

# Facebook Pixel Implementation Guide

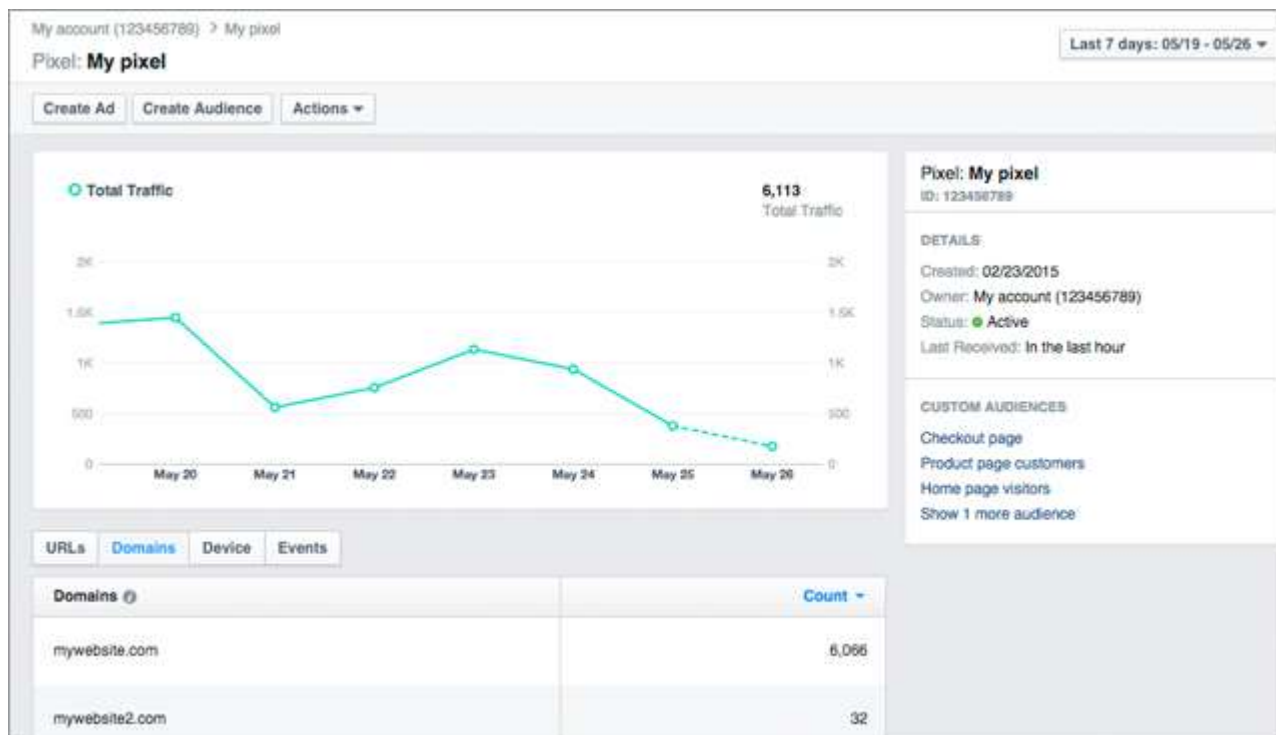
The Facebook pixel can be used for three main functions:

1. Building Custom Audiences from your website for remarketing.
2. Optimizing ads for conversions.
3. Tracking conversions and attributing them back to your ads.

## Benefits of using the pixel

With the Facebook pixel, you'll also be able to:

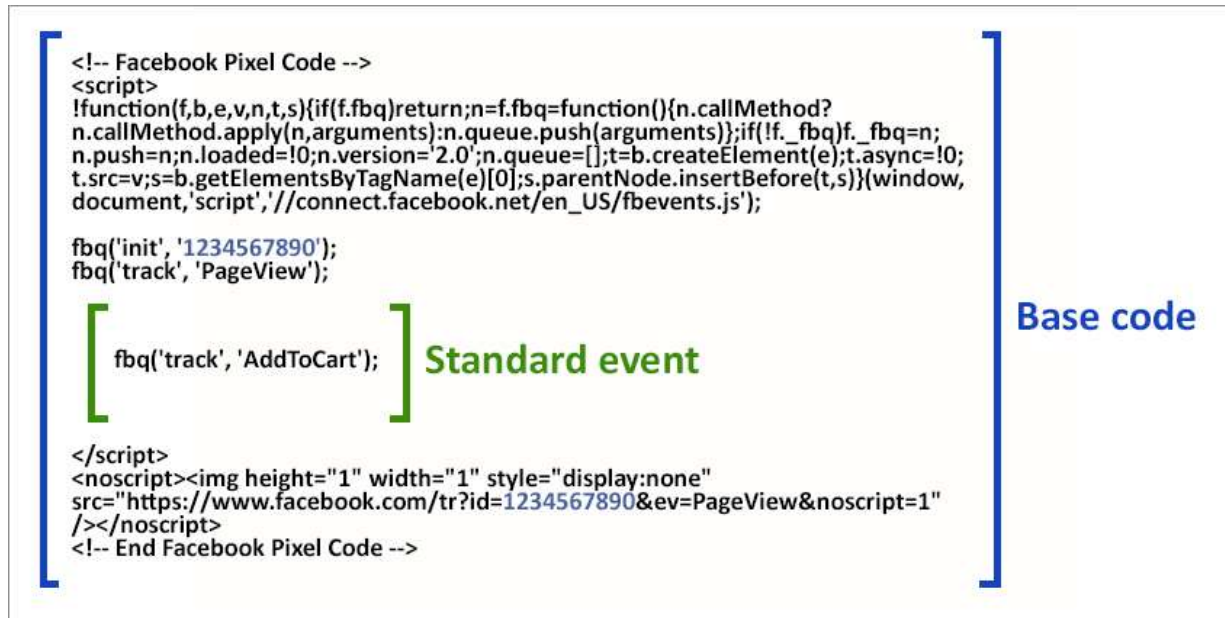
- **See rich insights:** In Ads Manager you'll see a dashboard which gives you information on the traffic across your website.
- **Share your pixel:** Useful when working with an agency or Facebook Marketing Partner. Instead of implementing a second pixel for your agency, you can share your existing pixel with them through Business Manager.



The pixel dashboard in Ads Manager.

## The pixel code

The Facebook pixel code is made up of two main elements: the base code and the standard event code. The base code should be placed on every page of your website.



What the new code looks like on an add-to-cart page.

## Standard events

The one part of the code you'll have to customize is the standard event section. There are 9 available standard events to choose from, such as "Add to cart" or "View Content". These represent the different types of actions people take on your website and only need to be placed on some pages.

## Installing the pixel

Getting set up with the Facebook pixel is a 3-step process.

### 1. Create your pixel

To create your Facebook pixel:

1. Go to your [Facebook Pixel tab](#) in Ads Manager.
2. Click **Create a Pixel**

3. Enter a name for your pixel. There's only one pixel per ad account, so choose a name that represents your business.
4. Make sure you've checked the box to accept the terms
5. Click **Create Pixel**.

## 2. Add the pixel to your website's pages

To add the pixel code to your website:

1. Go to your [Facebook Pixel tab](#) in Ads Manager.
2. Click **Actions > View Pixel Code**.
3. Click the code to highlight it.
4. Right-click and select **Copy** or use Ctrl+C/Cmd+C.
5. Click **Done**.
6. Go to your website's HTML and paste the code. Getting there varies from site to site. The diagram below breaks up the code for you.



The Facebook pixel code with a standard event.

**1. Your website's original code:** Paste the Facebook pixel code between the `<head>` and `</head>` tags of your web page. You may already have other existing code between the head tags, so just place the pixel code underneath that, but above `</head>`.

**2. Your Facebook pixel base code:** Your Facebook pixel code will look like the diagram above, except your pixel ID will be different from 1234567890.

**3. Your standard event code:** Within your Facebook pixel code, above the `</script>` tag, paste the Standard Event code that's relevant to your page (ex: Complete Registration, Add To Cart). You'll need to do this for every page you want to track.

The key here is that every page of your website should have everything that's enclosed in section 2 (the base code), but different pages will have different snippets of code for section 3 (standard event code).

### 3. Customize your code with standard events

On the special pages of your website that you want to track and optimize your ads for, add one of these 9 standard events. For example, someone selling toys on their website would place standard event codes for their add-to-cart page and purchase page. Just copy and paste everything in the Standard event code column and paste it under `fbq('track','PageView');` like in the diagram above. If you'd prefer to use URL rules instead of standard events, you can use [custom conversions](#) instead.

