



## Facebook Conversion & Audience Pixel Tracking – Installation / Set-up Guide for Magento 2

1. **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.

2. **Install extension:** After the successful upload of the package you have to run the commands on Magento2 root directory via SSH

**“php bin/magento setup:upgrade”**

**“php bin/magento setup:static-content:deploy”**

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:**

Go to **Admin -> Stores -> 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. Dynamic Ads Enabled:** Set yes to enable Dynamic Product Ads <http://en-gb.facebook.com/business/help/www/455326144628161>
- j. Remarketing Default Value:** Enter default value for events where value can't be defined like Complete Registration, Search (**only used for new Facebook tracking**)

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