



# Conversion Tracking Pixel Guide

If you're not tracking your results, you're wasting your money.



A Step-By-Step Guide to Installing a conversion tracking pixel for your next Facebook ad.

Go beyond clicks, and know who's converting.

PRESENTED BY JULIE LOWE OF SOCIALLY ALIGNED

# CONVERSION TRACKING

**Clicks are great, but at the end of the day, conversions are what really matter.**

Whether you're growing your email list, promoting a webinar, or selling your products and services, when you run Facebook ads, the ultimate goal is going to be conversions the majority of the time.

{There will be times when you run ads for other purposes, such as page likes, post engagement, or driving traffic to your blog for an important piece of content. In those cases, you might not be optimizing for conversions, but you still might want to TRACK conversions with a pixel.}

But I digress...if the point of your ad is to get some sort of conversion - which might be gathering an email address, or it might be a sale - then you better be tracking and optimizing for conversions, or you're wasting your money. It's important to keep your goals in mind when you create your ads, because if Facebook knows what your goal is, they're going to have an easier time helping you to reach that goal!



# You get to define what a conversion is.

As I said, a conversion might be gathering an email address. If you have a freebie opt-in offer or a webinar you're promoting, the goal of the ad is to get someone to turn over their email address in exchange for whatever it is you are offering.

In this example, a conversion is when someone enters their email address on your signup page and hits submit. Each signup equals a conversion for your ad.

If you're sending people through some sort of sales funnel, a conversion might be a checkout on your website.

You can create as many pixels as you want, and you can track multiple pixels in an ad, but you can only OPTIMIZE the ad for one conversion goal. (So you might optimize the ad to get signups to your free offer, but you could still track to see if they go on to buy something from you as well.)

## << IMPORTANT NOTE >>

Facebook rolled out a NEW FB Pixel in 2016. If you are still using the "old" conversion tracking pixel, it is super important that you switch over to the new pixel immediately. FB is no longer SUPPORTING the old pixels - meaning they might not work properly and if they are broken, FB can't help you with them.

# THE NEW FACEBOOK PIXEL

In 2016, Facebook's new "one-pixel to rule them all solution" changed the way advertisers monitor and measure conversions. In this guide, I'll cover how to install the new Facebook pixel and track conversions.

**What's new vs. the "old" pixel?** Each ad account now has only one pixel code associated with it - a "base" code that tracks visitors and can be modified to track conversions as well. You can install this new Facebook pixel on multiple websites and then track those sites separately, but you always use the same code.

There are 2 ways to do conversion tracking: Custom Conversions and Standard Event codes. I'll be covering both ways and you can choose which to use.

The easiest way (especially if code makes you nervous) is to use custom conversions. You will simply place the base code, unedited, onto the page being tracked.

Except in special cases, this is the best route because you don't have to edit the base code at all, the tracking is simply based on URL.

Special cases would be when you don't know the URL you will be counting conversions on, or if the URL tracked will be changing throughout the time you are running ads.

Why might you not know the URL? It might be unique to the user -- this is often the case with webinar systems and shopping carts.

Why might the URL change while running ads? If you are doing a "Jeff Walker style launch" with a video series, depending on when someone clicks your ad and signs up, they might hit video 1 one day and video 3 another day and the URL would change.

Also of note...

You're able to add a maximum of 40 "custom conversions" to your account. You CAN delete and edit them now, unlike when they were originally rolled out.

You can place the standard event codes on an unlimited number of web pages, so if you have LOTS of different conversions to track or one of the "special cases" covered above, you may want to focus on using the standard event codes (more on this later).

