

## How to get your Facebook pixel code And how to use it to monitor your ads and collect data

Facebook gives us each a unique pixel (ie. piece of code) that we can add to all our web pages in order to collect data from anyone who visits, so that we can go back and communicate with them using Facebook ads (see Module 5 for more details on this.)

This same piece of code can also be used to monitor the results of our Facebook ads – Facebook can track the actions of someone who is sent to our website via an ad, if we add this pixel to the specific pages we want to measure the actions on.

If we just wanted someone to come to a page and view the content there, we would add this pixel to the appropriate page.

However, we want to measure how many people click through to our squeeze page and then go to our thank you page – as this means that they have taken the action we want – ie. they have opted-in for our lead magnet.

Therefore, we need to get the code and add it every web page (including our squeeze page and thank you page – this is what we're covering in this module) and then tell Facebook which page it is that we want to mark as the one to track results from.

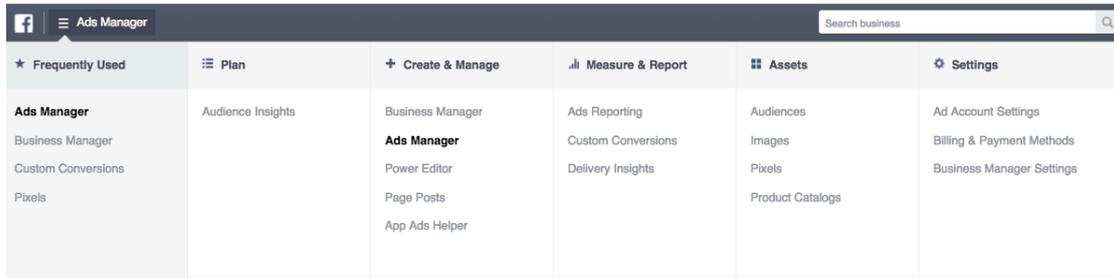
(When Facebook knows what result it is that you want, they can also optimise your ads to get you more of the same results!)

So here I'm showing you how to get the code and add it to your pages in Lead Pages – and then how to tell Facebook which page you want to measure the results on by creating what they call a 'custom conversion'.



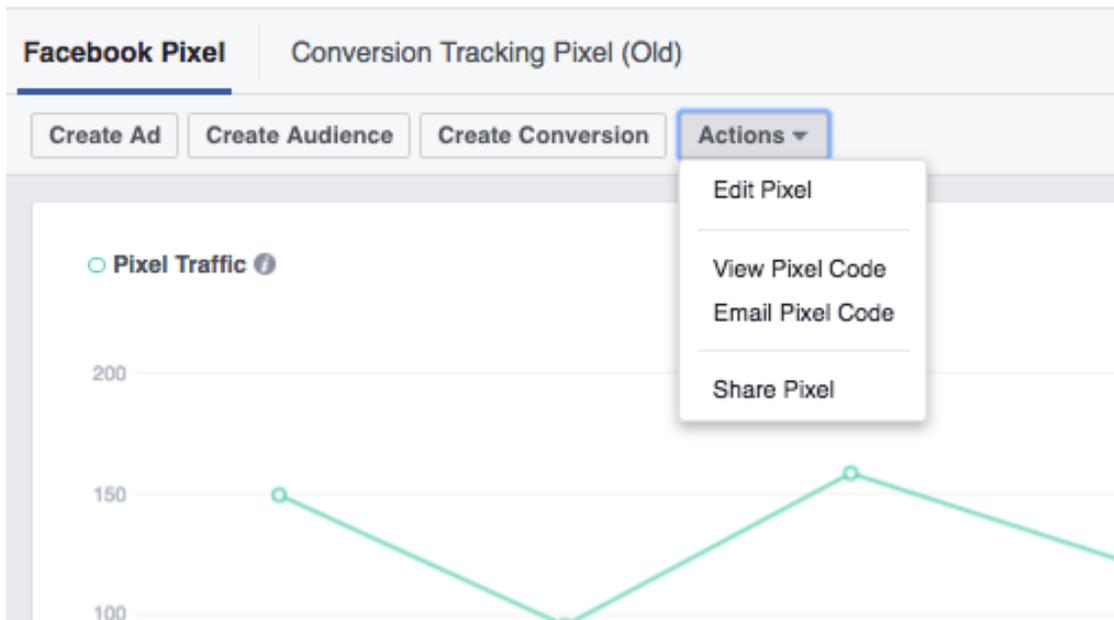
# 1. Where to get the code from

Go to Ads Manager, then 'all tools'



