

How to Set Up Meta Pixel (Formerly Facebook Pixel)

One of the greatest benefits of social media advertising is the ability to test, track, refine and target your ads with laser precision. The Facebook pixel is a data-gathering tool that helps make the most of your ads across Facebook and Instagram.

As of February 2022, Facebook Pixel changed its name to Meta Pixel.

The Facebook Pixel is a piece of code that you place on your website. It collects data that helps you track conversions from Facebook ads, optimise ads, build targeted audiences for future ads and re-market to people who have already taken some kind of action on your website.

How does the Facebook Pixel work?

The Facebook Pixel works by placing and triggering cookies to track users as they interact with your business both on and off of Facebook and Instagram.

The Pixel tracks various actions people take on your website, like making a purchase or adding something to their shopping cart.

Facebook calls these actions “events.”

Facebook Pixel standard events

The 17 standard Facebook Pixel events for which you can simply copy and paste Facebook event code are:

- **Purchase:** Someone completes a purchase on your website.
- **Lead:** Someone signs up for a trial or otherwise identifies themselves as a lead on your site.
- **Complete registration:** Someone completes a registration form on your site, such as a subscription form.
- **Add payment info:** Someone enters their payment information in the purchase process on your website.
- **Add to cart:** Someone adds a product to their shopping cart on your site.
- **Add to wishlist:** Someone adds a product to a wishlist on your site.
- **Initiate checkout:** Someone starts the checkout process to buy something from your site.
- **Search:** Someone uses the search function to look for something on your site.
- **View content:** Someone lands on a specific page on your website.
- **Contact:** Someone contacts your business.
- **Customize product:** Someone selects a specific version of a product, such as choosing a certain color.
- **Donate:** Someone makes a donation to your cause.
- **Find location:** Someone searches for your business's physical location.
- **Schedule:** Someone books an appointment at your business.
- **Start trial:** Someone signs up for a free trial of your product.
- **Submit application:** Someone applies for your product, service, or program, such as a credit card.
- **Subscribe:** Someone subscribes to a paid product or service.

You can also add more details to standard events using extra bits of code called parameters. These allow you to customise the standard events based on factors like:

- How much a conversion event is worth
- Currency
- Content type
- Predicted long-term value

For example, you could use the Facebook tracking pixel to record views of a specific category on your website, instead of tracking all views.

Perhaps you want to separate dog owners from cat owners based on which sections of your pet supply website they viewed.

