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facebook, pixel, guide, fb



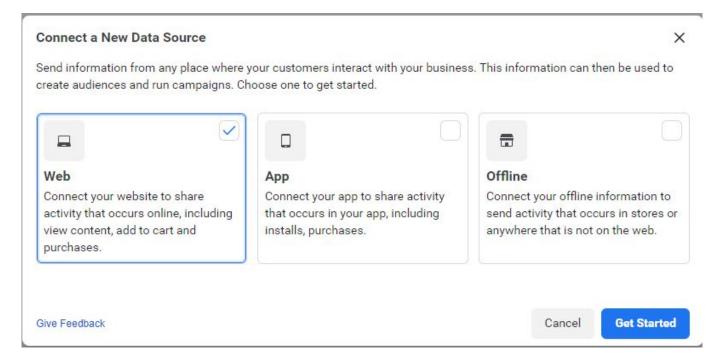
How to create a Facebook Pixel

You will see how to create a web pixel, get the Pixel ID, Create an Access Token and setup an ACL.

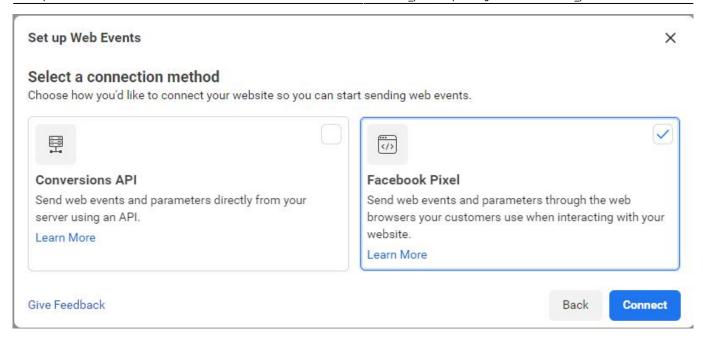
Create The Pixel

Go to The FB Business Manager Click on Green Add Icon on the left and then follow the steps

