



Facebook Advertising Process: How to Create & Install Your Pixel

Step 2 of the Facebook Ads Process: Pixel Tracking
(Previous Step: *Creating a Facebook Business Manager*)

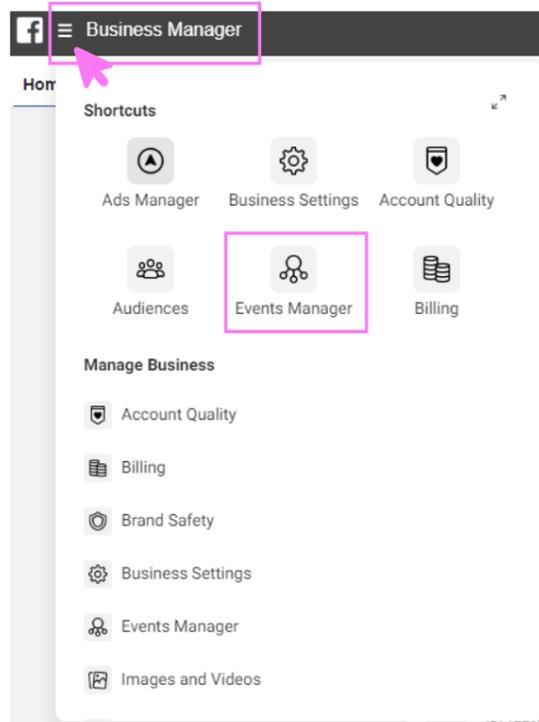
WHAT IS THE FACEBOOK PIXEL?

A Facebook pixel is an analytics code that is placed on your website to help you measure, optimize, and build audiences for Facebook Ads. The pixel tracks who visits your website so that you can send ads back to that person later. This is very beneficial because you will then be able to send ads back to people later who have already engaged with your content in some way but did not yet book a call or buy a product. This is why you will want to install a pixel so that you can start collecting data on who is visiting your site or certain pages/landing pages.

HOW TO CREATE YOUR FACEBOOK PIXEL

First, you must have a website & access to the backend of the website to install your Facebook Pixel code.

1. Log into your personal Facebook account. Then, go to your Business Manager by going to business.facebook.com.
2. In the upper left-hand corner, click "Business Manager" next to the Facebook icon. Click "Events Manager."

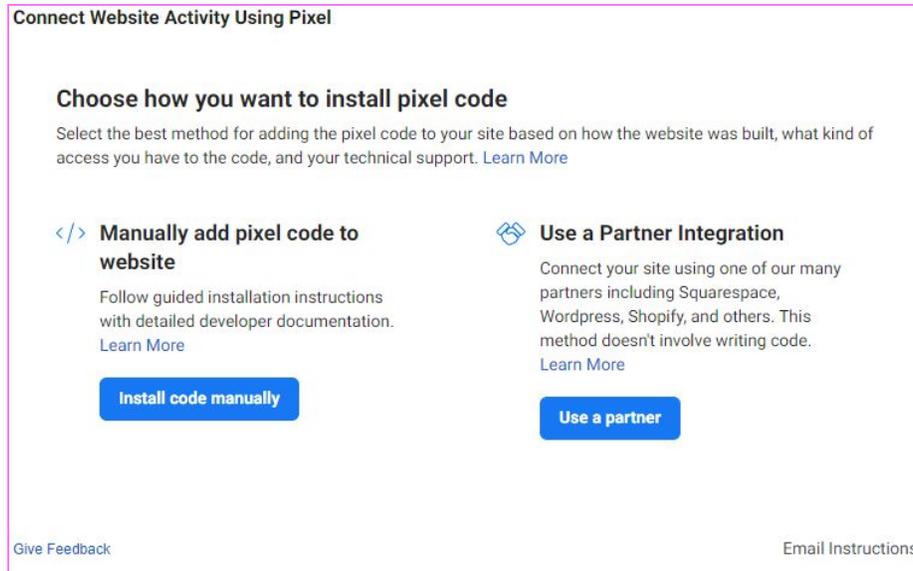


3. Click the blue “Connect a Data Source” button. Click “Web” and Get Started. Select “Facebook Pixel” and connect.
4. Name your pixel (i.e., Business Name/Your Name’s Pixel) and enter your website URL. Click continue.

