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facebook, pixel, guide, fb

Difficulty
Very easy

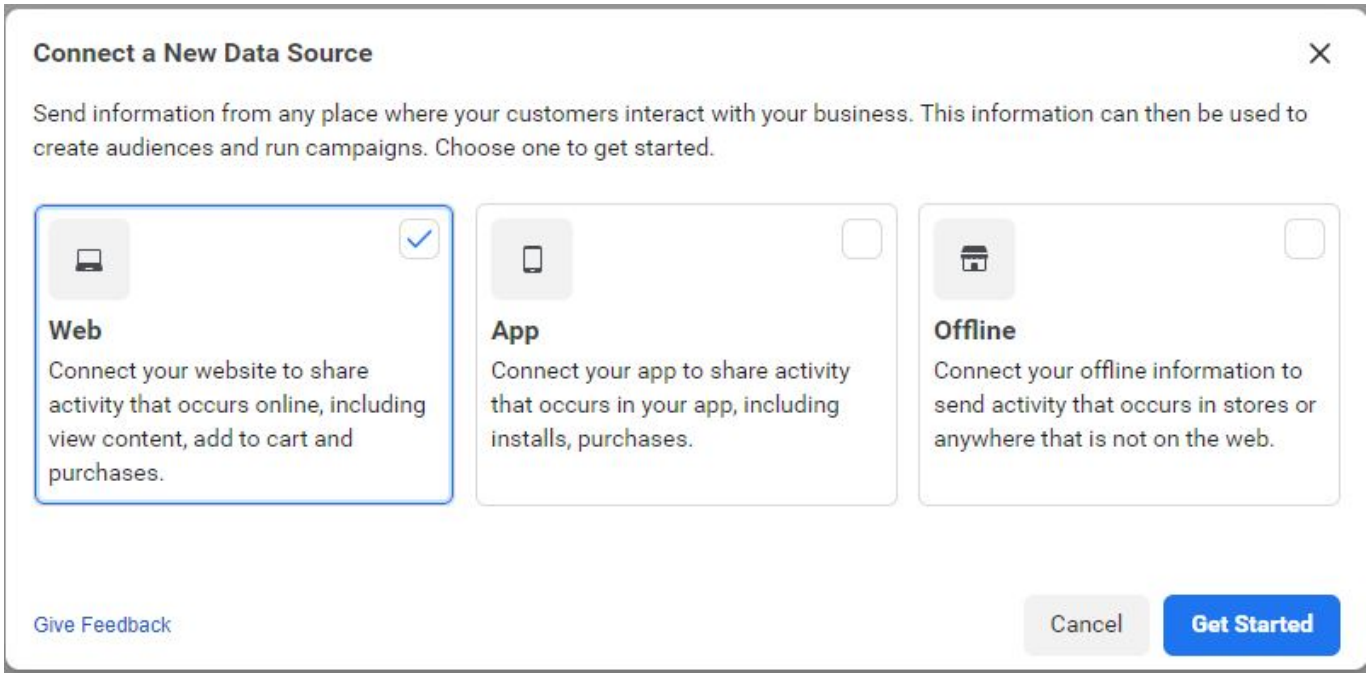
How to create a Facebook Pixel

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