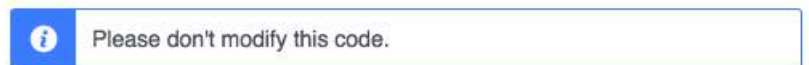
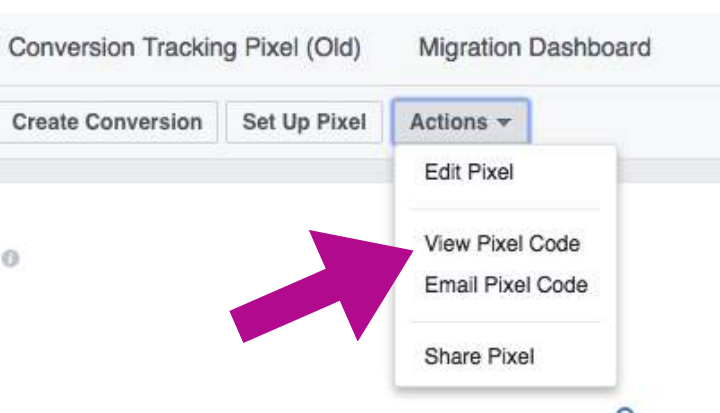
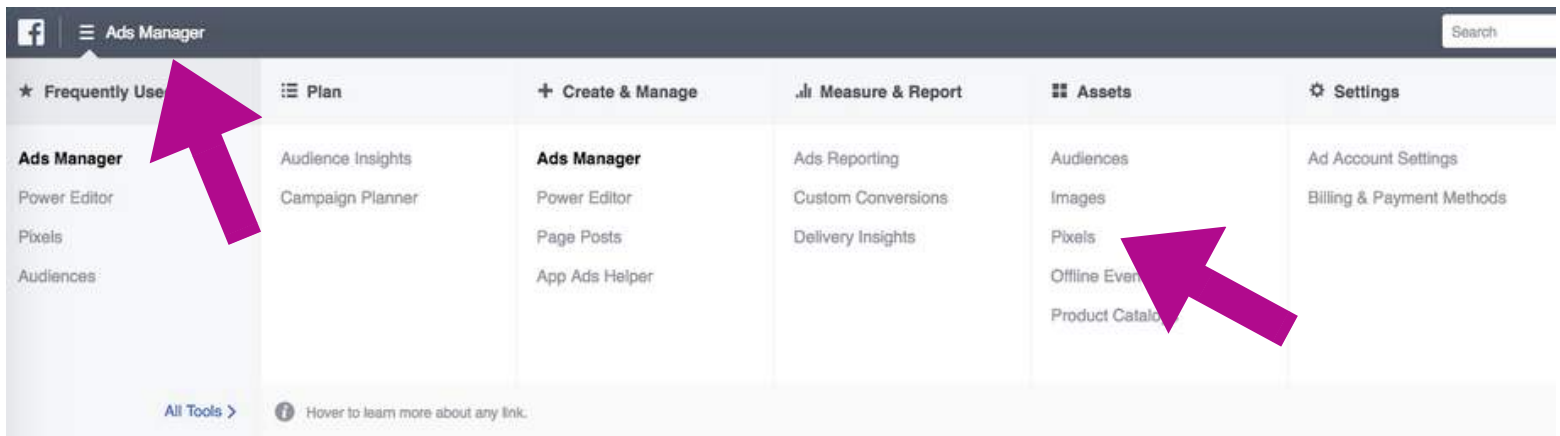
# STEP 1: INSTALL THE BASE PIXEL

Don't worry if you don't understand everything I just mentioned, that's what we're diving into now, for both pixel types. No matter what, start with step 1.

## STEP #1: Install the New Pixel

The first thing you need to do is to install the base pixel on your website. First, navigate to the Ads Manager (facebook.com/ads/manage) and then follow these steps:

1. Click "Ad Manager" and select "Pixels" from the drop-down menu.
2. Click "Actions" and select "View Pixel Code" from the drop-down menu.
3. In the pop-up box that appears, flip the "Advanced Matching" switch to "on" (blue), and copy the base pixel code in the top box by clicking on it.



## STEP 2: INSTALL + CHECK THAT IS WORKING

Next, go to your website and paste the code in between the main head tags so that it applies to ALL pages, and you can start tracking visitors to retarget later.

Some WordPress sites have themes that make this easier (a Header Script area), or you may have to go to the header.php file and edit that. It's typically under Appearance > Themes > Editor > Header.php.