Step 1

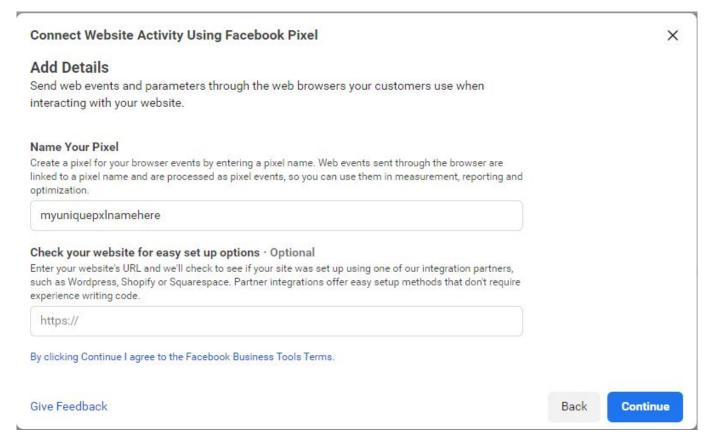


Step 2



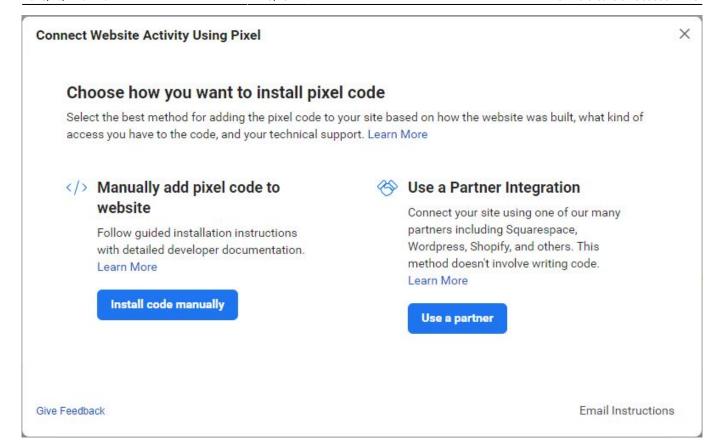
Step 3

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



Step 4

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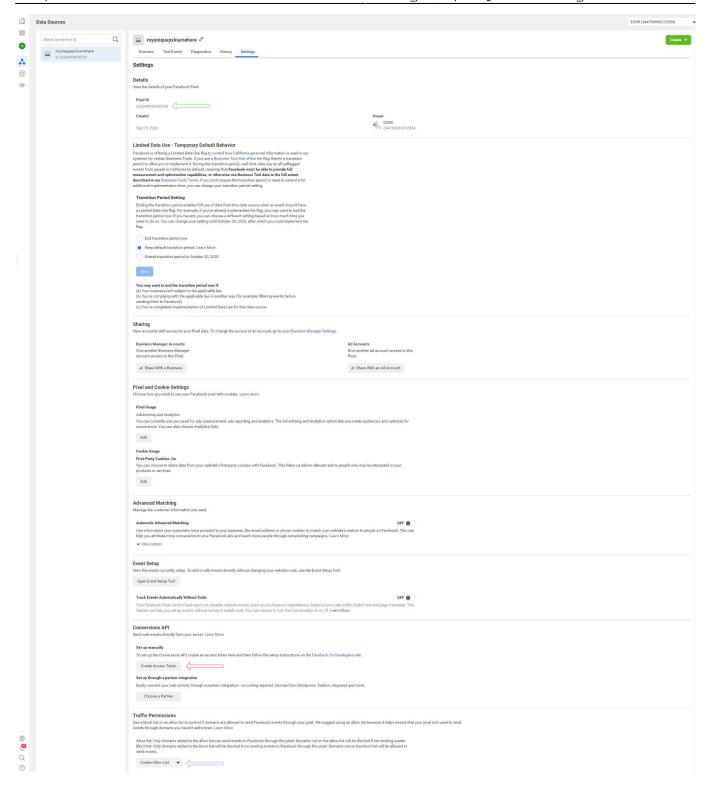
Get the Pixel ID

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.

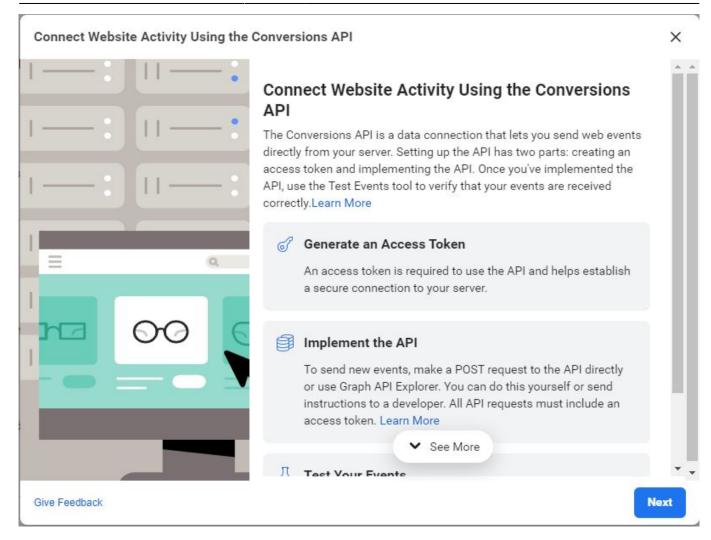


Create the Access Token

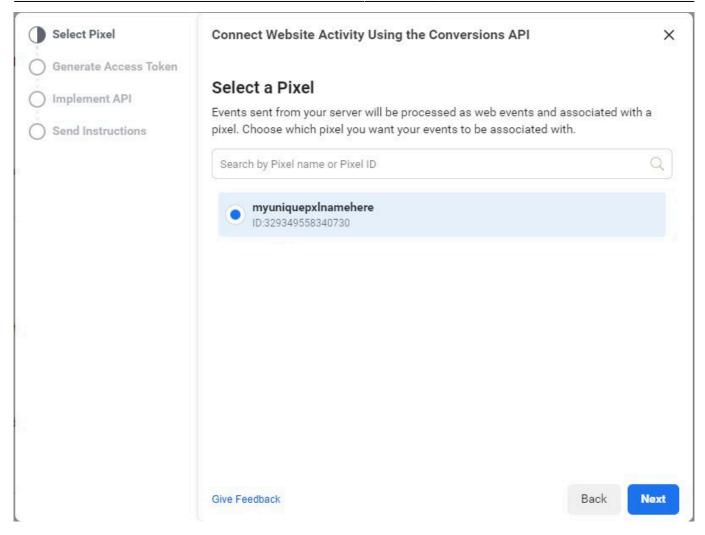
Click on the Create Access Token button (Red Arrow in Settings)

