



How To Use A Pixel

A man with short brown hair, wearing a blue button-down shirt, is sitting at a desk and smiling while looking at a laptop. The room is dimly lit with a dark blue background. To the left of the man is a tall potted plant with large green leaves. Behind him is a wooden bicycle. To the right of the man is a red desk lamp. Two light bulbs hang from the ceiling by thin cords.

**In this topic we will:**

Pixels

# Pixel Information

## What's a Pixel?

The Facebook pixel is a little line of code that sits on your website and tracks the Facebook users that visit it.

- This enables tracking of traffic to your website to drive targeted remarketing campaigns.
- This means we can send ads to your website visitors and people just like them.
- Using a Facebook pixel is one of the best ways to ensure your ads reach the right people.

## Why Install a Pixel?

- Build an audience over time of visitors to your website;
- Use that audience to create targeted campaigns for remarketing (for example marketing to visitors who showed interest in your product but didn't make a purchase);
- Use that audience to create a 'lookalike audience' to target marketing campaigns to new potential customers with the same profile as people who have visited your website (or a specific page on your website);

## How to Install?

Installation tips and steps can be found in the following slides or via Facebook - [Here](#)



**In this topic we will:**

How to Install a Pixel

# Wordpress

The easiest way to install your Facebook Pixel on your Wordpress site is by using the [Insert Headers and Footers](#) plugin. After installing and activating the plugin, you need to go to the Settings » Insert Headers and Footers page.

## Insert Headers and Footers » Settings

### Settings

#### Scripts in Header

```
<!-- 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','//connect.facebook.net/en_US/fbevents.js');
```

These scripts will be printed in the `<head>` section.

#### Scripts in Footer

These scripts will be printed above the `</body>` tag.

Save

# Shopify

To set it up on your Shopify store please follow these steps:

1. From your Shopify admin, go to Online Store > Preferences.
2. Find the Facebook Pixel section, and then enter your Facebook Pixel ID: [INSERT ID]

### Google Analytics

Google Analytics enables you to track the visitors to your store, and generates reports that will help you with your marketing. [Learn more about Google Analytics.](#)

**Google Analytics account [\(how do I set this up?\)](#)**  
  
[cancel](#)

### Facebook Pixel

Facebook Pixel helps you create ad campaigns to find new customers that look most like your buyers. [Learn more about Facebook Pixel.](#)

**Facebook Pixel account [\(how do I set this up?\)](#)**  
  
[cancel](#)

# Squarespace

To install the Facebook Pixel in your Squarespace site, please follow these steps:

1. Log in to Squarespace.
2. Select your site.
3. In the Home Menu, click Settings.
4. Click Advanced.
5. Click Code Injection.
6. Paste your Facebook Pixel code in the Header box

More information can be found [here](#)

# WIX



To install the Facebook Pixel in your WIX site, please follow these steps:

1. Sign in to your Wix account.
2. Go to your Site Manager.
3. Click Tracking & Analytics.
4. Click + New Tool and select Facebook Pixel from the drop-down.
5. Enter your Facebook tracking ID [INSERT ID]
6. Select the relevant domain - this option will only appear if you have multiple domains in your Wix account.
7. Click Apply.

More information can be found [here](#)





To install the Facebook Pixel in your GODADDY site, please follow these steps:

1. Log in to your Website Builder account.
2. Click Edit Site.
3. Click the three-bar icon in the top-right corner of your screen and select Site Settings.
4. Select Site-wide Code.
5. Paste the pixel code between the <head> tags
6. Click OK and close the Site Settings window.
7. Click Publish



## In this topic we will:

Learn more about the Facebook pixel and how it is implemented, plus creating and using custom audiences and conversion tracking

# Using The Tiger Pistol Platform to Onboard Customers and Create Campaigns

## Setting up Pixel, Audiences, and Conversion Tracking

### Audience Creation with the Facebook Pixel

- The Tiger Pistol platform will also create a Default pixel audience that is built off of the traffic collected by the Default pixel
- Once the Default pixel collects data of over 100 users, Lookalike audiences will be created automatically that represent the user attributes and behaviors of the people captured by the pixel audience
- The Default pixel audience and the created lookalike audiences can all be used as a targeting options. They can be pulled through as custom audiences in the customer's audience library, or linked up directly in the Campaign Editing Tool