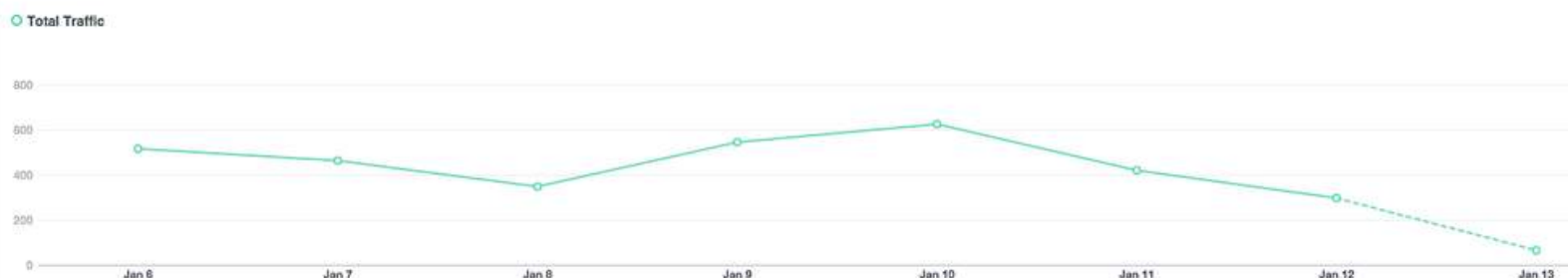
Get a webmaster to help you if you don't know where to find this! (I cover how to install the [conversion tracking code](#) on both WordPress and LeadPages in detail, later in this guide, but when in doubt, ask a webmaster!)

To check that your pixel is working properly, navigate to a web page the pixel was placed on. If it's working, the pixel will send information back to Facebook and you'll be able to see activity in the Facebook Pixel page in your Ads Manager. Your pixel's status will also be set to Active. It is usually super fast, but CAN take an hour or so to show up.

If it didn't work (No activity yet, No recent activity), use the Facebook Pixel Helper to troubleshoot the problem. (Get it here: <https://developers.facebook.com/docs/facebook-pixel/pixel-helper>)

Keep in mind you have to be using the Chrome browser for the Helper to work. Once the Pixel Helper is installed, a small icon will appear next to your URL bar. The popup will tell you what pixels were found on the page and whether they have loaded successfully. If not, it'll give you tips on why it may have failed.

Once the pixel is installed on your site, you can set-up custom audiences for retargeting and choose a conversion tracking method to track your Facebook ad results, which is step 3....



## STEP 3: CHOOSE A TRACKING METHOD

The next thing you need to do is to set up the way you'll track conversions. The benefit of tracking conversions is that you'll know exactly which ad is converting the best for you and can make more informed decisions about how you're spending your money on Facebook ads.

To be able to track conversions you need to have two things in place:

1. Install your Facebook pixel on your website (done in Step 1).
2. Have a thank-you page where someone lands after they convert.

So, for example, if you have people signing up for a freebie opt-in offer, you need to redirect them to a page on your website (or LeadPages etc) when they're finished signing up, where the pixel is installed. That way Facebook knows the action has been completed, and it can attribute that conversion to that correct ad.

With the new Facebook pixel, you have two ways you can track conversions: standard events and custom conversions. << PICK JUST 1 METHOD >>

### (OPTION 1) STANDARD EVENT METHOD:

The standard event method involves adding an extra bit of code to the base code we setup in step 1. You add the standard event code ONLY on the pages where you're tracking a conversion (to a thank you page, for example).

### (OPTION 2) CUSTOM CONVERSION METHOD:

Make sure the base code is on the page you want to track. Do NOT edit the code. The conversion will be based on the URL of the page. (If the page is on your site and you put the base code into the theme of the site, you're covered. If the page is on LeadPages or Easy Webinar, etc, you need to add the base code to those systems.)

You'll need to implement one of these two methods to track conversions on a page - but pick just ONE way per page - keep reading for specific directions.

# STANDARD EVENT METHOD

For standard event tracking, on the pages that you want to track conversions, add a line of code to the base code you installed in step 1, right after the "Page View standard event" that's currently there.

Notice how it will be tracking page views on every page of your site already, due to the fact that your pixel is on every page. {To be clear, the standard event code is not in brackets; the image is highlighting where the standard event code goes. Check out the numbered guide below.}



The Facebook pixel code with a standard event.

**1. Your website's original code:** Paste the Facebook pixel code between the `<head>` and `</head>` tags of your web page. You may already have other existing code between the head tags, so just place the pixel code underneath `<head>`, but above `</head>`.