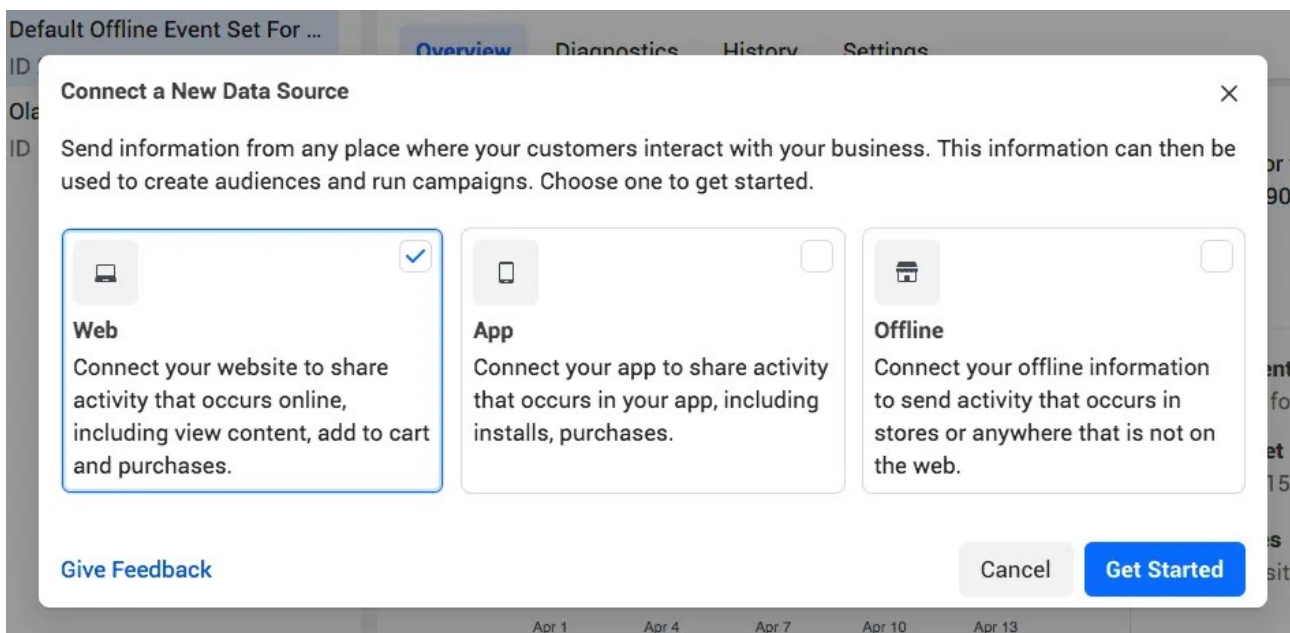
Meta/Facebook Pixel setup

Now that you know what you can track, and why you would want to do so, it's time to **create your Facebook Pixel** and put it to work on your website.

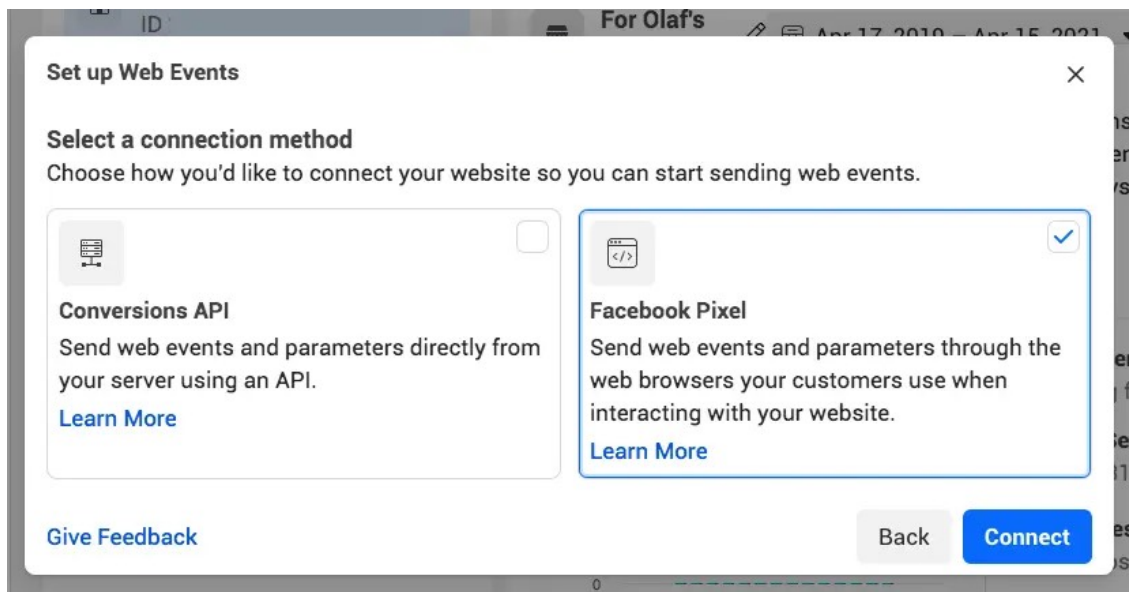
Create a Meta/Facebook Pixel

From your Facebook Events Manager, (https://www.facebook.com/events_manager) select **Connect to Data Sources** in the left-hand menu, then select **Web**.

