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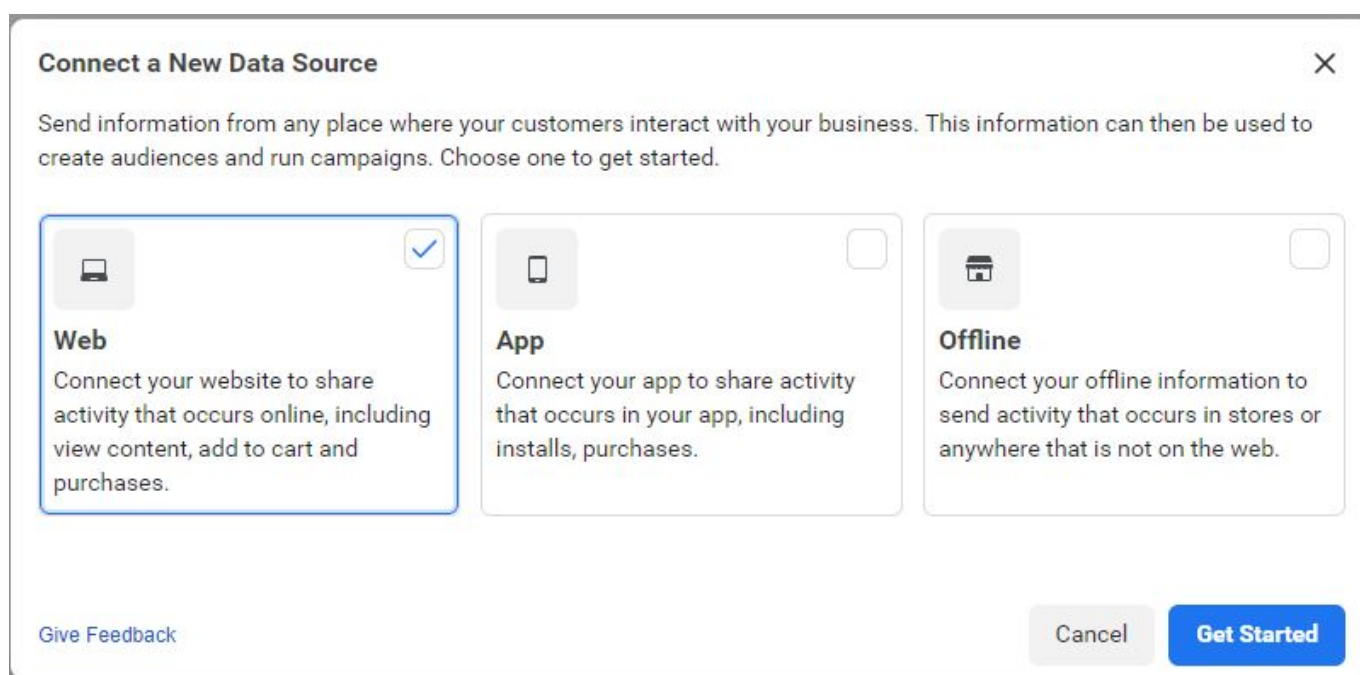
How to create a Facebook Pixel

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



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.

The screenshot shows the Facebook Pixel Settings interface. At the top, there's a search bar and a list of data sources. The main content area is titled 'myuniquepixelnamehere' and includes tabs for Overview, Test Events, Diagnostics, History, and Settings. The Settings section is expanded, showing details like Pixel ID (323049558040730), Creator (ESGR), and Limited Data Use options. There are also sections for Sharing, Pixel and Cookie Settings, Advanced Matching, Event Setup, Conversions API, and Traffic Permissions. Red and blue arrows point to specific elements like the Pixel ID, 'Create Access Token' button, and 'Create Allow List' dropdown.

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