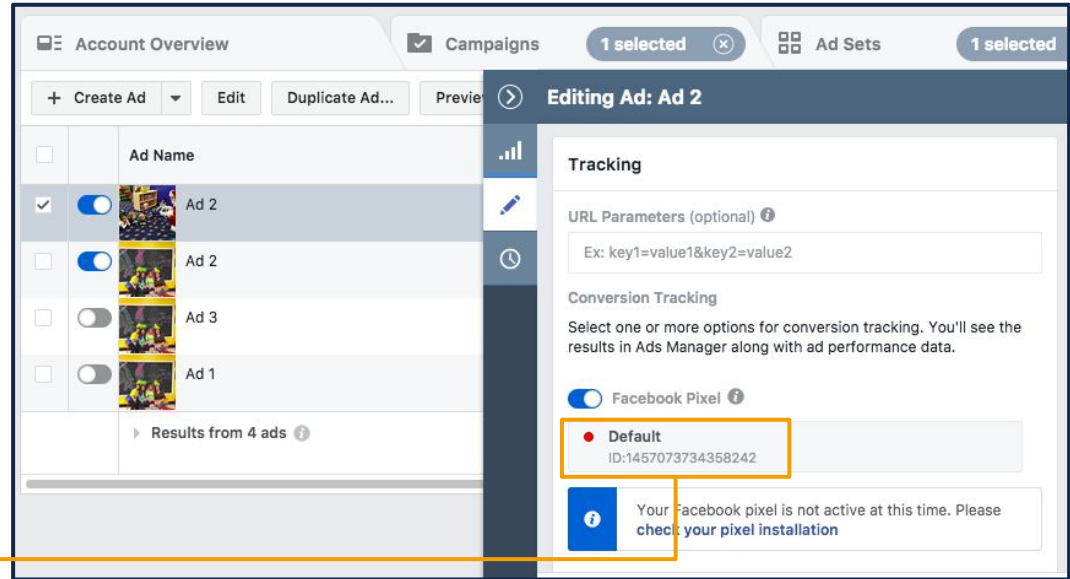


# Using The Tiger Pistol Platform to Onboard Customers and Create Campaigns

## Setting up Pixel, Audiences, and Conversion Tracking

### Conversion Tracking with the Facebook Pixel

- By default, the Facebook pixel created by the Tiger Pistol platform is connected to each ad that is published through the platform.
- This pixel is set up to aggregate data, build custom/lookalike audiences, and track conversions, but will only take these actions once the pixel is implemented onto the customer's website. The **circle** will be green when the pixel is implemented and active.



# Using The Tiger Pistol Platform to Onboard Customers and Create Campaigns

## Setting up Pixel, Audiences, and Conversion Tracking

### Setting Up Standard Events

- Standard events within the Facebook pixel code enable you to track specific events that happen on your website
- There are 9 standard events that Facebook can track and optimize your ads for automatically - just copy the code for the type of event you want to track, and add it to the Pixel base code on the relevant page of your website
- Check out [Facebook's guide to Standard Events](#) for further information on installing and implementing them on a customer's website

Website action	Description	Standard event code
View content	Track key page views (ex: product page, landing page, article)	fbq('track', 'ViewContent');
Search	Track searches on your website (ex: product searches)	fbq('track', 'Search');
Add to cart	Track when items are added to a shopping cart (ex: click, landing page on Add to Cart button)	fbq('track', 'AddToCart');
Add to wishlist	Track when items are added to a wishlist (ex: click, landing page on Add to Wishlist button)	fbq('track', 'AddToWishlist');
Initiate checkout	Track when people enter the checkout flow (ex: click, landing page on checkout button)	fbq('track', 'InitiateCheckout');
Add payment info	Track when payment information is added in the checkout flow (ex: click, landing page on billing info)	fbq('track', 'AddPaymentInfo');
Make purchase	Track purchases or checkout flow completions (ex: Landing on "Thank You" or confirmation page)	fbq('track', 'Purchase', {value: '0.00', currency: 'USD'});
Lead	Track when someone expresses interest in your offering (ex: form submission, sign up for trial, landing on pricing page)	fbq('track', 'Lead');
Complete registration	Track when a registration form is completed (ex: complete subscription, sign up for a service)	fbq('track', 'CompleteRegistration');