HOW TO ADD YOUR PIXEL TO YOUR WEBSITE

Now you are going to add the Facebook Pixel code to your website (*so that you can collect data from people who visit your site and retarget ads to those people and track other data*)

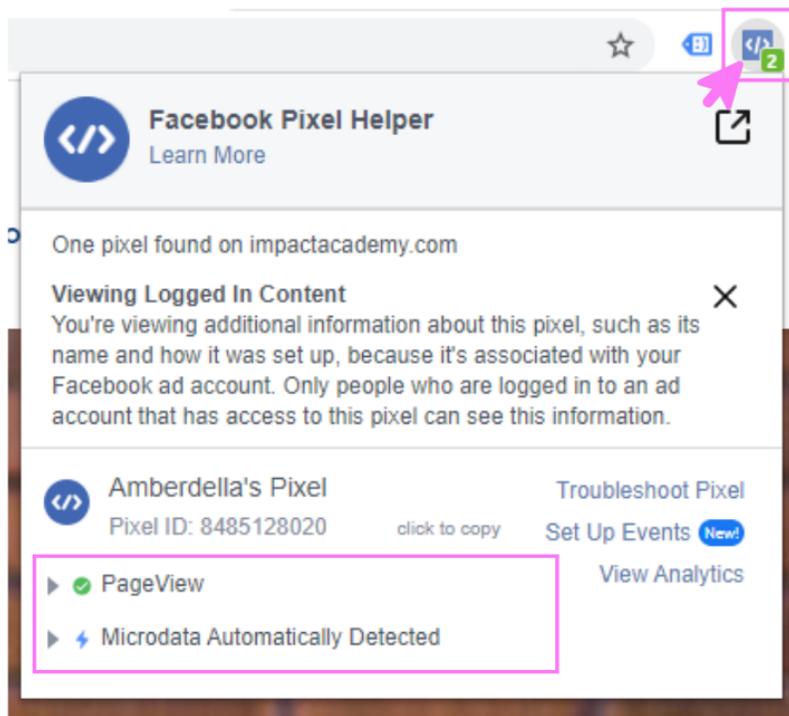
1. Click either “Install code Manually” or “Use a partner” depending on your skill level and confidence with editing your website code.
 - a. **Beginners:** Choose “Use a partner” for simple, step-by-step instructions to add the code to your website (includes instructions for sites built with WordPress, Squarespace, Wix, Shopify)
 - b. **Intermediate:** Choose “Install code Manually” if you’re confident adding the code to your header.php or with another third-party tool, like Google Tag Manager.



2. With both methods, you will be asked about Automatic **Advanced Matching**. It is recommended to turn on this option to attribute more conversions to your ads on Facebook and reach more people through remarketing campaigns.
3. There are two parts to your Facebook Pixel:
 - a. **Base Code:** this is the larger piece of code that includes your Facebook Pixel ID. This code is installed on **every page of your website** just above the </head> tag.
 - b. **Event Code:** These are smaller pieces of code that track specific and valuable actions on your website (e.g., when someone purchases a product or signs up for a webinar). These pieces of code are **only installed on the confirmation or Thank You pages**.
 - i. *If you choose "Use a partner" during the pixel installation, you will set up events as a part of the installation process.*
 - ii. *If you choose "Install code Manually," you can choose to use the "Event Setup Tool" to easily add events to your website.*

Facebook event codes are only placed on the pages you want to track actions on, like your Thank You or confirmation page.

4. Install the [Facebook Pixel Helper](#) browser extension.
The Facebook Pixel Helper is a troubleshooting tool that helps you find out if your pixel is working correctly.
 - a. [Click here](#) for instructions on how to install the extension.
 - b. Once the extension is installed, click on the blue </> icon in your extension bar to expand the Facebook Pixel Helper window.
 - c. Confirm that your Facebook Pixel is installed (your Pixel's name will appear, along with the "Page View" tag).



5. Test your conversion to ensure it's working properly.
 - a. Perform the action that will trigger the event on the confirmation or thank you page (i.e., submit a form, make a purchase, sign up for your webinar, etc.)
 - b. Once you get to the thank you or confirmation page, click the Facebook Pixel Helper extension to make sure you see both "Page View" and your conversion event listed (i.e., Lead, Complete Registration, Purchase, etc.)

PRO TIP

1. If your CTA takes the user away from your website (i.e., to a Mailchimp landing page, PayPal, Eventbrite, a third-party webinar tool, third-party calendar/scheduler, survey tools, etc.) you will need to see if you're able to install your Facebook Pixel into that platform (or if you can redirect the person back to a thank you page/confirmation page on your site which completes the tracking action). Otherwise, you will not be able to properly track if the person took the intended action or not - meaning, if you want to send a retargeting ad to someone who visited your opt-in page but did NOT opt-in, you need to have your pixel installed onto that opt-in page in order to track the data. So if your opt-in page is hosted on a different platform, such as taking the person away to Eventbrite, etc., then you need to have the pixel installed on the confirmation page after they purchase.
 - a. This can sometimes come at an extra cost, however, if you want to engage in a digital ads strategy, it is important that you have the ability to track data via the pixel so you can retarget ads later.
 - b. If you cannot install your pixel on the third-party site, like MailChimp or Eventbrite, make sure you have the ability to redirect the user back to your website's thank you/confirmation page after they complete the purchase/action because then, when you set up retargeting ads, you can exclude people who made it to your thank you page/confirm page (that means they DID complete the action so you will not want to retarget them with an ad). Be sure to consider this when setting up your conversions/CTAs so that you "close the loop" and are able to engage your pixel to get the data that you need.

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