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[facebook](#), [pixel](#), [guide](#), [fb](#)

Difficulty



Very easy

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 Create Access Token.

The Blue Arrow Shows the ACL.

The screenshot shows the Facebook Pixel Settings page for a pixel named 'myuniquepxnamehere'. The page is divided into several sections:


- Details:** Shows the Pixel ID (229049558340730) and the Creator (ESGR, 344790066212534). A green arrow points to the Pixel ID.
- Limited Data Use - Temporary Default Behavior:** Explains Facebook's limited data use for California residents. It includes a 'Transition Period Setting' section with three options: 'End transition period now', 'Keep default transition period' (selected), and 'Extend transition period to October 20, 2020'. A 'Save' button is present.
- Sharing:** Allows sharing access to the pixel data with Business Manager accounts or Ad Accounts. 'Share With a Business' is highlighted.
- Pixel and Cookie Settings:** Includes 'Pixel Usage' (Advertising and Analytics) and 'Cookie Usage' (First-Party Cookies: On). Both have 'Edit' buttons.
- Advanced Matching:** Allows matching customers by email or phone number. The 'Automatic Advanced Matching' toggle is currently 'OFF'.
- Event Setup:** Includes an 'Open Event Setup Tool' button and a 'Track Events Automatically Without Code' toggle, which is also 'OFF'.
- Conversions API:** Allows sending web events directly from the server. It has two options: 'Set up manually' (with a 'Create Access Token' button highlighted by a red arrow) and 'Set up through a partner integration'.
- Traffic Permissions:** Allows controlling which domains can send events. It includes a 'Create Allow List' button highlighted by a blue arrow.

Create the Access Token

Click on the Create Access Token button (Red Arrow in Settings)


Step 1

Connect Website Activity Using the Conversions API




Connect Website Activity Using the Conversions API

The Conversions API is a data connection that lets you send web events directly from your server. Setting up the API has two parts: creating an access token and implementing the API. Once you've implemented the API, use the Test Events tool to verify that your events are received correctly. [Learn More](#)


 **Generate an Access Token**

An access token is required to use the API and helps establish a secure connection to your server.

 **Implement the API**

To send new events, make a POST request to the API directly or use Graph API Explorer. You can do this yourself or send instructions to a developer. All API requests must include an access token. [Learn More](#)

▼ See More

 **Test Your Events**

[Give Feedback](#)

Next

Step 2

☒ Select Pixel

☐ Generate Access Token


☐ Implement API

☐ Send Instructions

Connect Website Activity Using the Conversions API

Select a Pixel

Events sent from your server will be processed as web events and associated with a pixel. Choose which pixel you want your events to be associated with.

 **myuniquepxlnamehere**
ID:329349558340730

[Give Feedback](#)

Back

Next

Step 3

✓ Select Pixel

● Generate Access Token

○ Implement API

○ Send Instructions

Connect Website Activity Using the Conversions API

Generate an Access Token

An access token gives your selected system user secure access to the Conversions API. Each time you make an API call, you'll be required to use your access token.

Generate and then copy your access token and keep it somewhere safe. To help protect your security, Facebook won't save your access token. If you forget your access token, you can create a new one. [Learn More](#)

Generate Access Token

[Give Feedback](#)

BackNext

Step 4

Store the Access Key in a safe place, you are not able to retrieve it in the future and you will have to create a new one.

☒ **Select Pixel**

☐ **Generate Access Token**

☐ **Implement API**

☐ **Send Instructions**

Connect Website Activity Using the Conversions API

Generate an Access Token

An access token gives your selected system user secure access to the Conversions API. Each time you make an API call, you'll be required to use your access token.

Generate and then copy your access token and keep it somewhere safe. To help protect your security, Facebook won't save your access token. If you forget your access token, you can create a new one. [Learn More](#)

