

FACEBOOK PIXEL



How to install the Facebook Pixel extension:

First you'll need to [download the extension from Magento Connect](#). From there, log into your Magento admin panel to install the extension. Go to System -> Magento Connect-> Magento Connect Manager and log in again. From here copy and paste in the Extension Key from our Facebook Pixel extension page and install the extension. Next you'll need to clear your Magento cache and log out of Magento.

****If you do not log out after installing you will see a 404 error page****

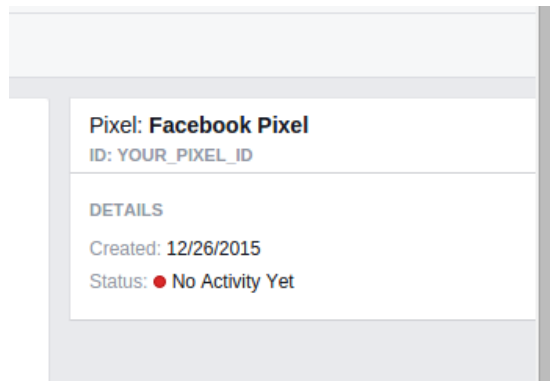
How to configure the Facebook Pixel extension:

See the [Facebook guide to creating and installing pixels here](#).

After you login to the Ads Manager, go to Tools -> Pixels

A screenshot of the Facebook Ads Manager interface. The top navigation bar includes 'Manage Ads', 'Account Settings', 'Billing', 'Power Editor', and 'Tools'. The 'Tools' dropdown menu is open, showing options like 'Audiences', 'Audience Insights', 'Pixels' (which is highlighted), 'Custom Conversions', 'Pages', 'Image Library', 'App Ads Helper', and 'Advertiser Support'. The main content area shows a 'Performance' tab with 'Results' and 'Custom' sections. The 'Results' section displays 'No Objective', 'People Reached', and 'Amount Spent'. The 'Custom' section is currently empty. At the bottom, there are buttons for 'Ad Sets in this Campaign' and '+ Create Ad Set'. A 'No Action' message is visible on the right side of the main content area.

By default, you should see the Facebook Pixel Tab – here you will find your pixel ID on the right side of the screen:



ENTER YOUR PIXEL ID

Once you've found your Pixel Id, enter it into the Magneto admin under System -> Configuration -> Cadence Labs -> Facebook Pixel.

Facebook Pixel Save Config

Default Config Manage Stores

Configuration

- GENERAL
 - General
 - Web
 - Design
 - Currency Setup
 - Store Email Addresses
 - Contacts
 - Reports
 - Content Management
- CATALOG
 - Catalog
 - Configurable Swatches
 - Inventory
 - Google Sitemap
 - RSS Feeds
 - Email to a Friend
- CADENCE LABS
 - Facebook Pixel**
- CUSTOMERS
 - Newsletter
 - Customer Configuration
 - Wishlist
 - Promotions
 - Persistent Shopping Cart
- SALES
 - Sales
 - Sales Emails
 - PDF Print-outs
 - Tax
 - Checkout
 - Shipping Settings
 - Shipping Methods
 - Google API
 - Payment Methods

Facebook Pixel

Enable: [STORE VIEW]

Pixel ID: [STORE VIEW]
 ▲ This is the pixelid for the facebook pixel (see the install guide for instructions on where to find this).

Conversion Event (Optional)

Enable: [STORE VIEW]
 ▲ The base pixel must be enabled to track conversions. Includes parameters for grand total and currency.

Add To Cart (Optional)

Enable: [STORE VIEW]
 ▲ The base pixel must be enabled to track addToCart. Includes parameters for all product SKU's added, the total value for added products, and currency.

Add To Wishlist (Optional)

Enable: [STORE VIEW]
 ▲ The base pixel must be enabled to track addToWishlist. Includes parameters for the product sku added, price of product, and currency.

Initiate Checkout (Optional)

Enable: [STORE VIEW]
 ▲ The base pixel must be enabled to track initiateCheckout. Includes no parameters

View Product (Optional)

Enable: [STORE VIEW]
 ▲ The base pixel must be enabled to track viewProduct. Includes parameters for product price, product name, product sku, and currency

Search (Optional)

Enable: [STORE VIEW]
 ▲ The base pixel must be enabled to track search. Includes a parameter for the search string.

OUR EXTENSION TRACKS MULTIPLE EVENTS

This extension supports stores with multiple currencies, and tracks the below events:

- View
- Purchase
- Add To Cart
- Add To Wishlist
- Initiate Checkout
- View Product
- Search Products

You must enable the events you want to track in the admin.

***At this time Facebook does not track order IDs, products or other information about the purchase.*

We recommend tracking this information using Google Analytics.

TIPS FOR REMARKETING CAMPAIGNS

We run a number of remarketing campaigns for a wide variety of clients on Facebook. In general we find that remarketing is the most effective type of advertising you can do using Facebook's ad platform. That said, here are some tips to make your remarketing campaigns more effective.

- Use your logo in any Right Side ads
- Experiment with ads targeted at users who haven't visited your site in the last 30 days.
- Exclude users who have made a recent purchase (this can be done by excluding traffic that has visited your "success" url)
- Use your most popular or best selling products in your ad images.
- Remind customers of any free shipping over X offers
- Experiment with ads that feature popular blog posts.

WANT US TO INSTALL FOR YOU?

We've have lots of experience developing & installing extensions. If you need help, please call us at (719) 286-0751 or email us at info@cadence-labs.com.