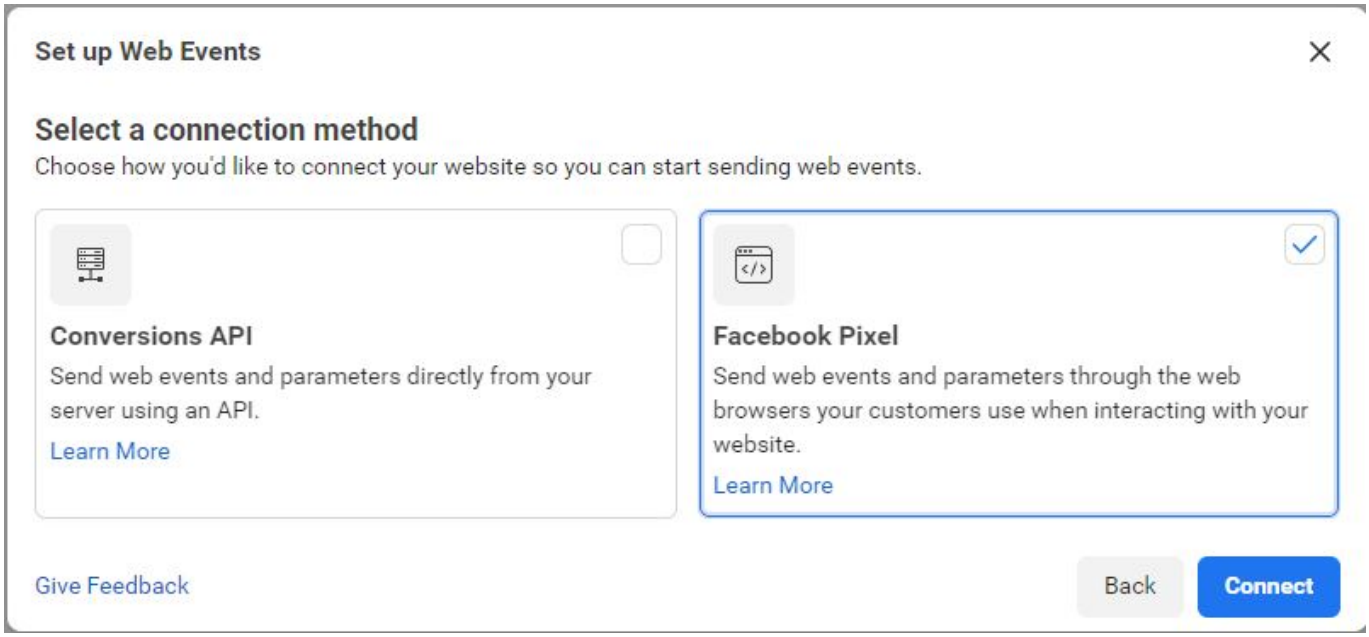
Create The Pixel

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

Step 1

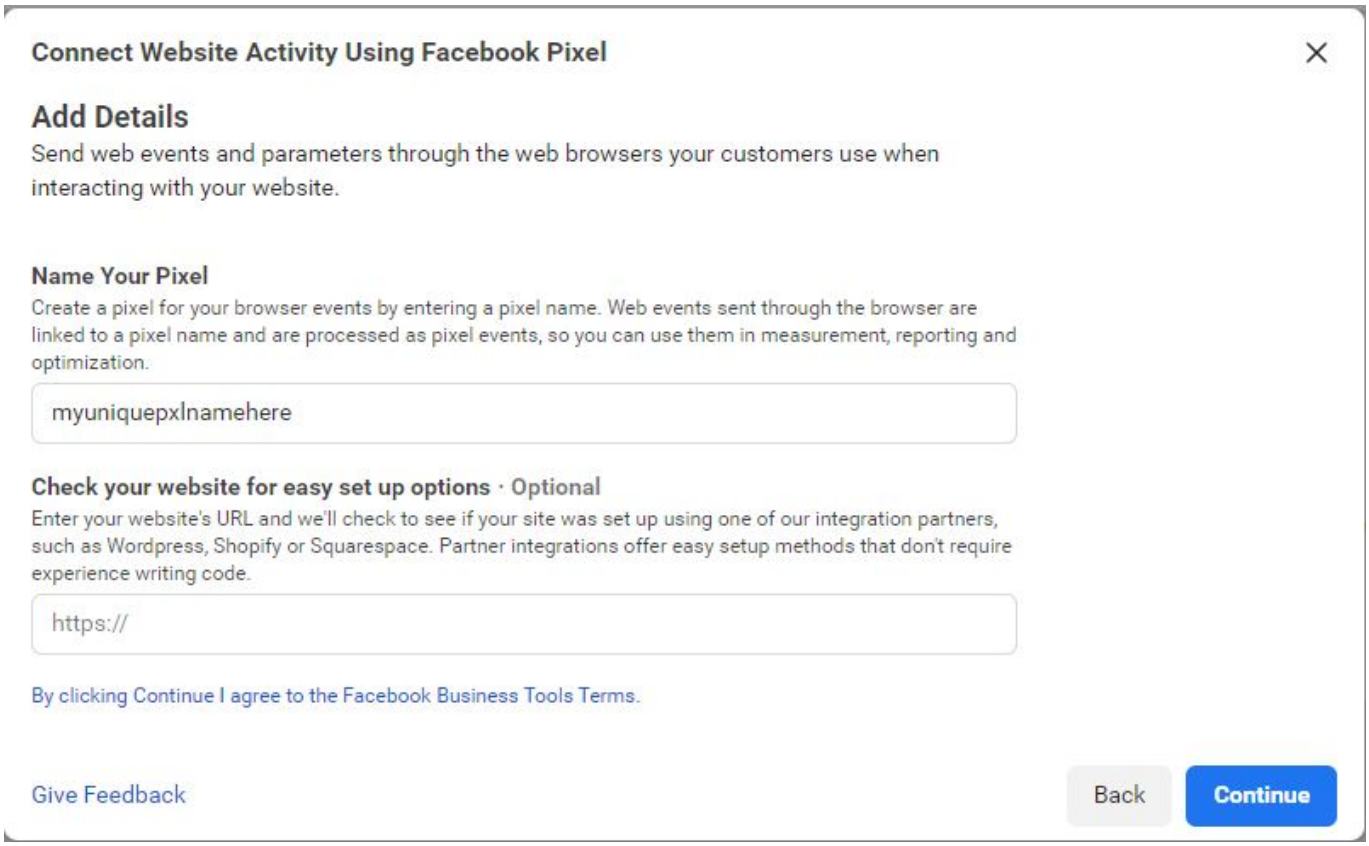


Step 2