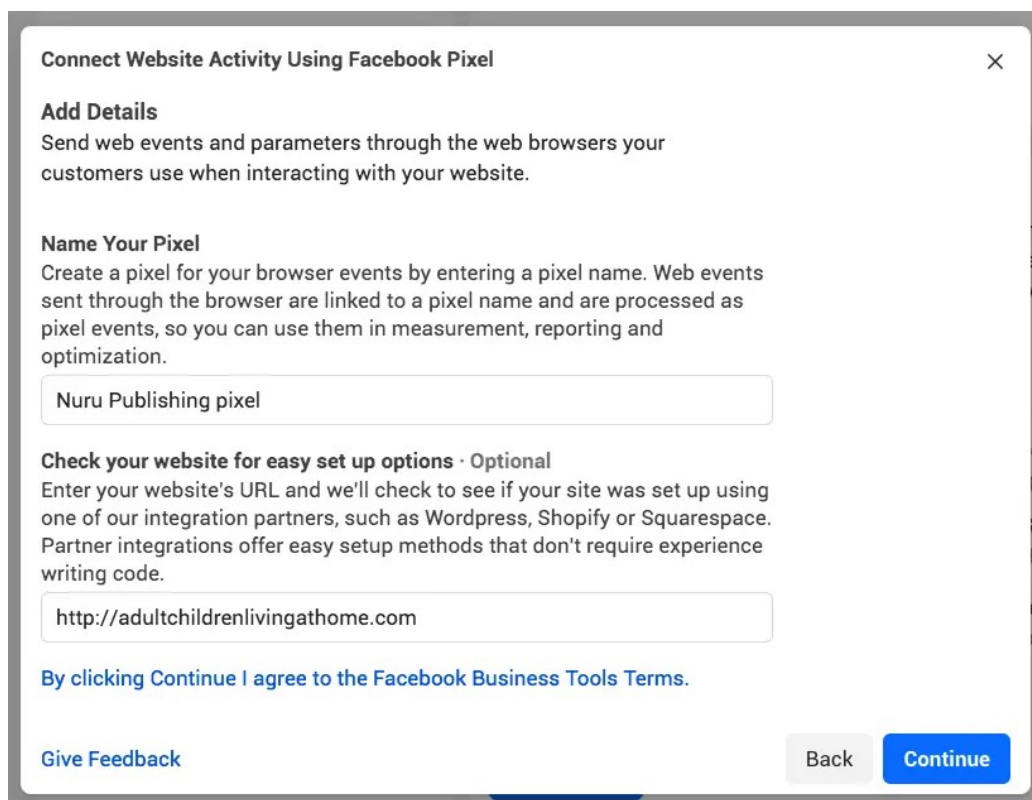
Select **Get Started** to continue.



Select Meta/Facebook Pixel, then select **Connect**.



Name your pixel, enter your website URL, and select **Continue**.



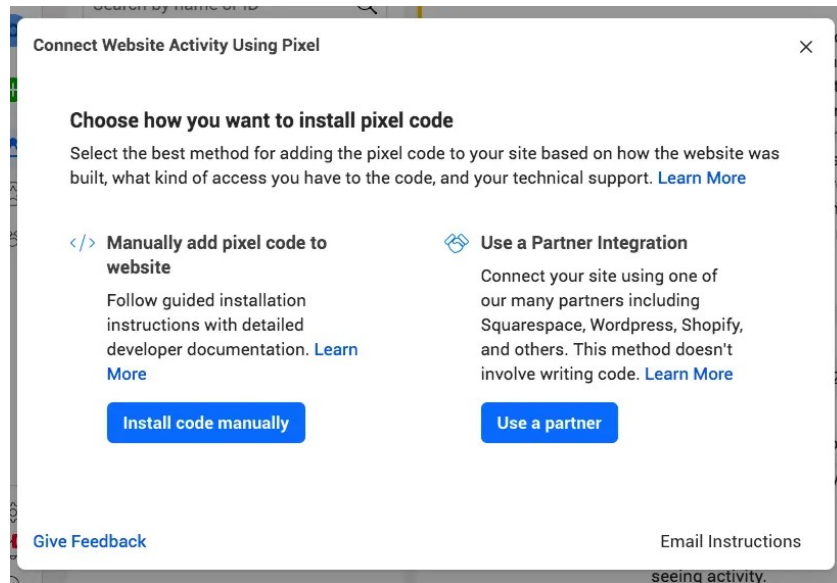
When choosing the pixel's name, keep in mind that with Events Manager, you only get one pixel for each ad account.

