

Facebook Pixel ID Setup Guide

Admin needs to add Facebook Pixel ID which is used in the Track Events. This setting is available in the Third Party API tab under the General Settings module on the admin dashboard (Refer Figure 1).



Facebook Pixel

Facebook Pixel Id

This Is The Facebook Pixel Id Used In Track Events.

Fig. 1: Facebook Pixel ID on Admin Dashboard

To create Facebook Pixel ID, the admin must have a Facebook account. The steps to be followed next are:

1. Admin must login to their **Facebook account** and then visit [Events Manager](#). As shown in figure 2, the '**Data Sources**' dashboard will open.

NB: Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (*) next to a form control's label indicates it as 'required'.

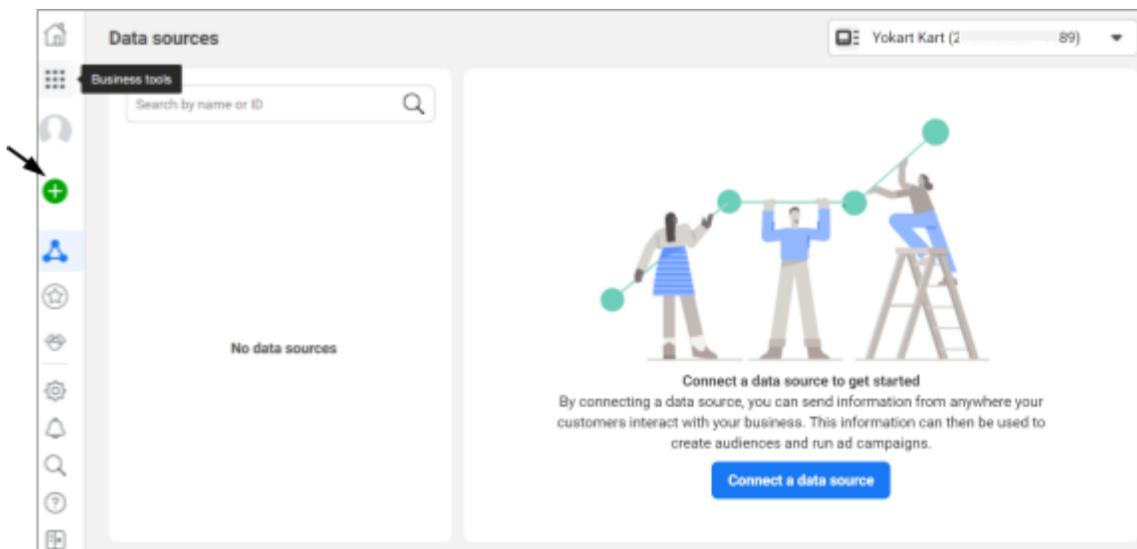


Fig. 2: Data Sources Dashboard

2. The admin must click on the  blue-plus icon provided on the left side-navigation bar as marked in figure 2.
3. A **'Connect a New Data Source'** pop-up box will appear as shown in figure 3, from which the admin must select the 'Web' option and click on **'Get Started'** button to proceed further.

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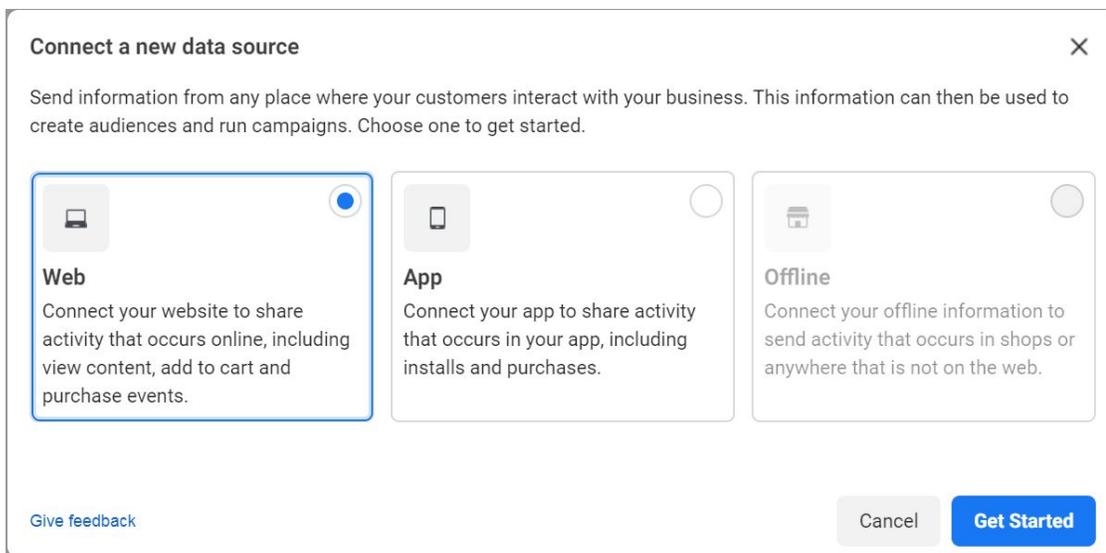


