Google Tag Manager. *Note: When creating new tags, we recommend defining a naming convention from the beginning, this keeps your Google Tag Manager set up neatly organized and easy to maintain for many years.*

[Abbreviated Name Of Tool]_[Use for this tag] is a good start.



× FB_AddtoCart_Conversion

Тад Туре	
Facebook Pixel facebookincubator	GALLERY
o _∓ Tag permissions	4 permissions >
3578861855582320	2. Paste FB Pixel ID
3578861855582320 Enhanced Ecommerce dataLayer Integration ③ Event Name Standard PageView	2. Paste FB Pixel ID
3578861855582320 Chanced Ecommerce dataLayer Integration ③ Event Name Standard PageView Custom	2. Paste FB Pixel ID
3578861855582320	2. Paste FB Pixel ID

8. Scroll down to 'Triggering,' click the interlocking circle's icon above 'Choose a trigger to make this tag fire...', then choose 'All Elements':

_	Click
	All Elements
	Just Links

9. Rename your Trigger → Click "Choose a trigger to begin setup >> Select 'All Elements' under Clicks:

Note: When naming your trigger, it is recommended that you define your naming convention. It should be clear and fast to guess what each trigger is doing based solely on its name. For this SOP we will be using: **'Engagement_AddtoCart**' since this trigger is going to be used to track an AddtoCart click and we only have one button on this store.



× Engagement_AddtoCart Step 1. Rename	× Choose trigger type
Trigger Configuration	Page View Consent Initialization Initialization Page View Page View
Choose a trigger type to begin setup Learn More	DOM Ready Window Loaded
Step 2. Anose Mine and An	Click Click All Elements Just Links
	User Engagement

10. You need to determine which variables to use for your tracking. To do that, open another tab to access the Google Tag Manager workspace panel and click "Preview" on the top right of the page:

Tag Manager	All accounts > Retroaddicts	Q Search workspace		:: @ :
orkspace Versions A	Admin		GTM-TKV6VKH Workspa	ce Changes: 8 Preview Su
Add Conversion Linker - C	onfigure a new Conversion Linker tag to improve ad	click collection for your Google Ads tags. Learn More		Add Tag C
RRENT WORKSPACE	New Tag Choose from over 50 tag types	Now Editing : Default Workspace	Live Version Version 2	revie
Overview Tags	Add a new tag		Published a day ago by bbaldaupw@gmail.com	
) Triggers I Variables I Folders	Description	Workspace Changes O 8 O Modified Added Deleted	Latest Version Version 2 Modified a day ago by bbaldaupwegomail.com	
Templates	Edit description >	Manage workspaces >	Latest version >	
	Workspace Changes			

11. Enter the URL of your website → Click 'Connect:'



Tag Assistant BETA

	Connect Tag Assistant to your site	1
		ugging
	Tag Manager Preview Mode	
	Learn why Tag Manager preview mode has changed	
	Tag Manager container GTM-TKV6VKH will be put into debug mode in this web browser. Enter a URL to your site to begin previewing your container.	
	Your Site's URL	
	http://www.retroaddicts.com/	
Step 1	Connect Step 3	

7. This will open your website's URL on a new tab. Navigate to the page where the button you want to track is. You should be able to see a message on the bottom right corner letting you know that the debugger has connected successfully:

CONSOLES SHOP GA	MES				
As seen in			_		
		S Connec	cted	Hide	Disconnect
TE TechCrunch	WIRE	Debug infor Assistant v	rmation for th vindow <mark>Learn</mark>	is page is vie I <mark>more</mark>	wable in the Tag

8. On your keyboard, hold down the "Ctrl" (or "Cmd ℋ" key If you're using a Mac) and click on the button that you want to track.







9. Google Tag Assistant (<u>https://tagassistant.google.com/</u>) will list all your actions. In this list, Google Tag Manager lists all the information that was returned from that click.