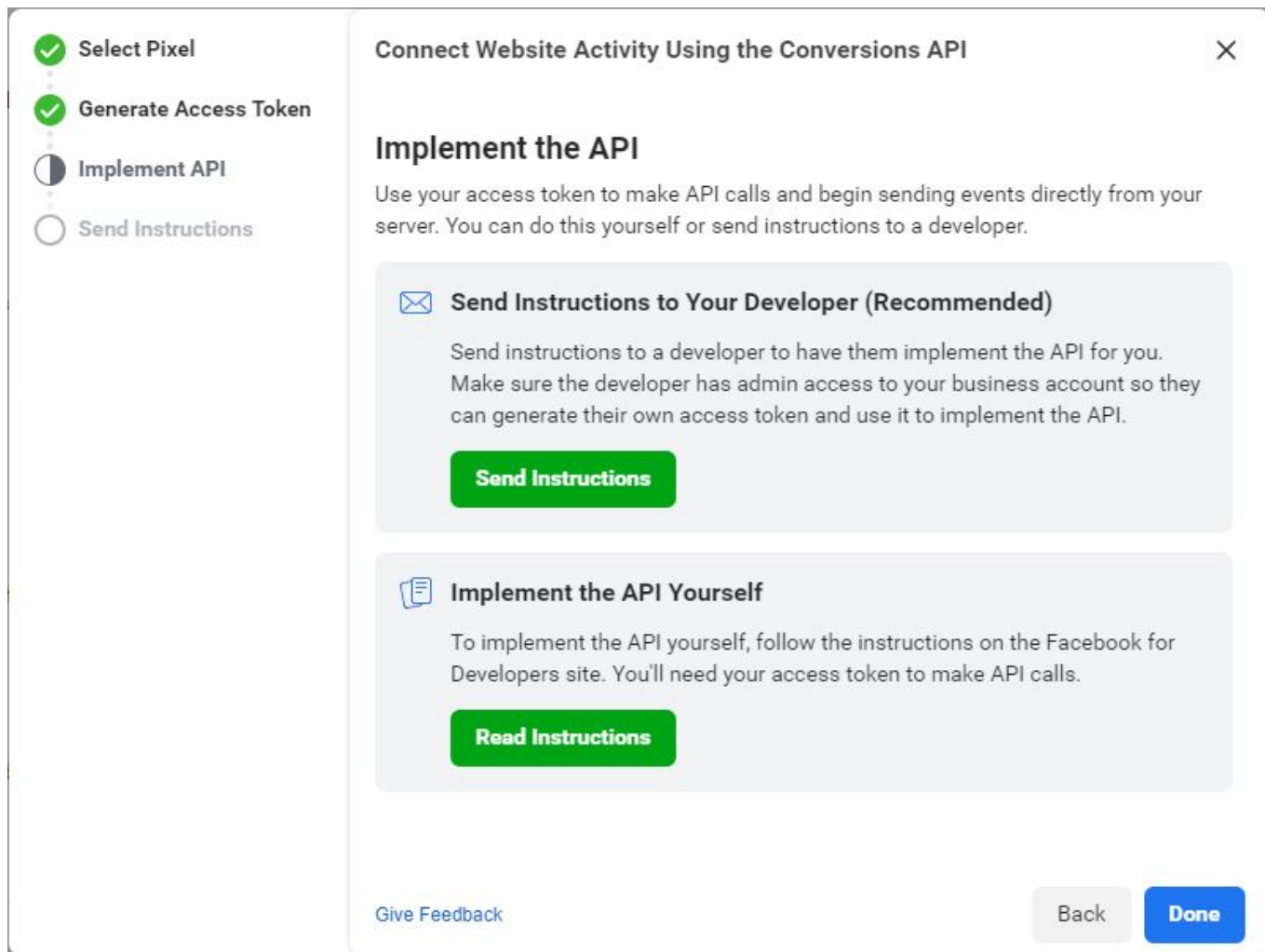
Copy and save this token somewhere safe. It won't be stored by Facebook.

```
EAAEvFYGRJZCcBAAZA7V1Srezjp0iwnzgqeDTDi1BLvuqEtpVCxerWco  
78IO1LZBSpV8TFK9V6dLoFbOYtXbfoAgZCxMZAf4KT0r3xIsjZCtDFJ7  
NE3jnPH5aD8ZBufZCarNPxfQSoFbLJX15g35KVZCAMEczZAmEnt1NE1t  
n8oI8yha3Y5c6dU20S8
```

[Give Feedback](#)

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Step 5



Create the ACL

Click on the Create Allow List button (Blue Arrow in Settings).

Repeat the steps for all the domains you want the pixel to work for.

Step 1

Replace domain.tld with your own domain for example esgr.in

Manage Traffic Permissions

[Add to Allow List](#) [Add to Block List](#)

Only allow certain domains to send you traffic and event data by adding them to an allow list. You'll stop receiving traffic and event data from all domains that are not on the allow list and that have this pixel installed.

Enter a Domain

Next >

No Domain Activity

We haven't received any domain activity from your pixel in this time frame. There is a lag between showing event and domain traffic.

Close

Step 2

Manage Traffic Permissions

[Add to Allow List](#) [Add to Block List](#)

Only allow certain domains to send you traffic and event data by adding them to an allow list. You'll stop receiving traffic and event data from all domains that are not on the allow list and that have this pixel installed.

Enter a Domain

Cancel Confirm

Add domain.tld to allow list?

This will immediately stop all traffic and event data from all other domains from being included in your ads performance data. You can add or remove domains from the allow list at any time, but you can't recover traffic and event data that were lost while a domain was blocked.

0% Estimated event traffic to be blocked ⓘ

No Domain Activity

We haven't received any domain activity from your pixel in this time frame. There is a lag between showing event and domain traffic.

Close

Step 3

Manage Traffic Permissions

[Add to Allow List](#) [Add to Block List](#)

✓

Added to allow list

×

domain.tld and all subdomains are now added to your allow list

Only allow certain domains to send you traffic and event data by adding them to an allow list. You'll stop receiving traffic and event data from all domains that are not on the allow list and that have this pixel installed.

Enter a Domain

[Next >](#)

No Domain Activity

We haven't received any domain activity from your pixel in this time frame. There is a lag between showing event and domain traffic.

Close

check domain list

After Adding the domains you can check in the settings (bottom of the page) for all the domains you added.

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](#)

Domains on your allow list

Events will be allowed if they are sent with your pixel from domains on the allow list.

[Edit](#)

- ✕ domain.tld and subdomains
Added to allow list on Sep 25, 2020

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