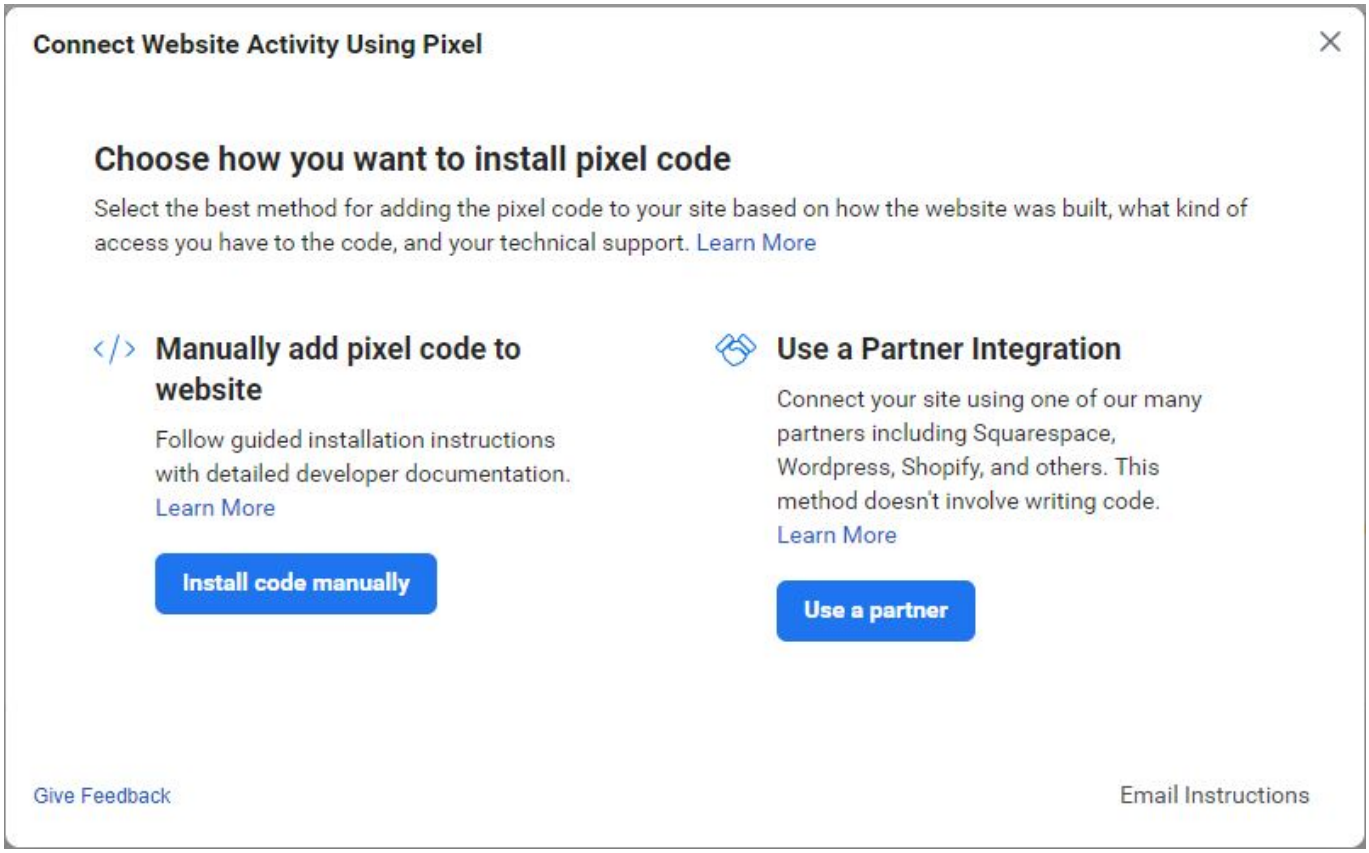


Step 3

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



Step 4



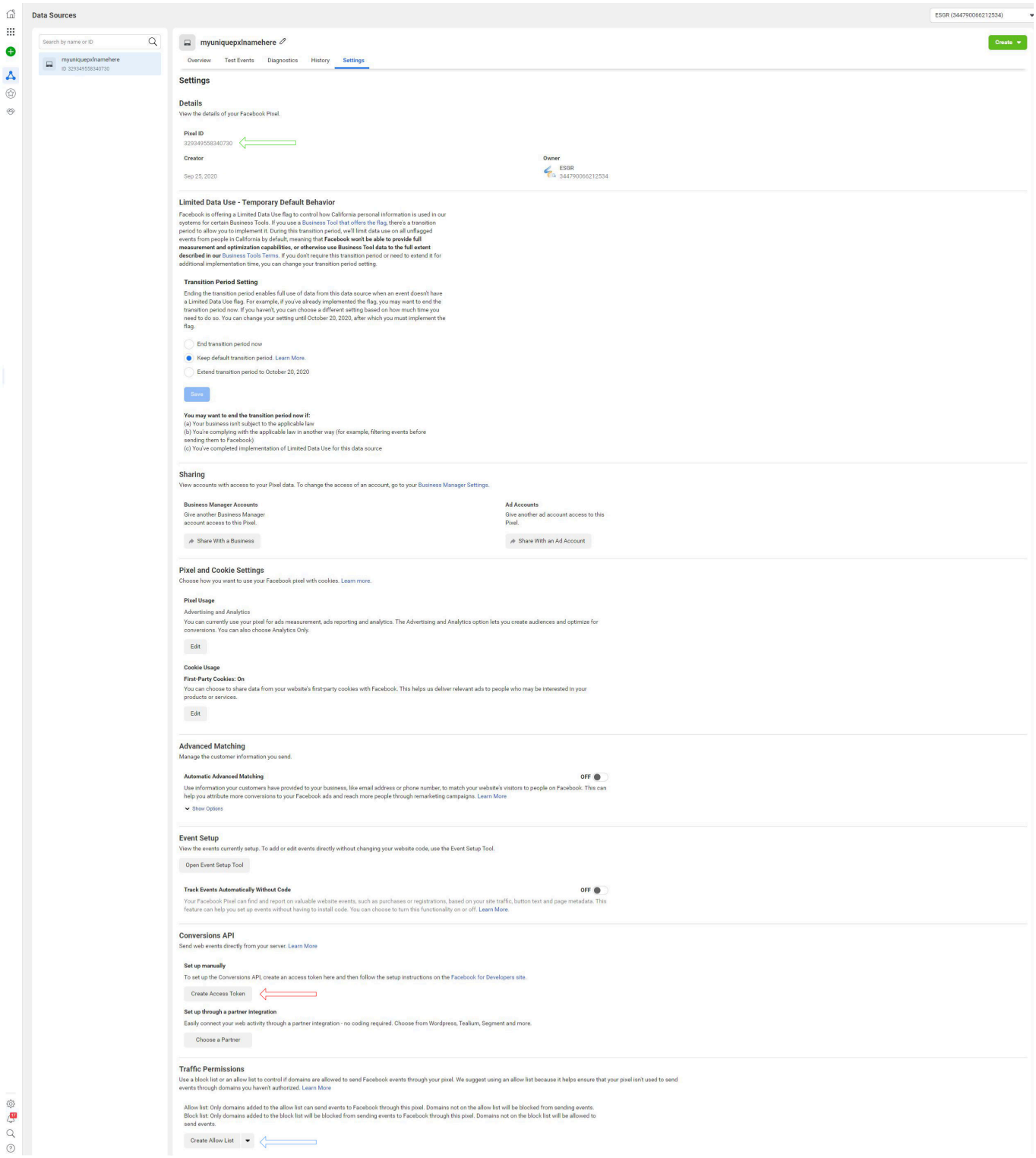
Get the Pixel ID

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.