**2. Your Facebook pixel base code:** Your Facebook pixel code will look like the diagram above, except your pixel ID will be different from 1234567890 shown in the example.

**3. Your standard event code:** Within your Facebook pixel code, above the `</script>` tag, paste the Standard Event code that's relevant to your page (ex: Complete Registration; see list on next page). You'll need to do this for every page you want to track conversions on.

The key here is that every page of your website should have everything that's enclosed in section 2 (the base code), but different pages will have different snippets of code for section 3 (standard event code).

# STANDARD EVENT METHOD

Below is a list of the nine standard event codes that you can choose from to track conversions/events just to give you an idea of what I mean. These will be in the pop up when you click View Pixel Code in step 1. These may CHANGE so make sure you get them straight from FB!

You may want to copy/paste the base code into a Word doc or notepad, then copy the Standard Event Code snippet out of FB, and insert the Standard Event Code (`fbq('track', 'Lead');`) into the correct place in the base code, as shown on the prior page. Then copy/paste the entire thing onto the thank you page you're tracking.

Once you've installed the extra bit of code to your pixel on that page, visit the page to activate the pixel and you're done with installation.

Website action	Standard event code
Key page view	<code>fbq('track', 'ViewContent');</code>
Search	<code>fbq('track', 'Search');</code>
Add to cart	<code>fbq('track', 'AddToCart');</code>
Add to wishlist	<code>fbq('track', 'AddToWishlist');</code>
Initiate checkout	<code>fbq('track', 'InitiateCheckout');</code>
Add payment info	<code>fbq('track', 'AddPaymentInfo');</code>
Make purchase	<code>fbq('track', 'Purchase', {value: '0.00', currency: 'USD'});</code>
Lead	<code>fbq('track', 'Lead');</code>
Complete registration	<code>fbq('track', 'CompleteRegistration');</code>

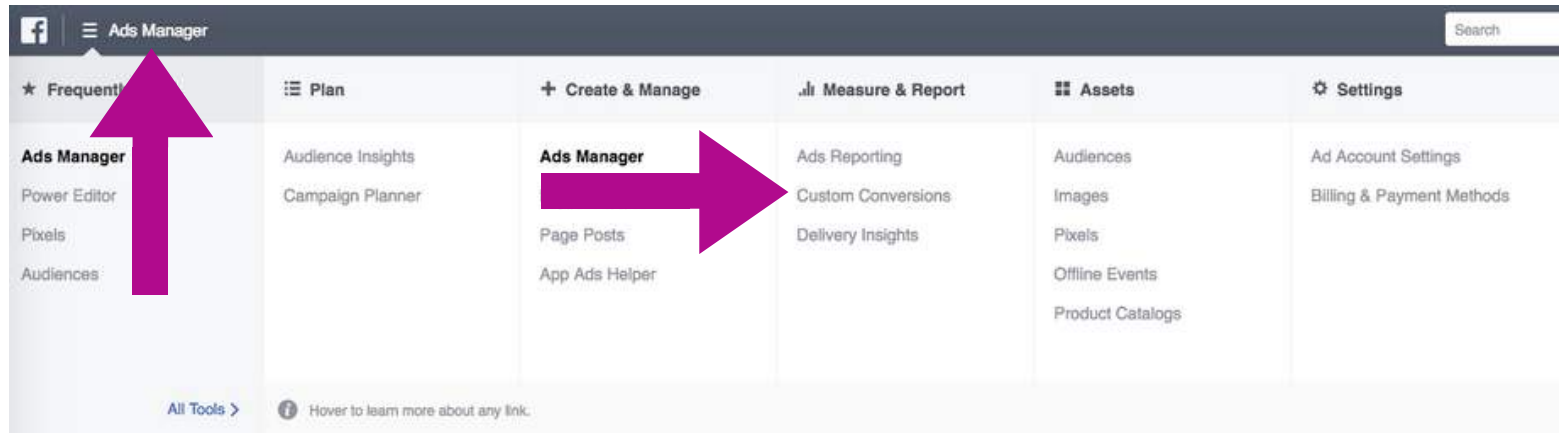
Image Credit: Facebook Help

# CUSTOM CONVERSION METHOD

The other way to track Facebook conversions from an ad is to use a custom conversion. Custom conversions allow you to track and optimize for conversions without adding any extra code to your site.

