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.

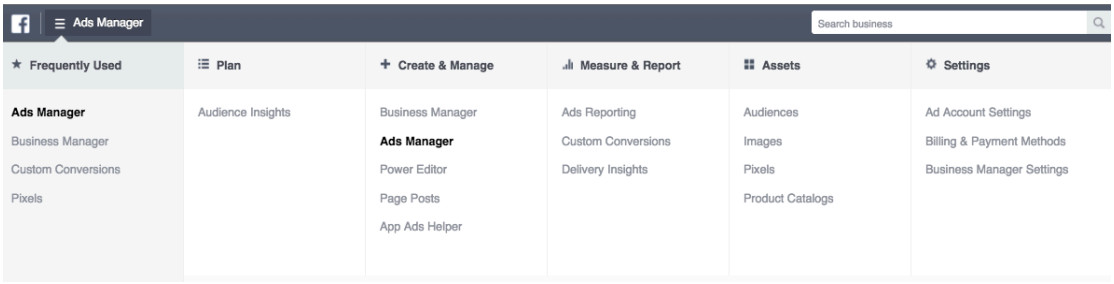
Therefore, we need to get the code and add it every web page (including our squeeze page and thank you page – this is what we're covering in this module) and then tell Facebook which page it is that we want to mark as the one to track results from.

(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'.

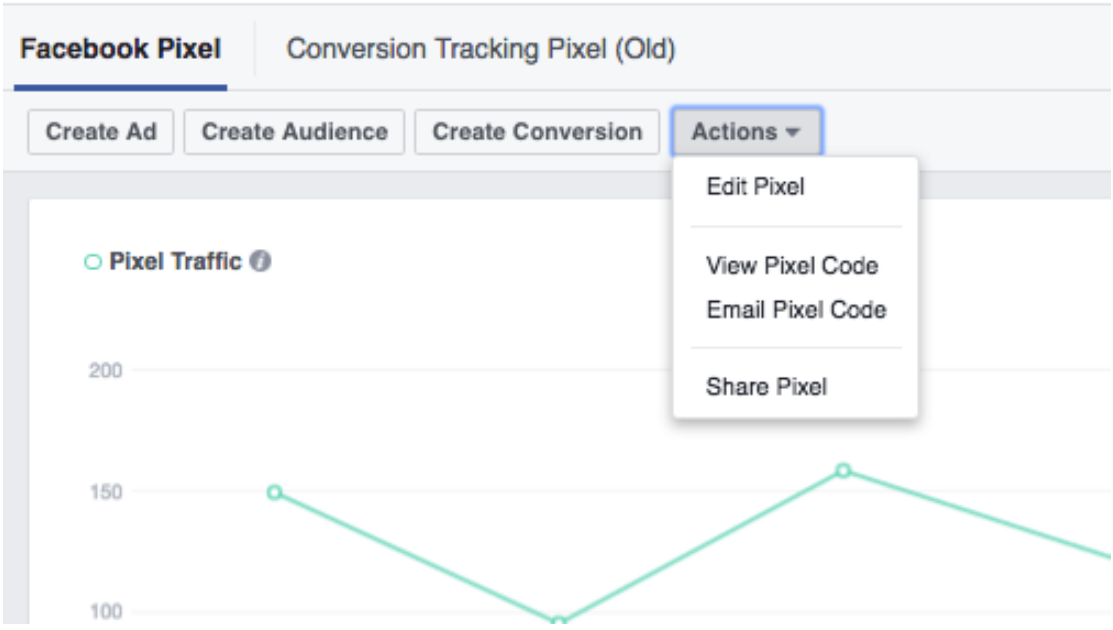
1. **Where to get the code from**

Go to Ads Manager, then ‘all tools’