The name should represent your business, rather than a specific campaign.

Add the Facebook Pixel code to your website

Select Install code manually.

Select the green **Copy Code** button and paste into an email to send me and I can setup the code in your website.



If you get stuck or aren't too certain you can use the text "Email Instructions" link in the bottom right hand corner and enter my email address where the system will then send me the details :o)

Install Base Code

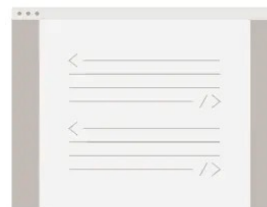
The pixel code is a snippet of javascript that's added to the header section of your website. The pixel has two parts: the basecode and the event tags.

① **Copy base code**

Copy the base code below.

```
<!-- Facebook Pixel Code -->  
<script>  
!function(f,b,e,v,n,t,s)  
/(f/e/fba)/not/.exec(n)-f.fba=f
```

Copy Code



② Paste base code to website

Paste the pixel code into the bottom of the header section just above the `</head>` tag. Install the base code on every page of your website. [Learn more](#)

Select **Continue**.

Choose whether to use automatic advanced matching.

This option matches hashed customer data from your website to Facebook profiles.

This lets you track conversions more accurately and create larger custom audiences.

Then select **Continue**.

Automatic Advanced Matching

Use information that your customers have already provided to your business, such as their email addresses or phone numbers, to match your website's visitors to people who are on Facebook. This can help you attribute more conversions to your ads on Facebook and reach more people through remarketing campaigns. [Learn more](#)

☒ Turn on Automatic Advanced Matching

Verify the customer information you want to send.

☒ Email ☒ Gender ☒ City, State, ZIP Code and Country
☒ First and Last Name ☒ Phone Number ☒ Date of Birth
☒ External Id

This information will be hashed to better protect user privacy before it is sent to Facebook. Sensitive information, such as financial, health and government ID data will not be sent. [Learn more](#)

[Cancel](#) [Give Feedback](#)

[Back](#)

[Continue](#)

Set up Meta/Facebook Pixel events

Select the Open Event Setup Tool button.

Add Events Using Event Setup Tool

You can use the Event Setup Tool to add standard events and parameters without the need to code. This is the easiest option to install pixel events. [Learn More](#)

How it Works

Use Event Setup Tool to open your website.

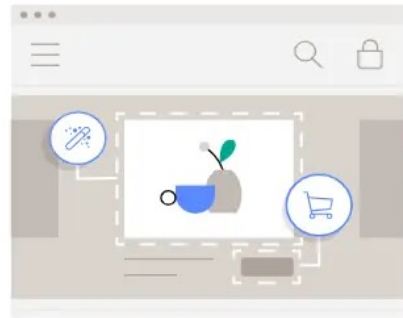
Using the Event Setup Tool, select where on your website you'd like to add events.

With a simple click, your event is added to your website without needing to use code.

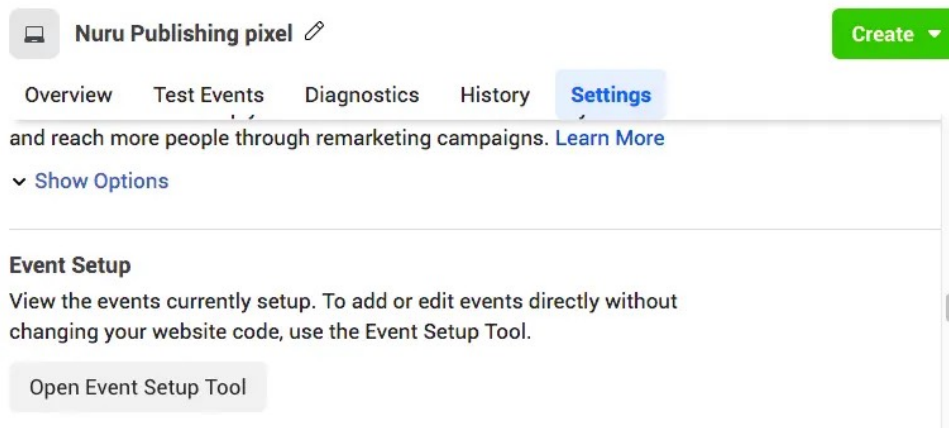
[Open Event Setup Tool](#)

