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## How to Setup your Facebook Pixel and Event
### www.peasy.ai

# What is a Facebook Pixel & Pixel Event?

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```
┌──────────────┐          ┌──────────────┐          ┌──────────────┐
│  Facebook    │  ←────   │  Facebook    │  ←────→  │  Website     │
│  Ecosystem   │          │  Pixel       │          │              │
└──────────────┘          └──────────────┘          └──────────────┘
            Information                    Pixel
                                           Event
```

The Facebook Ecosystem and a Website are 2 different entities, whatever happens on your website, Facebook doesn't know (effectively, without tracking, neither do you). A Facebook Pixel, much like a cookie, stores information and activities that happens on your website and passes it back to Facebook.

A Pixel Event is information and activities that happens on your website, be it page view, purchases, add to cart, etc.

# Why should you use it?

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Much like a blackbox, you only know that people has entered your website and people have signed up as a lead. Everything else in between is completely unknown to you.

| Visitor | → | | → | | → | | → | | → | Lead |
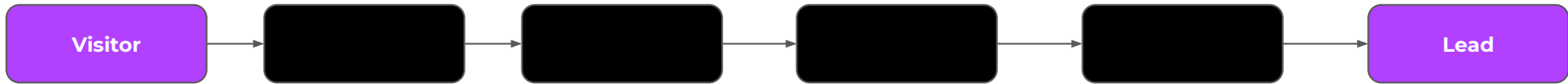
But with the usage of Facebook Pixel, you have clarity over the activities on your website. You'll know what property they have viewed, what property information is critical, where your bottlenecks are within your property website and what are the signals that converts a visitor into a lead

| Visitor | → | Main Page | → | Property Page | → | Property Information | → | Lead Registration Form | → | Lead |
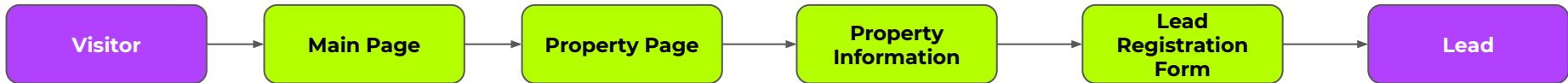
Without it, your website is underutilised. You'll even miss out on opportunities to better scale your ads and positioning your ads to strategically drive objectives. With Facebook Pixel, unlock the potential to do a number of things with your Facebook Ads.

# Creating a Facebook Pixel

Before anything, let's create your information container in Facebook.

1. Go to your Facebook business manager and click on the three lines in the top left corner of the page.
2. Under manage business, click on events manager.
3. On the left hand side menu, click on connect data source.
4. Select website, then click on "Get Started"
5. Select Facebook Pixel and click "Connect"
6. Name your pixel, entering your website address is optional, but if you have built your website using Facebook's integration partners such as wix, shopify, etc; you can fill in this part.
7. Next, you'll need to insert the code snippet into your website, paste the code snippet right after the <HEAD> tag in your website's HTML file. If you are using one of Facebook's partnered integrations, simply select the platform you used to build your website with and follow the guided setup process.
8. You can choose to use "Automatic Advanced Matching", we recommend that you turn this on. What this does is that the Facebook Pixel will automatically capture details such as email, name, phone number, etc when available and store it within the Pixel. Facebook Pixel uses this information to match back with Facebook users with the same information when showing ads.
9. Once you've installed the Facebook Pixel to your website, you can proceed to creating your Pixel Events.
10. If you want to test whether your Facebook Pixel has been installed properly, which we do recommend. Close the setup window, and select "Test events". There is a default pixel event that is set within the Pixel code called Page View, enter the website URL and open website, if Page View appears then you're ready for the next step.

# Properly Installing Your Facebook Pixel

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In your website's HTML file, on your websites global header file or even your page HTML file. Paste the code snippet during your Facebook Pixel Creation in your <HEAD> tag.

**DO NOTE** that if you're installing it into your page HTML file, you'll need to do so in every single page you have. If you don't have a global header for your website, now is the best time to do so as this makes your life a whole lot easier.

```
<HTML>
    <HEAD>
        <!-- Facebook Pixel Code →
        <script>
          !function(f,b,e,v,n,t,s)
          {if(f.fbq)return;n=f.fbq=function(){n.callMethod?

        n.callMethod.apply(n,arguments):n.queue.push(arguments)};
          if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
          n.queue=[];t=b.createElement(e);t.async=!0;
          t.src=v;s=b.getElementsByTagName(e)[0];
          s.parentNode.insertBefore(t,s)}(window,
        document,'script',
          'https://connect.facebook.net/en_US/fbevents.js');
          fbq('init', '{Pixel ID}');
        </script>
        <noscript><img height="1" width="1" style="display:none"
        src="https://www.facebook.com/tr?id={Pixel
        ID}&ev=PageView&noscript=1"
        /></noscript>
        <!-- End Facebook Pixel Code -->
        <BODY>
        </BODY>
    </HEAD>
</HTML>
```

# Properly Installed Code Snippet

In your Test Event, you'll see the default page view event that is attached to the code snippet

# Creating a Pixel Event

There are multiple ways you can do this, you can use standard events provided by Facebook or you can use custom events which you specify. For starters, we'll focus on the easiest method there is. Which is to do so using Facebook's Event Setup Tool.

1. If you are still in the previous phase, where you are in the "Installing Facebook Pixel" phase, continue to add event code, and click on Open Event Setup Tool. If you are currently in the phase where you've just tested your Facebook Pixel connection as mentioned previously, click on "Add Events" and select "From The Pixel" then click on "Open Event Setup Tool"
2. Enter the website URL you wish to add your tracking Events to and click on "Open Website"
3. You'll see a small window on the top left hand corner of your browser. We'll begin with tracking your property detail pages, navigate to your property detail page, click on "Track a URL" and select the event "View Content" and click on confirm.
4. Now let's track your lead form submission, navigate to the page where your form is located. Select "Track new button", the tool will now highlight buttons you can use to assign the Event to. Click on the button for lead form submission, and select the event Lead.
5. Once done, click on "Finish Setup" and test your events in Events Manager under Test events.

# Testing Your Pixel Event

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In your Test Event, you'll see the events that you have configured

# Congrats!

Now that you have the basics down, you can now proceed to implement tracking based on your own event tracking flow. What you generally want to be looking to do is to track every step of the way where possible. So for example, if your flow is Visitor -> Main Page -> Property Page -> Property Information -> Lead Registration Form. What you want to be tracking is entry of each page and your lead form submission.

Now that you know how to fundamentally implement Facebook Pixel and Events, do keep an eye out on our next tutorial where we will teach you more advanced tracking techniques such as using Google Tag Manager, Custom Event Tracking, Event Tracking with Parameters and using your Facebook Pixel to run Facebook Conversion Ads.