Facebook Pixel v3.0.0

Facebook pixel is an analytic tool which allows you to measure, optimize and build audiences for your advertisements by understanding the actions people take on your webstore. The Facebook Pixel tracks which page the visitor has visited, what all the products they have bought and much more.

Facebook Pixel module is use to integrate Facebook pixel analytics tool to your Magento store. This will allow the store owner to track visitors and their behavior on your webstore. This eventually helps the store owner to build targeted audiences for future ads, and remarket to recognized leads for people who have interacted with your webstore or performed some sort of actions. It works by placing and triggering cookies to track users as they interact with the webstore.

Features

- Integrate Facebook Pixel to your webstore.
- This module can be completely disabled whenever required by admin panel.
- Can add multiple Facebook Pixel IDs as per multiple store views.
- Track standard events like Product View, Category View, Add to Cart, Add to Wishlist, Initiate Checkout, Purchase, Product Search, and Customer Registration.
- Each event can be enabled or disabled separately.
- Can create the custom audience and reach them via targeted Facebook ads.
- Can also target your audience via dynamic Ads. But for dynamic ads, you need to have your product catalog on Facebook as well.
- Easy access to manage the module configurations by admin panel.

Facebook Pixel ID

To use this module, you first need to create a Facebook Pixel in your Facebook Business Manager. For this, click on the link – **https://www.facebook.com/ads/manager/pixel**
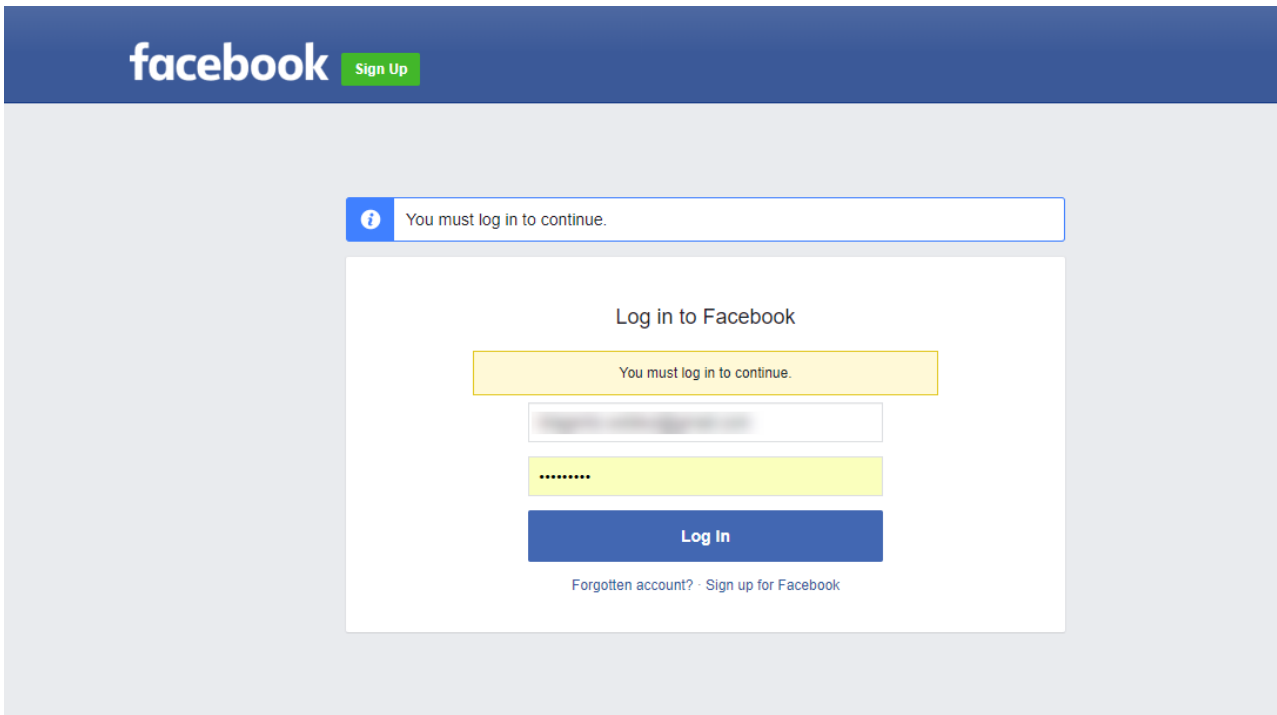
After login, you get navigated to the Facebook Event Manager account of your Facebook.