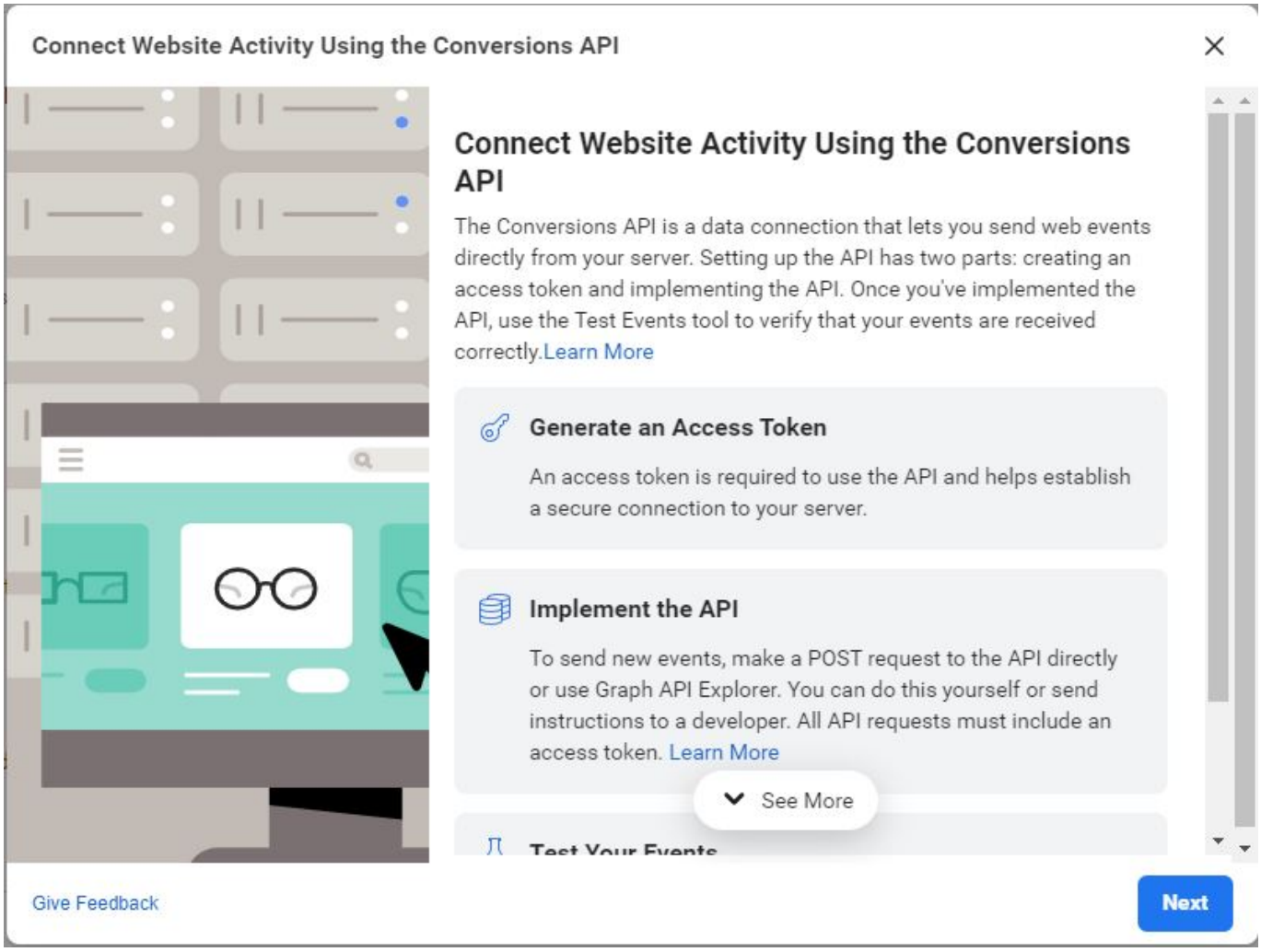
The Blue Arrow Shows the ACL.