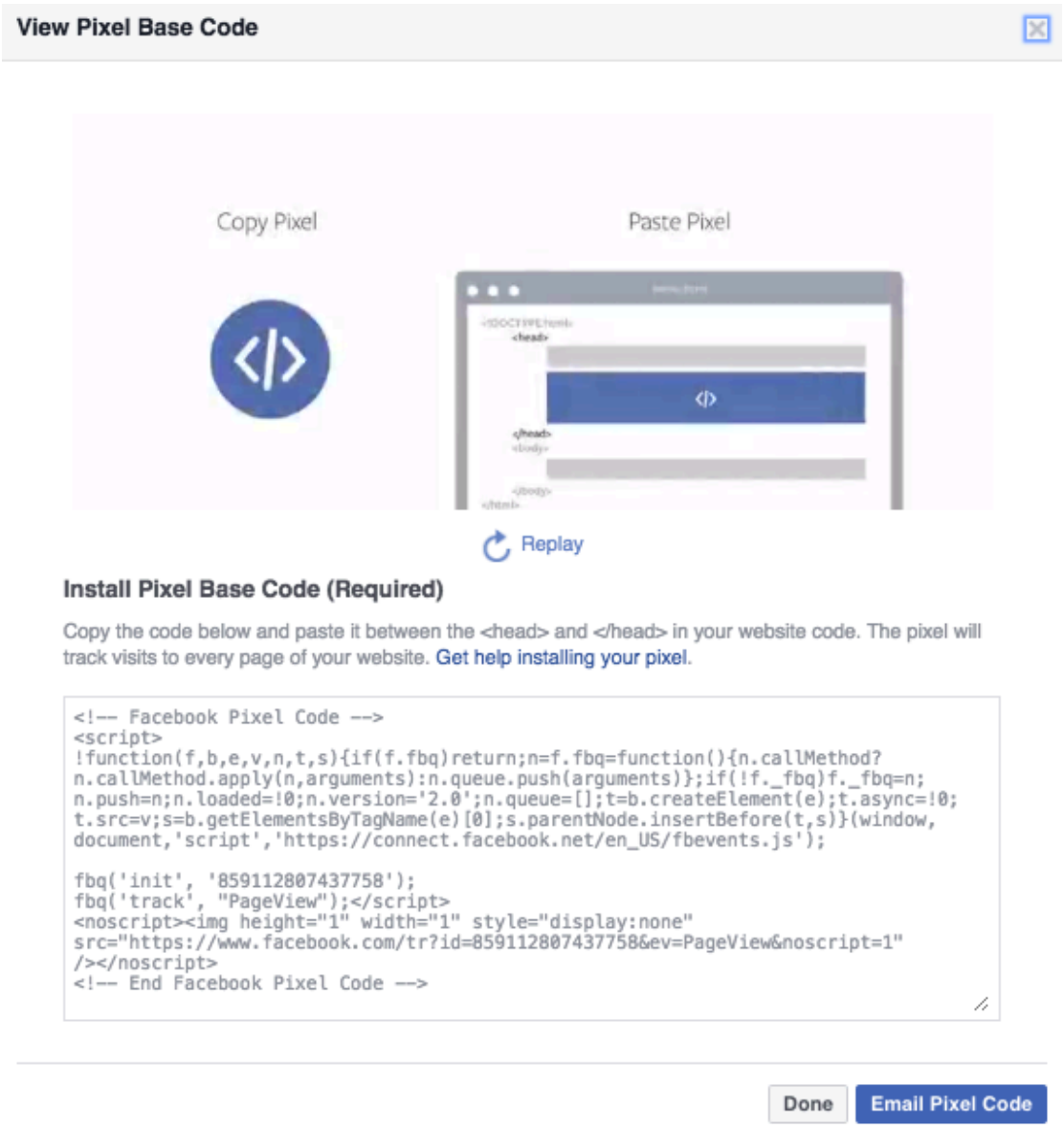


Navigate to ‘pixels’ (under Assets)

Click the down arrow on ‘actions’ to ‘view pixel code’.