Note: Click on **Login** if you already have a Facebook account. Else click on **Sign up** to create the facebook account first.
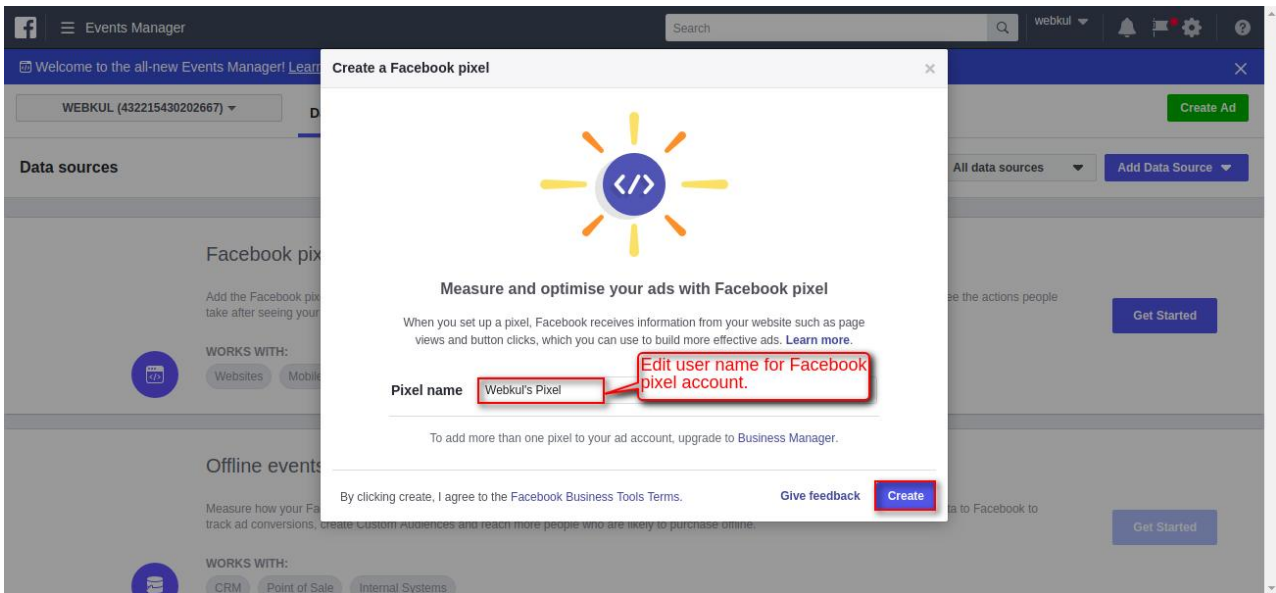
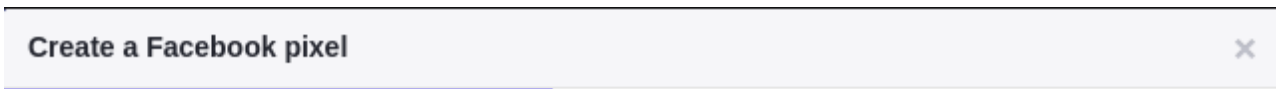Now, you need to goto **Business