Google container found	GTM-TKV6VKH			
Debug window closed - The	connected debug window	w has been closed. To co	ontinue debu	gging, reopen the window.
	Variable	Variable Type	Return Type	Value
Summary 📑	_event	Custom Event	string	"gtm.click"
Cart - RetroAddicts	_url	URL	string	"http://www.retroaddicts.com/product-category/consoles/"
24 Window Loaded 🗔	Click Classes	Data Layer Variable	string	"button product_type_simple add_to_cart_button ajax_add_to_cart"
23 DOM Ready 23 Container Loaded 24 Message 25 Container Loaded 26 Container Loaded 27 Initialization 28 Consent Initialization	Click Element	Data Layer Variable	string	"http://www.retroaddicts.com/product-category/consoles/?add-to- cart=1"+" "On thm1 = body archive tax-product_cat.term-consoles.term- "In admin-bar wp-embed-responsive theme-oxygen-is-not- a-theme oxygen-i+" body woocommerce woocommerce-page.woocommerce-js.oxygen aos-enabled" + "customize-support > section.ct-section#section=2-84 > div.ct-section "inner-wrap > div.oxy-woo-products.oxy-woo-element#woo- products-36 + " du products.columns-4 > II.product.type-product_post-10.status-p " dubleh.instock.product_cate-consoles.has-post- thumbnail.taxable.shipp" + "ing-taxable.purchasable.product.type-simple > a button.product_ype_+ + "simple add_to_cart"
Consoles - RetroAddicts	Click ID	Data Layer Variable	string	
17 Click	Click Target	Data Layer Variable	string	1.2
16 Click	Click Text	Auto-Event Variable	string	"ADD TO CART"
15 Window Loaded	Click URL	Data Layer Variable	string	"http://www.retroaddicts.com/product-category/consoles/?add-to- cart=10"
IO THINDOW LOADED M	Event	Custom Event	string	"gtm.click"

 a. If your "Click ID" field has been filled with a text string (e.g., 'link_text-6-20') take note of the combination. (e.g., Click ID | link_text-6-20)

- *i.* **Note**: Usually, HTML IDs are unique within the page. In rare cases, your web designer might have used the same ID for different elements. If that is the case, you will want to select options **b.** or **c.**
- b. You can use that if you don't have a "Click ID" and are sure your HTML Class is not shared with any other button you don't want to track. Take note of that combination (e.g., Click Classes | add_to_cart_button). If you are unsure, go with the next option (c.).
- c. If none of those two options apply to you, you should use the "Click Text" variable. Take note of that combination (e.g., Click Text | ADD TO CART)
 - *i.* **Note**: Make sure this specific text is not used elsewhere in another link. Otherwise, clicks on that link will count as conversions as well.

	Tags		Tags Variables		
Summary 📲 🗐	Variable	Variable Type	Return Type	Value	
23 DOM Ready 👩	_event	Custom Event	string	"gtm.click"	
22 Container Loaded	_url	URL	string	"http://www.retroaddicts.com/product-category/consoles/"	
21 Me Too Long	Click Classes	Data Layer Variable	string	"button product_type_simple add_to_cart_button ajax_add_to_cart"	
20 Container Loaded D				"http://www.retroaddicts.com/product-category/consoles/?add-to- cart=1" + "0: html > body.archive.tax-product_cat.term-consoles.term-	
19 Initialization				16.logged- + "in.admin-bar.wp-embed-responsive.theme-oxygen-is-not- a-theme.oxygen." +	
18 Consent Initialization	Click Element D		"body.woocommerce.woocommerce-p aos-enabled" +	"body.woocommerce.woocommerce-page.woocommerce-js.oxygen- aos-enabled" + "customica support > section et section#section 2.84 > div et section"	
Consoles - RetroAddicts		Click Element	Data Layer Variable	string	* * inner-wrap > div.oxy-woo-products.oxy-woo-element#-woo- products-3-8" +
17 Click				 4 > ul.products.columns-4 > ll.product.type-product.post-10.status-p⁻ + * ublish.instock.product_cat-consoles.has-post- 	
16 Click				thumbnail.taxable.shipp" + "ing-taxable.purchasable.product-type-simple > a.button.product_type_" + "simple.add_to_art_button_aiax_add_to_cart"	
15 Window Loaded 🖸	Click ID	Data Layer Variable	string	- Empty	
14 DOM Ready 👩	Click Target	Data Layer Variable	string		
13 Container Loaded 🛛 🗸	Click Text	Auto-Event Variable	string	"ADD TO CART"	
12 Message	Click URL	Data Layer Variable	string	"http://www.retroaddicts.com/product-category/consoles/?add-to- cart=10"	