Website action	Standard event code
Key page view	<code>fbq('track', 'ViewContent');</code>
Search	<code>fbq('track', 'Search');</code>
Add to cart	<code>fbq('track', 'AddToCart');</code>

Add to wishlist	<code>fbq('track', 'AddToWishlist');</code>
Initiate checkout	<code>fbq('track', 'InitiateCheckout');</code>
Add payment info	<code>fbq('track', 'AddPaymentInfo');</code>
Make purchase	<code>fbq('track', 'Purchase', {value: '0.00', currency: 'USD'});</code>
Lead	<code>fbq('track', 'Lead');</code>
Complete registration	<code>fbq('track', 'CompleteRegistration');</code>

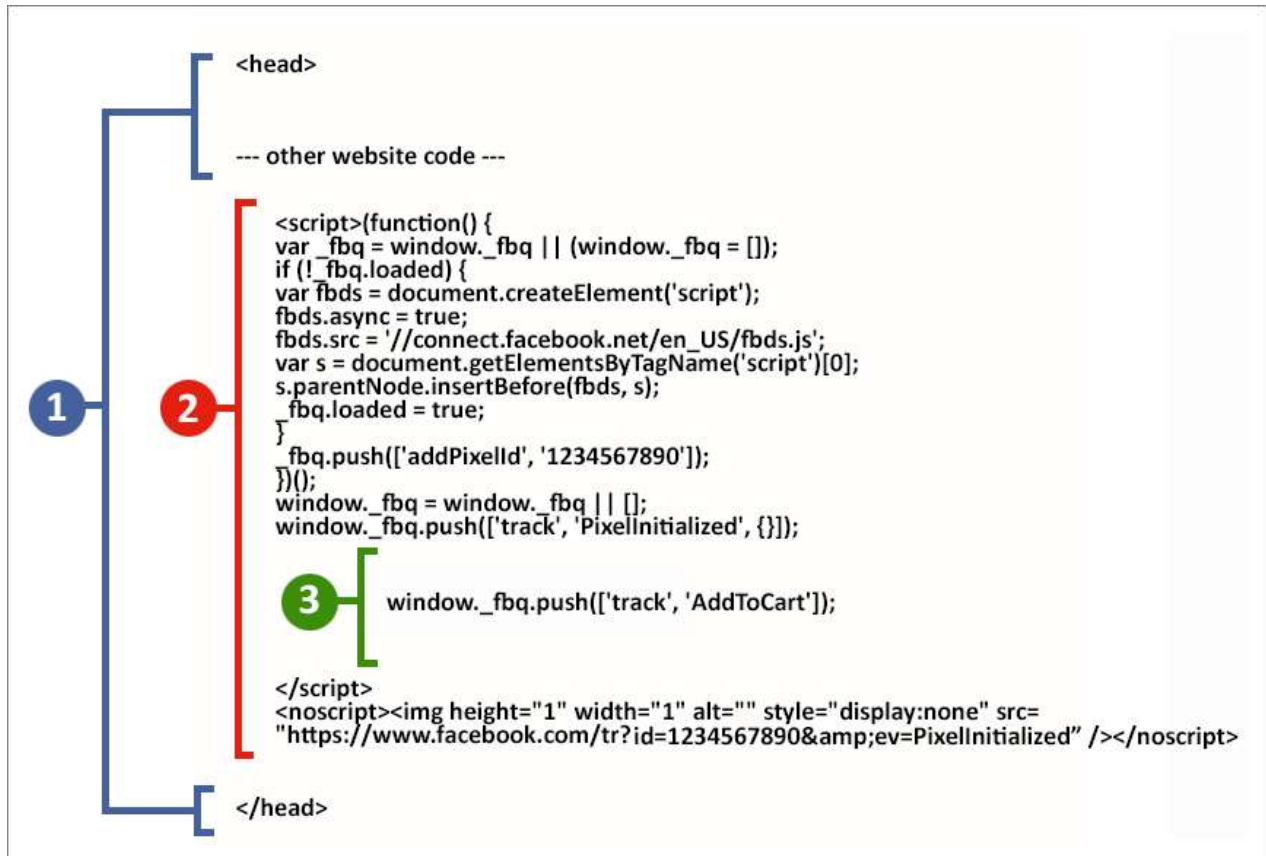
You can also add different parameters for each standard event code, such as Content ID, value and currency. These are optional, besides from the Purchase standard event, which requires the value and currency parameters to work.

