

Facebook Conversion Pixel Guide for Magento 2.0

For an Ecommerce merchant, getting sales is the key metrics and for this to happen, most of E-Commerce advertisers uses Facebook to drive traffic and generate sales on their store.

Running ads on Facebook for your store is one thing but to successfully run campaigns, you have to optimise your ad and see how much conversion this traffic is generating for your money.

With our Facebook Conversion Pixel extension, you can track various key actions about your customers very easily. You can easily see in real time how many users are coming from Facebook and what actions they are performing. Our extension allow to track events like Add to Cart, Add to Wishlist, View Product Page, Product purchase and many more.

How to Set up Facebook Conversion Pixel in Magento Store:

Step 1: Downloading the Extension

The first step is to download the extension from Magento store.

Step 2: Getting your Pixel code from Facebook

Next step is to find your unique Facebook Pixel code, please follow the below steps to get your unique code

Step 2.1: Visit Facebook Ad manager and click on" Pixel" Section

The screenshot shows the Facebook Business Manager interface. The top navigation bar includes the Facebook logo, a search bar, and various utility icons. Below the navigation bar, there are several tabs: 'Frequently used', 'Plan', 'Create & manage', 'Measure & report', 'Assets', and 'Settings'. The 'Assets' tab is selected, and the 'Pixels' option is highlighted with a red arrow and the text 'Click on Pixel Section'. Below the navigation bar, there is a section for 'Events' with a table showing event names, statuses, and activity counts. The table includes columns for 'Name', 'Status', 'Activity', and 'Count (Last 7 days)'. The events listed are PageView, ViewContent, and AddToCart, all with a status of 'Active'.

Name	Status	Activity	Count (Last 7 days)
PageView	Active Last received: in the last hour	[Line graph]	10,169
ViewContent	Active Last received: in the last hour	[Line graph]	690
AddToCart	Active Last received: in the last hour	[Line graph]	389

Step 2.2: Now click on “Set up” Pixel Button as shown in screenshot below

The screenshot shows the Facebook Business Manager interface with the 'Set up pixel' button highlighted by a red arrow and the text 'Select "Set Up Pixel" Button'. The main content area displays a line graph titled '11.6k Pixel Fires' showing the number of pixel fires over time from March 25 to April 1. The y-axis ranges from 0 to 2.6k. Below the graph, there is a table showing event names, statuses, and activity counts. The table includes columns for 'Name', 'Status', 'Activity', and 'Count (Last 7 days)'. The events listed are PageView, ViewContent, and AddToCart, all with a status of 'Active'. On the right side of the interface, there is a 'Pixel installation complete!' notification with a checkmark icon and a message stating 'Your Facebook pixel is ready to use. Now you can optimise your adverts for conversions and leverage other powerful Facebook Adverts tools.' Below this notification, there is a 'Report a Problem' button.

Name	Status	Activity	Count (Last 7 days)
PageView	Active Last received: in the last hour	[Line graph]	10,169
ViewContent	Active Last received: in the last hour	[Line graph]	690
AddToCart	Active Last received: in the last hour	[Line graph]	389

Step: 2.3: Select “Copy & Paste the code” option

Install your pixel code



Step 1: Choose how you want to install your pixel code

To make your pixel work, you need to install some code on your website pages. There are two ways to do this.



Use an integration or tag manager

Choose this option if you use a tag manager tool or e-commerce platform that offers Facebook integration. [Learn more.](#)



Copy and paste the code

Choose this option if you need to manually insert pixel code snippets into your website code. We'll walk you through how to do it. [Learn more.](#)



[Click here to get your unique pixel code](#)

Cancel

Step 2.4: Copy your unique pixel code:

1 Install pixel base code

1.1 Locate the header code for your website.

You must install the pixel base code into the header code of every page of your website. This lets you get data about all page views on your website, to establish a baseline for measuring specific events. Find the <head></head> tags in your web page code, or locate the header template in your CMS or web platform. [Learn where to find this template or code](#) in different web management systems.

1.2 Copy the entire pixel base code and paste it into the website header.

If possible, paste the pixel base code at the bottom of the header section, just above the </head> tag.

i Please don't modify this code.

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.call
n.callMethod.apply(n,arguments);n.queue.push(arguments)};if(!f._f
n.push=n.loaded=10;n.version='2.0';n.queue=[];t=b.createElement
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(
document,'script','https://connect.facebook.net/en_US/fbevents.js
fbq('init', '1250194088427732 '); // Insert your pixel ID here.
fbq('track', 'PageView');
</script>
<noscript>Last received: in the last hour |          | 10,169              |           |
| ViewContent | ● Active<br>Last received: in the last hour |          | 690                 |           |
| AddToCart   | ● Active<br>Last received: in the last hour |          | 389                 |           |
| Purchase    | ● Active<br>Last received: in the last hour |          | 160                 |           |
| Search      | ● Active<br>Last received: 8 hours ago      |          | 85                  |           |

[See 8 More](#) Report a Problem

## What Types of Events you can Track:

Our Facebook Conversion pixel Extension allow you to track various events in Magento and some of them are follows:

- View

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

You can individually enable the above events from the Admin panel of the Extension.  
For any further query, feel free to contact us at [\*\*support@cmojoo.com\*\*](mailto:support@cmojoo.com)