



**INSTALL &
USE
FACEBOOK
PIXEL**

SYDNEY UMERI

What is Facebook Pixel?

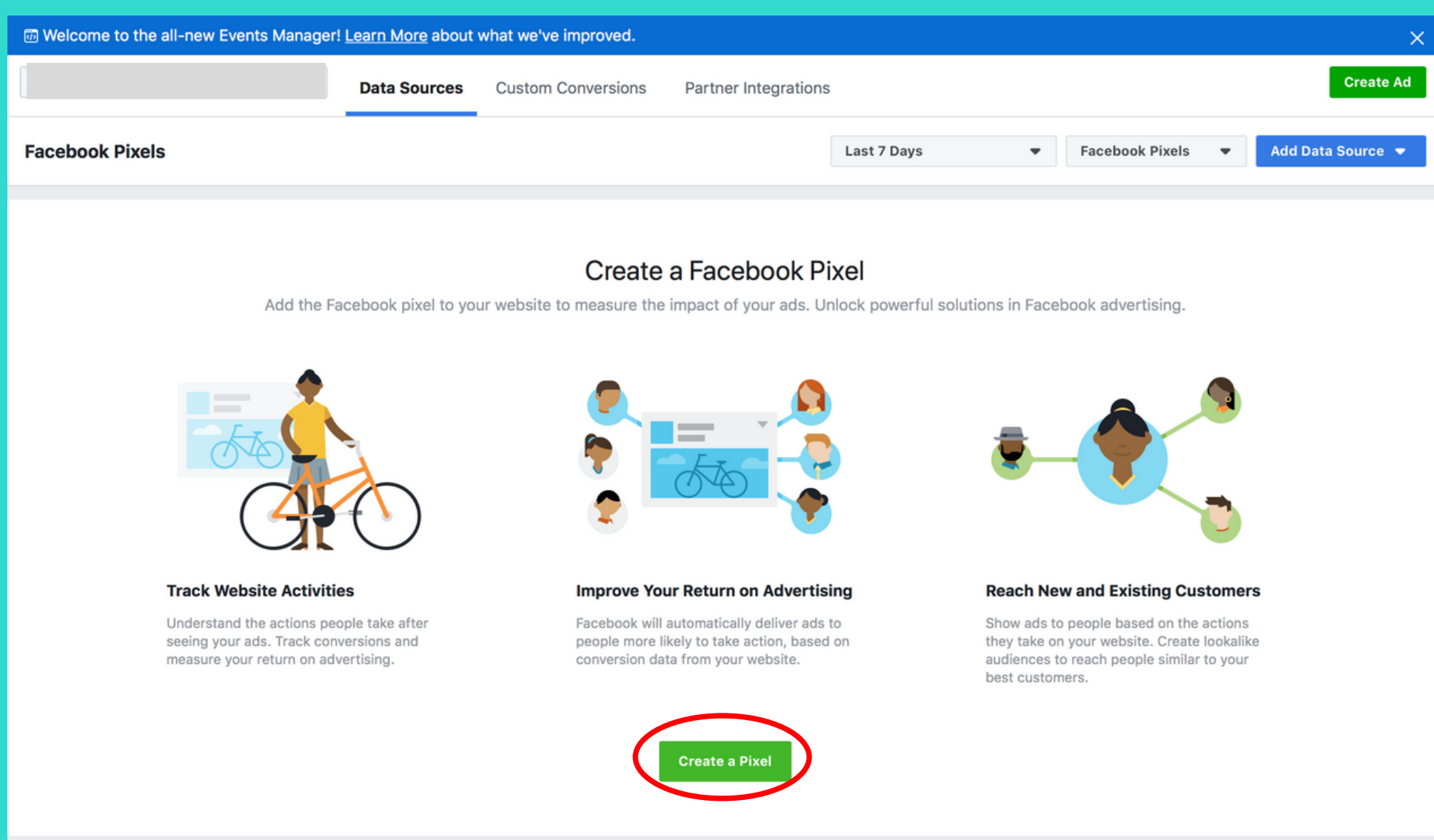
