



Facebook Pixel

Installation Instructions

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

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

- 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 and have comments and tooltips. Make sure you read them.

After changing options make sure you refresh your Magento cache.

FAQ

Q: Facebook Conversions API (Facebook Server-Side API) does not work?

A: Facebook deprecated v6.0 of the Server-Side API. Go to our extension config and for Facebook API Version option type v9.0 or newer, then refresh your Magento cache (System > Cache Management) and you are done.

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

A: Yes it is. In our extension config just use the option "Add Facebook Pixel To" and type your page handle (full action name). For example, if you want to add Facebook Pixel to a blog page and that blog page handle is "blog_post_view", you would type this into "Add Facebook Pixel To" at the end. Page handle depends on a particular extension this is just an example. Do not forget to Refresh your Magento Cache.

Q: When I check my product pages with "Facebook Pixel Helper" extension for Chrome the AddToCart and AddToWishlist events have orange triangles with warnings?

A: The "Facebook Pixel Helper" extension for Chrome does not understand JavaScript/jQuery that is why on page load you have orange triangles for AddToCart and AddToWishlist events. If you read the warnings of the "Facebook Pixel Helper" there is an explanation: "We detected event code but the pixel has not activated for this event, so no information was sent to Facebook. This could be due to an error in the code, but could also occur if the pixel fires on a dynamic event such as a button click." AddToCart and AddToWishlist are dynamic events triggered by a button click. After you click a button they will become green. This has nothing to do with our extension nor Facebook Pixel, it is the behavior of the "Facebook Pixel Helper" extension for Chrome. In short, this is normal.