Facebook Pixel installation & Usage

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What is a Pixel?

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

- 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

(Good guide on YouTube on how to create the above step by step, just watch first 5 minutes:

https://www.youtube.com/watch?v=sxgDwSto3mM)

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.**

– Manual Method
– Clickfunnels

- **(Screen-share demonstration of usage)**

Manual method

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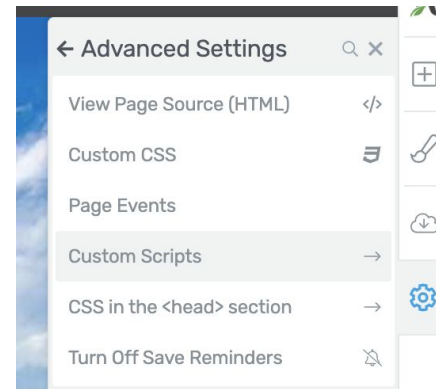
Clickfunnels

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

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- When editing the page, click settings -> advanced settings -> custom scripts. Paste it there.

2. Creating custom events

At the pixel page:

- Set up -> New event -> use setup tool.

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Install Base Code   Add Event Code

Now that you've installed the pixel base code, you can use the Event Setup Tool to track the actions that matter most to your business without using additional code.
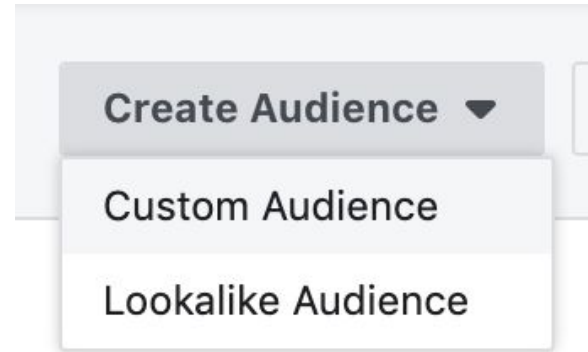
Use Facebook's Event Setup Tool (Recommended)
Add or edit events directly on your website screen with no coding required.

3. Custom Audiences

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

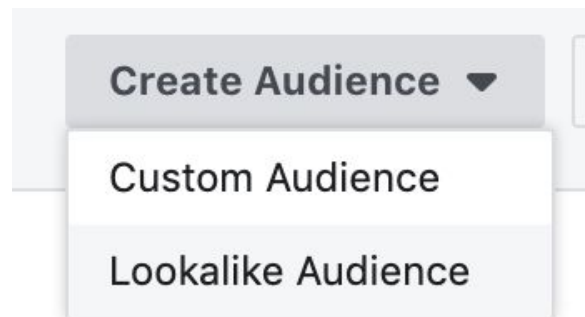Go to your pixels -> click the name of your pixel -> Create Audience -> Custom Audience.

- **(Screen-share demonstration & explanation of usage)**

4. Lookalike Audiences

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

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

- **(Screen-share demonstration & explanation of usage)**