Facebook Pixel Refreshment

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What is a Pixel?

A piece of code that you place on your website. It collects data that helps you to:

- **Track conversions** from Facebook ads.
- **Optimize** ads.
- **Build targeted audiences** for future ads.
- **Remarket** to people who have already taken some kind of **action** on your website.

What do you need?

- A website (presell page).
- A facebook account.
- A facebook page.

NEW course:

**[Module 5](#) shows you the different steps and
detailed instructions on how to set up your pixel
and use audiences.**

1. Generating Pixel

- **Search for 'pixels' on the ads manager search box.**
- **Click 'Set Up Pixel'.**
- **Choose to add it manually.**
- **Paste the code in the 'head' section of relevant websites.**

</> **Manually add pixel code to website**

Follow guided installation instructions with detailed developer documentation. Learn More

Install code manually

- Manual Method
- Clickfunnels
- SASPanel
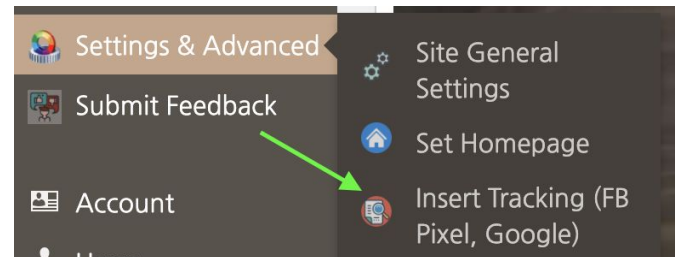
Manual method

- Add the code at the <head> section, right before the closing </head> tag.

Clickfunnels

- Either on the general funnel 'settings' under '**HEAD TRACKING CODE**'
- Or when editing page itself under settings -> Tracking Code.
-

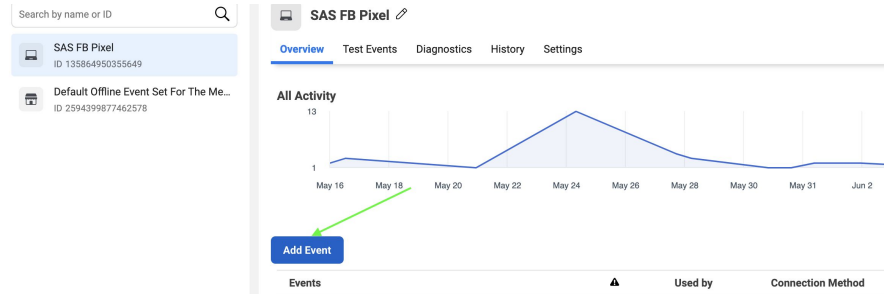SASPanel

- Add the tracking code under 'scripts in header':
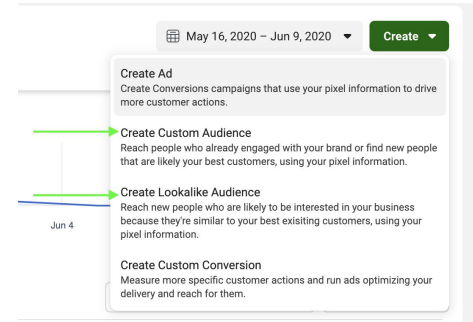
2. Creating custom events

At the pixel page:

- "Add Event" under the pixel setting.

3. Custom Audiences

A Facebook **Custom Audience** is an audience that **you can create**, based on interactions with your site/product.

Go to your pixels -> click the name of your pixel -> Create Audience -> Custom Audience.

4. Lookalike Audiences

A Facebook **Lookalike Audience** is an audience that **Facebook creates**, based on similar characteristics of visitors to your site/page.

Go to your pixels -> click the name of your pixel -> Create Audience -> Lookalike Audience.