Settings** under **Event Manager** as per below image:
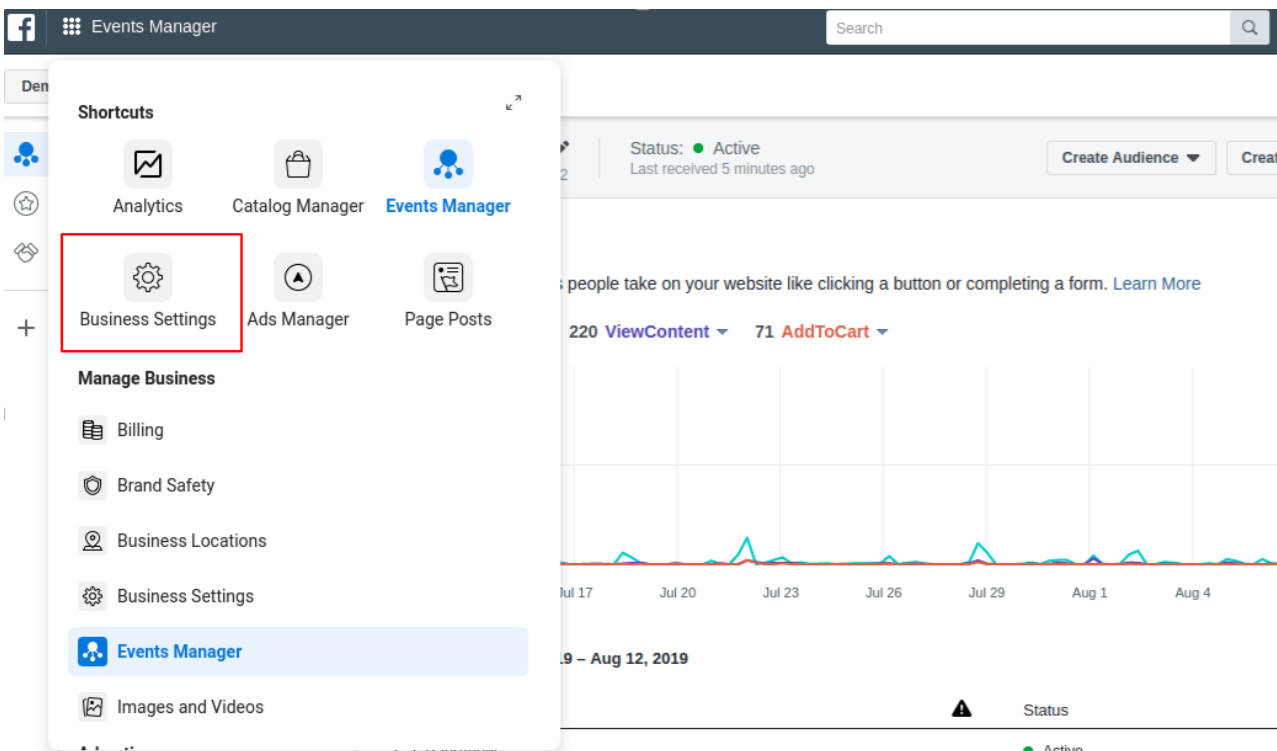
After that, you need to select **Pixels** under **Data Sources** and can add new pixel by clicking on Add, as per below image:
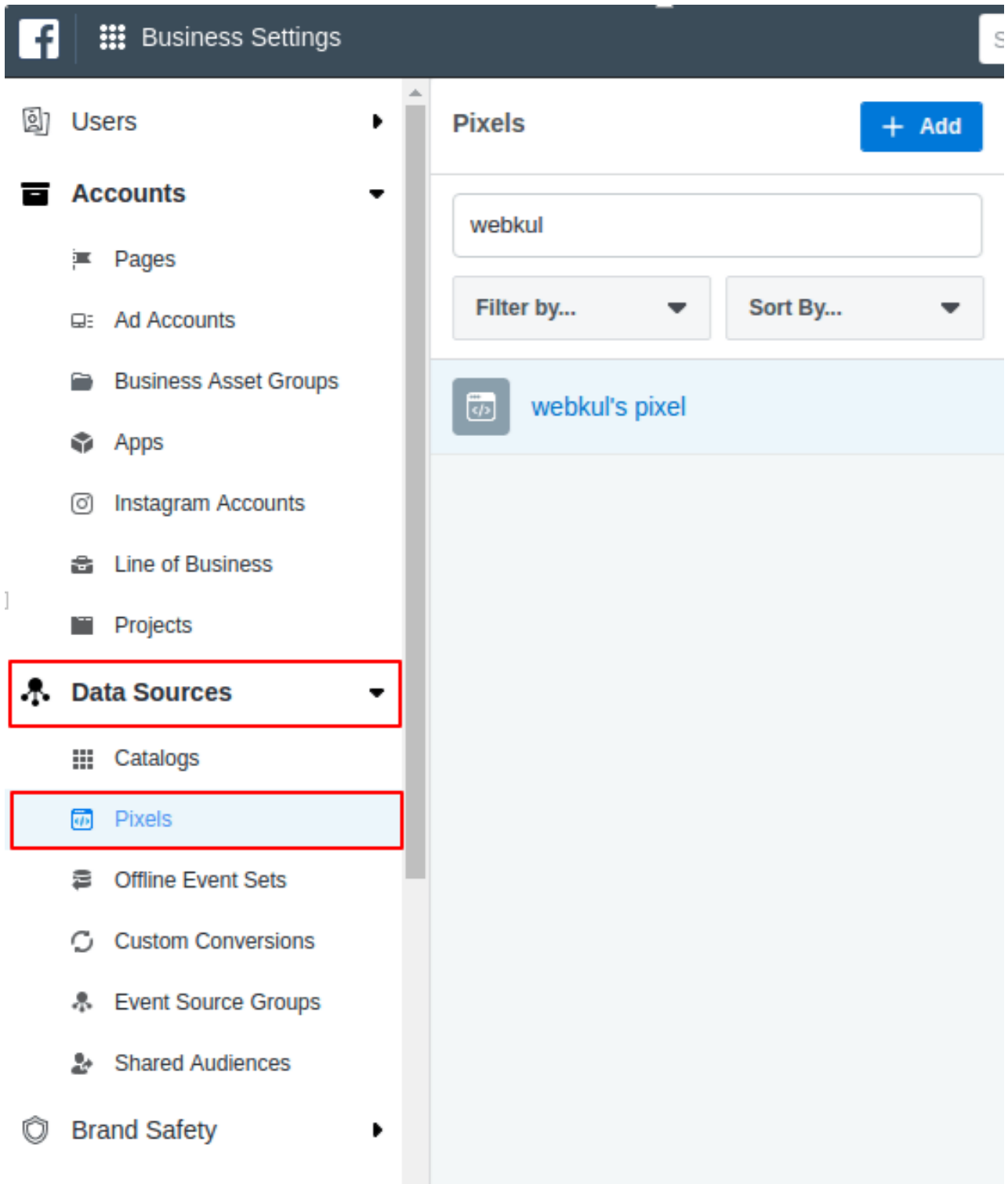