To create a custom conversion, follow these steps from your Ads Manager:

1. Click "Ad Manager" menu and select "Custom Conversions" from the drop-down.
2. Click the "Create Custom Conversion" button on the page that appears.



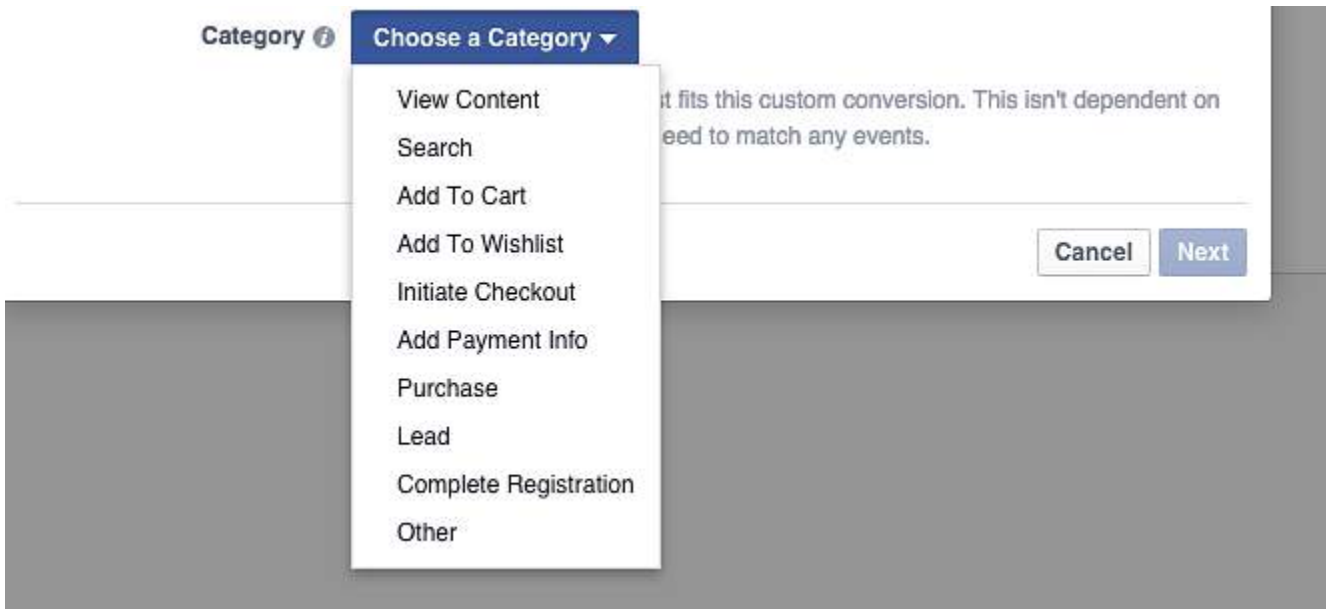
3. In the pop-up box that appears, add the URL you want to track. If you're matching a particular page exactly, enter that web address and select the "URL Equals" option. (Make sure you include the www or http:// as needed).

**ADVANCED USERS:** If you want to track across several types of pages, you could select URL Contains and /thankyou.php as an example if you have several thank you pages that have that phrase in them.

A screenshot of the 'Create a Custom Conversion' pop-up box. The box has a title bar with 'Create a Custom Conversion' and a close button. Below the title bar, there is a 'Pixel' section with a green status indicator and a 'Pixel ID' field. A red arrow points from the 'Pixel ID' field to the 'Rule' section. The 'Rule' section is titled 'Rule' and 'Include traffic that meets the following'. It contains a dropdown menu set to 'URL Contains', a text input field for 'Add URL keywords', and an 'and' button. A red arrow points from the 'URL Contains' dropdown to the 'Category' section. The 'Category' section is titled 'Category' and has a dropdown menu set to 'Choose a Category'. Below the 'Category' section, there is a note: 'Choose the category that best fits this custom conversion. This isn't dependent on your pixel code and doesn't need to match any events.' At the bottom right of the box, there are 'Cancel' and 'Next' buttons.