Navigate to 'pixels' (under Assets)

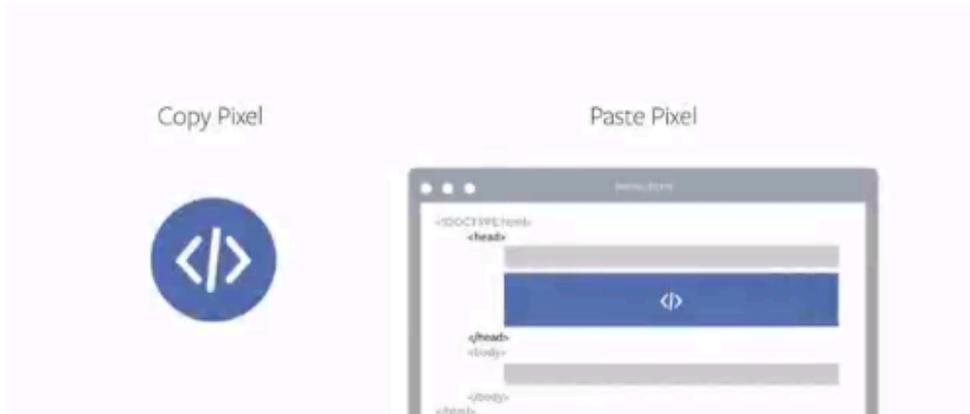
Click the down arrow on 'actions' to 'view pixel code'.



You'll see this window open up –



## View Pixel Base Code



### Install Pixel Base Code (Required)

Copy the code below and paste it between the <head> and </head> in your website code. The pixel will track visits to every page of your website. [Get help installing your pixel.](#)

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','https://connect.facebook.net/en_US/fbevents.js');

fbq('init', '859112807437758');
fbq('track', "PageView");</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

This is the code you want

Done

Email Pixel Code

Then just copy and paste the code or email it to yourself.

