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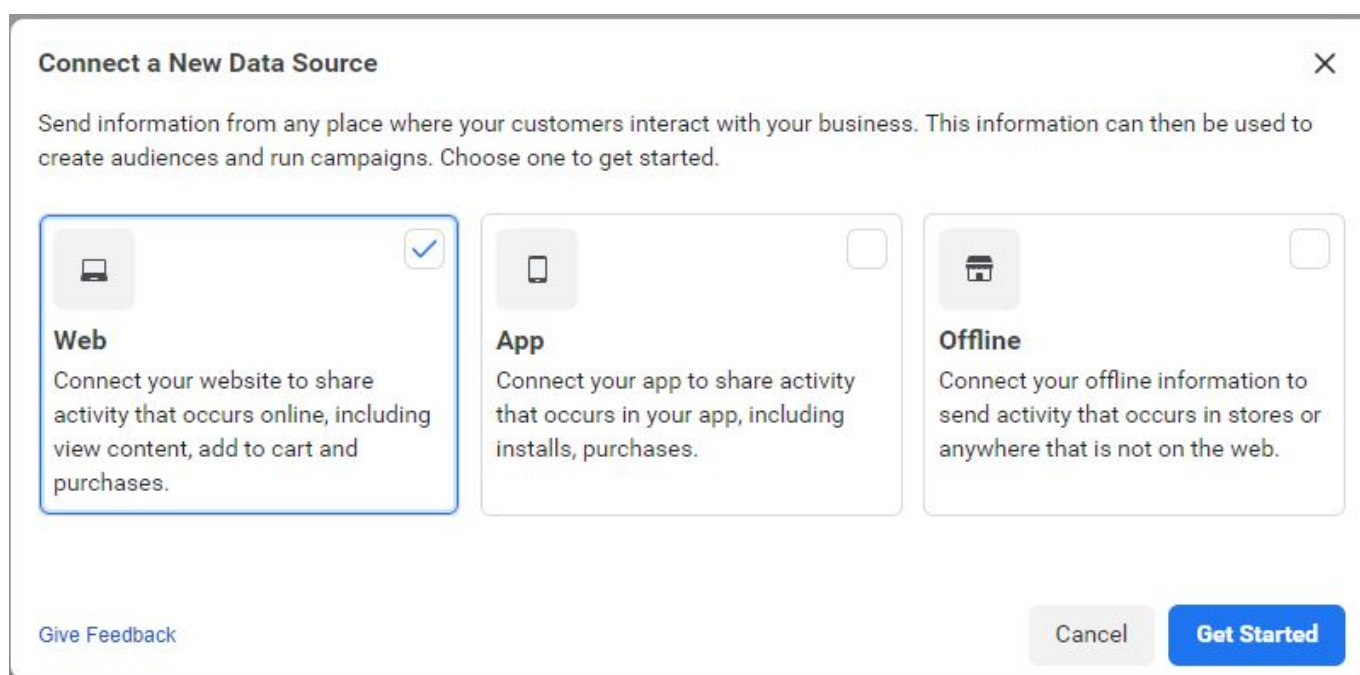
# How to create a Facebook Pixel

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 (Sep 25, 2020), and Owner (ESGR). Below this is a section for 'Limited Data Use - Temporary Default Behavior' with options for 'Transition Period Setting'. Further down are sections for 'Sharing' (Business Manager Accounts and Ad Accounts), 'Pixel and Cookie Settings' (Pixel Usage and Cookie Usage), 'Advanced Matching' (Automatic Advanced Matching), 'Event Setup' (Track Events Automatically Without Code), 'Conversions API' (Set up manually and Set up through a partner integration), and 'Traffic Permissions' (Create Allow List).

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