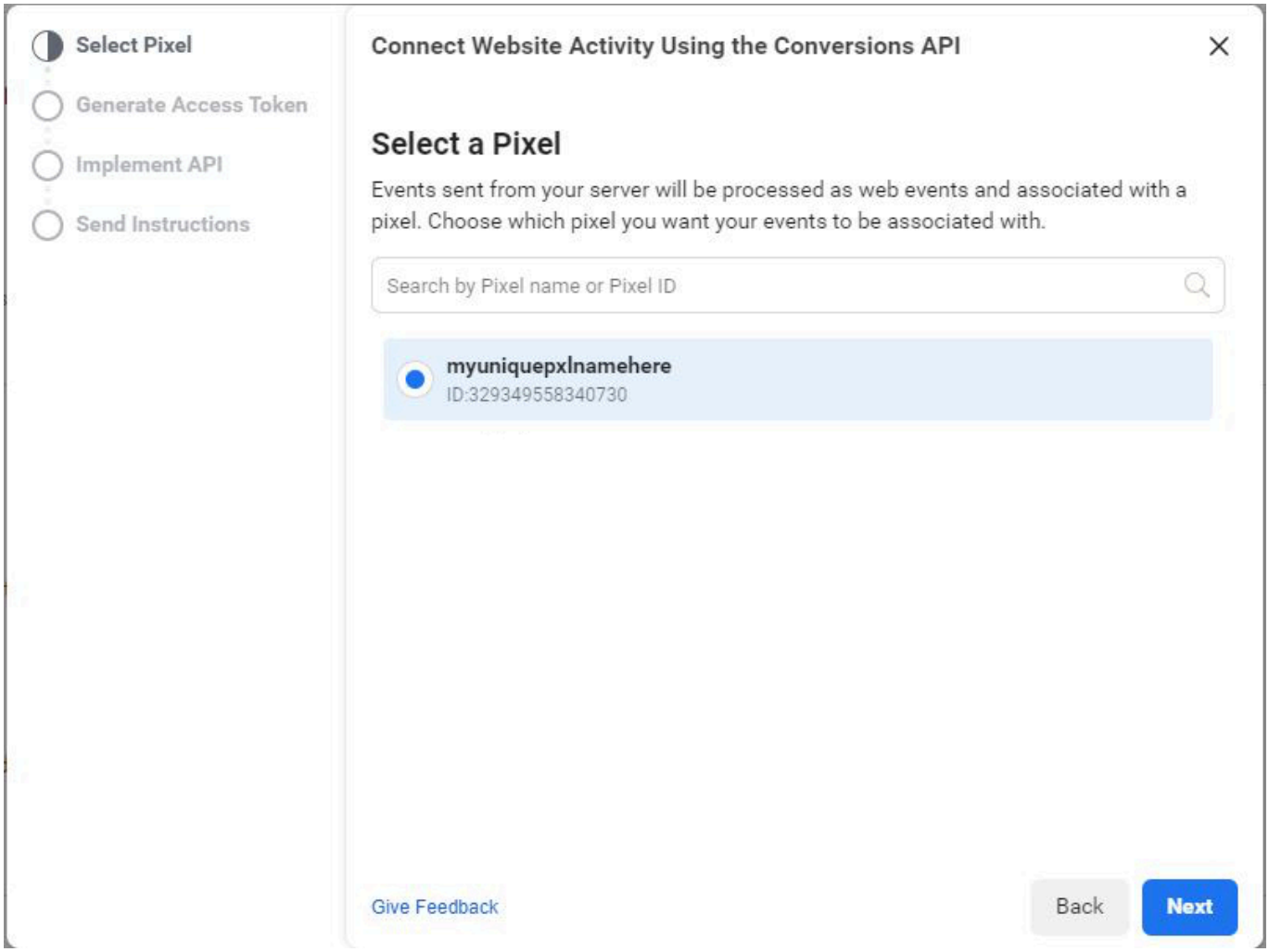
Create the Access Token

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

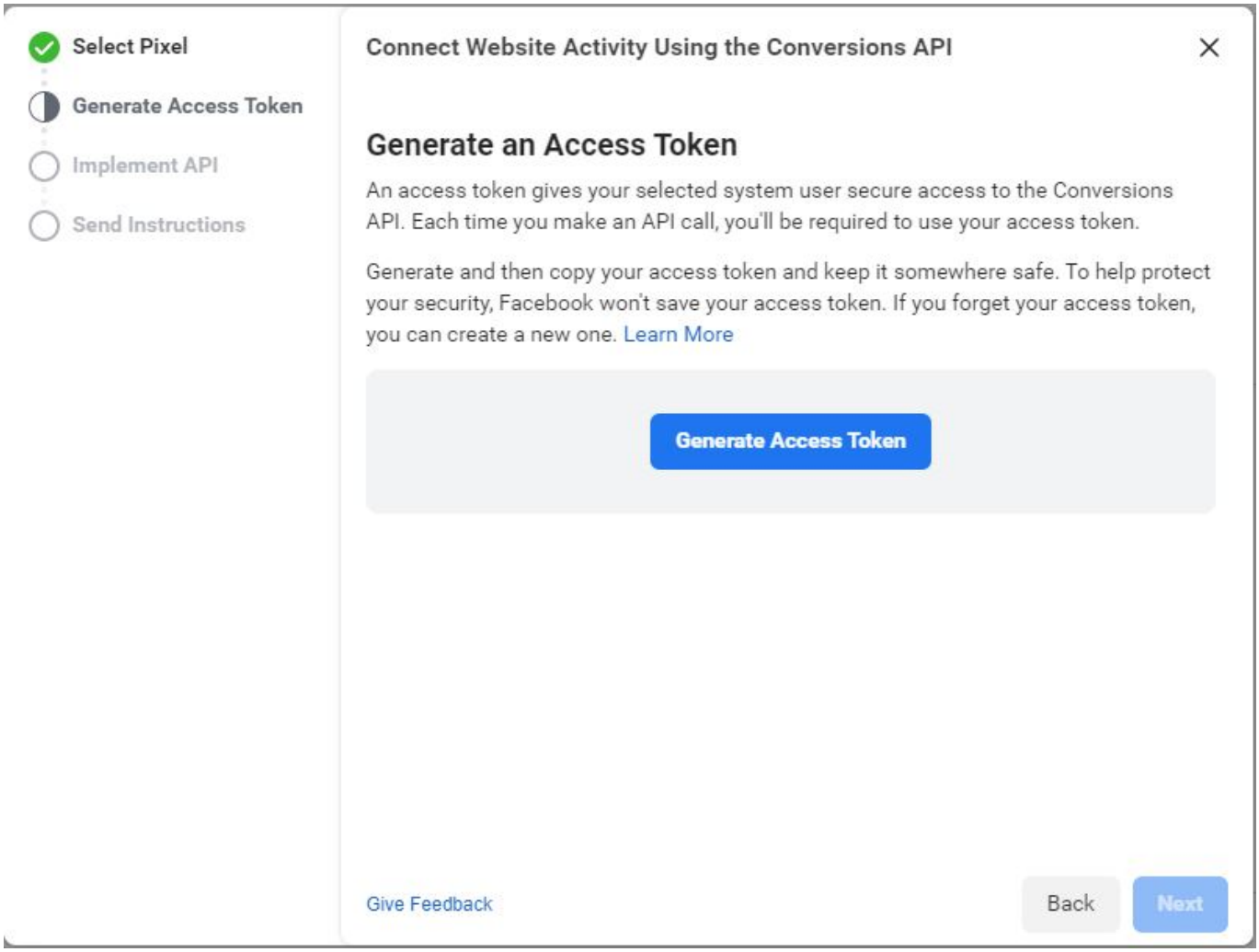
Step 1


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
Give Feedback
Next

Step 2

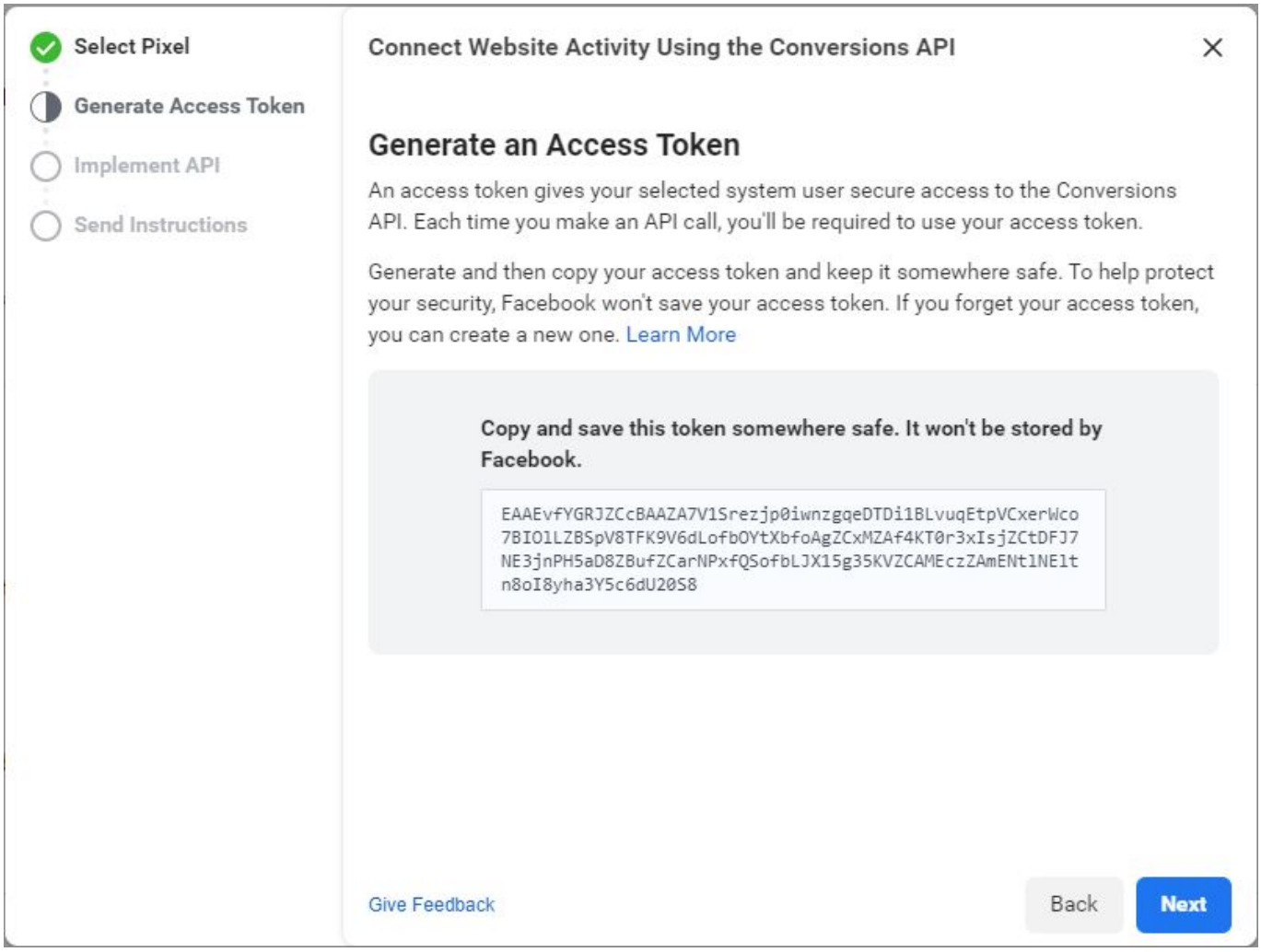

Select Pixel
Generate Access Token
Implement API
Send Instructions
Connect Website Activity Using the Conversions API
Select a Pixel
