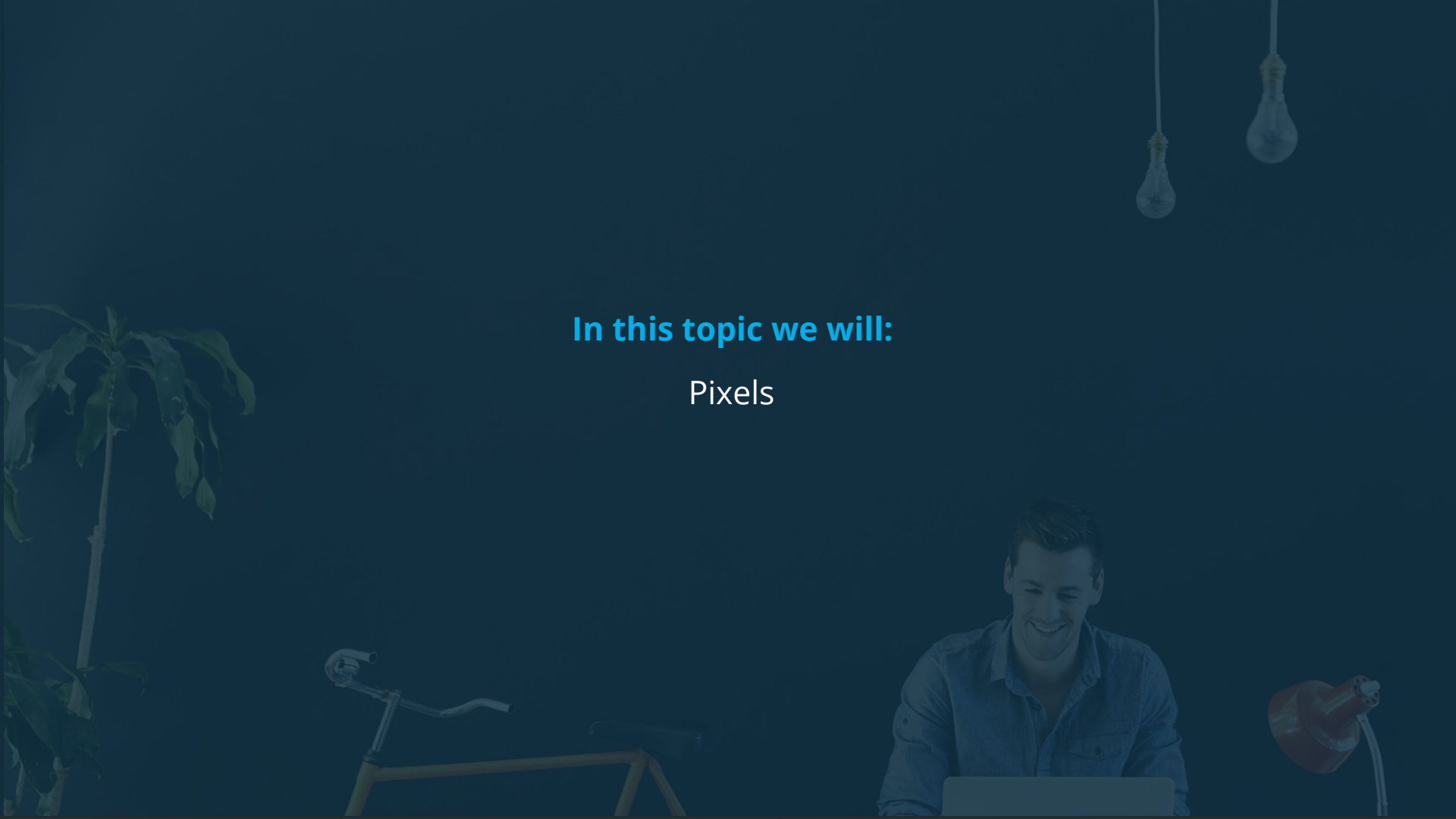
Tiger Pistol
How To Use A Pixel



## 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.

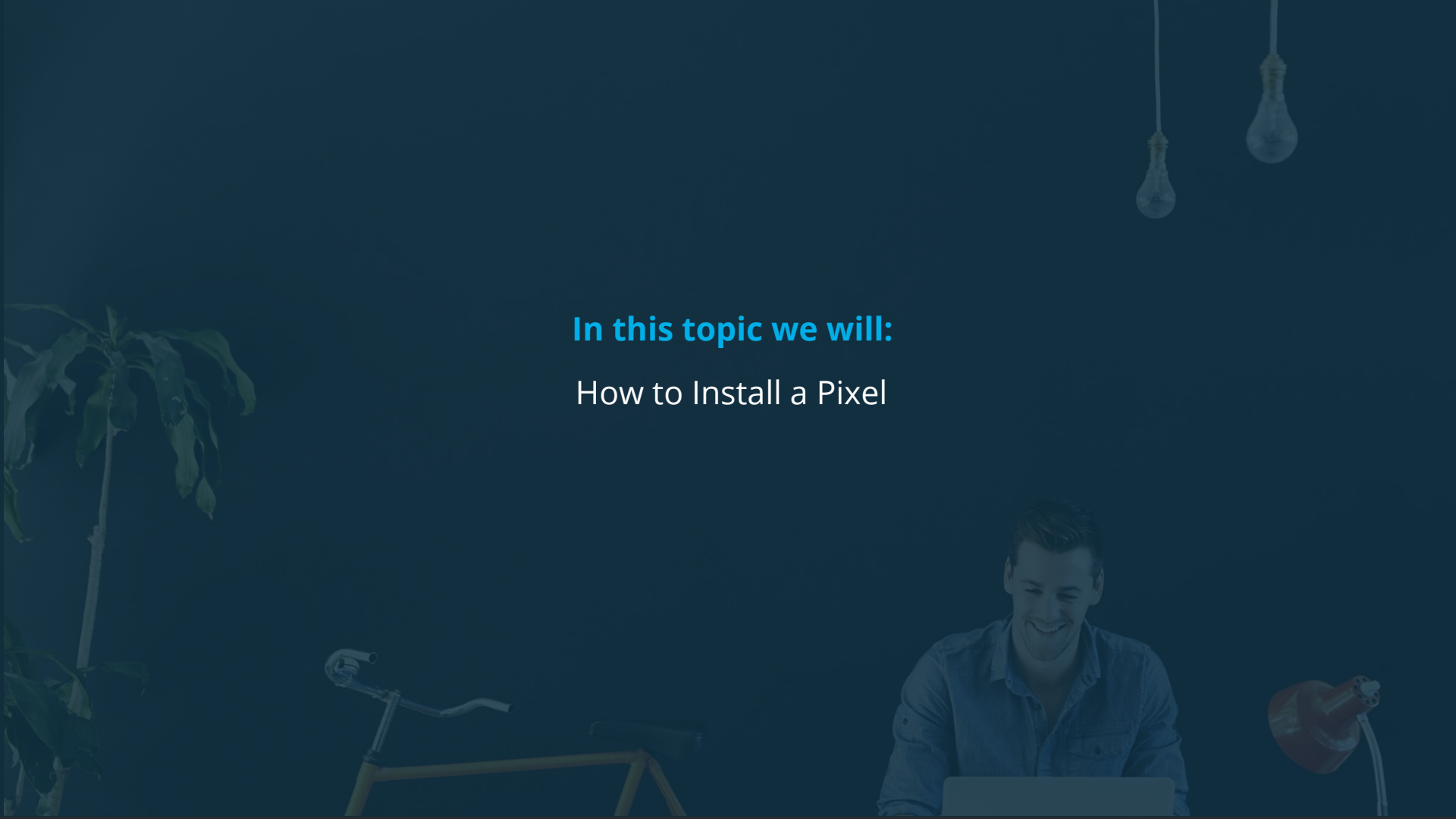
- This enables tracking of traffic to your website to drive targeted remarketing campaigns.
- This means we can send ads to your website visitors and people just like them.