If you've already installed the old Custom Audience pixel, but not the conversion pixel, on your website:

You don't need to do anything and your Custom Audience pixel will continue to work as normal. However, if you'd like to start optimizing for and tracking conversions, add the standard event code to your existing base code like the diagram below. Notice you'll need to make a slight change to the standard event codes shown in the table above. Instead of using **`fbq('track', 'AddToCart');`** use **`window._fbq.push(['track', 'AddToCart']);`** for your standard event.

Website action	Standard event code for old Custom Audience pixel
Key page view	<code>window._fbq.push(['track', 'ViewContent']);</code>
Search	<code>window._fbq.push(['track', 'Search']);</code>

Add to cart	<code>window._fbq.push(['track', 'AddToCart']);</code>
Add to wishlist	<code>window._fbq.push(['track', 'AddToWishlist']);</code>
Initiate checkout	<code>window._fbq.push(['track', 'InitiateCheckout']);</code>
Add payment info	<code>window._fbq.push(['track', 'AddPaymentInfo']);</code>
Make purchase	<code>window._fbq.push(['track', 'Purchase', {value: '0.00', currency: 'USD'}]);</code>
Lead	<code>window._fbq.push(['track', 'Lead']);</code>
Complete registration	<code>window._fbq.push(['track', 'CompleteRegistration']);</code>



The old Custom Audience pixel code with a standard event.

If you've already installed the conversion pixel, but not the old Custom Audience pixel, on your website:

Create the upgraded Facebook pixel and place the base code across your site so you can start building audiences. On the pages where you've installed the conversion tracking pixel, delete the old pixel code and add the corresponding standard event within your new Facebook pixel code. Make sure you don't have any active ads associated with your conversion pixels before you delete the old code. This table shows your previous conversion pixel types and how they map to the new standard events.

Conversion pixel type	Corresponding standard event
Checkouts	Make purchase

Registrations	Complete registration
Leads	Lead
Key Page Views	Key page view
Adds to Cart	Add to cart
Other Website Conversions	Custom event

Keep in mind your conversion pixels will continue to work for the time being, but we recommend upgrading to the new code and using standard events.

If you've already installed the conversion pixel and the old Custom Audience pixel on your website:

Add standard events within your existing Custom Audience pixel code and start using them for conversion tracking and optimization. You can start deleting your conversion pixel codes, but make sure there are no active ads using them first. If you previously only placed the Custom Audience pixel on a few pages of your website, now's a good time to add it to all the pages of your website so you're not missing any data on your pixel dashboard.

## Running your campaign

Now that your pixel is installed across your website with the appropriate standard events, you're ready to put it into action. Besides building audiences, you'll be able to optimize for and track those standard events you placed in the pixel code across your website.













## Advertise on Facebook

STEP 1: CREATE YOUR CAMPAIGN

[Use Existing Campaign](#)

### Choose the objective for your campaign

[Help: Choosing an Objective](#)

-  Send people to your website
-  **Increase conversions on your website**
-  Boost your posts
-  Promote your Page
-  Get installs of your app
-  Increase engagement in your app
-  Reach people near your business
-  Raise attendance at your event
-  Get people to claim your offer
-  Get video views





### Website Conversions

Send people to your website to take a specific action, like signing up for a newsletter. Use a pixel to measure your conversions.



Choose a conversion

-  **Purchase**  
Pixel: My pixel
-  **View Content**  
Pixel: My pixel
-  **Add To Cart**  
Pixel: My pixel

To create your ad:

1. Go to your [ad creation](#).
2. Select **Increase conversions on your website**.
3. Enter your website URL and then click **Choose a conversion**.
4. You should see a list of standard events. Choose the one you want to optimize for (ex: Purchase), then click **Continue**.
5. Go through the sections and then click **Place Order**.

Keep in mind you can use the Facebook pixel in the same way when creating your ads in [Power Editor](#). Your ad will automatically track all available conversion events so you don't need to manually select a pixel for tracking. You'll be able to see all this data in your ads reports.