You’ll see this window open up –

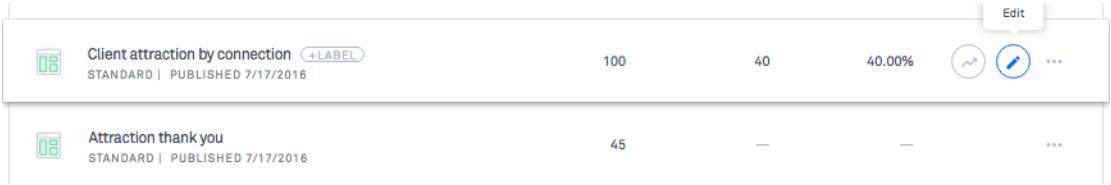


This is the code you want

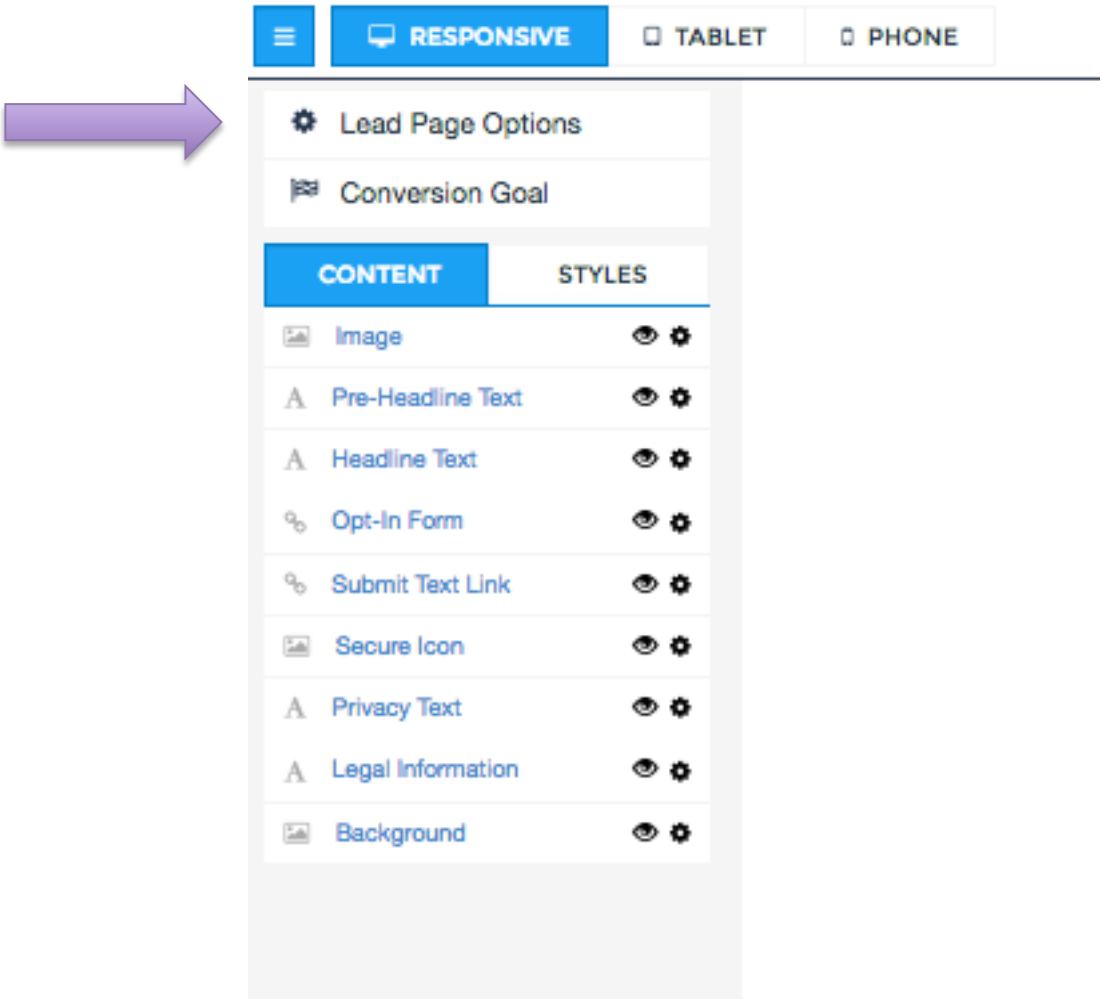
Then just copy and paste the code or email it to yourself.

