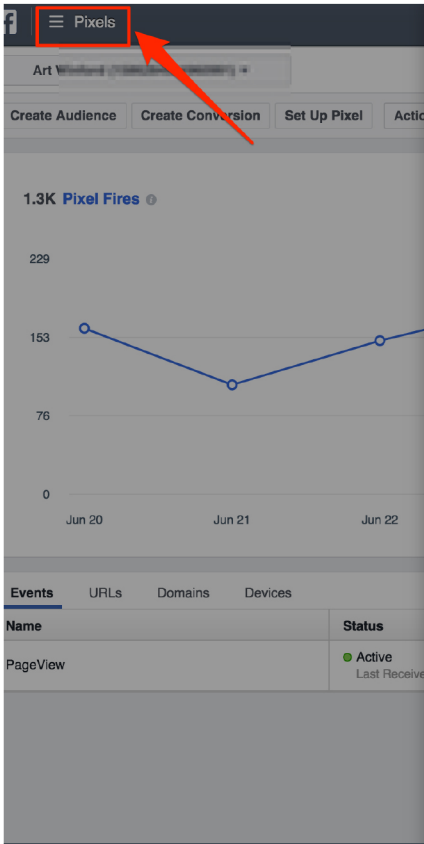


Optimize for 'Event Pixel'

- Step 1 ----- Install base code pixel in settings



1 Install Pixel Base Code

1.1 Locate the header code for your website.

You must install the pixel base code into the header code of every page of your website. This lets you get data about all page views on your website, to establish a baseline for measuring specific events. Find the <head></head> tags in your webpage code, or locate the header template in your CMS or web platform. [Learn where to find this template or code](#) in different web management systems.

1.2 Copy the entire pixel base code and paste it in the website header.

If possible, paste the pixel base code at the bottom of the header section, just above the <head> tag.

Please don't modify this code.

```

<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){{f.fbq||(f.fbq=function(){{n.callMethod.apply(f,arguments)}},f.fbq._q=[])}}(function(d,i,j){{d=i.createElement(j);d.async=!0;d.src="https://www.facebook.com/tr?id=...&ev=PageView";d.head=document.getElementsByTagName("script")[0].parentNode.insertBefore(d,i);}})();
</script>
<script><div style="height:0px,width:0px;border-collapse:collapse;overflow:hidden"><div style="border-top:1px solid transparent;border-bottom:1px solid transparent;border-left:1px solid transparent;border-right:1px solid transparent;float:left;clear:both" style="font-family:serif;font-size:1em" style="display:inline-block"></div></div>
</script>
<!-- End Facebook Pixel Code -->
    
```

USE ADVANCED MATCHING

[Next](#)

STEPS STATS CONTACTS SETTINGS

Edit Settings For This Funnel

Reset Stats
Share Funnel
Clone Funnel

NAME

Name of this funnel

DOMAIN

The domain for the funnel — [Add/Edit Domains](#)

SMTP CONFIGURATION

The configuration to be used to send emails

GROUP TAG

The group this funnel belongs to

PATH

The path of this funnel's starting page

FAVICON URL

A URL to your .png or .ico favicon image. For ALL your pages inside your funnel.

HEAD TRACKING CODE

```

<!-- Facebook Pixel Code -->
<script>
    
```

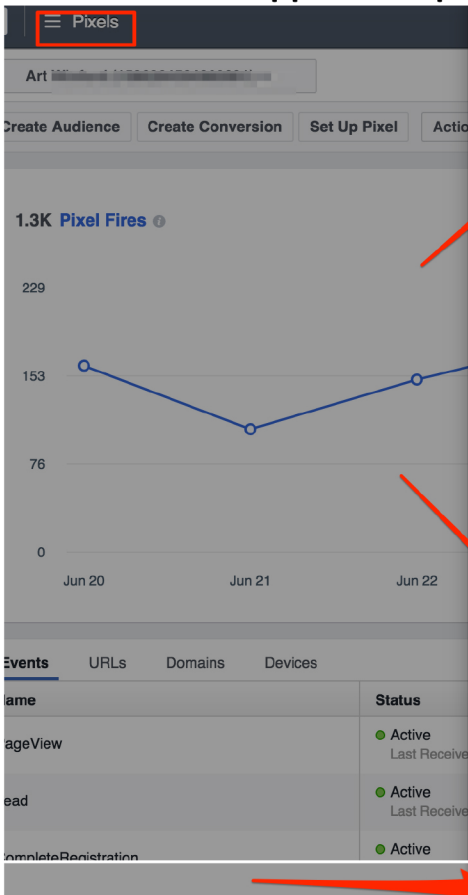
Funnel wide tracking code for the head tag

BODY TRACKING CODE

Funnel wide tracking codes for the body tag

• Step 2----- Install 'Event code'

1. Lead Pixel in application page(page we use to create lead custom conversion)



2.1 Copy event code.

Copy the event code for each conversion you want to track and optimize your ads for. Use the recommended or advanced version of the event code if you want to add parameters for more granular measurement and optimization.