Fig. 3: 'Connect A New Data Source' Pop-up Box

- The **'Set Up Web Events'** pop-up box will appear as shown in figure 4 from which the admin must select the **'Facebook Pixel'** option and then click on **'Connect'** button.

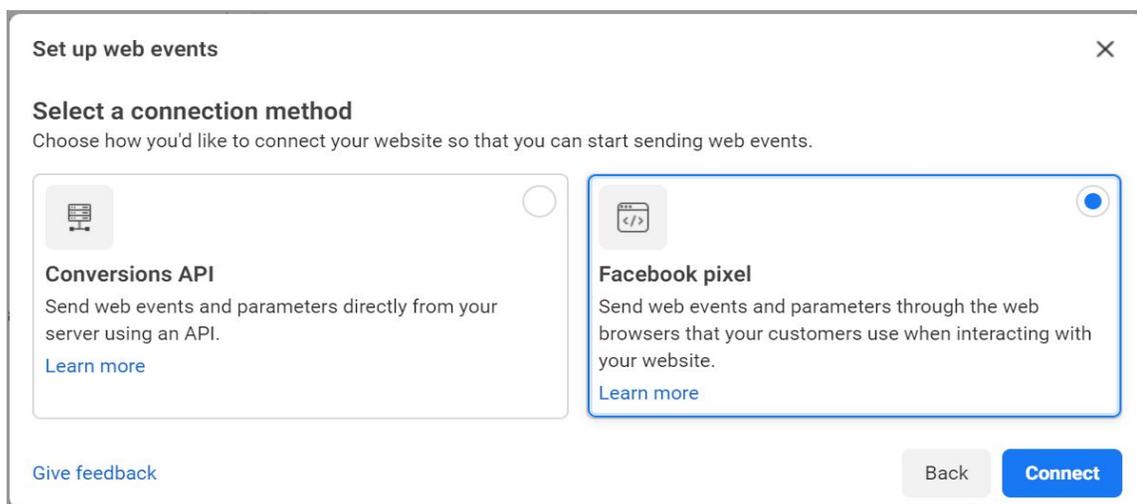
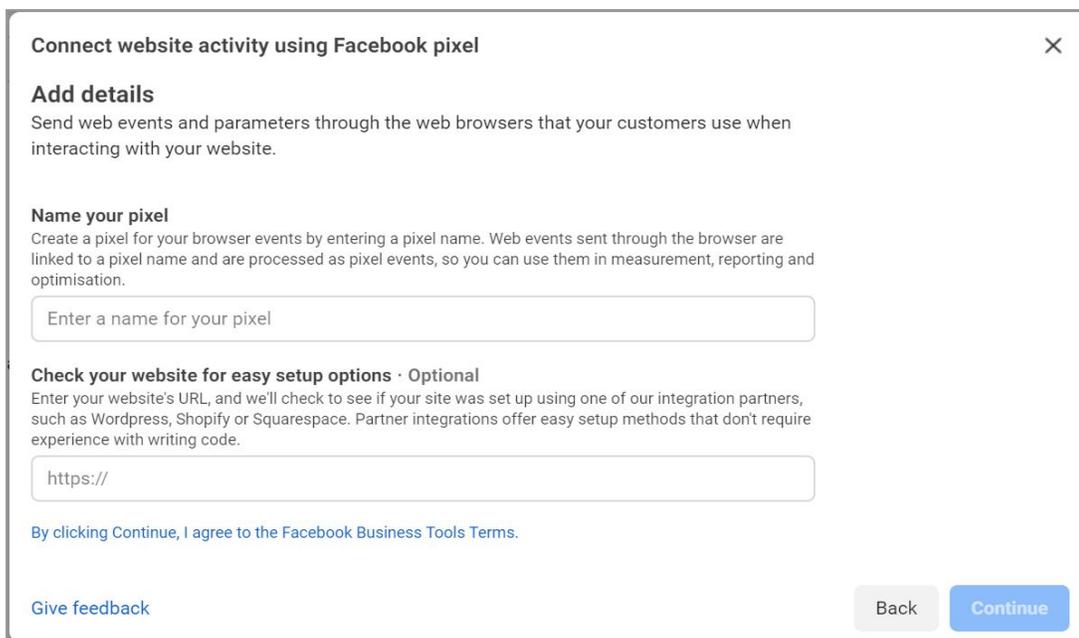


Fig. 4: 'Set Up Web Events' Pop-up Box

- The **'Connect Website Activity Using Facebook Pixel'** pop-up menu will appear as shown in figure 5 in which the admin must fill in the necessary

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details that are **Name of pixel** and **Website URL** (optional) and then click on 'Continue' button.



