

Magento™ 2 FACEBOOK PIXEL



How to install the Facebook Pixel extension:

Download & install the extension through Magento Marketplace (coming soon).

Or...

Install manually using github:

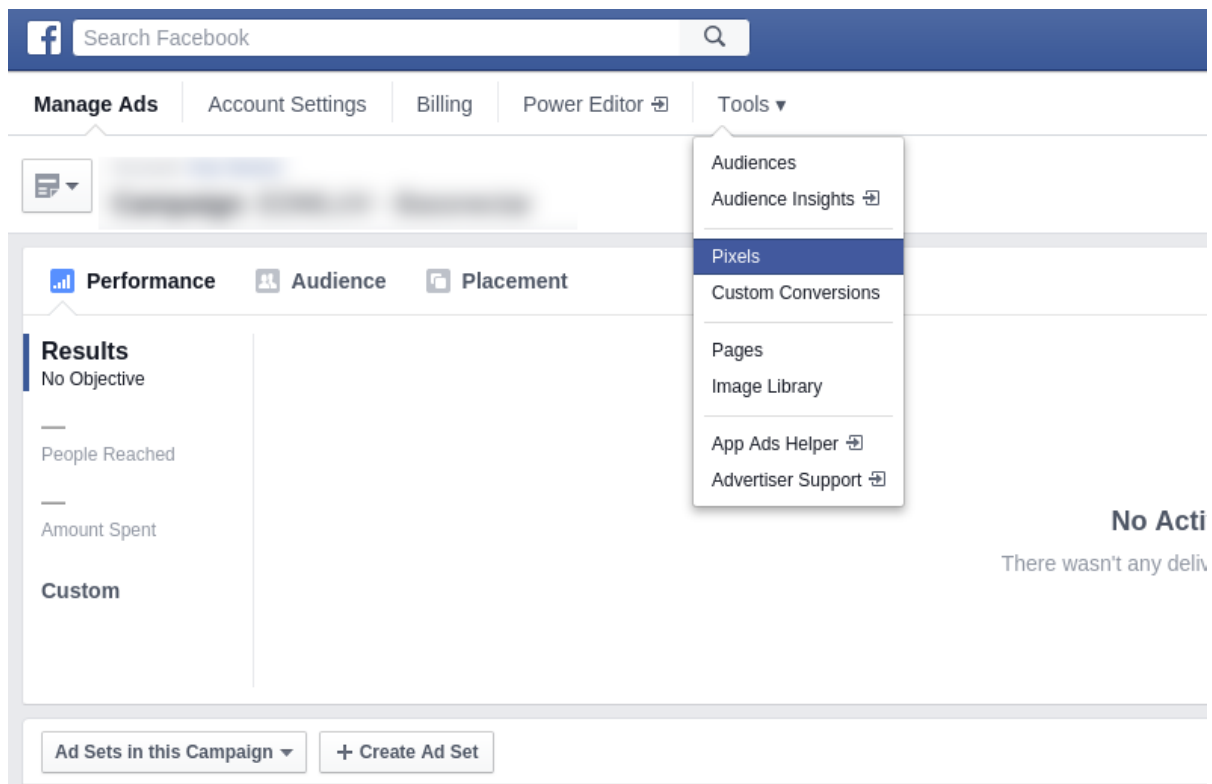
<https://github.com/cadencelabs/m2-fbpixel>

```
mkdir -p app/code/Cadence/Fbpixel && git clone https://github.com/cadencelabs/m2-fbpixel app/code/Cadence/Fbpixel
php bin/magento setup:upgrade
```

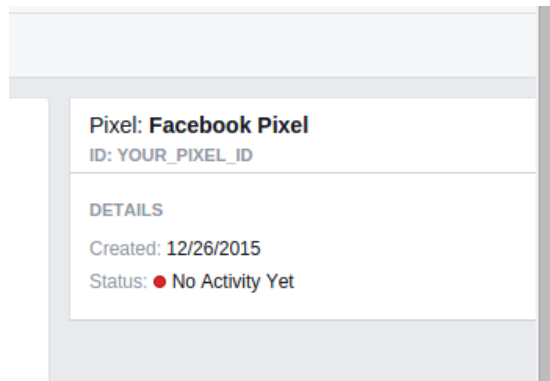
How to configure the Facebook Pixel extension:

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

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



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 **Stores -> Configuration -> Cadence Labs -> Facebook Pixel**.

The screenshot shows the Magento 1.X Configuration page for the Facebook Pixel extension. The left sidebar contains a menu with options: DASHBOARD, SALES, PRODUCTS, CUSTOMERS, MARKETING, CONTENT, REPORTS, STORES, SYSTEM, and PARTNERS & EXTENSIONS. The main content area is titled "Configuration" and shows the "Store View: Default Config" dropdown. The "CADENCE" section is expanded, showing the "Facebook Pixel" configuration. The configuration includes several optional conversion events, each with an "Enable" dropdown and a "Pixel ID" field. The "Pixel ID" field for the "Visitor Pixel" is highlighted with a red border and contains the text "Enter your Pixel ID here". Below the "Pixel ID" field, a note states: "This is the pixelid for the facebook pixel (see the install guide for instructions on where to find this)".

Configuration

Store View: Default Config

Save Config

GENERAL

CATALOG

CUSTOMERS

SALES

CADENCE

Facebook Pixel

SERVICES

ADVANCED

Visitor Pixel

Enable [store view] Yes

Pixel ID [store view] Enter your Pixel ID here

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] No

The base pixel must be enabled to track conversions. Includes parameters for grand total and currency.

Add To Cart (Optional)

Enable [store view] No

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] No

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] No

The base pixel must be enabled to track initiateCheckout. Includes no parameters

View Product (Optional)

Enable [store view] No

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] No

The base pixel must be enabled to track search. Includes a parameter for the search string.

Copyright © 2017 Magento, Inc. All rights reserved.

Magento ver. 2.1.8

[Account Activity](#) | [Report Bugs](#)

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.

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.