- 10. Go back to Google Tag Manager, and edit the trigger you previously created (in our example, the '**Engagement_AddtoCart**' trigger).
- 11. Click "Trigger Configuration" → Under "This trigger fires on" select 'Some Clicks'
 → Select the combination you took note of in Step #8 of this SOP, then Hit "Save."

(e.g.: Click text | equals | ADD TO CART)



Added in this workspace	Abandon changes	
Trigger Configuration		9-011 Sava
Trigger Type		
Click - All Elements	1	
This trigger fires on		
All Clicks Some Clicks		
Fire this trigger when an Event occurs and all of these conditions are true		
Click Text equals ADD TO CART	- +	

- 12. Click on "Overview" on the sidebar to see a summary of the changes you've made.
- 13. Hit the 'Submit' button. You will be required to enter a **Version Name** and **Description**.

Note: Adding a name and description is optional but recommended. The information you entered should help to track changes easily.

Submit Changes	Publish
Submission Configuration	Step 3
Publish and Create Version Push changes to your sites	Create Version Save changes and create a new version
Version Name FB Add to Cart Conversion	p 1
Version Description	Step 2
Added 'Add to Cart' button as an FB Event conversion	

14. After you're done, jump to "Check if conversions are being tracked properly"



Check if conversions are being tracked properly

Note: This step requires the <u>Meta Pixel Helper Chrome Extension</u> to be installed on Google Chrome.

- 1. Open your website using Chrome.
- 2. Perform the action you want to check if it is being tracked. (e.g., submitting a form, adding a product to a cart, etc.)
- 3. Click on the Meta Pixel Helper Chrome extension.
- 4. You should be able to see the name of the conversion that you are tracking appear on the list. Clicking on it will show the conversion parameters. These will be set if they were configured when setting up the event.
 - a. **Note**: If you're tracking a button click, you might need to press and hold the Ctrl key (or Cmd ℋ If you use a Mac) when you click on it. This will ensure the link is opened in a new tab; therefore, the page will not refresh, making you potentially miss the opportunity to see the event being tracked.
 - b. Example for a Button Click:
 - *i.* Go to the page where the button is.
 - ii. Press and hold the Ctrl key (or Cmd \mathcal{H} If you use a Mac) and click the button you want to test.
 - *iii.* Click the Meta Pixel Helper Extension, and you should see the event you chose to fire when that button is clicked.







5. After you've verified that your conversion is tracked successfully, you'll need to <u>configure it in Business Manager</u>.

Using Facebook Custom Conversions to track a Lead Signup.

1. In Meta's Event Manager panel, click on Custom Conversions in the left sidebar:



Meta	Ξ				
C	•		-		
+ Connect Data Sources	: F	For	Overview	Test events	Diagnostics 2
i≘ Task Center				Get	the most out of your
Å Data sources				perf	ormance of your events a
😭 Custom Conversions			All Activity		
🔅 Partner Integrations					

2. Click the "Create Custom Conversion" button.

	Custom Conversions	
≡ c	Measure and Optimize with Cust Use custom conversions to measure optimize your ads for URL traffic and c	om conversions outcomes that happen on your website or in-store, and custom events. Learn more
Ð	Create Custom Conversion S	hare
E	Custom Conversions	Status
ക	Read Full Article	 Active
 ○ ○ 	Read 25% of Post	 Active

- 3. You should be able to set up all the information regarding what you want to track now. Make sure you have selected the correct pixel to work with. The options to be configured here will depend on what you want to track:
 - a. **Name**: Try not to make this too long. It should be evident what this conversion is about. (e.g., Trial Lead)