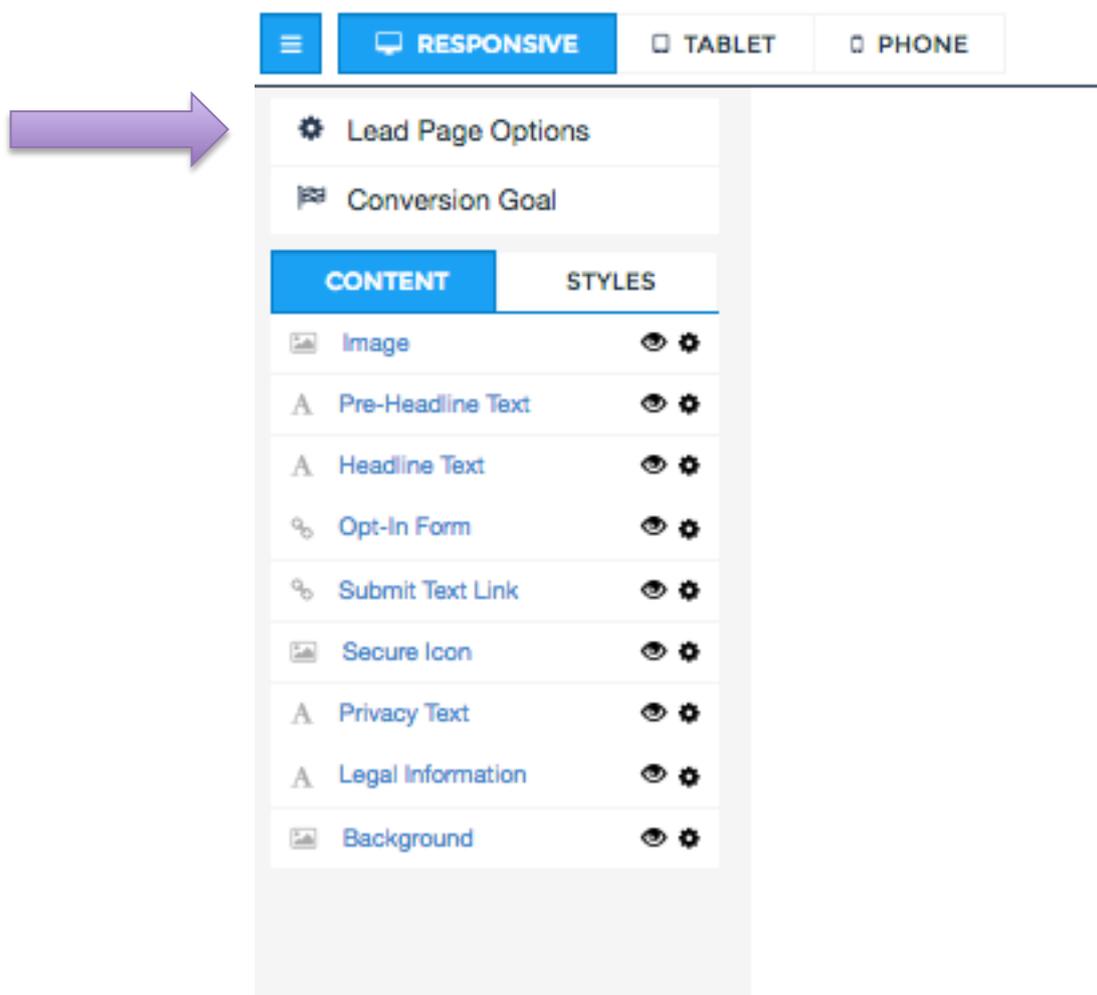


## 2. How to add it to your squeeze page and thank you page (in Leadpages) to collect data and for tracking

Go to your Leadpages account and hover over your squeeze page listing – then click on the pen icon to 'edit'.

|  | Client attraction by connection <small>+LABEL</small> | 100 | 40 | 40.00% |    |
|--|---|-----|----|--------|---|
|  | Attraction thank you                                  | 45  | —  | —      |    |

After a few moments, your page will open – go to the editing tools on the left hand side.

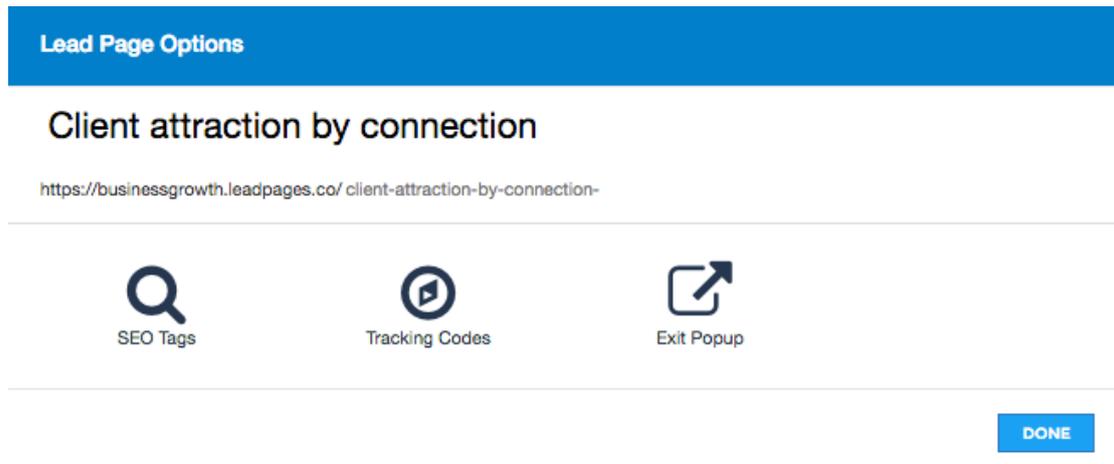


The screenshot shows the editing interface for a Leadpages page. At the top, there are three tabs: 'RESPONSIVE' (selected), 'TABLET', and 'PHONE'. Below the tabs is a left-hand navigation menu. A purple arrow points to this menu. The menu items are: 'Lead Page Options' (with a gear icon), 'Conversion Goal' (with a flag icon), and a section with two sub-tabs: 'CONTENT' (selected) and 'STYLES'. Under the 'CONTENT' tab, there is a list of elements, each with an icon, a name, an eye icon, and a gear icon:

- Image
- Pre-Headline Text
- Headline Text
- Opt-In Form
- Submit Text Link
- Secure Icon
- Privacy Text
- Legal Information
- Background



Click on 'Lead Page Options' and you'll get to this window:



**Lead Page Options**

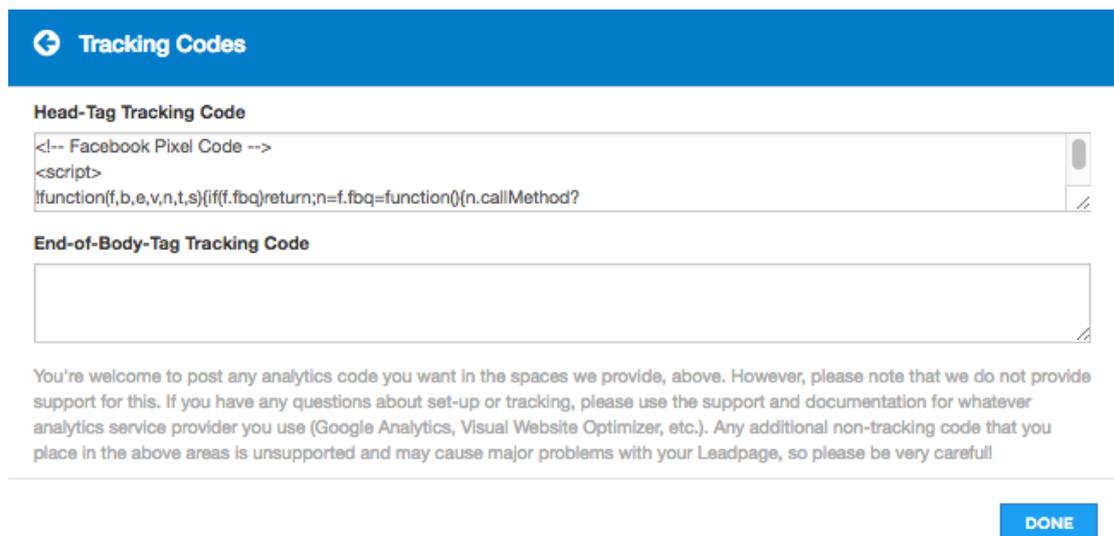
### Client attraction by connection

<https://businessgrowth.leadpages.co/client-attraction-by-connection->

SEO Tags      Tracking Codes      Exit Popup

**DONE**

Click on Tracking Codes and you'll get here:



**Tracking Codes**

**Head-Tag Tracking Code**

```
<!-- Facebook Pixel Code -->  
<script>  
!function(f,b,e,v,n,t,s){if(!f.fbq)return;n=f.fbq=function(){n.callMethod?  

```

**End-of-Body-Tag Tracking Code**

You're welcome to post any analytics code you want in the spaces we provide, above. However, please note that we do not provide support for this. If you have any questions about set-up or tracking, please use the support and documentation for whatever analytics service provider you use (Google Analytics, Visual Website Optimizer, etc.). Any additional non-tracking code that you place in the above areas is unsupported and may cause major problems with your Leadpage, so please be very careful!

**DONE**

Paste in the Facebook pixel code in the Head Tag Tracking Code box at the top – and then click 'done'.



Don't forget to then click 'save' ...



Repeat the same for your thank you page – and you're all set!

### **3. How to create a 'custom conversion' to monitor the results of your ads**

Now you've added the code to your squeeze page and thank you page to collect data from those who visit.

You also want Facebook to measure how many people come to your thank you page as a result of seeing one of your ads.

To do this, you need to give Facebook the url of that page – then they will do the hard work for you!

Navigate to 'custom conversions' under "Measure and Report":



| Plan              | Create & Manage   | Measure & Report   | Assets   | Settings  |
|-------------------|---|--|--|---|
| Audience Insights | Business Manager<br>Ads Manager<br>Power Editor<br>Page Posts<br>App Ads Helper | Ads Reporting<br>Custom Conversions<br>Delivery Insights | Audiences<br>Images<br><b>Pixels</b><br>Product Catalogs | Ad Account Settings<br>Billing & Payment Methods<br>Business Manager Settings |

Hover to learn more about any link.

(The page you get taken to will look different from mine as you won't have any conversions listed yet.)

