



# Facebook Pixel and Conversions API

## Installation Instructions

There are several ways you can install any Magento extension. Our extension is no different. We will show you three ways to install the extension, but you must not mix them. Choose one and stick to it.

If you do not know how to install an extension or you wish a professional to do it for you, we offer an additional installation service for a small fee.

### Installation via file uploading (If you purchased the extension on our site)

If you purchased the extension on our site then unpack .zip file from /Magento2/InstallByUploadingFiles/ directory 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
```

### Installation via Composer (If you purchased the extension on our site)

If you purchased the extension on our site then copy .zip file from /Magento2/InstallWithComposer/ directory inside your MAGENTO\_ROOT/vendor/apptrian/packages/ directory (create directory if does not exist).

- Run following commands on Magento root directory:

```
php bin/magento maintenance:enable
composer config repositories.apptrianartifacts artifact $(pwd)/vendor/apptrian/packages
composer require apptrian/facebook-pixel
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
```

## Installation via Composer (If you purchased the extension on Magento Marketplace)

If you purchased the extension on Magento Marketplace then you must use Composer. Magento Marketplace does not allow extension downloads.

- Run following commands on Magento root directory:

```
php bin/magento maintenance:enable
composer require apptrian/facebook-pixel
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
```

Please make sure your Magento public and private keys are in your Magento root auth.json file. Usually, people install Magento with one Magento Marketplace account (public and private keys) and then purchase an extension with another Magento Marketplace account (different public and private keys). Check the Magento Marketplace account you used to purchase the extension and make sure its public and private keys are in the Magento root auth.json file. **WARNING!** if you already have keys there, be very careful because maybe some other extensions are purchased with another Magento Marketplace account.

## Configuration

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

**Stores > Configuration > Apptrian Extensions > Facebook Pixel and Conversions API > Facebook Pixel (Client-Side Settings) > Facebook Pixel ID**

**Stores > Configuration > Apptrian Extensions > Facebook Pixel and Conversions API > Facebook Conversions API (Server-Side Settings) > Facebook Access Token**

See FAQ on how to get Access Token.

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.

**WARNING!** You need to remove all other implementations of Facebook Pixel and use only our extension.

- Remove all other extensions that fire Facebook Pixel.
- Remove all theme customizations that fire Facebook Pixel.
- If you are using GTM (Google Tag Manager), make sure it is not firing Facebook Pixel events.
- If you have set "Event Triggers" in "Facebook Event Setup Tool", you need to remove them all and then disable the "Track Events Automatically Without Code" option.

## FAQ

Q: How do I get Facebook Access Token?

A: There are two ways of getting your Access Token:

- Via Events Manager (Recommended)
- Using Your Own App

To get Access Token via Events Manager (Recommended), go to Facebook Business Manager and Events Manager. Choose the pixel you want to implement. Select the **Settings** tab. Find the Conversions API section and click on **Create Access Token** under **Set up manually**, and follow the instructions pop up. Once you have your token (save it to your computer because you will not be able to see it again). The Events Manager gives you access to a new tab called **Implementation**. Navigate to the **Implementation** tab and follow the instructions displayed on the screen. This way, Facebook automatically creates a Conversions API App and Conversions API System User for you. There is no need to go through the app review or request any permissions.

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 the Facebook API Version option type v12.0 or newer, then refresh your Magento cache (System > Cache Management) and you are done.

Q: In Facebook Event Manager, there are errors "(X) Event Missing Deduplication Parameter"?

A: This error is caused by using other Facebook Pixel solutions in parallel with ours. You need to remove all other implementations of Facebook Pixel and use only our extension. That means:

- Remove all other extensions that fire Facebook Pixel.
- Remove all theme customizations that fire Facebook Pixel.
- If you are using GTM (Google Tag Manager), make sure it is not firing Facebook Pixel events.
- If you have set "Event Triggers" in "Facebook Event Setup Tool", you need to remove them all and then disable the "Track Events Automatically Without Code" option.

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 the "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.