



Facebook Pixel

Reference

The **Facebook Pixel** is a piece of JavaScript code for your website that enables you to measure, optimize and build audiences for your ad campaigns. Using the Facebook pixel, you can leverage the actions people take on your website across devices to inform more effective Facebook advertising campaigns.

Apptrian Facebook Pixel Extension for Magento adds Facebook Pixel with Dynamic Ads code on CMS pages (including home page), category pages, product pages, catalog search pages, catalog advanced search pages, customer registration page, checkout page (default Magento one but also can be made compatible with others - this will require small changes in code), checkout success page, and wishlist page. The extension supports Advanced Matching (if the customer is logged in) and has the ability to add custom parameters.

Optionally Facebook Pixel block can be added to any other Magento page or any other extension page (blogs, form pages, etc.) via XML layout updates. The Facebook pixel allows you to place a single pixel on your entire website to report conversions, build audiences and get rich insights into how people use your website.

Conversion measurement lets you track actions people take after viewing your Facebook Ads across multiple devices, including mobile phones, tablets, and desktop computers. By creating a Facebook pixel and adding it to the pages of your website where conversions happen, like the checkout page, you will see who converts as a result of your Facebook Ads. The pixel will continue to monitor the actions people take after clicking on your ad. You can see which device they saw the ad on and which device they ultimately converted on.

To use this extension, a free [Facebook Business Manager](#) account is required.

Features

- An easy way to enable or disable Facebook Pixel.
- Advanced Matching (if the customer is logged in).
- Works out of the box just type your Facebook Pixel ID in our extension config.
- Options to add custom parameters to your product related events with parameters to attributes mapping. Example: `google_product_category=google_product_category|color=color`. The format is simple `param1=attribute1|param2=attribute2` Facebook Pixel custom parameter and Magento product attribute are connected by = sign and pairs are separated by | sign.
- Adds Facebook Pixel to CMS pages (including home page).
- Adds Facebook Pixel to category pages.
- Adds Facebook Pixel to product pages (includes price, currency, and SKU).
- Adds Facebook Pixel to catalog search pages.
- Adds Facebook Pixel to catalog advanced search pages.
- Adds Facebook Pixel to customer registration page.
- Adds Facebook Pixel to checkout page (default Magento one but also can be made compatible with

others - this will require small changes in code).

- Adds Facebook Pixel to checkout success page (includes order total, currency, and SKUs).
- Adds Facebook Pixel to wishlist page.
- Facebook Pixel block can be added to any other Magento page or any other extension page (blogs, form pages, etc.) via XML layout updates.
- The code generated by our extension passes W3C validation.