Step 1

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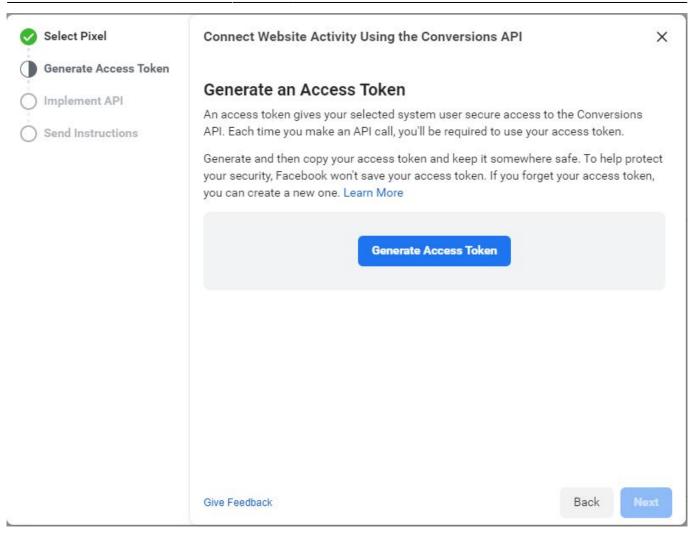


Step 2



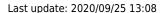
Step 3

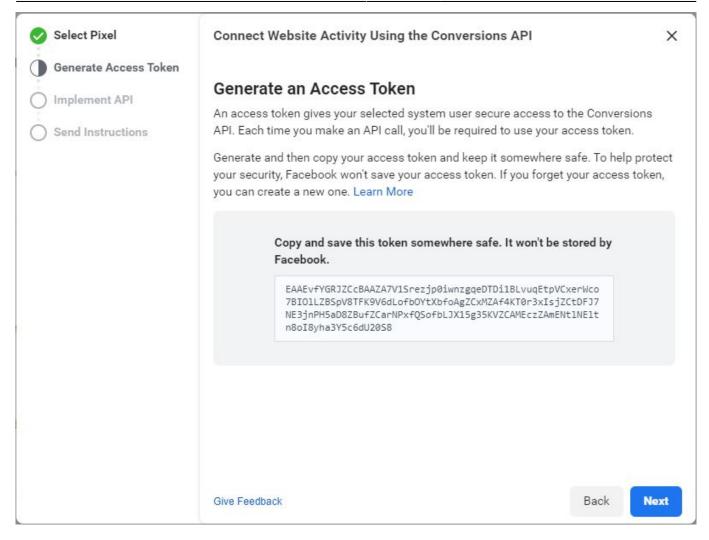
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Step 4

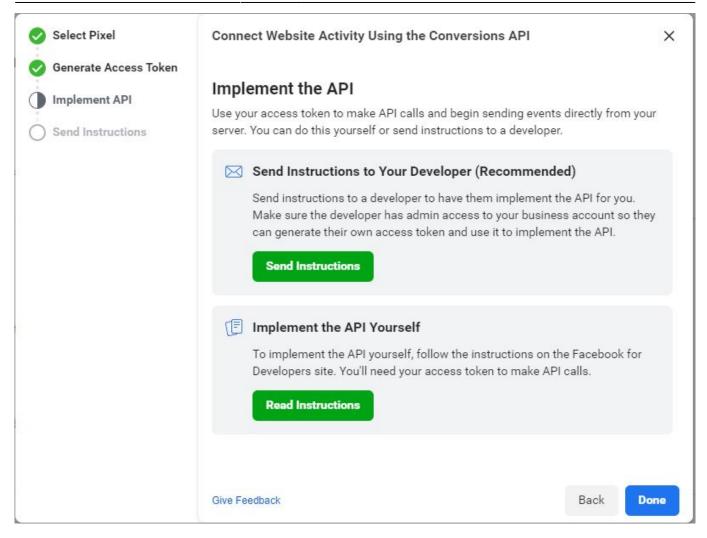
Store the Access Key in a safe place, you are not able to retrieve it in the future and you will have to create a new one.





