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What is the facebook pixel code

If you're using Facebook ads —or plan to use them in the future—there's a key tool you should start using right away. The Facebook Pixel will help you get the most out of your social ad budget. Here's everything you need to know about how it works. Bonus: Download a free guide that shows you how to save time and money on your Facebook ads. Find out how to reach the right customers, reduce your cost per click, and more. What is the Facebook pixel? The Facebook pixel is code that you put on your site. It collects data that helps you track Facebook ad conversions, optimize ads, build targeted audiences for future ads, and remarketing to people who have already taken some kind of action on your site. It works by placing and triggering cookies to track users as they interact with your website and your Facebook ads. There were a few different types of pixels: the Facebook conversion pixel and facebook's custom audience pixel. Facebook discontinued the conversion tracking pixel in 2017. If you were using the Facebook conversion pixel, you'll need to change. You can learn how to do it in this Facebook business help article. If you were using the old custom audience pixel, these instructions explain how to upgrade to the current pixel. Why you need to set up the Facebook pixel The Facebook pixel provides important information that you can use to create better Facebook ads and better target your ads. Facebook pixel data tracking helps ensure that your ads are seen by people who are most likely to take the desired actions. This allows you to improve your ad conversion rate on Facebook and get better ROI. Even if you're not already using Facebook ads, you should install the Facebook pixel now. It will start collecting data immediately so you don't have to start from scratch when you're ready to create your first ad on Facebook. How can you use the Facebook pixel? Here are just a few ways that the pixel can help improve your Facebook marketing results. Use Facebook conversion tracking The Facebook pixel lets you see how people interact with your site after seeing your ad on Facebook. You can even track customers through your devices. This allows you to see if people tend to see your ads on mobile, but switch to a desktop before buying. Or maybe it's the other way around. This information can help you refine your ad strategy and calculate your return on investment. Use Facebook by redirecting Facebook by redirecting pixel data and dynamic ads allow you to show ads for people who have visited your site. You can choose to stay really granular here. For example, you can show people an ad for the exact product they abandoned in a shopping cart or added to a wish list on your site. Create lookalike audiences Facebook can use your targeting data to help you build a lookalike audience of people who have likes, interests, and demographics for people who are already interacting with your site. This can help expand your potential customer base. Optimize Facebook ads for conversions You can use Facebook by tracking pixel data to optimize your Facebook ads for specific conversion events on your site. Without a pixel, the only conversion for your turn is clicking link. With pixel, you can optimize for conversions that align more closely with business goals, such as purchases and subscriptions. Optimize Facebook ads by value As Facebook collects data about who buys from your site and how much they spend, it can help optimize your ad audience based on value. This means that it will automatically show your ads to people who are more likely to make high-value purchases. Get access to more Facebook ad tools and metrics Want to use web conversion campaigns, personalized audiences on your site, or dynamic ads? You can only do so if you have installed the Facebook pixel. You also need the pixel to track metrics such as cost per lead or cost per conversion. How to use the Facebook pixel You can use the Facebook pixel to collect data about two different types of events. Facebook has defaulted on a set of 17 default events. You can set up custom events yourself. An event is simply a specified action that a visitor takes on your site, such as making a purchase. Standard Facebook pixel events The 17 standard Facebook pixel events for which you can simply copy and paste the default Facebook event code are: Purchase: Someone completes a purchase on your site. Lead: Someone signs up for a test or identifies as a clue on your site. Full registration: Someone completes a registration form on your website, such as an application form. Add payment information: Someone inserts your payment information into the purchase process on your website. Add to cart: Someone adds a product to your shopping cart on your website. Add to wish list: Someone adds a product to a wish list on your site. Start checkout: Someone starts the checkout process to buy something on your site. Search: Someone uses the search function to search for something on your site. View content: Someone lands on a specific page on your site. Contact: Someone contacts your business. Customize the product: Someone selects a specific version of the product, such as choosing a particular color. Doe: Someone makes a donation to your cause. Find location: Someone searches for the physical location of your business. Agenda: Someone marks an appointment in your business. Initial test: Someone signs up for a free trial of your product. Send Someone signs up for your product, service or program, such as a credit card. Sign up: Someone signs up for a paid product or service. You can also add more detail to standard events by using extra bits of code called parameters. These allow you to customize the Events based on: How much a conversion event is worth the Currency Content type, or Basket ID content For example, you could use Facebook pixel tracking to record views of a specific category on your site, rather than crawling all views. You might want to separate dog owners from cat owners based on which sections of your pet supply site they viewed. Custom Facebook pixel events You can use custom events in place of standard events, or to collect more detail than standard Facebook pixel events can provide. Custom events use URL rules based on specific URLs or url keywords. You can learn more about custom conversions in this Facebook help article. How to create a Facebook pixel and add it to your site Now that you know what you can track, and why you'd like to do it, it's time to create your pixel and put it to work on your site. Step 1: Create your pixel Click green Create a Pixel button. Name your pixel, enter your site's URL, and click Create. When choosing the pixel name, keep in mind that with event manager, you only get one pixel for each ad account. The name should represent your business, rather than a specific campaign. If you want to use more than one pixel per ad account, you can do so using Facebook Business Manager. Step 2: Add the pixel code to your site To put the pixel to work by collecting information on your site, you now need to install some code on your web pages. There are