Account: Julia BrambleBuzz

## Custom Conversions

| Create Custom Conversion |   |          |  |
|--------------------------|---|----------|--|
|                          | Name  | Category | Rule   |
| <input type="checkbox"/> | Client Attraction Masterclass Thank you<br>ID: 1815729485324534 | Lead     | URL Equal to (case sensitive)<br>http://www.bramblebuzz.co.uk/attractio... |

Click 'create custom conversion' and you'll see this come up – you just need to add the url of your thank you page (I always choose the 'url equals' option here):

### Create a Custom Conversion ✕

**Pixel** ● Julia BrambleBuzz's Pixel  
Pixel ID: 859112807437758

**Rule** ● Include traffic that meets the following

**URL Equals** ▾

URL Contains

✓ **URL Equals**

Event

**Category** ● y ▾

Choose the category that best describes the rule you're defining. Selecting a category helps Facebook learn how to optimize ad delivery for the custom conversion you're creating.

Then choose a category for the 'conversion' – Lead or Registration will suit what you're doing (but this is for your



purposes – for organising your pixels, so you can choose what you want!)

**Create a Custom Conversion** [Close]

**Pixel** ● Julia BrambleBuzz's Pixel  
Pixel ID: 859112807437758

**Rule** Include traffic that meets the following

URL Equals ▾

http://www.bramblebuzz.co.uk/attraction-thank-you [X] Add URL

**Category** Choose a Category ▾

- View Content
- Search
- Add To Cart
- Add To Wishlist
- Initiate Checkout
- Add Payment Info
- Purchase
- Lead**
- Complete Registration
- Other

... describes the rule you're defining. Selecting a category helps ... size ad delivery for the custom conversion you're creating.

Cancel Next

Click 'next' and you'll be prompted to add a name and a description (and if you're tracking a purchase you could add the value of the sale too.)

**Create a Custom Conversion** [Close]

**Name** Thank you TEST

**Description** Thank you for ..... opt-in

Set a conversion value  
Set the value that each of these conversions is worth to you to track your return on ad spend. [Learn More.](#)

Back Create



Then click 'create' and you're done.

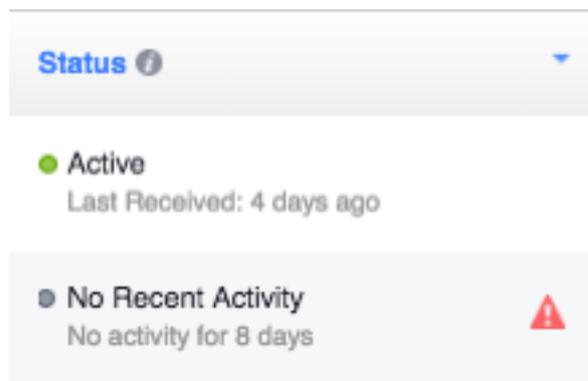
### IMPORTANT

You won't be able to allocate this as the custom conversion associated with your ads campaign if the pixel hasn't been 'fired' recently – by someone visiting the page.

So after doing this – you need to navigate to your thank you page and click on your 'refresh' icon, so that the pixel tracks a visit (it will know that this isn't related to any Facebook ad activity, so don't worry about distorting figures!).

Having refreshed your thank you page, you then need to refresh your custom conversions page, so that it has up-to-date information on it.

You should then see a green 'go button' against your pixel – indicating that it's active:



If you use Google Chrome, you can add this extension – the **Facebook Pixel Helper** – if you click on it when you're on (any) web page you'll be able to see whether it has Facebook pixels installed – and which ones.

Here's the link to get it (it's free) [PIXEL HELPER](#)





# Facebook Pixel Helper

offered by [Facebook](#)

★★★★★ (230) | [Developer Tools](#) | 263,390 users

ADDED TO CHROME

OVERVIEW

REVIEWS

SUPPORT

RELATED

G+1 372

Pixel Helper

1 pixel found on parse.com

Custom Audience Pixel loaded successfully.

Event ID: PixelInitialized

[View Event Log](#)

Compatible with your device

The Facebook Pixel Helper is a troubleshooting tool that helps you validate your pixel implementation.

The Facebook Pixel Helper works in the background to look for conversion or Facebook pixels and provide realtime feedback on the implementation. A small number will appear on the Facebook Pixel Helper icon to indicate number of pixel events. When clicked, a panel will expand to show a detailed overview of the page's pixels, including warnings, errors and successes. Learn more about using Facebook pixels here:

[Website](#)

[Report Abuse](#)

### Additional Information

Version: 0.7.1

Updated: July 20, 2016

Size: 580KiB