Basic Recommended Advanced

The basic installation of event code allows you to track events, optimize for conversions, and target audiences based on people who took actions.

Ex: You can optimize your ad for a search conversion to get the most website searches for the lowest cost.

- ▶ Search
- ▶ View Content
- ▶ Add to Cart
- ▶ Add to Wishlist
- ▶ Initiate Checkout
- ▶ Add Payment Info
- ▶ Purchase

▼ Lead
The lead event should be placed on a form confirmation page or triggered by a submit button when a lead form is completed (ex: when someone signs up for a newsletter).

```
<script>
  fbq('track', 'Lead');
</script>
```

▶ Complete Registration



TRACKING CODES

GO BACK SETTINGS

```
</> HEADER CUSTOM TRACKING:
1 <script>
2 fbq('track', 'Lead');
3 </script>
4
```

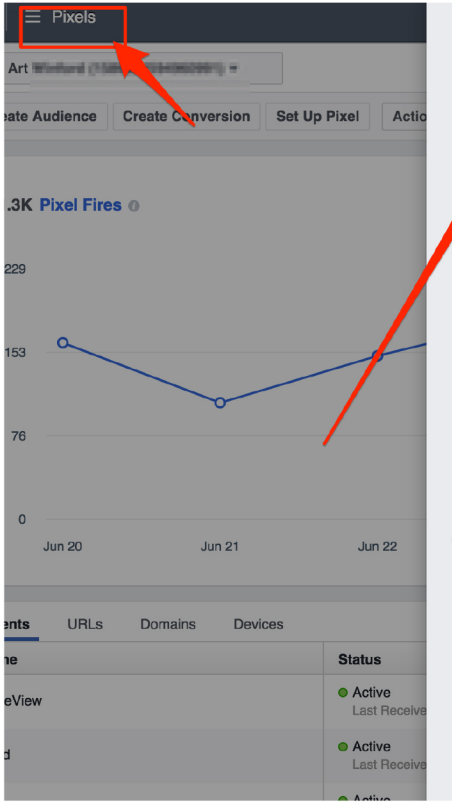
Paste the code in this particular page

USE WITH CAUTION, BROKEN CODE CAN BREAK YOUR PAGE.

```
</> FOOTER CUSTOM TRACKING:
1
```

EMAIL SECTIONS ROWS COLUMNS ELEMENTS SAVE PREVIEW EXIT

2. Complete Registration Pixel in Thank You Page/order page (page we use to create prequals custom conversion)



2.1 Copy event code.

Copy the event code for each conversion you want to track and optimize your ads for. Use the recommended or advanced version of the event code if you want to add parameters for more granular measurement and optimization.

Basic Recommended Advanced

The basic installation of event code allows you to track events, optimize for conversions, and target audiences based on people who took actions.

Ex: You can optimize your ad for a search conversion to get the most website searches for the lowest cost.

- Search
- View Content
- Add to Cart
- Add to Wishlist
- Initiate Checkout
- Add Payment Info
- Purchase
- Lead

Complete Registration

The **complete registration** event should be placed on a registration form confirmation page or triggered by a submit button when a registration form is completed (ex: when someone subscribes to a service).

```
<script>
  fbq('track', 'CompleteRegistration');
</script>
```



The screenshot shows a website editor interface. At the top, there's a 'TRACKING CODES' tab. Below it, there's a 'HEADER CUSTOM TRACKING:' section with a code editor containing the following code:

```
1 <script>
2 fbq('track', 'CompleteRegistration');
3 </script>
4
```

Below the code editor, there's a warning: 'USE WITH CAUTION, BROKEN CODE CAN BREAK YOUR PAGE.' At the bottom, there's a 'FOOTER CUSTOM TRACKING:' section with a code editor containing the number '1'.

On the right side, there's a sidebar with various icons and labels: SETTINGS, EMAIL, SECTIONS, ROWS, COLUMNS, ELEMENTS, SAVE, PREVIEW, EXIT.

