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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

Go to The [FB Business Manager](#) Click on Green Add Icon on the left and then follow the steps

### Step 1

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.

☐

[Give Feedback](#)

Cancel

Get Started

### Step 2


eSGR Documentation - <https://esgr.in/wiki/>

### Set up Web Events

×

#### Select a connection method


Choose how you'd like to connect your website so you can start sending web events.

☐

**Conversions API**

Send web events and parameters directly from your server using an API.

[Learn More](#)

☒

**Facebook Pixel**

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

[Learn More](#)

[Give Feedback](#)

[Back](#)[Connect](#)

## Step 3

Choose a Unique Name for your Pixel, avoid using the word pixel.

### Connect Website Activity Using Facebook Pixel

×

#### Add Details

Send web events and parameters through the web browsers 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 optimization.

#### Check your website for easy set up 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 writing code.

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

[Give Feedback](#)

[Back](#)[Continue](#)

## Step 4

**Connect Website Activity Using Pixel**×

### Choose how you want to install pixel code

Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code, and your technical support. [Learn More](#)

</>

#### Manually add pixel code to website

Follow guided installation instructions with detailed developer documentation. [Learn More](#)

**Install code manually**

#### Use a Partner Integration

Connect your site using one of our many partners including Squarespace, Wordpress, Shopify, and others. This method doesn't involve writing code. [Learn More](#)

**Use a partner**

[Give Feedback](#)[Email Instructions](#)

## Get the Pixel ID

Go to the overview of the Data Source

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<https://esgr.in/wiki/> - **eSGR Documentation**

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