⚠ Please make sure your pixel has been installed properly before using the event setup tool

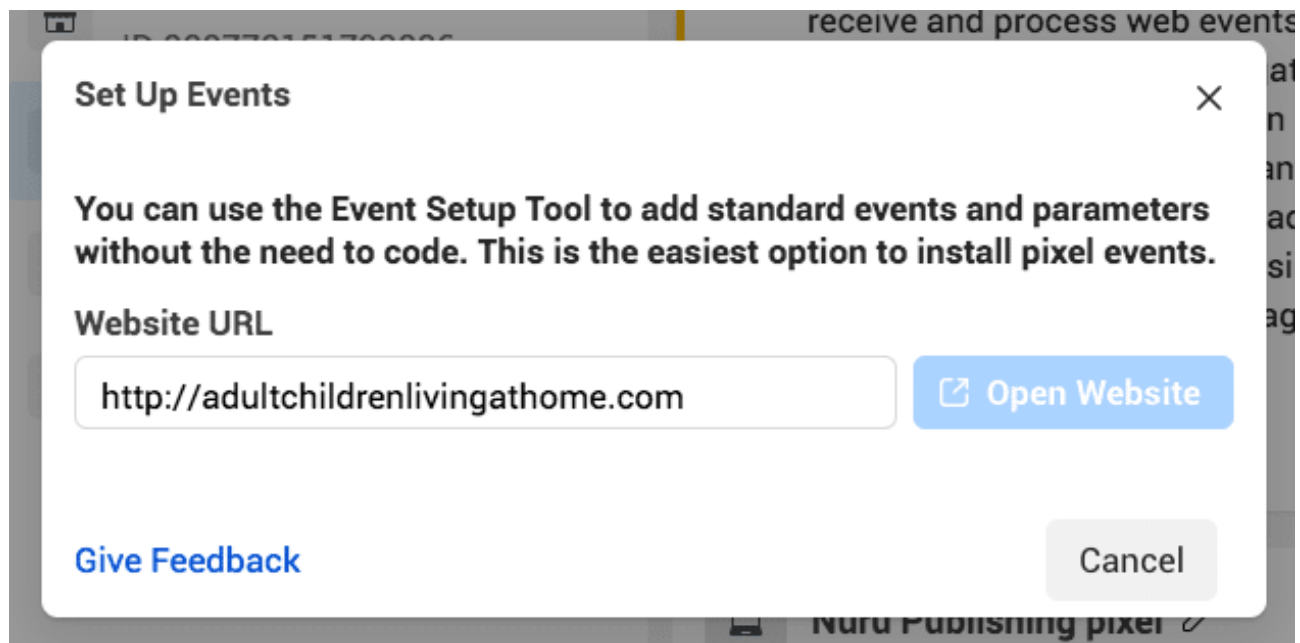
Prefer a manual option? [Install events using code.](#)



Choose your Meta/Facebook Pixel ID,
then select **Settings**
and scroll down to **Open Event Setup Tool**.



Enter your website address and select **Open Website**.



Facebook will provide a list of suggested events. Select **Review** next to each event, then choose to **Confirm** or **Dismiss**. Select **Finish Setup** to continue. If you're interrupted in your pixel setup, you can always come back to this later by going to Events Manager (https://www.facebook.com/events_manager)

Further details are available via Facebook Help Centre at:

<https://www.facebook.com/business/help/952192354843755?id=1205376682832142>