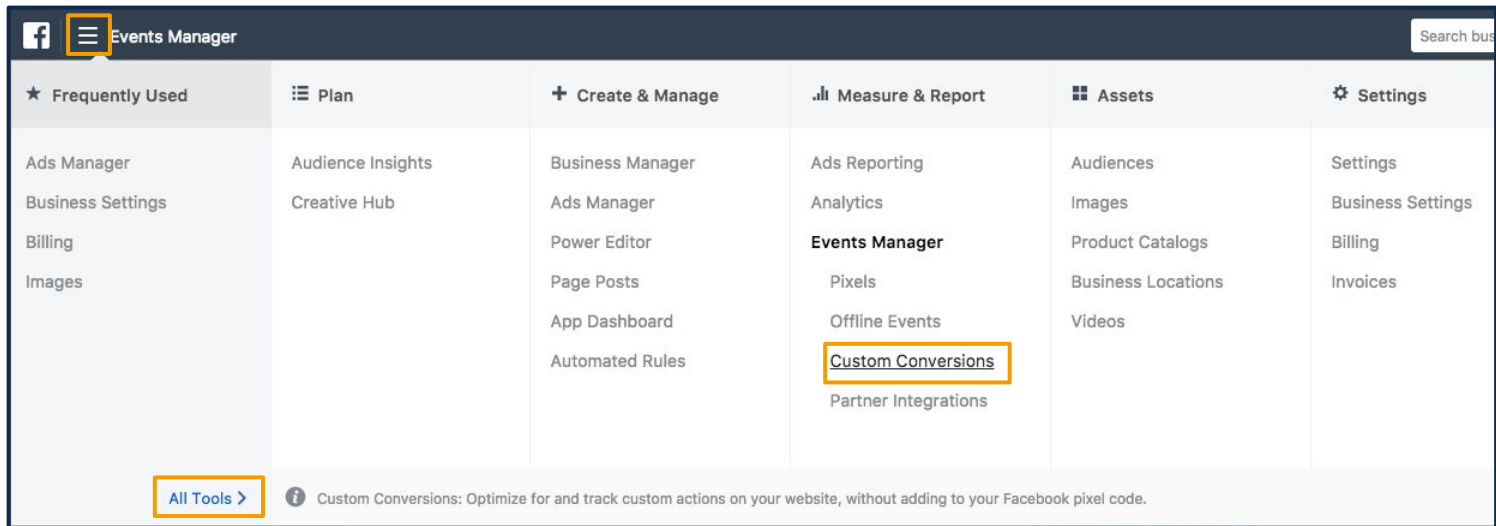
Facebook's nine standard events for tracking actions off the back of ads

# Using The Tiger Pistol Platform to Onboard Customers and Create Campaigns

## Setting up Pixel, Audiences, and Conversion Tracking

### Setting Up Custom Conversions

- If there are other events or user actions on the website that need to be tracked and that are not covered by the 9 standard events offered by Facebook, Custom Conversion events can be set up in Facebook's Business Manager
- In order to create a Custom Conversion, go to the customer's Ads Manager from Facebook Business Manager. Click the menu in the top left and go **All Tools - Custom Conversions**



# Using The Tiger Pistol Platform to Onboard Customers and Create Campaigns

## Setting up Pixel, Audiences, and Conversion Tracking


### Setting Up Custom Conversions (cont'd)

- Click the 'Create Custom Conversion' button and fill out all of the necessary fields for the form that is presented
- This will set up a custom event, which can be filtered and tracked in the customer's Ads Manager, that will trigger based on the URL input into the website URL field of the form
- The event can be set to trigger by a user visiting the selected URL, or by the Standard Event code implemented on the site (as explained on slide 6 - once the Standard Event codes are implemented, they will appear in the drop down box in the Custom Conversion form)

**Add a custom conversion**

Custom conversions allow you to measure unique activities, such as when a customer adds a specific product to their shopping basket or when purchases occur above a specific price.