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

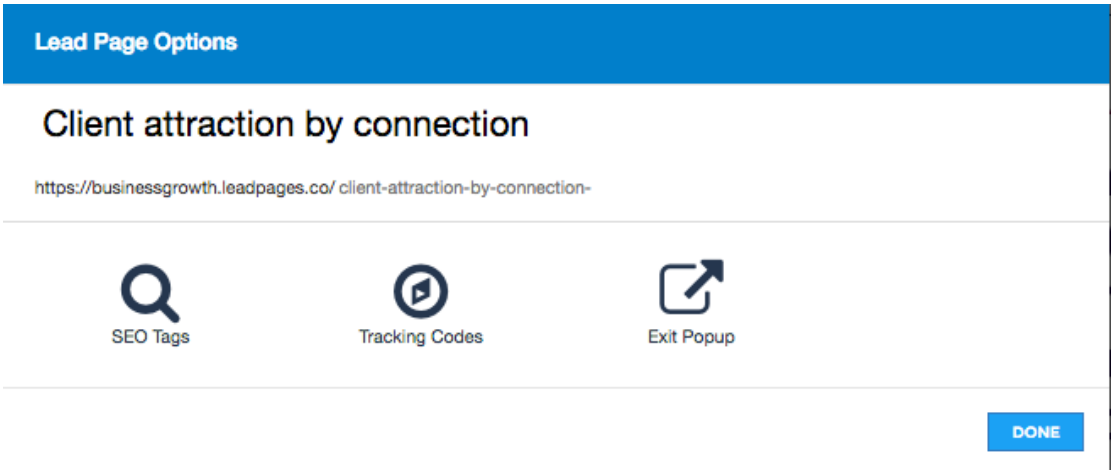
Go to your Leadpages account and hover over your squeeze page listing – then click on the pen icon to 'edit'.



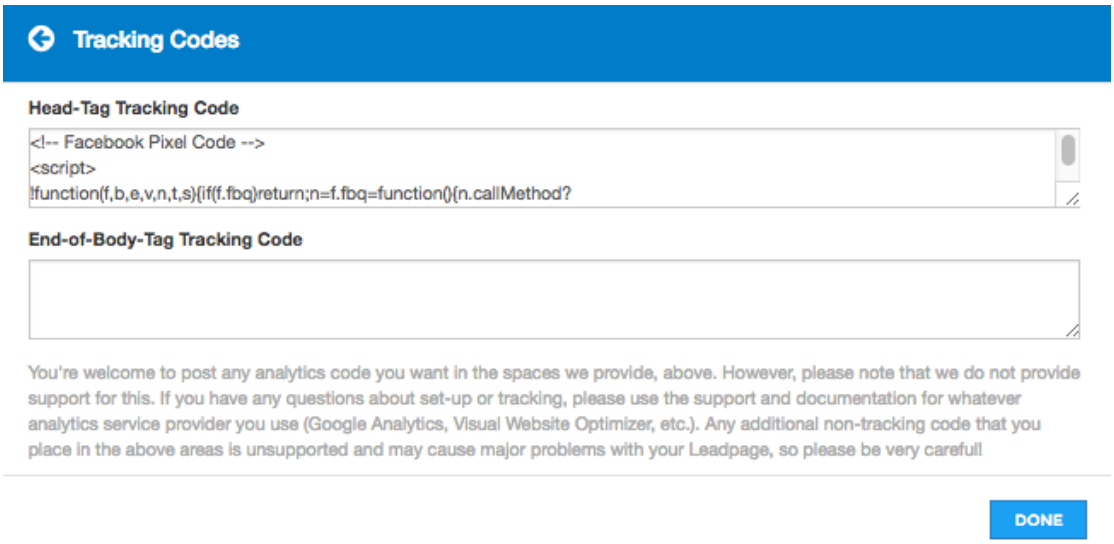
After a few moments, you page will open – go to the editing tools on the left hand side.



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



Click on Tracking Codes and you’ll get here:



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!

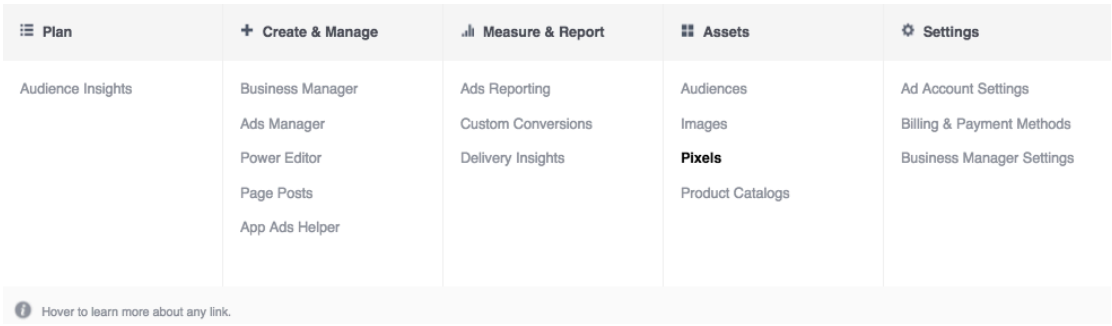
3. How to create a 'custom conversion' to monitor the results of your ads