Here, after clicking on "Add", you will get a pop when you will click on the **Create** button.
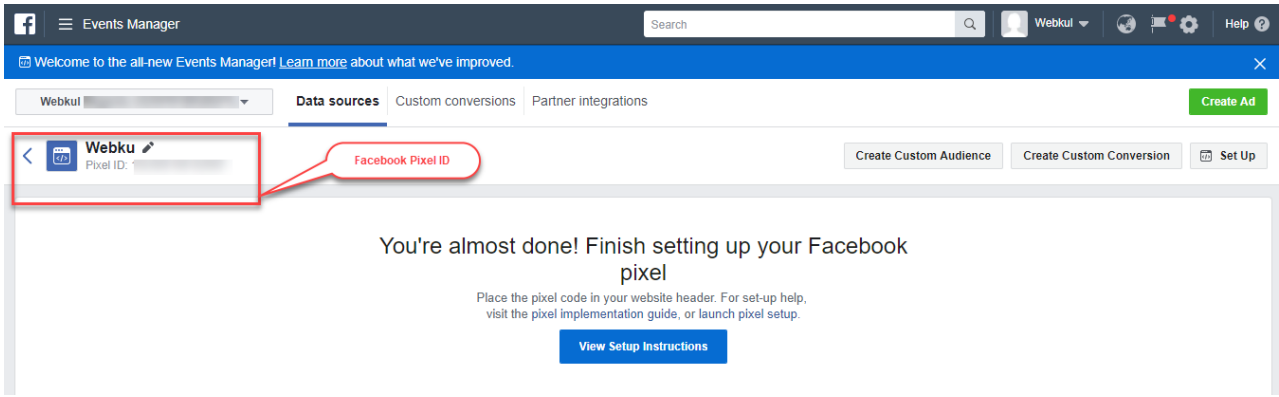
After clicking on the **Create** button you will get a success message as per the below image.

