



Facebook Pixel

User Guide

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.

The **Facebook Conversions API (Facebook Server-Side API)** (for web) allows advertisers to send web events from their servers directly to Facebook. Server-side events are linked to a pixel and are processed like browser pixel events. This means that server-side events are used in measurement, reporting, and optimization in the same way as browser pixel events.

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 any other without any coding, only by typing page handle (full action name) into our extension config.), and checkout success 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 our extension config by typing page handle (full action name). 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.

Account & Pricing

To use this extension, a free **Facebook Business Manager** account is required.

NOTE: Facebook Advertising service is not free; additional charges apply to users running Facebook Ad Campaigns.

Features

Facebook Pixel

- 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 (or comma-separated IDs for multipixel setups) in our extension config.
- Option to type page handles (full action names) where you want Facebook Pixel. Using this option Facebook Pixel can be added to any other Magento page or any other extension page (blogs, form pages, etc.).
- Individual options to enable or disable AddToCart, AddToWishlist, CompleteRegistration, InitiateCheckout, Purchase, Search, and ViewContent events.
- Option to move parameters outside contents.
- Options to detect selected SKUs for all product types including bundle, configurable, and grouped products. **WARNING!** *

* **WARNING!** Facebook Pixel (client-side) detection of selected SKUs feature is heavily dependent on the theme you are using and its customization. It is impossible to predict all possible themes and customizations. Because of this detection will not work on every theme. This is why extension default configuration comes with this feature turned off. You can turn it on, try it out if it is working for you and if it does leave it on, otherwise turn it off. If you are a developer you will be pleased to know that everything is conveniently located in **code.phtml** file. To make it work, in some cases only the adjustment of few jQuery selectors is needed in others complete rewrite of detection code is needed. Because of this, **we do not give any warranty for the detection feature, nor it is covered by our support service.**

Unlike Facebook Pixel client-side detection, the Facebook Server-Side detection is not dependant on the theme you are using and its customization. Therefore if you want to use detection we recommend you to use server-side detection and events and to disable client-side detection and events.

Facebook Conversions API (Facebook Server-Side API)

- An easy way to enable or disable Facebook Conversions API (Facebook Server-Side API).
- Advanced Matching (if the customer is logged in).
- Option to type your Facebook Access Token in our extension config.
- Option to type your Facebook API Version in our extension config.
- Option to type your Test Event Code in our extension config.
- Option to log server-side fired events in the Magento log file.
- Individual options to enable or disable AddToCart, AddToWishlist, CompleteRegistration, InitiateCheckout, and Purchase events. * **Notice**
- Option to move parameters outside contents.
- Options to detect selected SKUs for all product types including bundle, configurable, and grouped products.

* **Notice** When you enable server-side events the corresponding client-side events will be disabled automatically to avoid duplication. The server-side events are not visible in the Facebook Pixel Helper extension for Chrome. You can see server-side events in your Facebook Business Manager.

Category (Category Page)

- Option to type page handles (full action names) where you want category-related code.
- Option to type event name you want to use for category tracking.
- Options to add custom parameters to your category related event with parameters to attributes mapping. Example: google_product_category=google_product_category|name=name. The format is simple param1=attribute1|param2=attribute2 Facebook Pixel custom parameter and Magento category

attribute are connected by = sign and pairs are separated by | sign.

Product (Product Page - AddToCart, AddToWishlist, ViewContent Events)

- Option to type page handles (full action names) where you want product-related code.
- Option to select SKU you want to use for bundle products. Options: Product SKU as (id), Children SKUs as (id)s, Children SKUs as (id)s and Product SKU as (item_group_id)
- Option for content_type to use product_group instead of product for bundle products.
- Option to select SKU you want to use for configurable products. Options: Product SKU as (id), Child SKU as (id), Child SKU as (id) and Product SKU as (item_group_id)
- Option for content_type to use product_group instead of product for configurable products.
- Option to select SKU you want to use for downloadable products. Options: Product SKU as (id), Product SKU as (id) and Parent SKU as (item_group_id)
- Option to select SKU you want to use for grouped products. Options: Product SKU as (id), Children SKUs as (id)s, Children SKUs as (id)s and Product SKU as (item_group_id)
- Option for content_type to use product_group instead of product for grouped products.
- Option to select SKU you want to use for simple products. Options: Product SKU as (id), Product SKU as (id) and Parent SKU as (item_group_id)
- Option to select SKU you want to use for virtual products. Options: Product SKU as (id), Product SKU as (id) and Parent SKU as (item_group_id)
- Option to use content_ids instead of contents for ViewContent event.
- Option to type Magento product attribute code you want to use for the global content_name parameter.
- Option to type Magento product attribute code you want to use for the global content_category parameter.
- 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.

Quote (Checkout Page - InitiateCheckout Event)

- Option to type page handles (full action names) where you want quote-related code.
- Option to select SKU you want to use for bundle products. Options: Product SKU as (id), Children SKUs as (id)s, Children SKUs as (id)s and Product SKU as (item_group_id)
- Option to select SKU you want to use for configurable products. Options: Product SKU as (id), Child SKU as (id), Child SKU as (id) and Product SKU as (item_group_id)
- Option to select SKU you want to use for downloadable products. Options: Product SKU as (id), Product SKU as (id) and Parent SKU as (item_group_id)
- Option to select SKU you want to use for grouped products. Options: Children SKUs as (id)s, Children SKUs as (id)s and Product SKU as (item_group_id)
- Option to select SKU you want to use for simple products. Options: Product SKU as (id), Product SKU as (id) and Parent SKU as (item_group_id)
- Option to select SKU you want to use for virtual products. Options: Product SKU as (id), Product SKU as (id) and Parent SKU as (item_group_id)
- Option to type parameter name if you want to use Magento quote ID.
- Options to add custom parameters to your quote-related event 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.

Order (Checkout Success Page - Purchase Event)

- Option to type page handles (full action names) where you want order-related code.
- Option to select SKU you want to use for bundle products. Options: Product SKU as (id), Children SKUs as (id)s, Children SKUs as (id)s and Product SKU as (item_group_id)
- Option to select SKU you want to use for configurable products. Options: Product SKU as (id), Child SKU as (id), Child SKU as (id) and Product SKU as (item_group_id)
- Option to select SKU you want to use for downloadable products. Options: Product SKU as (id), Product SKU as (id) and Parent SKU as (item_group_id)
- Option to select SKU you want to use for grouped products. Options: Children SKUs as (id)s, Children SKUs as (id)s and Product SKU as (item_group_id)
- Option to select SKU you want to use for simple products. Options: Product SKU as (id), Product SKU as (id) and Parent SKU as (item_group_id)
- Option to select SKU you want to use for virtual products. Options: Product SKU as (id), Product SKU as (id) and Parent SKU as (item_group_id)
- Option to type parameter name if you want to use Magento order ID.
- Option to type parameter name if you want to use Magento order increment ID.
- Option to type parameter name if you want to use Magento quote ID.
- Options to add custom parameters to your order-related event 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.

Search (Search Result Page - Search Event)

- Option to type page handles (full action names) where you want search-related code.
- Option to type event name you want to use for search tracking.
- Option to type parameter name you want to use for search tracking.
- Option to type request parameters you want to include for search tracking.

Data Processing Options

- An easy way to enable or disable Data Processing Options.
- Option to type Data Processing Options as a comma-separated list.
- Option to type Data Processing Options Country
- Option to type Data Processing Options State

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.