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

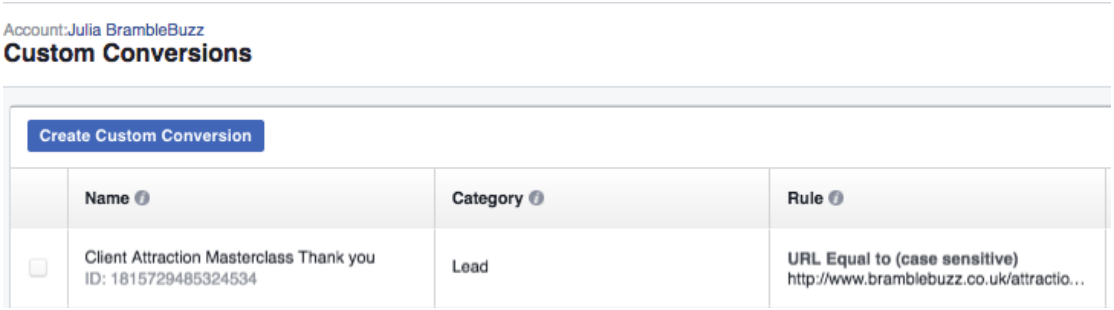
You also want Facebook to measure how many people come to your thank you page as a result of seeing one of your ads.

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

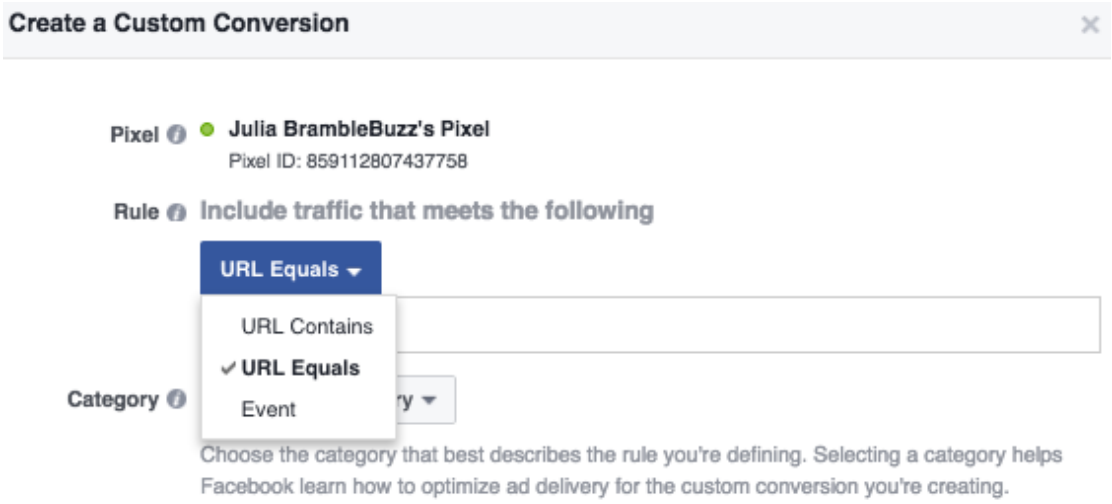
Navigate to 'custom conversions' under "Measure and Report':