Events sent from your server will be processed as web events and associated with a pixel. Choose which pixel you want your events to be associated with.
Search by Pixel name or Pixel ID
myuniquepxlnamehere
ID:329349558340730
Give Feedback
Back
Next

Step 3

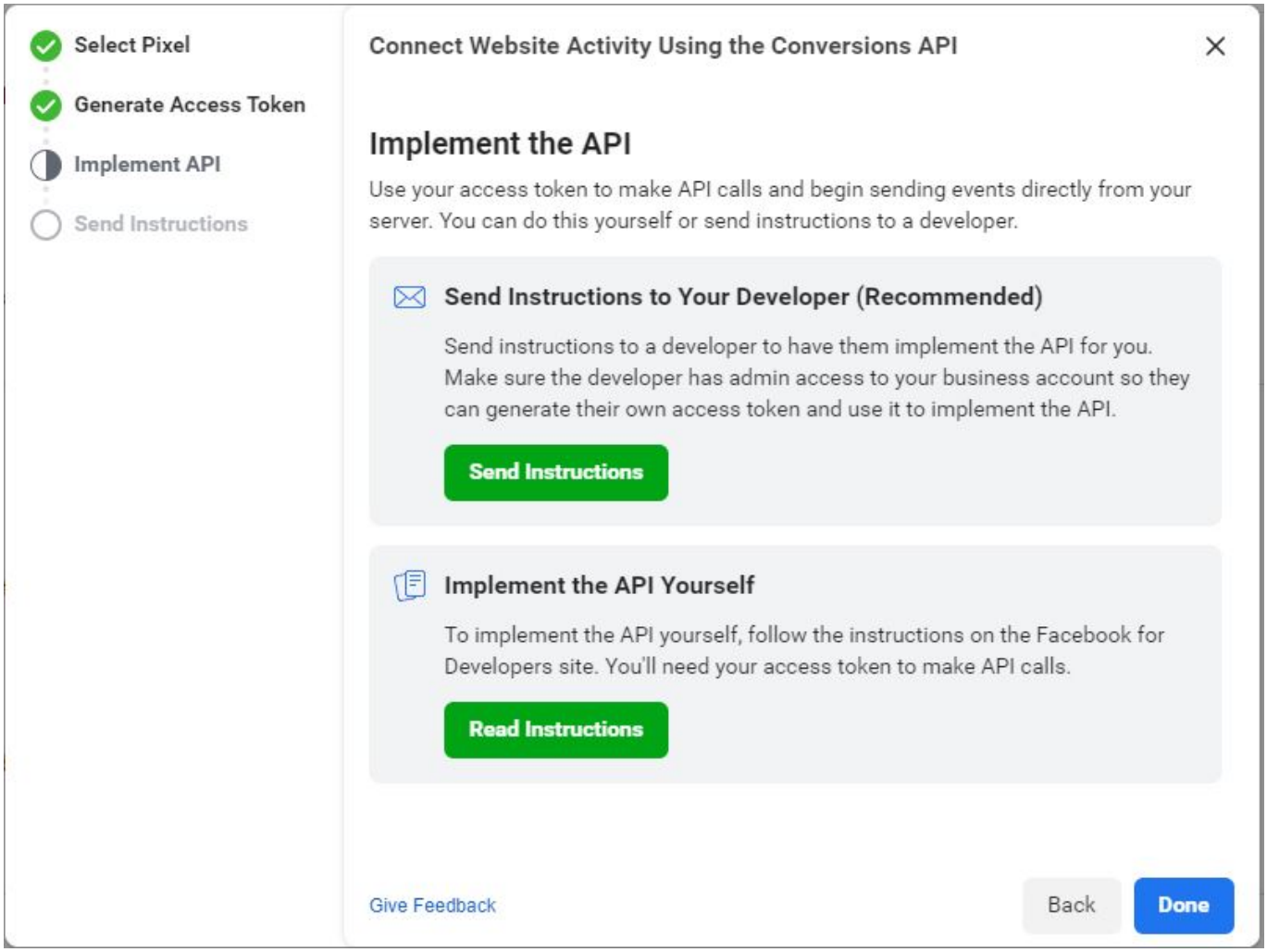


Step 4

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
7BIOlLZBSpV8TFK9V6dLofbOYtXbfoAgZCxMZAf4KT0r3xIsjZCtDFJ7
NE3jnPH5aD8ZBufZCarNPxfQSofbLJX15g35KVZCAMEczZAmENtlNE1t
n8oI8yha3Y5c6dU20S8
Give Feedback
Back
Next

