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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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