



# FACEBOOK PIXEL

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## **USER GUIDE**

*Version 1.0.0*

Welcome to Facebook Pixel Extension for Magento 2 developed by Sparsh.

This extension allows adding Facebook Pixel Code in your store to track your visitors' events and the effectiveness of your Facebook ads.

### KEY FEATURES:

- ❖ Easy To Install & Manage
- ❖ Enable/Disable from the backend
- ❖ Track your visitors' events
- ❖ Track Purchases
- ❖ Track Add To Wishlist events
- ❖ Track Product Views
- ❖ Track Category Views
- ❖ Track Searches
- ❖ Individual Facebook Pixel ID's can be used for different stores
- ❖ Possibility to enable or disable individual page view events
- ❖ 100% Open Source

To use this extension, you first need to have Facebook Pixel ID. If you do not have it yet then create it as mentioned below.

If you would prefer to create a Facebook pixel using your **individual account**:

1. Go to your [Pixels](#) tab in Events Manager.
2. Click Create a pixel.
3. Read how the pixel works and then click Continue.
4. Add your pixel name.
5. Enter your website URL to check for easy setup options.
6. Click Continue.

For more information, refer:

<https://www.facebook.com/business/help/952192354843755?id=1205376682832142>

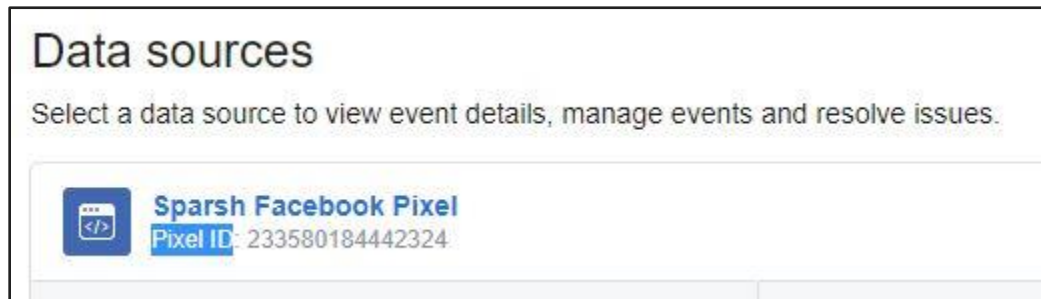
If you would prefer to create a Facebook pixel using your **business account**:

1. Make sure that you have access to a Business Manager account or [create one](#).
2. Go to [Business settings](#) in Business Manager.
3. Select your business.
4. Click Data sources.
5. Select Pixels.
6. Click the + Add button.
7. Enter a name for your pixel.
8. Optional: Enter your website URL.
9. Click Continue.

For more information, refer:

<https://www.facebook.com/business/help/314143995668266?id=1205376682832142>

Once Facebook Pixel is created, go to “Event Manager”. Under Data sources, find the pixel with the name you have created and copy Pixel ID mentioned under it.

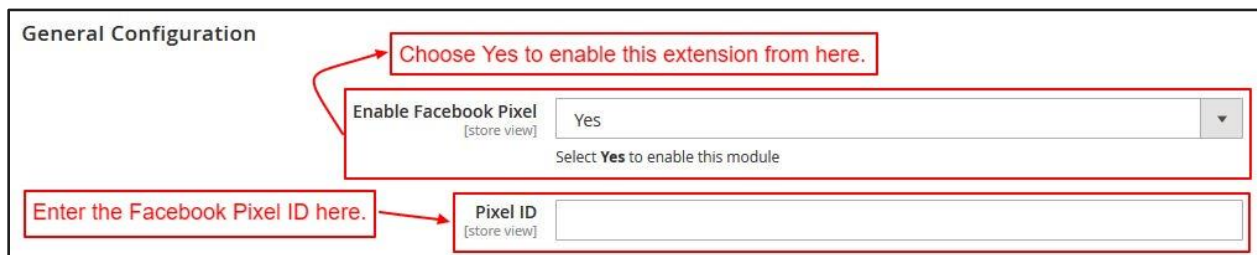


## 1. CONFIGURE FACEBOOK PIXEL FROM THE BACKEND

Go to Magento 2 Admin > Login > Stores > Configuration > Sparsh Extensions > Facebook Pixel.