Create a custom conversion by applying rules to existing events or groups of events.



**Create Custom Conversion**

**Website Event**

**Add a rule**

**Name** Name your conversion

**Add a description**

**Value** Enter a conversion value (optional)

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

**Lead**

All URL Traffic

All URL Traffic

**Standard Events**

Lead ✓

**Cancel** **Create**

# Using The Tiger Pistol Platform to Onboard Customers and Create Campaigns

## Setting up Pixel, Audiences, and Conversion Tracking

### Setting Up Custom Conversions - Conversion URLs

- You can set a custom conversion to trigger every time a user visits a certain page of the site
- To do this, navigate to the custom conversion screen as outlined in Slide 7 and select 'All URL Traffic' from the drop down box next to 'Website Event'
- Enter the URL that you are tracking conversions for, and then choose whether you would like the conversion to be tracked based on the 3 conditions listed in the drop down menu
- Then select a category for the type of conversion being tracked from the drop down list below

The screenshot displays the 'Website Event' configuration interface. At the top, a dropdown menu for 'Website Event' is open, showing 'All URL Traffic' as the selected option. Below this, a rule configuration section is visible, showing a rule named 'Rule 1' with a condition of 'URL' and a dropdown menu for conditions, where 'contains' is selected. The bottom section contains fields for 'Name', 'Category', and 'Value'.

**Website Event** Lead

Add a rule

All URL Traffic

All URL Traffic

Standard Events

**Website Event** All URL Traffic

Include All URL Traffic events that meet the following criteria:

Rule 1

URL

contains

contains

doesn't contain

equals

Add another

**Name** Name your conversion 50

Add a description

**Category** Select a category

**Value** Enter a conversion value (optional)

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

Cancel Create



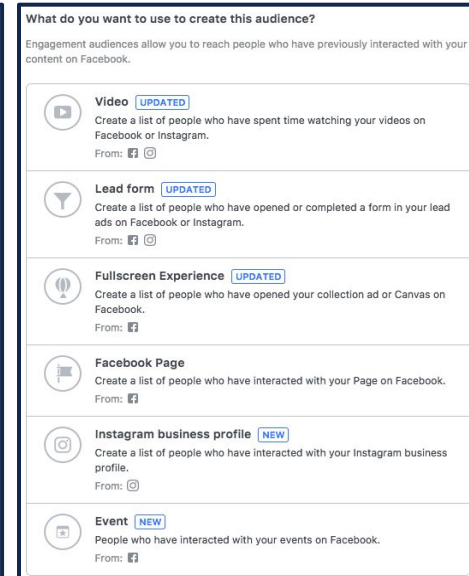
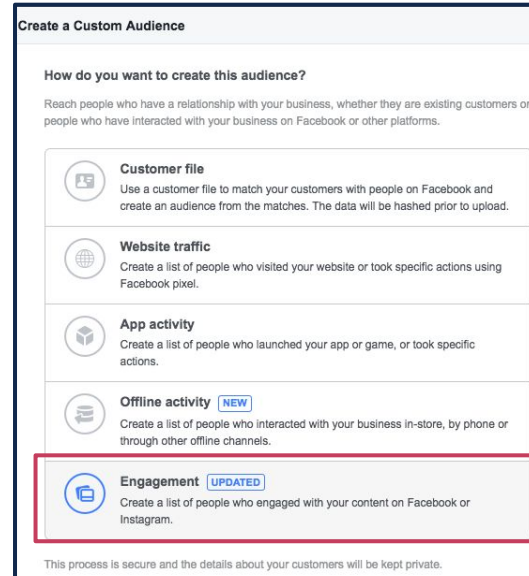
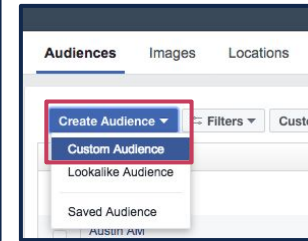
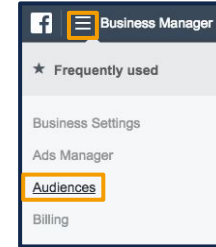
# Using The Tiger Pistol Platform to Onboard Customers and Create Campaigns