# CUSTOM CONVERSION METHOD

4. Below the URL box, select a category for your custom conversion and click Next.



5. Give your custom conversion a name. Make the name descriptive so you know exactly what the conversion represents. This is your pixel NAME that you will "turn on" on your ad sets for conversion campaigns and in your reports.

6. Next, add a conversion value if applicable (optional).

7. Finally, click "Create" to finish the process.

The audience-building and conversion tracking start after you install the pixel code. So install the code BEFORE you start sending traffic to the pages.

When you track conversions from your Facebook ads, you'll see a much clearer benefit to using ads for leads and sales. You can also improve your ad strategy to decrease your cost per conversion by split testing your ads and optimizing your budget to focus on the ads that are actually working for you.

**Make sure you turn the pixel "on" on the ads themselves! (page 16 of the guide)**

For instructions on how to use the standard event tracking method on thank you pages that are built on LeadPages or WordPress, keep reading...

# INSTALLING THE PIXEL ON LEADPAGES

If you use LeadPages to build your landing pages, follow these steps to install the pixel for the standard event method &/or for re-targeting.

1. Login at Leadpages.net
2. The tracking pixel must be installed on the Thank You page you've created. Find the thank you page in your list of LeadPages and click Edit to open the page.
3. Click on "Lead Page Options" in the top left corner.
4. Click on "Tracking Codes" in the pop-up window.
5. Paste the code we just created in the standard event method into the "Head-Tag Tracking Code" box at the top, and then click "Done".
6. Hit "Save" in the top right. Click "Publish" & you will see a pop-up.
7. Click "View Page" to visit the live page, which will activate the pixel.
8. Go back to the Conversion Tracking screen in the Facebook Ads Manager, refresh your browser window and the pixel should be Active.

The image shows a composite of three screenshots from the LeadPages interface. The top-left screenshot shows the 'Lead Page Options' menu with 'Tracking Codes' highlighted by a pink arrow. The top-right screenshot shows the 'Tracking Codes' configuration screen with a pink arrow pointing to the 'Head-Tag Tracking Code' input field. The bottom screenshot shows a 'Publish' pop-up with the option 'I want to use leadpages.net to immediately obtain a URL for this page' selected, and a pink arrow pointing to the 'View Page' button.

**Lead Page Options**

webinarthankyou-kristaandjulie

https://sociallyaligned.leadpages.net/webinarthankyou-kristaandjulie

SEO Tags Tracking Codes Exit Popup

**Tracking Codes**

**Head-Tag Tracking Code**

```
window._fbq.push(['track', '6028174894946', {'value': '0.00', 'currency': 'USD'}]);
```

**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!

**How would you like to publish this page?**

LeadPages WordPress Facebook Your own server Share Page Configuration

I want to use leadpages.net to immediately obtain a URL for this page

LeadPages has published your page at the provided URL and you can start using it immediately.

Note: Please click here to see how this option can increase your conversion rate.

https://sociallyaligned.leadpages.net/webinarthankyou-kristaandjulie View Page

Activate LeadPage Redirect

# WHAT'S A THANK YOU PAGE?

I mentioned that the conversion tracking pixel must be placed on a thank you page....so what does that mean, you ask?

The thank you page is simply the page that someone lands on AFTER they have converted. So if your ad is sending them to a page where they enter their email address, where do they go AFTER they sign up?

That's the thank you page. The thank you page might basically say "Thanks for signing up, check your email for that thing I promised you!" It might actually deliver the content you promised immediately, on the thank you page. It might also be part of a sales funnel and offer them something else they might like to purchase.

If you're sending someone thru a sales funnel and your conversion tracking pixel is tracking checkouts on your website, then the pixel needs to go on the page they get to AFTER they have completed the checkout process.

The important thing to remember is that the pixel does NOT go on the page you are sending ad traffic directly to. It goes on the page that someone can only reach if they've followed through & converted.

In LeadPages, you can specify the thank you page that someone should land on when they move forward from the sign-up page. You will need to customize the opt-in form and put the correct URL in the Thank You page area.

You can find the steps for linking your sign up page (the page that your ad is sending traffic to) to your thank you page in LeadPages on the next sheet.