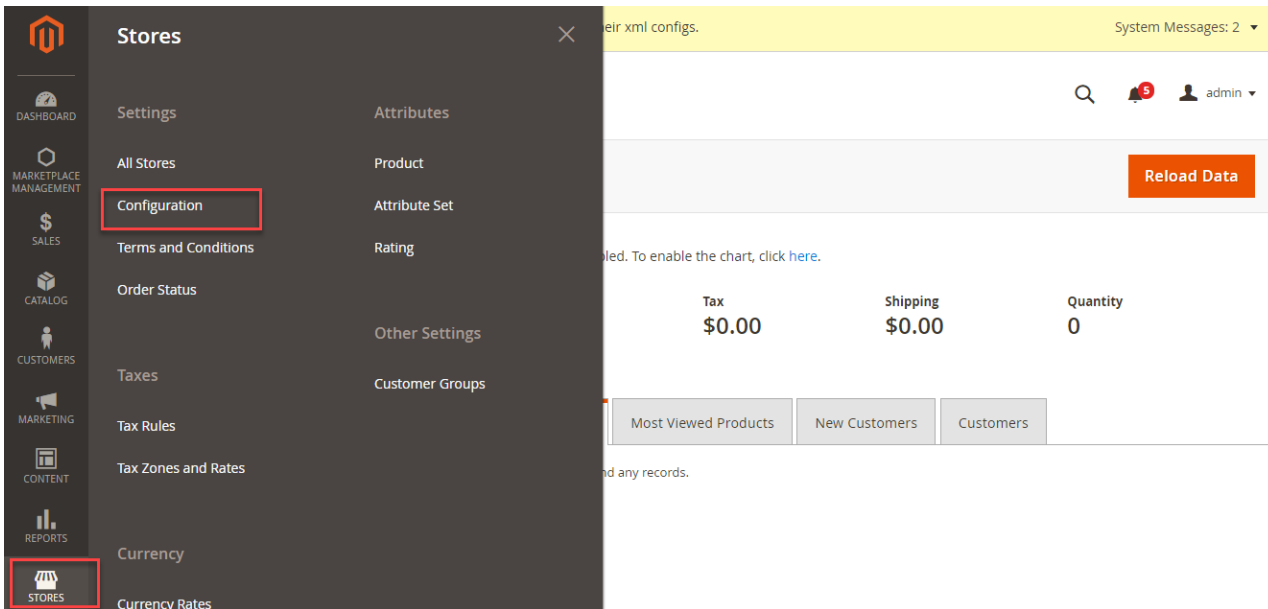After this, you will get the Facebook Pixel ID.