Expand the **General Configuration** section, and do the following:

- **Enable Facebook Pixel:** Select “Yes” to enable this module.
- **Pixel ID:** Enter Pixel ID copied as above.



General Configuration

Choose Yes to enable this extension from here.

Enable Facebook Pixel [store view] Yes Select Yes to enable this module

Enter the Facebook Pixel ID here.

Pixel ID [store view]

Expand the **Event Tracking** section, and do the following:

- **Disable Pageview on:** Select pages/sections for which you don’t want to track page view events.
- **View Product Content:** Choose “Yes” to track product detail page events. It will capture product name, product SKU, product price and currency.
- **View Category:** Choose “Yes” to track product category page events. It will capture category name, category ID and currency.
- **Purchase:** Choose “Yes” to track product purchase events. It will capture order id, order product details, and order amount.
- **Add to Wishlist:** Choose “Yes” to track add to wishlist events. It will capture product name, product SKU, product price and currency added to wishlist.
- **Search:** Choose “Yes” to track search data events. It will capture the search string.

Clear cache from System > Tools > Cache Management if required.

Event Tracking

You can choose to restrict the pages to disable the pageview.

Disable Pageview on [store view]

- Registration Page
- Cms Page
- Search Page
- Advanced Search Page
- Category Page
- Product Page
- Checkout Page
- Success Page
- Account Page

Select pages to disable pageview.

Choose Yes to track event when someone visits product content and category.

View Product Content [store view] Yes

View Category [store view] Yes

Choose Yes to track event after someone places an order in your store.

Purchase [store view] Yes

Add to Wishlist [store view] Yes

Search [store view] Yes

## 2. VERIFY FACEBOOK PIXEL SETUP

Before you start, you'll need to have the Chrome web browser. If you don't have it yet, install the Chrome browser and then follow the steps below.

### Install the Facebook Pixel Helper

1. Go to the [Chrome web store](#).
2. Search for Facebook Pixel Helper in the search bar.
3. Click Add to Chrome.
4. Click Add extension in the pop-up.
5. Click the Pixel Helper icon in the address bar.
6. Check the pop-up to see any Facebook pixels found on that page, and whether they've been set up successfully.

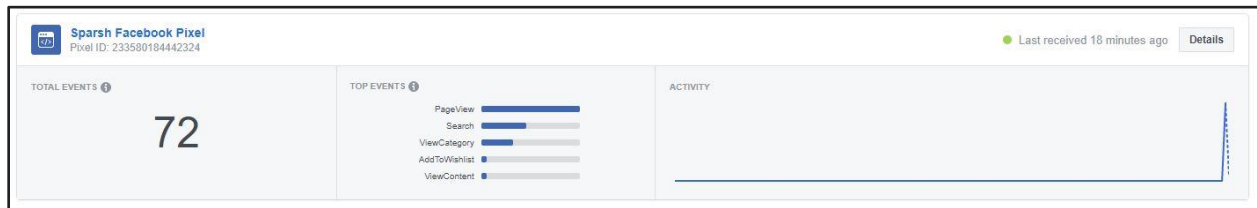
If the Pixel Helper finds a pixel on your site and there are no errors, then everything is set up correctly.

For more information, refer: <https://en-gb.facebook.com/business/m/pixel-set-up-step-4>

### 3. TRACK EVENTS WITH FACEBOOK PIXEL

Facebook starts to log data based on user activity on your store like visiting pages, add to wish list, purchase, search, etc. based on the configuration done from the backend.

To check the users' activities, go to Facebook > "Event Manager". Under Data sources, find the pixel with the name you have created.



Click on the "Details" button to find more details regarding all events triggered by users.