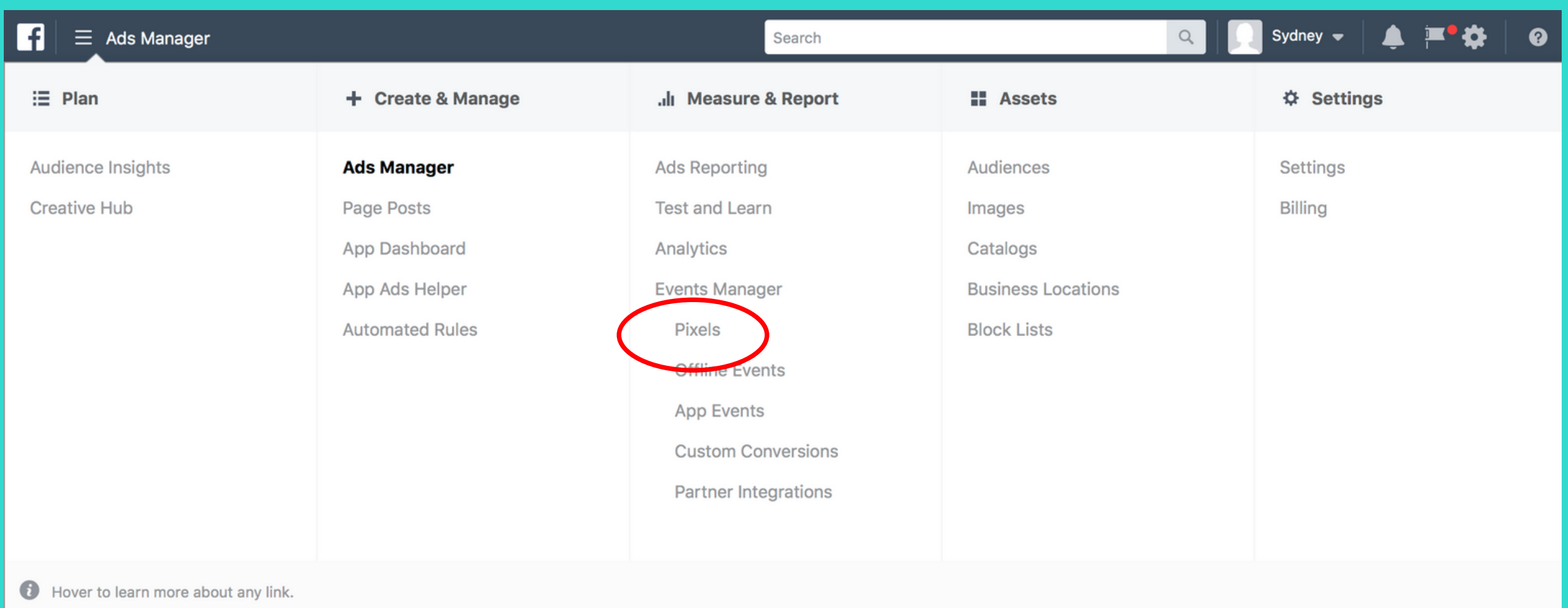
Facebook Pixel is code you place on your website that will help you better:

- 1) Monitor how successful your Facebook Ads are.
- 2) Get more accurate conversion rates.
- 3) Create custom audiences based on site traffic.
- 4) Optimize ads based on the collected data.
- 5) Build targeted audiences.
- 6) Remarket to qualified leads.
- 7) And much more.

Install Facebook Pixel

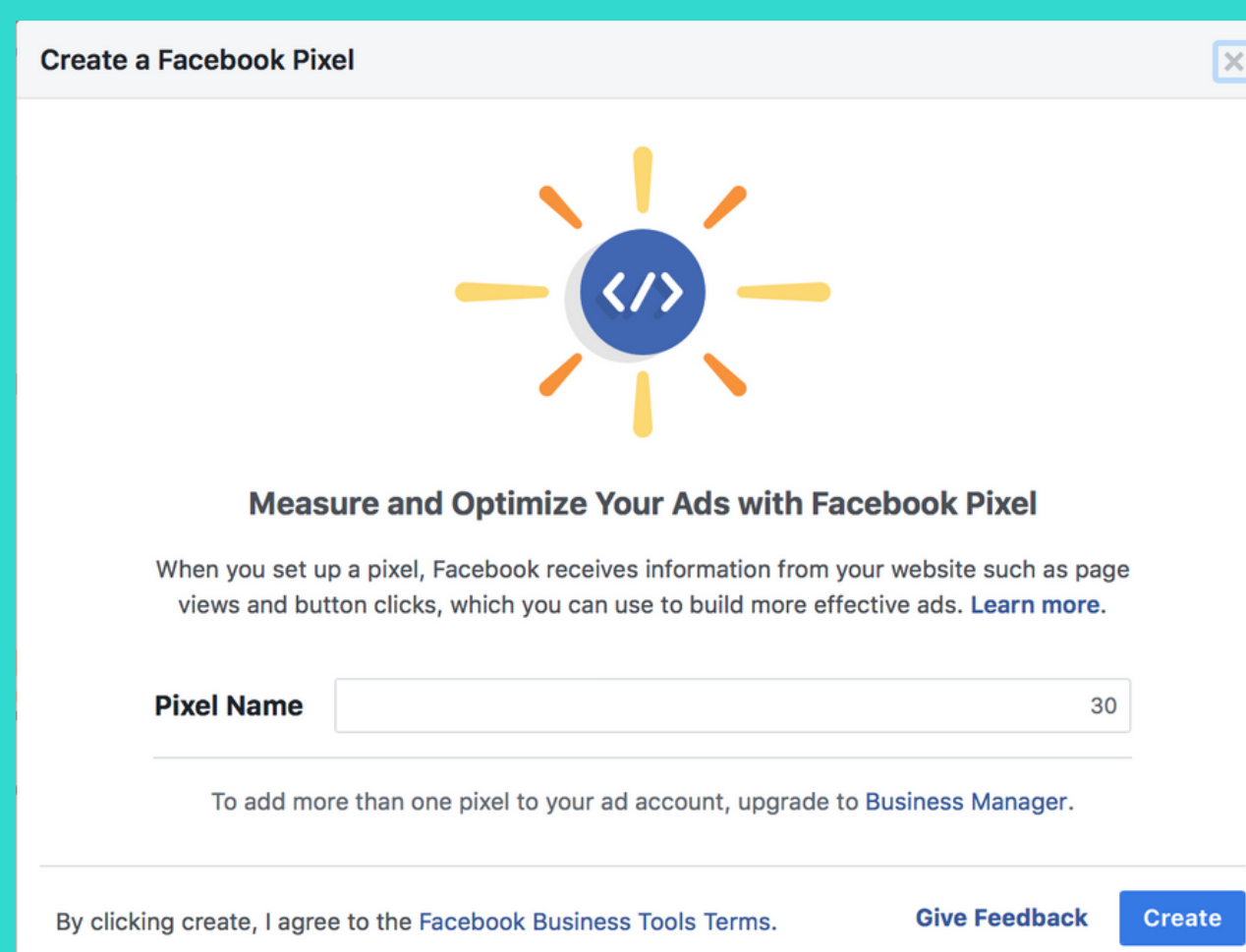
1) Facebook Pixel is meant to help you optimize your Facebook Business account. If you don't have a business account you should create one.

2) From there navigate to your Ads Manager and click "Pixels".



