

# Magento 2<sup>®</sup> Guide

Facebook Feed and Pixel

## Facebook

We've made Facebook Feed and Pixel for Magento® 2 made easy. This extension offers the option to generate a complete XML feed which can be directly loaded to your Facebook account. The extension also implements the Facebook tracking pixel which can be enabled on different pages to track complete visits and events.

### The Facebook XML Data Feed

XML Data Feed fully meets the latest standards of Facebook. It is possible to generate the feed manually and through a Cronjob so the feed is automatically automatically up to date whenever it's uploaded to Facebook. You can set this hourly or daily, depends on how many times you want to fetch the Facebook Feed into your Facebook account. There are several data variables which can be included in the XML feed, even clothing/apparel can be directly loaded into the feed through the optional values. This Facebook XML Data feed for Magento® 2 is an extension which is specially designed for Facebook, because it has different requirements as the shipping, the categories and the additional tracking pixel with e-commerce event trackers.

### The Facebook Tracking & Conversion Pixel

The Facebook Tracking pixel for Magento has for some time a required function to merchants who wish to join Facebook. This is arise from the fact that sales through Tradetracker traceable at all times and on all pages including product page data as price and product names and events for e-commerce site as "add to cart" and the successpage to measure the conversion. The success pixel contains different order data to get even a better sight on your conversion and your ROI on the Facebook campaigns. You can setup the feed and the tracking options per store-view.

## Installation

Find the installation and configuration guides right here;  
<https://www.magmodules.eu/help/facebook-feed-and-pixel>

## Knowledge Base

In our knowledge Base we add the most frequently asked questions from this Magento® extension and we setup a clear guide to help you with the installation and configuration. Please feel free to ask any further questions so we can complete this knowledge base for the benefits of all as this knowledge base is designed to offer a complete support option in self-service.

It allows you to search for the frequently quested actions or have a peek in the configuration settings to get the most out of the extensions

**You can find the Knowledge Base for this extension here;**  
<https://www.magmodules.eu/help/facebook-feed-and-pixel>

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