Module Configuration

After installing the module and creating the Facebook Pixel ID, the admin will configure the module settings. For this, the admin will navigate to **Stores -> Configuration ->webkul ->Facebook Pixel.**

This will navigate the admin to the module configuration page.

Here the admin will:

General Settings:

- **Enable FB Pixel:** enable or disable the module.
- **Enter Facebook Pixel ID:** enter the Facebook Pixel ID

Manage Events you wish to track:

There are various store events that can be tracked using this module. Each event can be enabled or disabled separately.

- **Product View –** track event when someone visits the product page.
- **Category View –** track event when someone visits the product page.
- **Add to Cart –** track event when someone clicks on 'Add To Cart' button to adds a product to the cart.
- **Add to Wishlist –** track event when someone adds a product to the wishlist.
- **Initiate Checkout –** track event when someone lands on the checkout page.

- **Purchase –** track event after someone places an order in your store.
- **Product Search –** track event when someone searches for something using the search feature.
- **Customer Registration –** track event when someone creates an account.
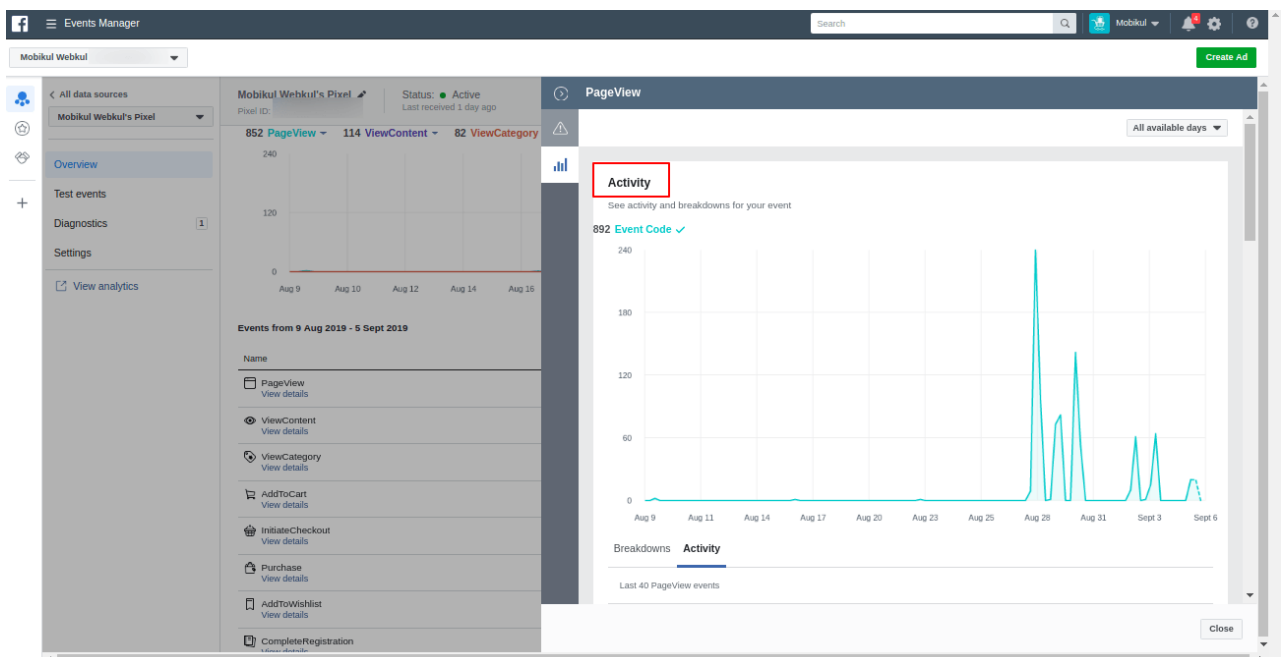
Frontend

Once you have configured the module settings, log in to your Facebook Business Manager account.

In the **Data Sources** section, select the **Overview tab** as shown below.

The admin can view Events and can view details of the Event by selecting "**View Details**".
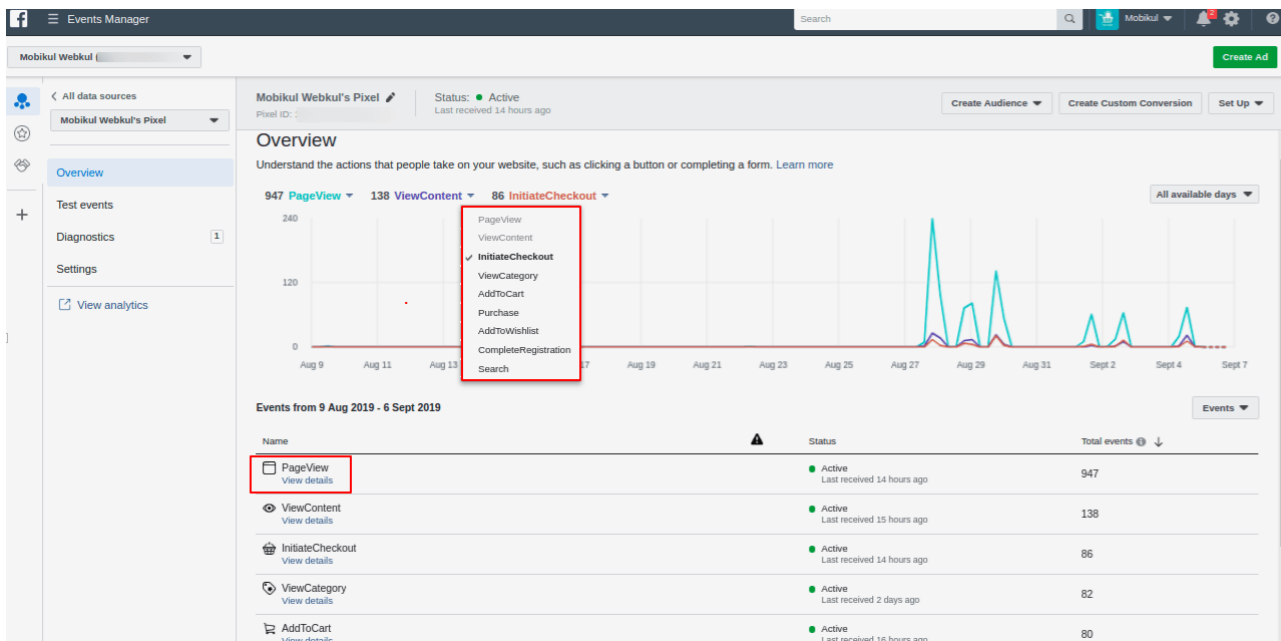

