



Facebook Pixel

User Guide

Installation Instructions

- Log in to Magento Admin
- (Optional) Disable Magento Compiler if you are using it (System > Tools > Compilation)
- Go to System > Magento Connect > Magento Connect Manager
- If you purchased extension on our site use "Direct package file upload" section and "Upload package file". Browse to the .tgz file. Click "Upload" button.
- If you purchased extension on Magento Marketplace use "Paste extension key to install" and paste Access Key you get from Magento Marketplace. Click "Install" button. Click "Proceed" button.
- Go back to Magento Admin
- Flush Magento Cache (System > Cache Management), then **log out from Magento Admin and log back in**
- (Optional) Enable Magento Compiler by clicking "Run Compilation Process" button (System > Tools > Compilation)

If you do not know how to install an extension or you wish a professional to do it for you, we offer additional [Installation](#) service for a small fee.

Configuration

Our extension works out of the box. The only thing you need to do is type your Facebook Pixel ID in our extension configuration. To do this log to your Magento Admin and go to:

System > Configuration > Apptrian Extensions > Facebook Pixel

All options are self-explanatory.

After changing options make sure you refresh your Magento cache.

FAQ

Q: Is it possible to add the Facebook pixel to other Magento pages or extension pages?

A: Yes it is.

Copy

```
./app/design/frontend/base/default/layout/apptrian_facebookpixel.xml
```

to

./app/design/frontend/your_design_package/your_theme/layout/apptrian_facebookpixel.xml

then edit this file and add the handle of the page you want to add Facebook Pixel

```
<blog_post_view>
  <reference name="before_body_end">
    <block type="apptrian_facebookpixel/code" name="apptrian.facebookpixel.blog.post" after="-">
      <action method="setTemplate" ifconfig="apptrian_facebookpixel/general/enabled">
        <template>apptrian/facebookpixel/code.phtml</template>
      </action>
    </block>
  </reference>
</blog_post_view>
```

By default Facebook Pixel standard event "ViewContent" will be added. If you want to change this you can just copy:

./app/design/frontend/base/default/template/apptrian/facebookpixel/code.phtml

to

./app/design/frontend/your_design_package/your_theme/template/apptrian/facebookpixel/code.phtml

then edit this file and add another elseif

```
<?php elseif ($action == 'blog_post_view'): ?>
fbq('track', 'YourDesiredEvent');
```

Above is just pseudocode, "blog_post_view" is handle that depends on a particular extension. If you are not a web developer or you wish a professional to do it for you we offer customization service. Do not forget to Refresh your Magento Cache.