



## Facebook Conversion & Audience Pixel Tracking - Installation/Set-up Guide

1. **Disable Compilation Mode:** To check that this is disabled, go to System->Tools->Compilation. If the compiler status is 'Disabled', you are ready to go. If not, simply click the 'Disable' button on the right hand side of the screen.
2. **Upload Package:** Upload the content of the module to your root folder. This will not overwrite the existing Magento folder or files, only the new contents will be added.
3. **Clear Caches:** This can be done from the admin console by navigating to the cache management page (System->Cache Management), selecting all caches, clicking 'refresh' from the drop-down menu, and submitting the change. Logout and login back in Admin.
4. **Configuration settings for Facebook Conversion Tracking:** Goto Admin -> System -> Configuration -> Scommerce Configuration -> Facebook Conversion Tracking -> General
  - a. **Enable:** Set yes to enable the module.
  - b. **License Key:** Enter the License key provided by Scommerce Mage.
  - c. **New Facebook Tracking Enabled:** Set yes to enable Facebook new pixel tracking or Remarketing tag\_  
<https://developers.facebook.com/docs/ads-for-websites/tag-api/>
  - d. **Pixel Tag ID:** Enter Checkout Conversion Pixel Tracking Id. **This will work with old Facebook Tracking only.**
  - e. **Cart Pixel Tag ID:** Enter Add to Cart Conversion Pixel Tracking Id. **This will work with old Facebook Tracking only.**
  - f. **Registration Pixel Tag ID:** Enter Registration Conversion Pixel Tracking Id. This will work with old Facebook Tracking
  - g. **Contact Us Pixel Tag ID:** Enter leads or key page views or other website conversion pixel tracking Pixel Id. **This will be used on contact us form and will work with old Facebook Tracking**
  - h. **Audience Pixel Tag ID:** Enter Custom Audience Pixel Id. **This applies to old as well as new Facebook tracking.**

- i. **Events** : Select the events which you want to track with new Facebook tracking.

For new pixel tracking it will track all the events outlined here -:

<https://developers.facebook.com/docs/marketing-api/facebook-pixel/v2.6#standardevents>

- j. **Dynamic Ads Enabled:** Set yes to enable Dynamic Product Ads\_ <http://en-gb.facebook.com/business/help/www/455326144628161>
- k. **Remarketing Default Value:** Enter default value for events where value can't be defined like CompleteRegistration, Search (**only used for new Facebook tracking**)
- l. **Base:** Set '**Yes**' if you want to send base order data for example **base currency** and '**No**' to send store order data to FB for example **store currency**
- m. **Enable GDPR cookie check:** If you are using our [GDPR extension](#) or any other GDPR extension and you want to block sending information to Google then set this to "yes" based on customer preference. **Please note this is optional as far as you are not sending any PII to Google this setting needs to be turned off**
- n. **Force decline:** If you set this to yes then this tracking will be turned off unless customer accepts the cookie policy from the cookie notification message from your website
- o. **GDPR Cookie Key:** You can add name of your GDPR cookie here for our [GDPR extension](#) the name of cookie key is **cookie\_accepted** but if you are using other GDPR extension then please check with extension developer

**For sign up, you need to create an account with Facebook Conversion, Click <https://www.facebook.com/business> to find out more details.**

**Click <https://developers.facebook.com/docs/ads-for-websites/pixel-events/v3.1> to sign up. The integration service is free and simple to do!**

**Please contact [core@scommerce-mage.co.uk](mailto:core@scommerce-mage.co.uk) for any queries.**