Step 5

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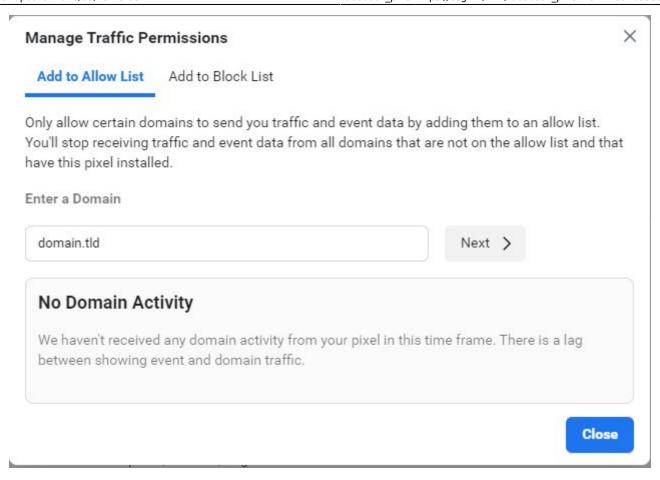
Create the ACL

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.

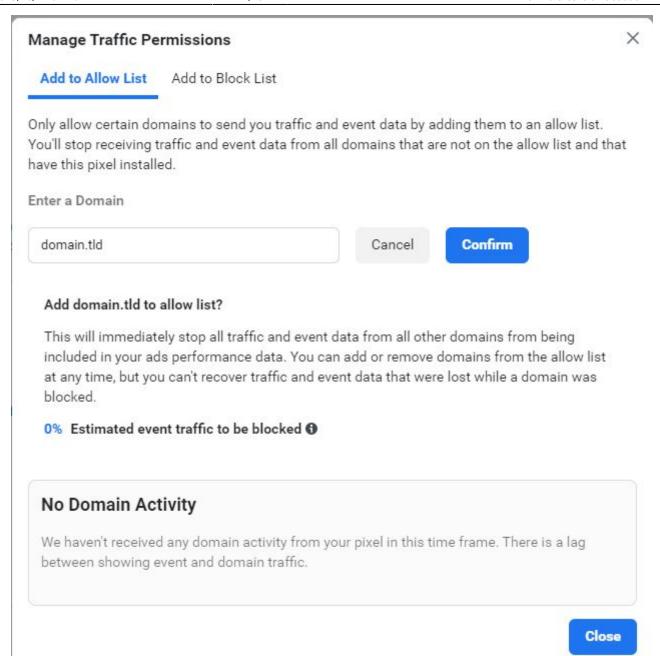
Step 1

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

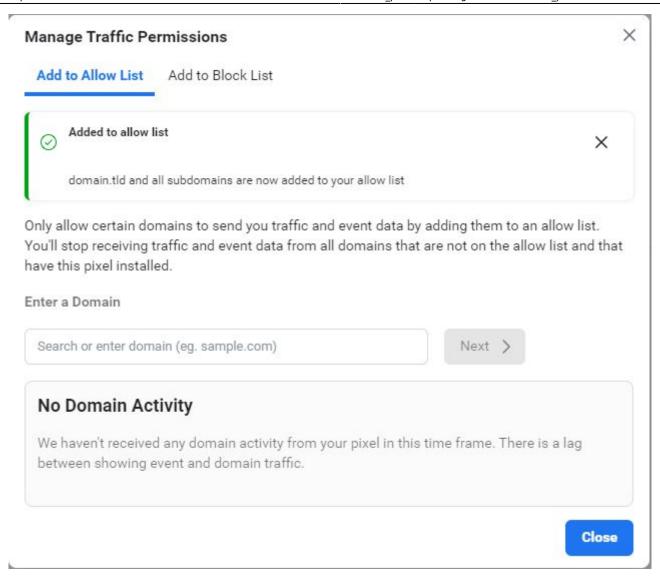


Step 2

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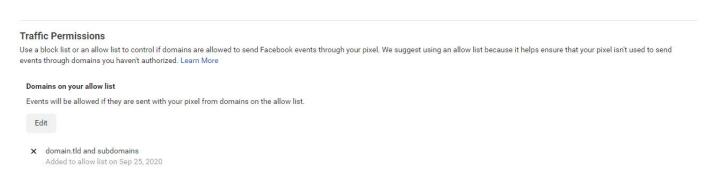


Step 3



check domain list

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





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