1. On the LeadPages sign up page, click the gear icon on the button that someone clicks in order to give you their email address.
2. Click on "Link Options" from that menu.
3. Click on "Click here to edit the opt in form"
4. Click on "Thank You Page" from the menu on the left.
5. Enter the URL of the Thank You page. Click OKAY then Save changes.

1



2

## Link Options

Action when visitor clicks

Go to a URL

Show Optin Form

3

Text for the button or link

Watch the FREE Training!

[Click here to edit the opt in form.](#)

4

## Form

Integration settings

Header Image

Header Text

Form Image

Heading style

Form style

Submit button

Privacy policy

Tracking code

Thank you page

Industry

5

## Enter thank you page URL

Use default thank you page.

We recommend that you use LeadPages to create a beautiful thank you page.

Alternatively, you may use the default thank you page or direct people to another special page on your own website. Simply enter the URL above.

Okay

Cancel

# INSTALLING THE PIXEL ON WORDPRESS

If your Thank You page is hosted on WordPress, you will need to install a plugin to add the conversion tracking pixel code to that specific page. (The modified code if you use the standard event method.)

The WordPress plugin that I use is called "OH Add Script Header Footer" but you will need to make sure it is compatible with the version of WordPress that you are using. Simply search in the plugin area on WordPress to find and install the plugin.

Once it is installed, if you edit the thank you page in WordPress, you will see there's an area to add the conversion tracking pixel code to the page. (Scroll down past the area where you create the page itself.)

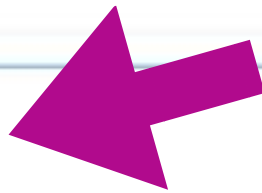
Copy/Paste the conversion tracking code into the box. Save and publish the page. Just like with LeadPages, you will need to visit the URL to activate the pixel on Facebook.

## OH add script

add script / style to be added to the header of the page

```
$.parentNode.insertBefore(ROOT, $);
  _fbq.loaded = true;
}
})();
window._fbq = window._fbq || [];
window._fbq.push(['track', '6024477891146', {'value':0.00,'currency':'USD'}]);
</script>
<noscript></noscript>
```

add script to be added to the footer of the page before the (e.g Google Remarketing / Google Conversion)



If you are using something other than LeadPages or WordPress, look for an area to add the conversion tracking code to the Header of the page. If you're looking at the code, it would be before the </head>. This guide might also

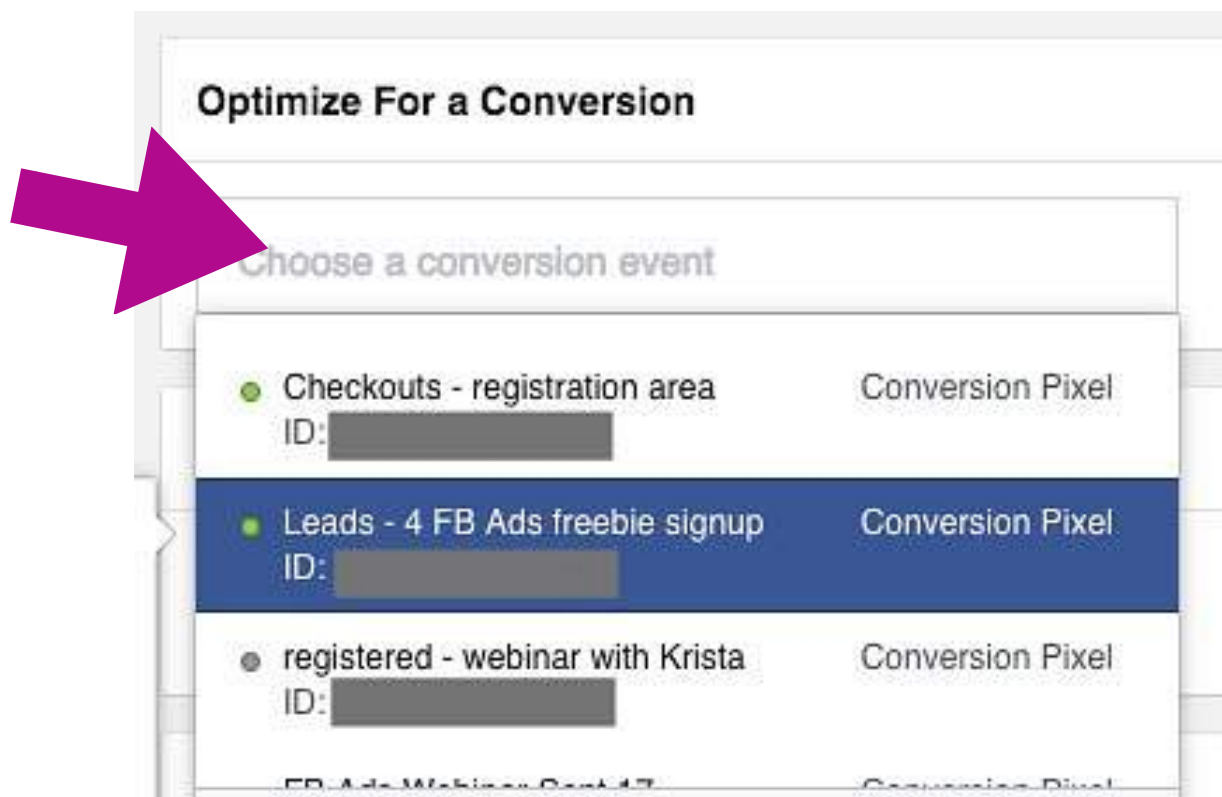
help: <https://www.facebook.com/business/help/457075141160886>

