



# Facebook Pixel

## User Guide

### Installation Instructions

If you purchased extension on Magento Marketplace then unpack .zip file inside **app/code/Apptrian/FacebookPixel/** directory.

If you purchased extension on our site then unpack .zip file inside your Magento root.

Run following commands on Magento root directory:

```
php bin/magento maintenance:enable
```

```
php bin/magento module:enable --clear-static-content Apptrian_FacebookPixel
```

```
php bin/magento setup:upgrade
```

```
php bin/magento cache:flush
```

```
php bin/magento setup:static-content:deploy
```

```
php bin/magento maintenance:disable
```

```
php bin/magento cache:flush
```

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:

**Stores > 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.

### Example

Add file "blog\_post\_view.xml" in

.app/code/Apptrian/FacebookPixel/view/frontend/layout/blog\_post\_view.xml

or

.app/design/frontend/your\_theme\_vendor/your\_theme\_name/Apptrian\_FacebookPixel/layout  
/blog\_post\_view.xml

```
<?xml version="1.0"?>
<page xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:noNamespaceSchemaLocation="urn:magento:framework:View/Layout/etc/page_configuration.xsd">
  <body>
    <referenceContainer name="before.body.end">
      <block class="Apptrian\FacebookPixel\Block\Code"
        name="apptrian.facebookpixel.blog.post"
        template="Apptrian_FacebookPixel::code.phtml"
        after="-"
        ifconfig="apptrian_facebookpixel/general/enabled" />
    </referenceContainer>
  </body>
</page>
```

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

.app/code/Apptrian/FacebookPixel/view/frontend/templates/code.phtml

or

.app/design/frontend/your\_theme\_vendor/your\_theme\_name/Apptrian\_FacebookPixel/templates/code.phtml

Just add another elseif

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

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.