a few ways to do this depending on the platform of the site you use. If you use an ecommerce platform like Squarespace or a tag manager like Google Tag Manager, you can install your pixel without having to edit your site code directly. This Facebook Help article describes how to install your pixel if you already use one of these third-party tools. If you work with a developer or someone else who can help you edit your site code, click Email Instructions for a Developer to send your developer everything you need to install the pixel. If none of the above applies, you need to enter the pixel code directly into your web pages. That's what we're going to take you through this section. Click Install the code manually yourself. Copy and paste the pixel code into your site's header code. That is, post it after the <head> tag, but before the </head> tag. You need to co-ordinate it on each page or on your template if you're using one. Choose whether to use automatic advanced matching. This option corresponds to the data of hashed customers from your site to Facebook profiles. This allows you to you can track conversions more accurately and create larger custom audiences. Make sure you've installed the code correctly by inserting your site's URL and clicking Submit test traffic. Bonus: Download a free guide that shows you how to save time and money on your Facebook ads. Find out how to reach the right customers, download your and more. Get the free guide right now! Once your Facebook pixel is tracking activity, click Continue. Step 3: Track the right events for your business Select which of the 17 standard events you'd like to track using the toggle buttons. For each event, you need to choose whether to track the page load or in line action. Track the event on the page load: Use this to track actions that involve going to a new page, such as a full sign-up or sign-up success page. Follow the event in inline action: Use this to track actions within a page, such as clicking an add button to the cart that doesn't open a new page. You can also set parameters for some events. For example, you might specifically want to track purchases over a certain dollar value. If you want to use custom Facebook Pixel events, go to your Facebook Event Manager. Choose Custom Conversions from the top left menu. Then click Create custom conversion to set your custom conversion event using URL rules. Step 4: Confirm that your Facebook pixel is working You've already tested your Facebook Pixel installation by sending test traffic. But before you start relying on your Facebook pixel data, you should confirm that it's also tracking correctly. Add the Facebook Pixel Helper extension to your Google Chrome browser. (It's only available for Chrome, so if you use a different browser, you'll need to install Chrome to use Pixel Helper.) Visit the page where you installed the Facebook pixel. If the extension finds the pixel, the extension icon </> will turn blue, and a pop-up will indicate how many pixels it finds on the page. The popup will also tell you if your pixel is working properly. If not, it will provide error information so that you can make corrections. Step 5: Add pixel warning to your site To comply with Facebook's terms (and in some cases the law), you need to ensure that visitors to your site know they're collecting your data. This means that you need to provide a clear warning that you are using the Facebook pixel and that your information may be collected through cookies or other methods. You also need to inform users how they can choose not to have their data collected. For full details, go to the Facebook Business Tool Terms and scroll to point 3: Special Provisions regarding the use of Facebook Pixels and SDKs. Or, check out Facebook's cookie consent guide for websites and apps. Facebook Pixel Cookies In October 2018, Facebook changed the way it uses cookies to track Facebook pixel data. Advertisers can now use as well as third-party cookies. Unless you want to not use first-party cookies, you don't need to do anything because of this change. What does that mean? Basically, this change allows advertisers to continue tracking data in Safari and firefox. Both browsers have placed limits on third-party cookies. Why do you want to choose to leave? Advertisers in areas that have extensive privacy legislation -- such as finance and health -- may need to opt for compliance reasons. Get all the details in this Facebook Business help article. Examples of Facebook pixels Let's look at some case studies of how to use the Facebook pixel. AdEspresso uses the Facebook pixel to test the optimization of the AdEspresso campaign conducted an experiment to test the four most commonly used campaign optimization types: Link Clicks Engagement Conversions Reach Your goal was to find out how these different types of optimization impact key metrics like cost per click and cost per lead. They found that the cost per lead was more than three times higher for link click optimization than for conversion optimization. Remember: You can only use conversion optimization if you have the Facebook pixel installed. You can learn more about the details of the AdEspresso experiment in this post on your blog. Brava Fabrics uses facebook pixel and dynamic ads to boost ROI Spanish brand Brava Fabrics used Facebook by redirecting pixel data to serve dynamic slideshow ads to people who had already visited your site or engaged in a previous ad. Dynamic ads created using Facebook pixel data had a 30% higher ROI than previous ads. Wolford uses the Facebook Pixel to test two audiences Lingerie brand Wolford used the Facebook pixel to test two different similar audiences based on custom audiences from previous Facebook ad campaigns. Both audiences were composed of women 24 years and older living in Switzerland, Austria and Germany. A lookalike audience was based on previous customers: women who bought two or more items from Wolford in the last 90 days. The other was based on interests. The conversion study helped us understand how we can use Facebook as a major advertising platform, said Aaron Fox, wolford's online acquisition expert. The campaign as a whole had a twice-as-high return on ad spend than previous campaigns. Revolve uses Facebook Pixel to create high-value audiences for a recent Facebook ad campaign, fashion brand Revolve used Facebook pixel data to create a lookalike audience based on its higher-revenue customers. The campaign had a 28% higher return on ad spending and a 20% lower cost per acquisition. With facebook's value-based lookalike audience that we can create from our web traffic [using the Facebook pixel], we have a way to find more valuable perspectives —and generate more revenue—all based on data, said Ryan Pabelona, Revolve's director of performance marketing. For more examples companies that use the Facebook pixel effectively, check out our article with five amazing ways to optimize your Facebook ads. Get the most out of your Facebook ad budget with Hootsuite ads. The powerful tool that facilitates the creation, management and Ad campaigns on Facebook and Instagram. Start

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