On selecting **View Details**, a pop box will appear as shown below.

Here, the admin can track the information for all the dynamic events of the Magento store conveniently.

Verify Events

The admin can even verify individual pages and make sure that the events are installed correctly. For this, the admin needs to install the Facebook Pixel Helper as a chrome extension. This is optional.
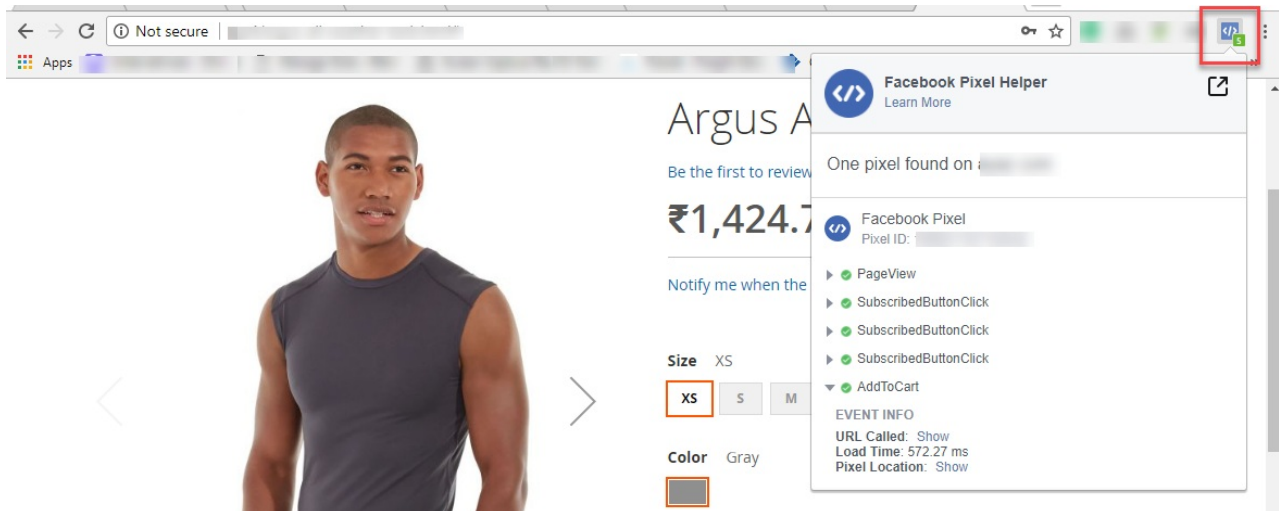
Facebook Pixel Helper is a tool that checks the accuracy of the Facebook Pixel and tests that the pixel is working fine.

Please Note – Facebook Pixel will not work if any ad-blocker is enabled in your browser.

That's all for the **Facebook Pixel** module. If still have any issue, feel free to contact us at **http://webkul.uvdesk.com/**