Connect website activity using Facebook pixel ✕

Add details
Send web events and parameters through the web browsers that your customers use when interacting with your website.

Name your pixel
Create a pixel for your browser events by entering a pixel name. Web events sent through the browser are linked to a pixel name and are processed as pixel events, so you can use them in measurement, reporting and optimisation.

Enter a name for your pixel

Check your website for easy setup options · Optional
Enter your website's URL, and we'll check to see if your site was set up using one of our integration partners, such as Wordpress, Shopify or Squarespace. Partner integrations offer easy setup methods that don't require experience with writing code.

https://

[By clicking Continue, I agree to the Facebook Business Tools Terms.](#)

[Give feedback](#) Back Continue

Fig. 5: 'Connect Website Activity Using Facebook Pixel' Pop-up Box

6. The pixel Id will be created after this step. The admin must go back to the **Data Source** dashboard as shown in figure 6 which displays the newly added pixel Id.

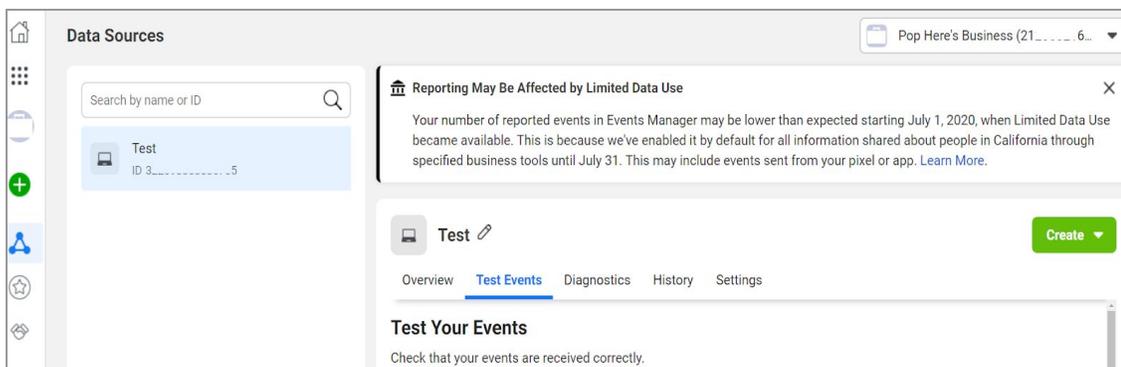


Fig. 6: Data Sources Dashboard Page

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- The admin can copy the pixel Id displayed below the added pixel's name as shown in figure 7.

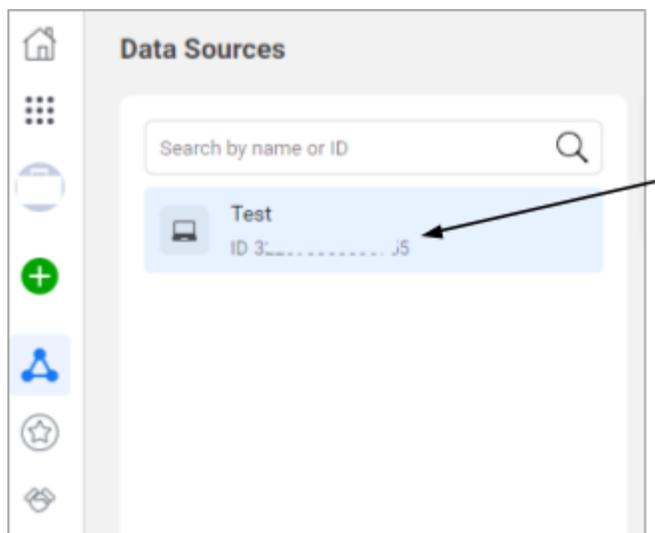


Fig. 7: Copy Pixel Id

This pixel Id is to be pasted by the admin on their dashboard as shown in [figure 1](#).

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