## Setting up Pixel, Audiences, and Conversion Tracking

### Advanced Audience Creation (based on social interactions)

In order to create segmented audiences based on users' interactions with Facebook page content or the customer's website, **navigate to the customer's Ads Manager, go to the menu in the top left of the screen and select 'Audiences'**

- Audience creation in Facebook is not limited to custom lists, lookalikes, or pixel audiences
- Audiences can also be created based on people who have interacted with the ads, page, videos, etc.
- These audiences are a great way to retarget users who have shown interest in a customer's Facebook activity
- To create these audiences navigate to the customer's ad account, going to the menu at the top left of the screen, and click on the Audience selection. Select **'Create Audience', 'Custom Audience', 'Engagement',** and the engagement type to build the audience from

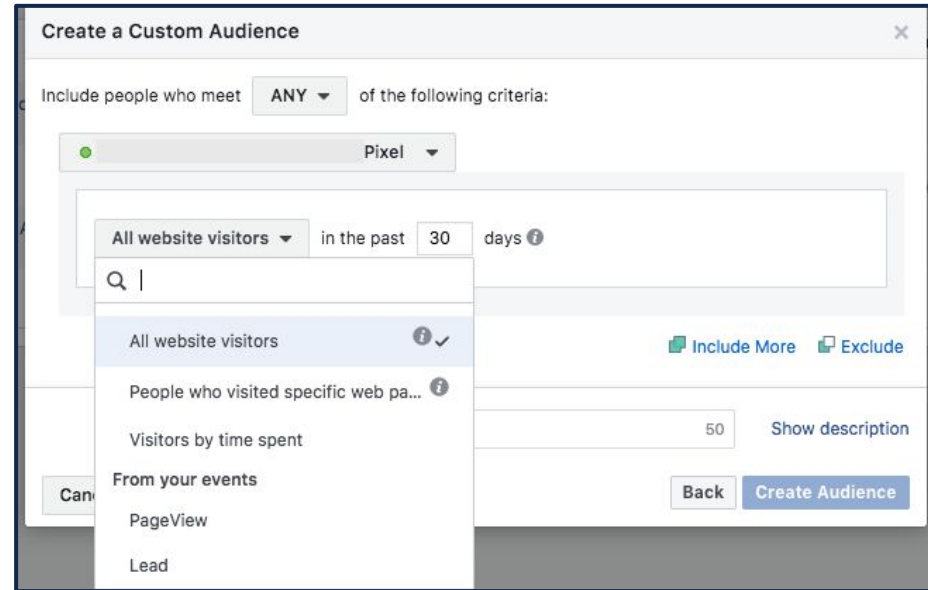


# Using The Tiger Pistol Platform to Onboard Customers and Create Campaigns

## Setting up Pixel, Audiences, and Conversion Tracking

### Advanced Audience Creation (based on website interactions)

- You can create audiences based on users that have interacted with a customer's website in various ways.
- These audiences can be based off users taking actions related to the Standard Events previously set up, or landing on certain pages, or taking certain actions.
- These audiences allow you to retarget users who have shown interest in your products or services, but for example, fell off before conversion.
- To create these audiences, navigate to the customer's ad account, go to the menu at the top left of the screen, click on 'Audiences'. Select 'Create Custom Audience', 'Website Traffic', and select the type of interaction you would like to build your audience from.





## We now know

How to set up detailed conversion tracking  
to establish what actions a user is taking  
after clicking on an ad