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

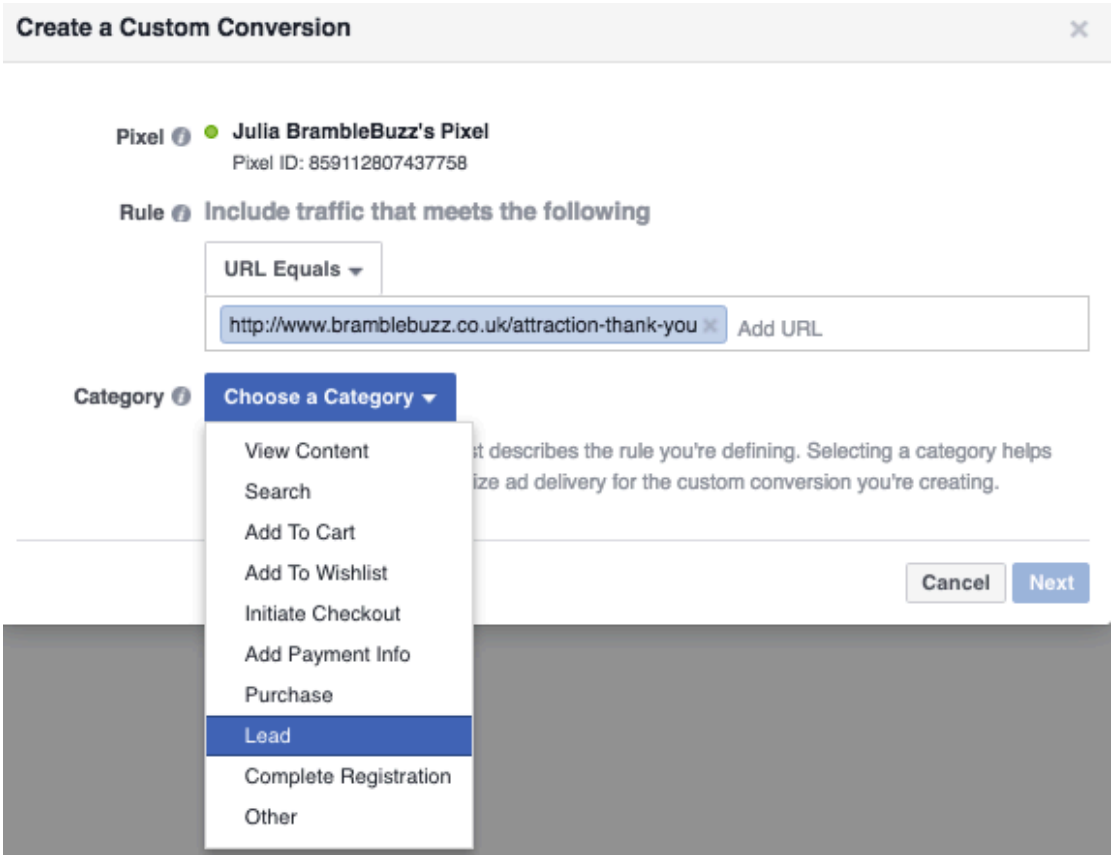


Click 'create custom conversion' and you'll see this come up – you just need to add the url of your thank you page (I always choose the 'url equals' option here):