# CONNECTING THE PIXEL TO THE AD

Now that the conversion tracking pixel is created and installed on your thank you page, you can use it in ads. You will have 1-2 places to "turn on" the pixel when you create the ad, depending on the Campaign objective you choose.

If you create a campaign for Website Conversions, you will have to choose the pixel at the ad set level. (see image below)

Regardless of campaign type, you will also be able to choose the pixel(s) at the Ad level.



If you used "Standard Events" pixels you will choose a "generic" pixel name like "Leads" or "Checkouts" from the list. If you created a Custom Conversion, you are looking for the EXACT name you used when creating the Custom Conversion (so it might be "5 Steps Webinar" or "Healthy Eating Guide" for example).

# AT THE AD LEVEL

At the ad level, EVERY TIME, you will simply choose:  
"Track all conversions from my Facebook pixel"

You will NOT choose a specific pixel name at the ad level. If you've never used the "old" conversion tracking pixels, your only choices may simply be either "Track all conversions from my Facebook pixel" or "Do not track conversions" and you may not even see a 3rd choice like I do below.

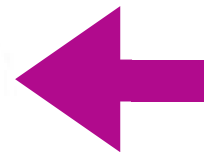
Regardless, you should always chose "Track all conversions from my Facebook pixel" unless you just plain don't want to track any conversion at all for the ad.

All of the conversion data for any pixel you choose will appear in your ad reports. Do note that in order to have the info broken out separately, each pixel (if you use more than 1 per ad) will need to have a different [action](#) type.

So one for checkouts, one for leads, one for registrations, for example. You can't install lead pixels on multiple pages and try to separate out - was it a lead from page 1 or page 2...

## Pixel Tracking ⓘ

- Track all conversions from my Facebook pixel**
- Socially Aligned's Pixel**  
Pixel ID:
- Choose Conversion Tracking Pixels**
- Do not track conversions**





## This training was presented by Julie Lowe, Founder of Socially Aligned

I offer online training programs and also work one-on-one with entrepreneurs to help them get more traffic, leads and sales with social media marketing.

I have been in the marketing and advertising arena for over 16 years and got my start with FB Ads while working for a national e-commerce company, prior to going full-time with Socially Aligned in 2014.

I personally grew that e-commerce company's Facebook page over 15,500% while creating a thriving community of engaged fans and customers. My successful social media strategies resulted in Multi-Million dollar revenue during my time at the company.

I have been the featured Facebook Ads trainer inside of Melanie Duncan, Russ Ruffino and Kimra Luna's programs, to name a few, and was named one of the top FB Ad Experts to follow by Epic Presence.

I hope this guide was helpful to you! If you're ready to take your Facebook ad training to a whole other level, check out all of my trainings & services over at [SociallyAligned.com](http://SociallyAligned.com)

*Julie Lowe*