- *Remember:* You will want anyone to understand what the conversions are about. You might want to assign the ad account management to an employee or an agency. They should not be guessing what each conversion is.
- c. **Conversion Event**: Select the one that better fits your purpose. If It is not a Lead, or an Add to Cart, pick "All URL Traffic". We'll select "Lead" for this SOP to track Lead Signups.
- d. **Rule 1:** Select [URL][contains] and type here a specific part of your URL that will not be in any other of your page URLs.
 - i. E.g., If your URL is: retroaddicts.com, and your "Thank you" page is: retroaddicts.com/thank-you-new-subscriber, you can use:
 - 1. retroaddicts.com/thank-you-new-subscriber, or
 - 2. /thank-you-new-subscriber
 - ii. **But**, if you have other URLs on your site that may contain that same text, **do not** use that, for example:
 - 1. 'Thank you' page:
 - retroaddicts.com/thank-you-new-subscriber
 - Another unrelated page for a different conversion: retroaddicts.com/thank-you-new-subscriber/unrelated_offe r

If you used [URL][contains][thank-you] for your rule, the second page **will also count** as a conversion since it **also contains** "/thank-you-new-subscriber."

If this is the case, consider:

- Using another part of the URL to create the rule.
- Editing the URL slug of your 'thank you' page so that it is absolutely unique, e.g.: retroaddicts.com/thank-you-new-subscriber-199282jsn | in
 - this case you can use: [URL][contains][199282jsn]
- Using [URL][equals] instead of [URL][contains].
 - **Note**: If your website or any of your tools use dynamic parameters in the URL your conversions will not be tracked.

• Not using Facebook Custom Conversions and using Standard Events through Google Tag Manager instead, as described in the first chapter of this SOP.

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e. **Value** (optional): How much is this conversion worth to you? If you choose to input this field, you will be able to see it when analyzing campaigns and more efficiently optimize your campaigns.

ame		Description · Optional	
Trial Lead	10/50	Leads for Friend Referral	25/100
ata source			
ClickMinded's Pixel			•
vent			
E Lead			-
ules · Required	st meet all of the	se rules.	
ules · Required his custom conversion mus URL	st meet all of the	se rules:	×
ules · Required his custom conversion mus URL	st meet all of the iber/ ×	se rules:	× +
ules · Required his custom conversion mu URL Contains thank-you-new-subscri	st meet all of the iber/ ×	se rules:	× +

- 4. Click "Create," and your custom conversion has been created successfully.
- 5. You will see your new custom conversion on the list.

- a. Seeing a green light and an "Active" status means someone browsing your website has already triggered the rule you created. If that is the case, your custom conversion should be correctly configured.
- b. But in most cases, you will see an inactive status:

tom conversions					Nettoridalet 01 (0440100155740
easure and Optimize with Custom Converse e custom conversions to measure outcomes that timize your ads for URL traffic and custom event	sions t happen on your website or in-store, and s. Learn More				
Create Custom Conversion Share			Search by name or ID	Q	🛱 Jun 2, 2021 – Jun 30, 2021 🔹
Custom Conversions	Status	Data Source	Total Received		
 Trial Lead ID 133160498850620 	Inactive	RetroAddicts's Pixel ID 3578861855582320	0 Never received event		,

- c. If that is the case, simply open a new tab on your browser and open your "Thank you" page (or the conversion page you set up before)
- d. Wait 30 seconds. Go back to the Facebook Custom Conversion tab, refresh the page, and re-check. You should now be able to see this message:

Custom Conversions	
Name	Status
Trial Lead ID: 300982417082425	• Active Last Received: In the last minute

6. Once you've verified that your conversion is being tracked successfully, you'll need to <u>configure it in Business Manager</u>.

Configuring your conversion events in Meta Business Manager

1. After you've set up conversion tracking, you'll need to configure these conversions in Meta Business Manager before you can use them in your campaigns. Follow this SOP to learn how to do that.