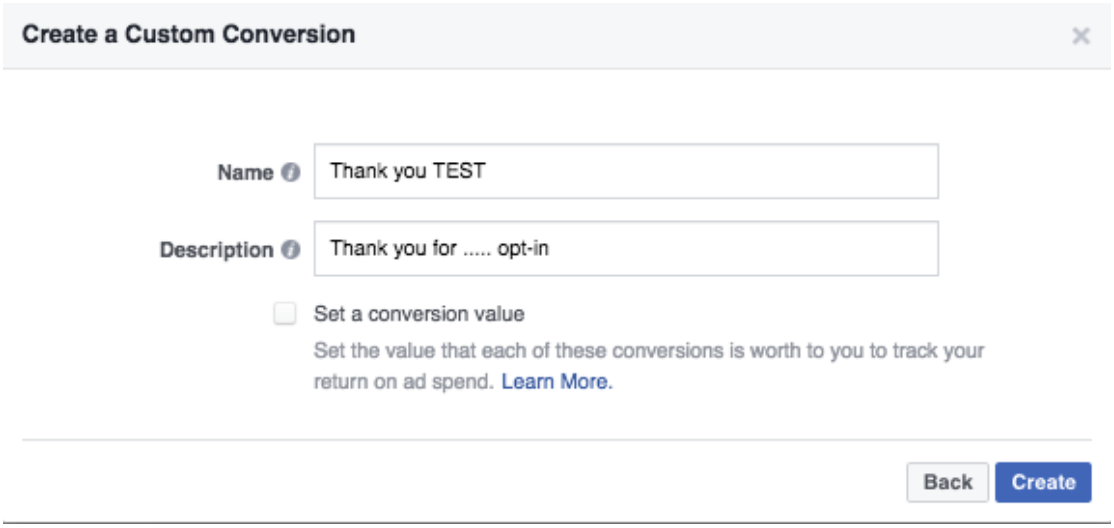


Then choose a category for the 'conversion' – Lead or Registration will suit what you're doing (but this is for your

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



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.)



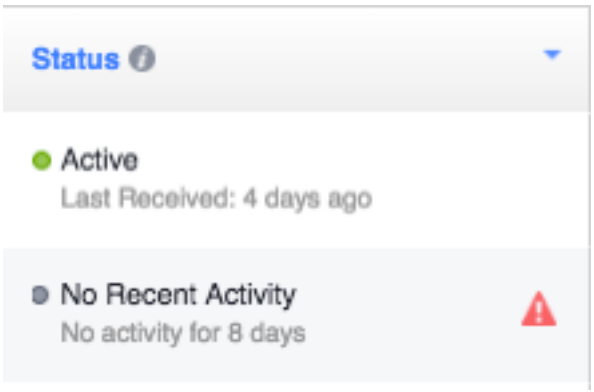
Then click ‘create’ and you’re done.

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!).

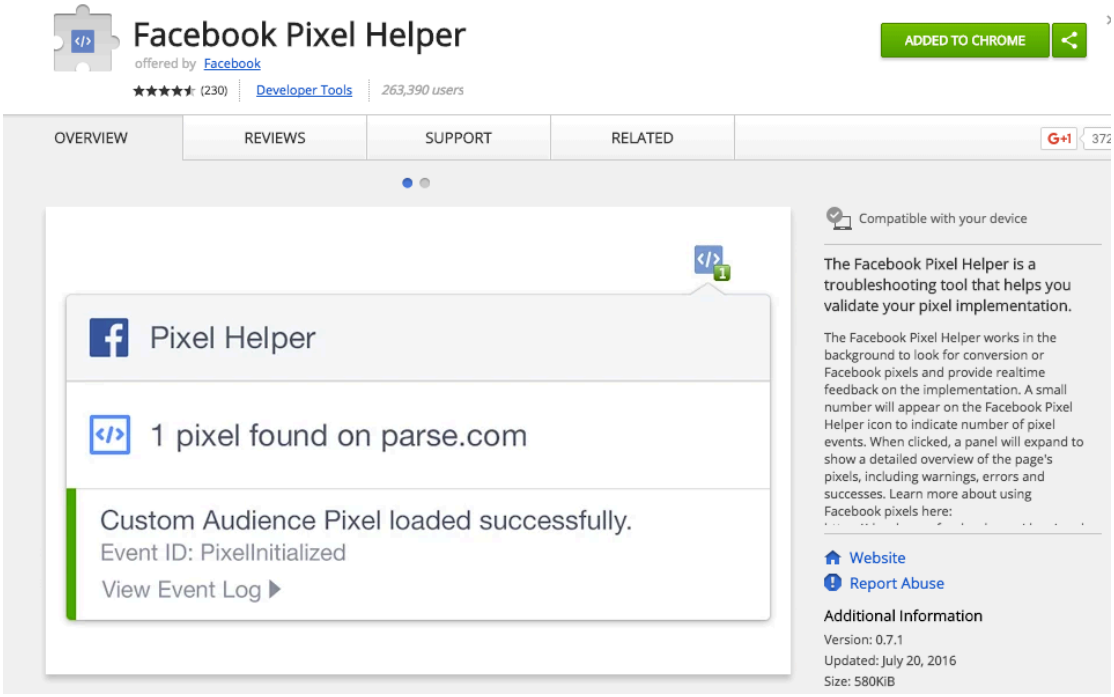
Having refreshed your thank you page, you then need to refresh your custom conversions page, so that it has up-to-date information on it.

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



CLIENT ATTRACTION BY CONNECTION LIVE
Jul a Bramble