A red arrow points from the code editor to the text: **Paste code here in this particular page**

3. Same steps for Sales- Grab the Purchase pixel and installed in the order confirmation page.(page we use to create sales custom conversion)

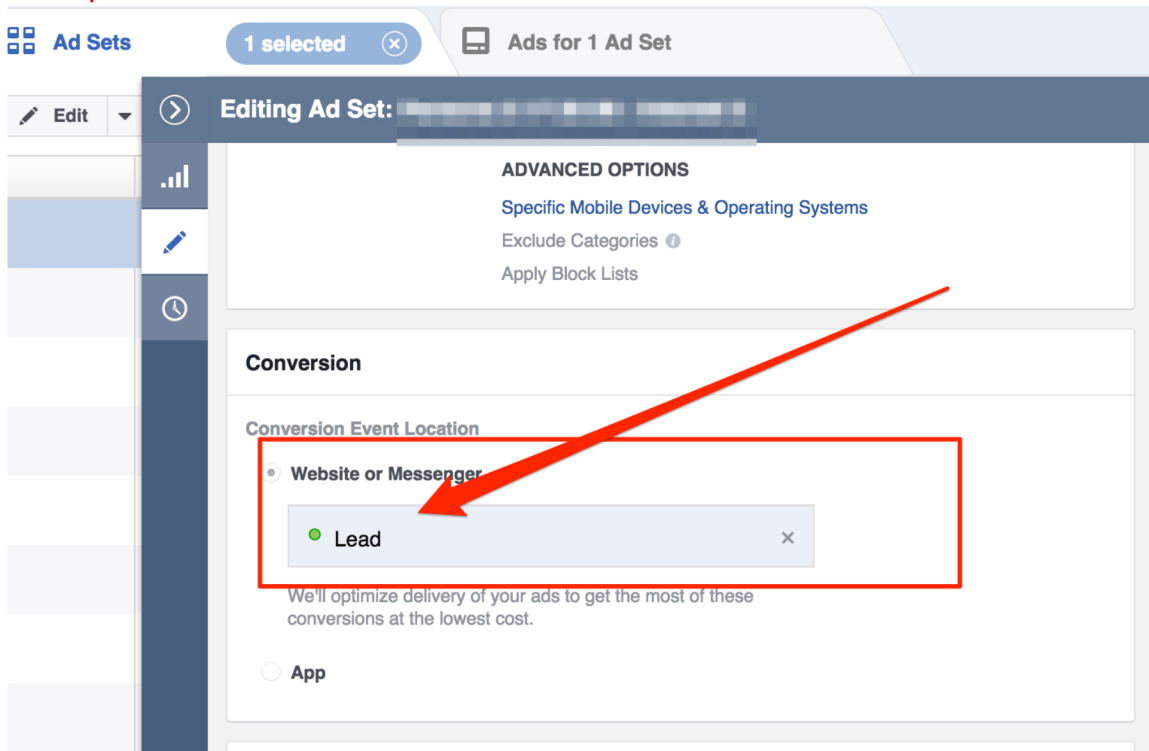
Step 3 ---- Let this those pixels gathering enough data.
So it can help with future campaigns.

Step 4 ---- Start to use Lead Pixel (Complete Registration Pixel / Purchase Pixel)

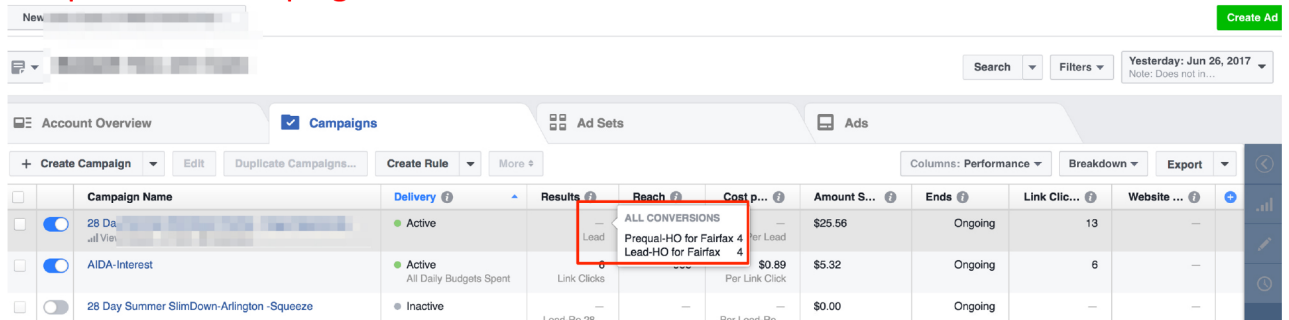
****When Lead Pixel has a big enough database****

Every time we launch a new campaign.

1. We optimize for 'Lead Pixel'



2. We still need to create custom conversions in order to read the accurate data for the particular campaign.



Campaign Name	Delivery	Results	Reach	Cost p...	Amount S...	Ends	Link Clic...	Website ...
28 Da...	Active	ALL CONVERSIONS			\$25.56	Ongoing	13	
AIDA-Interest	Active	Lead						
		Prequal-HO for Fairfax	4	\$0.89	\$5.32	Ongoing	6	
28 Day Summer SlimDown-Arlington -Squeeze	Inactive	Lead-Re 28...			\$0.00	Ongoing		

Special Note for report data reading:

*****ignore the lead pixel conversion number, only read the custom conversion number*****