Step 5



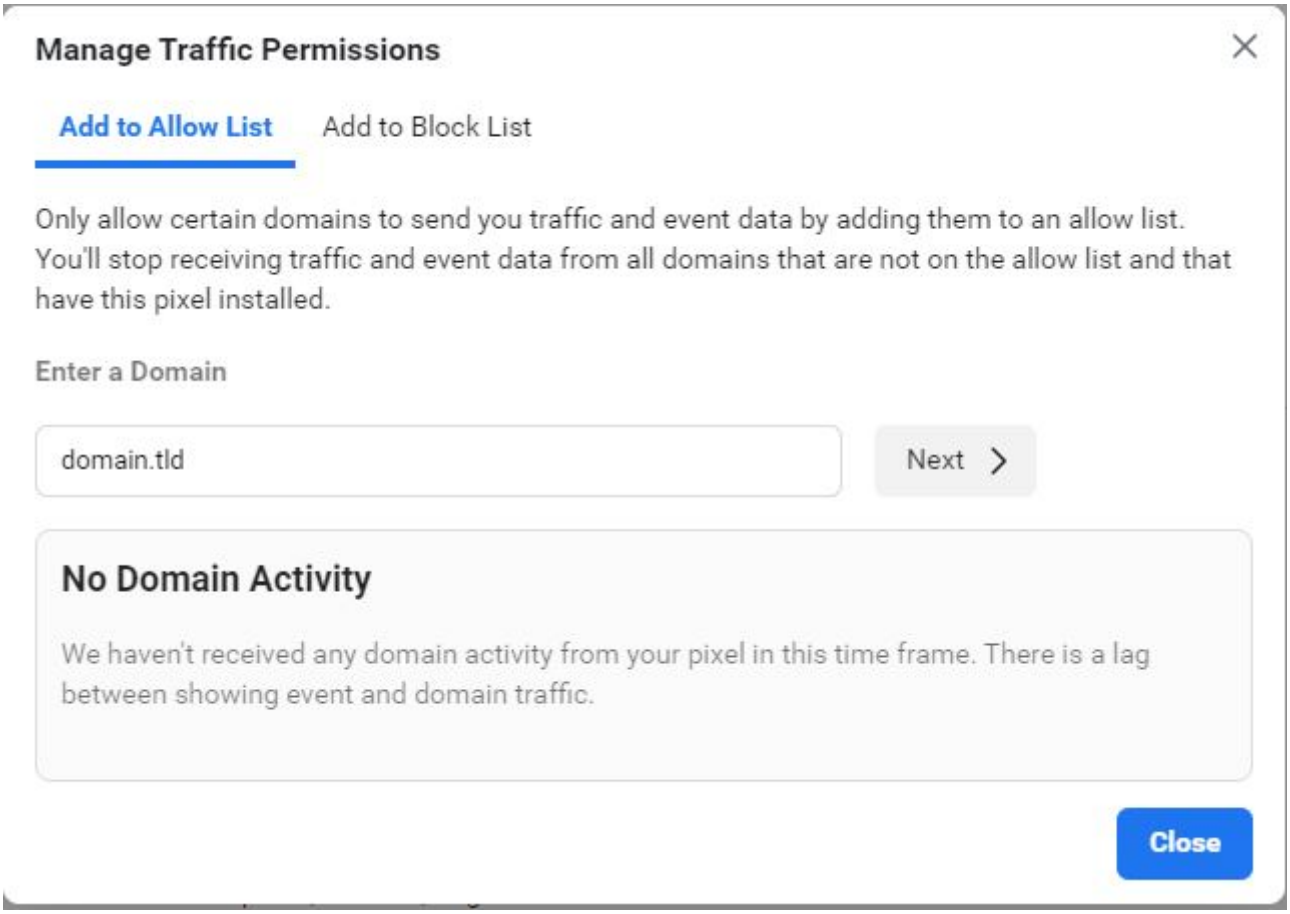
Create the ACL

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

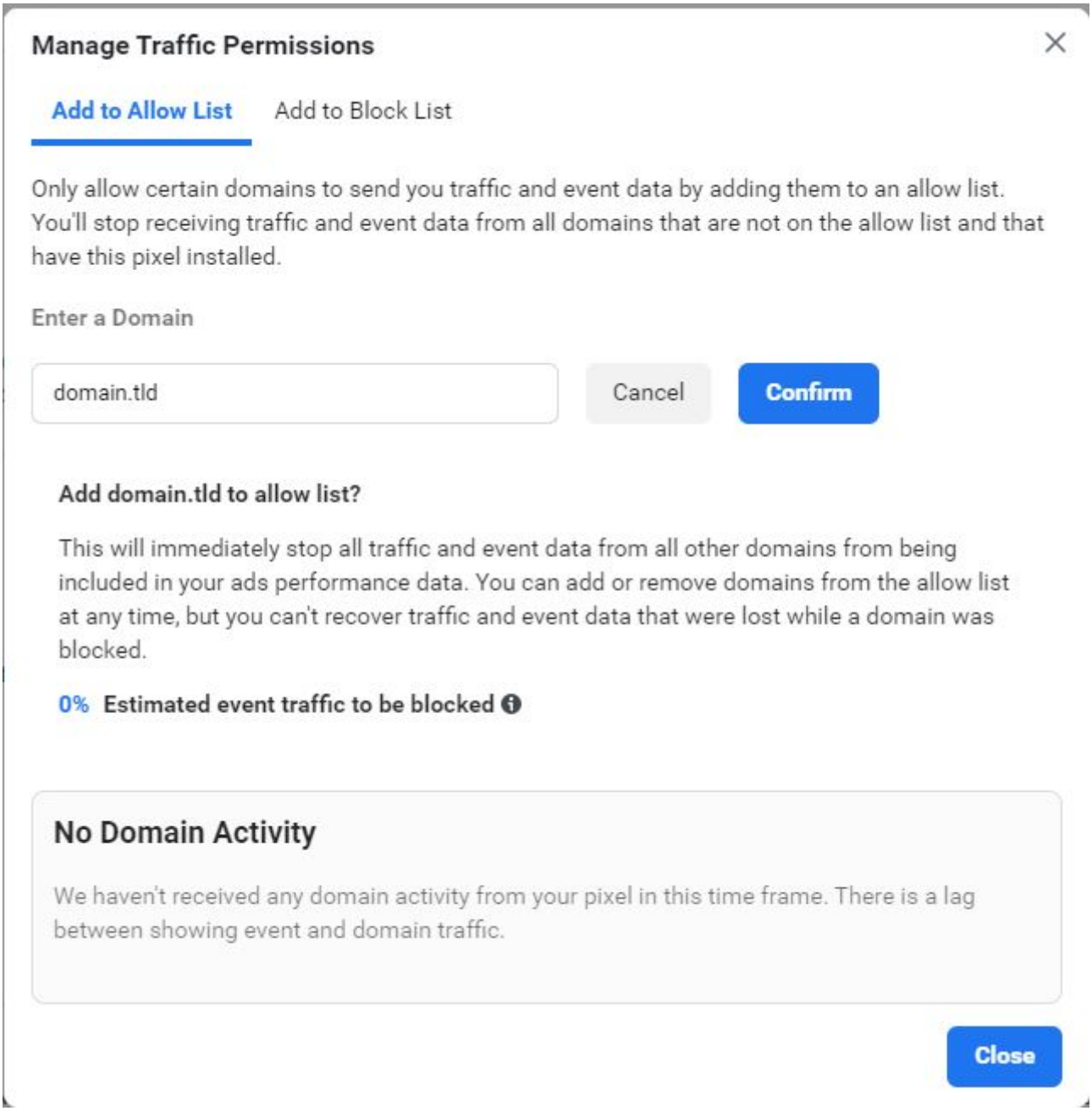
Repeat the steps for all the domains you want the pixel to work for.

