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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](#)CancelGet Started


Step 2

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 and select Settings.

The Green Arrow Shows the location of your Pixel ID.

The Red Arrow Shows the location of the Access Token Creation.

The Blue Arrow Shows the ACL.

myuniquepxnamehere

ESGR (344790066212534)

myuniquepxnamehere

ID: 329049558340730

Overview

Test Events

Diagnostics

History

Settings

Details

View the details of your Facebook Pixel.

Pixel ID

329049558340730

Creator

Sep 25, 2020

Owner

ESGR

ESGR (344790066212534)

Limited Data Use - Temporary Default Behavior

Facebook is offering a Limited Data Use flag to control how California personal information is used in our systems for certain Business Tools. If you use a Business Tool that offers the flag, there's a transition period to allow you to implement it. During this transition period, we'll limit data use on all unflagged events from people in California by default, meaning that Facebook won't be able to provide full measurement and optimization capabilities, or otherwise use Business Tool data to the full extent described in our Business Tools Terms. If you don't require this transition period or need to extend it for additional implementation time, you can change your transition period setting.

Transition Period Setting

Ending the transition period enables full use of data from this data source when an event doesn't have a Limited Data Use flag. For example, if you've already implemented the flag, you may want to end the transition period now. If you haven't, you can choose a different setting based on how much time you need to do so. You can change your setting until October 20, 2020, after which you must implement the flag.

☐ End transition period now

☒ Keep default transition period. [Learn More.](#)

☐ Extend transition period to October 20, 2020

Save

You may want to end the transition period now if:

(a) Your business isn't subject to the applicable law

(b) You're complying with the applicable law in another way (for example, filtering events before sending them to Facebook)

(c) You've completed implementation of Limited Data Use for this data source

Sharing

View accounts with access to your Pixel data. To change the access of an account, go to your Business Manager Settings.

Business Manager Accounts

Give another Business Manager account access to this Pixel.

Share With a Business

Ad Accounts

Give another ad account access to this Pixel.

Share With an Ad Account

Pixel and Cookie Settings

Choose how you want to use your Facebook pixel with cookies. [Learn more.](#)

Pixel Usage

Advertising and Analytics

You can currently use your pixel for ads measurement, ads reporting and analytics. The Advertising and Analytics option lets you create audiences and optimize for conversions. You can also choose Analytics Only.

Edit

Cookie Usage

First-Party Cookies: On

You can choose to share data from your website's first-party cookies with Facebook. This helps us deliver relevant ads to people who may be interested in your products or services.

Edit

Advanced Matching

Manage the customer information you send.

Automatic Advanced Matching

Use information your customers have provided to your business, like email address or phone number, to match your website's visitors to people on Facebook. This can help you attribute more conversions to your Facebook ads and reach more people through remarketing campaigns. [Learn More](#)

Show Options

OFF

Event Setup

View the events currently setup. To add or edit events directly without changing your website code, use the Event Setup Tool.

Open Event Setup Tool

Track Events Automatically Without Code

Your Facebook Pixel can find and report on valuable website events, such as purchases or registrations, based on your site traffic, button text and page metadata. This feature can help you set up events without having to install code. You can choose to turn this functionality on or off. [Learn More](#)

OFF

Conversions API

Send web events directly from your server. [Learn More](#)

Set up manually

To set up the Conversions API, create an access token here and then follow the setup instructions on the Facebook for Developers site.

Create Access Token

Set up through a partner integration

Easily connect your web activity through a partner integration - no coding required. Choose from Wordpress, Tealium, Segment and more.

Choose a Partner

Traffic Permissions

Use a block list or an allow list to control if domains are allowed to send Facebook events through your pixel. We suggest using an allow list because it helps ensure that your pixel isn't used to send events through domains you haven't authorized. [Learn More](#)

Allow list: Only domains added to the allow list can send events to Facebook through this pixel. Domains not on the allow list will be blocked from sending events.

Block list: Only domains added to the block list will be blocked from sending events to Facebook through this pixel. Domains not on the block list will be allowed to send events.

Create Allow List

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