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# How to create a Facebook Pixel

You will see how to create a web pixel, get the Pixel ID, Create an Access Token and setup an ACL.

## Create The Pixel

### Connect a New Data Source ✕

Send information from any place where your customers interact with your business. This information can then be used to create audiences and run campaigns. Choose one to get started.

**Web**  
Connect your website to share activity that occurs online, including view content, add to cart and purchases.

**App**  
Connect your app to share activity that occurs in your app, including installs, purchases.

**Offline**  
Connect your offline information to send activity that occurs in stores or anywhere that is not on the web.

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