Step 1

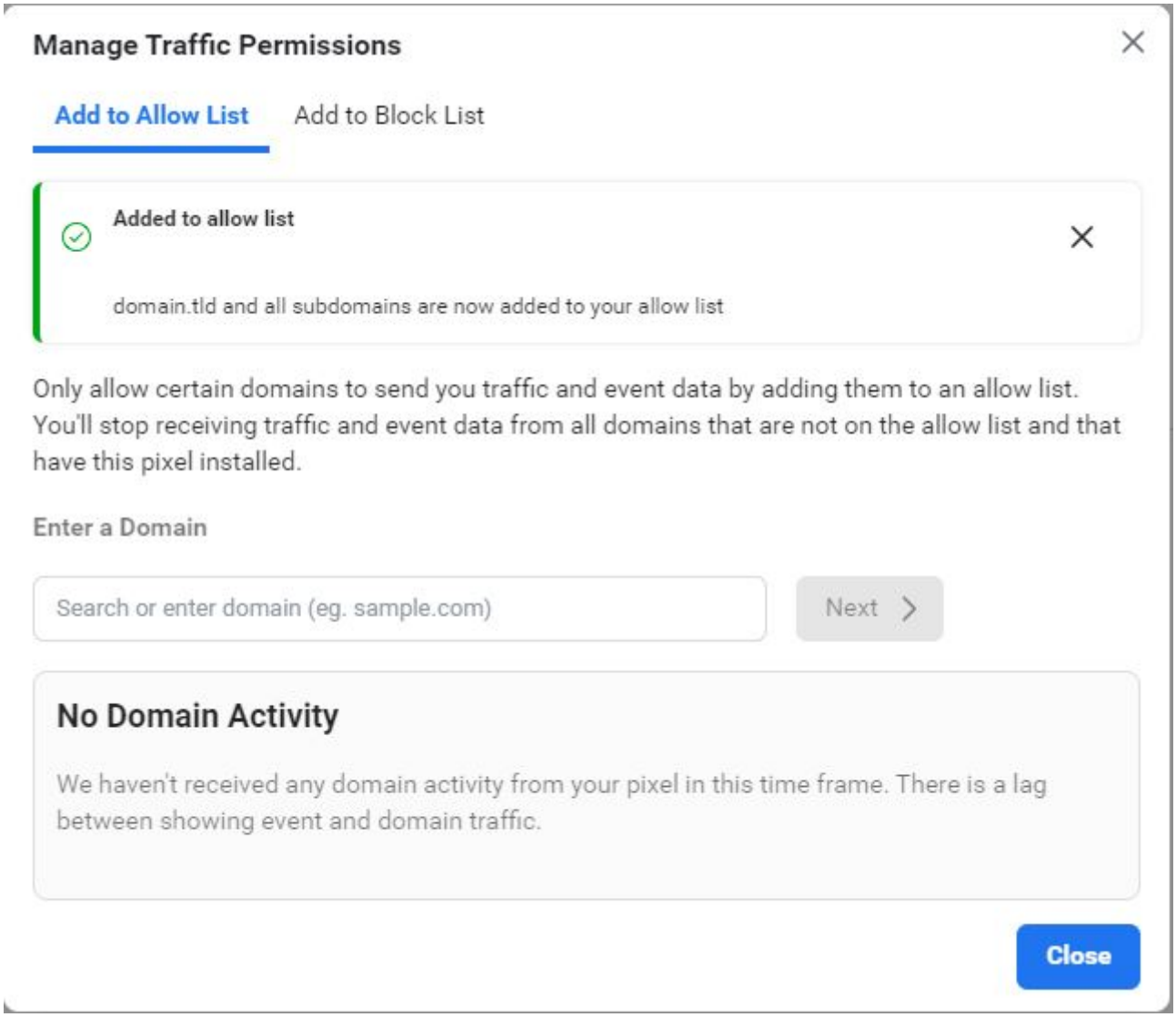
Replace domain.tld with your own domain for example esgr.in


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
domain.tld
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

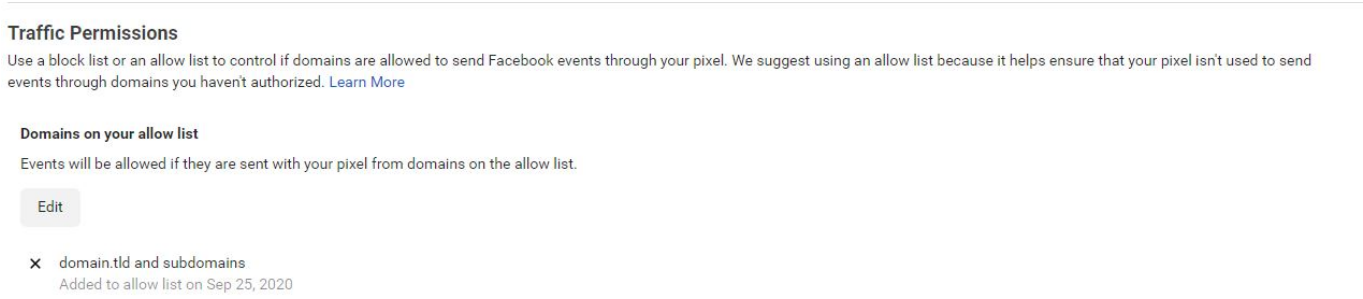

Manage Traffic Permissions
Add to Allow List
Add to Block List
Only allow certain domains to send you traffic and event data by adding them to an allow list. You'll stop receiving traffic and event data from all domains that are not on the allow list and that have this pixel installed.
Enter a Domain
domain.tld
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



Check Domain ACL

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



Delete Pixel

It is not possible to delete a pixel from your account, but you can disassociate it from any FB Assets. Visit Facebook Business Manager → Business Settings → Data Sources → Pixels

Select the Pixel you don't need anymore and then on the details select **Connected Assets**

Click on the Trash Icon next to all of the assets listed.

Dont forget to remove the Pixel ID from your site/app.

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https://esgr.in/wiki/ - **eSGR Documentation**

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