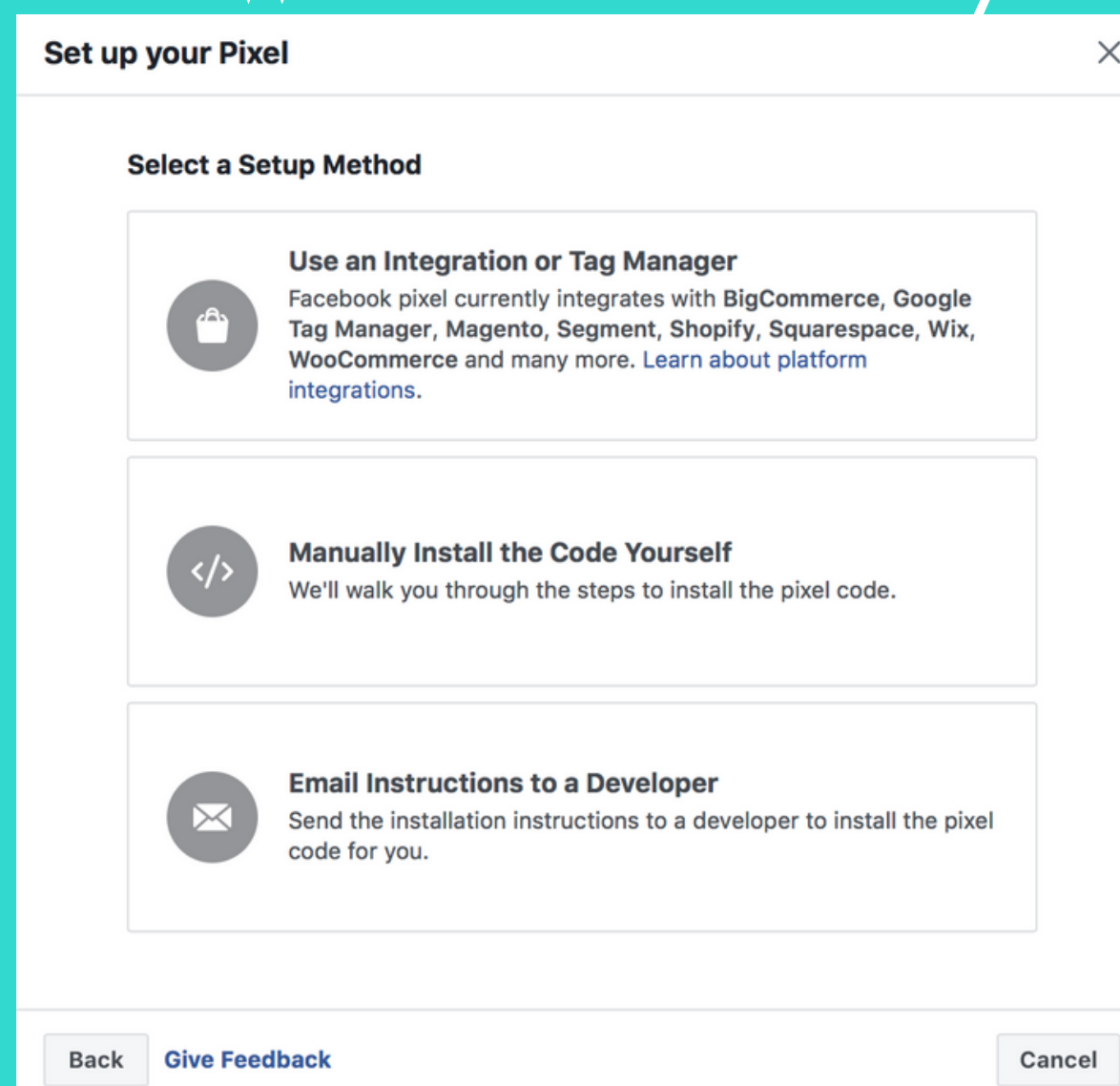
Install Facebook Pixel

3) Type in the name of your Pixel. For clarification, each ad account only has one-pixel code. You can install this pixel on multiple websites if needed and then you can track those sites separately.



The screenshot shows a dialog box titled "Create a Facebook Pixel". At the top, there is a sun-like icon with a code symbol (</>) in the center. Below the icon, the text reads "Measure and Optimize Your Ads with Facebook Pixel". A sub-heading follows: "When you set up a pixel, Facebook receives information from your website such as page views and button clicks, which you can use to build more effective ads. [Learn more.](#)". There is a text input field labeled "Pixel Name" with a character count of "30". Below the input field, a note states: "To add more than one pixel to your ad account, upgrade to Business Manager." At the bottom, there is a checkbox area with the text "By clicking create, I agree to the Facebook Business Tools Terms." and a "Give Feedback" link. A blue "Create" button is located at the bottom right.

4) There are various ways to install the pixel code. Choose which one works best for you.



The screenshot shows a dialog box titled "Set up your Pixel". It features a section titled "Select a Setup Method" with three options, each in a rounded rectangular box:

- Use an Integration or Tag Manager**: Facebook pixel currently integrates with BigCommerce, Google Tag Manager, Magento, Segment, Shopify, Squarespace, Wix, WooCommerce and many more. [Learn about platform integrations.](#)
- Manually Install the Code Yourself**: We'll walk you through the steps to install the pixel code.
- Email Instructions to a Developer**: Send the installation instructions to a developer to install the pixel code for you.

At the bottom of the dialog, there are three buttons: "Back", "Give Feedback", and "Cancel".

Take-away

If you use Facebook as a platform to market your business, Facebook Pixel is necessary to get the most out of the money you're spending on ads.

IF YOU FOUND THIS EBOOK
HELPFUL AND ARE
INTERESTED IN LEARNING
MORE ABOUT ADVERTISING
ON FACEBOOK, TARGETING
YOUR AUDIENCE, OR ARE
LOOKING FOR A
STRATEGIC DIGITAL
CONTENT PLAN SPECIFIC
TO YOUR COMPANY, SIGN
UP [HERE](#), OR REACH OUT
TO SYDNEY UMERI
(SYDUMERI@GMAIL.COM),
A DIGITAL MARKETING
CONSULTANT.