



Facebook Pixel and Conversions API

Reference

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

The [Meta Conversions API \(Facebook Conversions API / Facebook Server-Side API\)](#) (for web) allows advertisers to send web events from their servers directly to Meta (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 Meta Pixel (Facebook Pixel) and Conversions API extension for Magento adds Meta Pixel (Facebook Pixel) with Dynamic Ads code on CMS pages (including the 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 Meta Pixel (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 Meta Pixel (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 Meta Pixel (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 [Meta Business Suite \(Facebook Business Suite\)](#) account is required.

NOTE: Meta (Facebook) advertising service is not free; additional charges apply to users running Meta (Facebook) Ad Campaigns.

Features

Meta Pixel (Facebook Pixel)

- An easy way to enable or disable Meta Pixel (Facebook Pixel).
- Advanced Matching (if the customer is logged in).
- Works out of the box just type your Meta Pixel ID (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 Meta Pixel (Facebook Pixel). Using this option Meta Pixel (Facebook Pixel) can be added to any other Magento page or any other extension page (blogs, form pages, etc.).
- Option to enable or disable the Meta Pixel (Facebook Pixel) base code.
- Option to enable or disable the Meta Pixel (Facebook Pixel) noscript tag.
- Individual options to enable or disable AddToCart, AddToWishlist, CompleteRegistration, InitiateCheckout, PageView, Purchase, Search, and ViewContent events.
- Option to fire PageView event with other events: CompleteRegistration, InitiateCheckout, Purchase, Search, and ViewContent.
- Option to move parameters outside contents.
- Options to detect selected SKUs for all product types including bundle, configurable, and grouped products. **WARNING! ***

* **WARNING!** Meta Pixel (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 and try it out. If it is working for you 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 a few jQuery selectors is needed in others complete rewrite of the 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 Meta Pixel (Facebook Pixel) client-side detection, the Facebook Server-Side detection is not dependent on the theme you are using and its customization. Therefore if you want to use detection, we recommend you server-side detection and events.

Meta Conversions API (Facebook Conversions API / Facebook Server-Side API)

- An easy way to enable or disable Meta Conversions API (Facebook Conversions API / Facebook Server-Side API).
- Advanced Matching (if the customer is logged in).
- Option to type your Meta Access Token (Facebook Access Token) in our extension config.
- Option to type your Meta API Version (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, PageView, Purchase, Search, and ViewContent events. * **Notice**
- Option to fire PageView event with other events: CompleteRegistration, InitiateCheckout, Purchase, Search, and ViewContent.
- Option to move parameters outside contents.
- Options to detect selected SKUs for all product types including bundle, configurable, and grouped

products.

* **Notice** Since version 4.4.0 you can send both the Meta Pixel (Facebook Pixel) event and Meta Conversions API (Facebook Conversions API) event simultaneously. The server-side events are not visible in the Meta Pixel Helper (Facebook Pixel Helper) extension for Chrome. You can see server-side events in your Meta Business Suite (Facebook Business Suite).

Category (Category Page)

- Option to type page handles (full action names) where you want category-related code.
- Option to type the 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` Meta Pixel (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 the ViewContent event.
- Option to type the Magento product attribute code you want to use for the global content_name parameter.
- Option to type the 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` Meta Pixel (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 Meta Pixel (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 Meta Pixel (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 the event name you want to use for search tracking.
- Option to type the 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

Miscellaneous

- Option to select Meta (Facebook) product identifier. Magento product SKU (Recommended) or Magento product ID.
- Option for Advanced Matching data mapping. Example: external_id=external_id|em=em|ph=ph. The format is simple param1=key1|param2=key2 Meta (Facebook) parameter and data key are connected by = sign and pairs are separated by | sign. Available customer data keys are: em, ph, fn, ln, ge, db, ct, st, zp, country, external_id.
- Options to connect default Magento "Cookie Restriction Mode" cookie or any third-party cookie consent extension or theme customization via following options: Enable Cookie Consent, Consent Cookie Name, Consent Cookie Key, Consent Cookie Value, and Consent Button.

Video Demonstration

The following video is made with an older version of the extension. Since version 4.4.0 you can send both the Meta Pixel (Facebook Pixel) event and Meta Conversions API (Facebook Conversions API) event simultaneously. There are also more than several new options in the latest version of the extension. If you watch some other video demonstrations on our site or YouTube and you see the source code in them be aware that is a code from the older version of the extension. The latest versions of the extension are using "Magento Private Content" and have many code improvements.