- Using a Facebook pixel is one of the best ways to ensure your ads reach the right people.

**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?**

Instillation tips and steps can be found in the following slides or via Facebook - Here

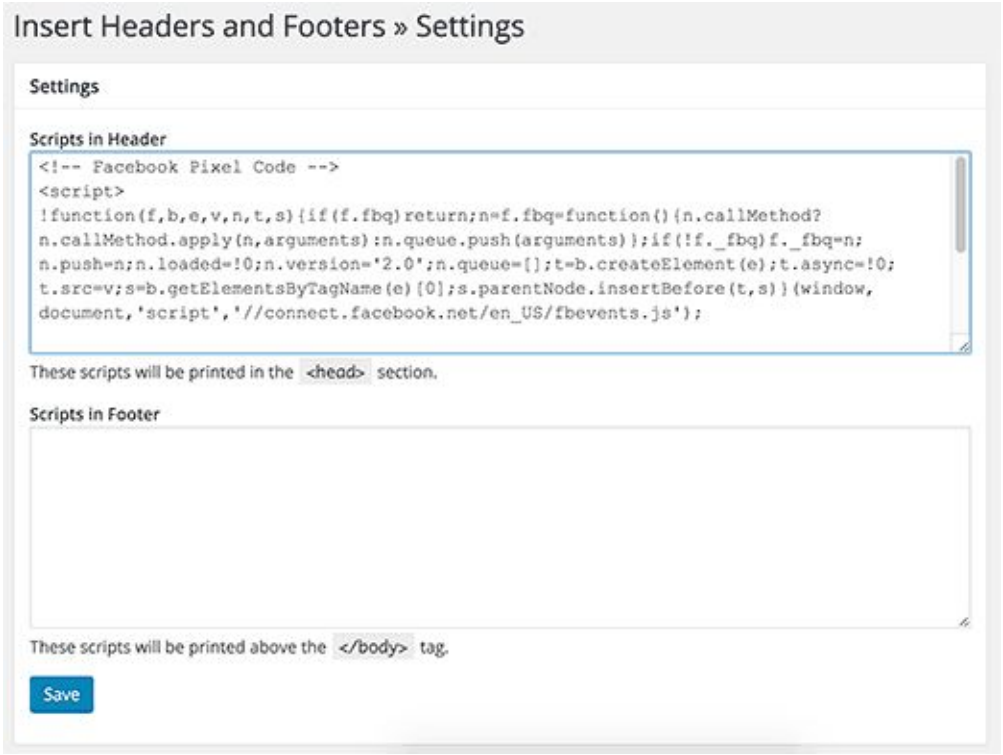


**In this topic we will:**

How to Install a Pixel

# Wordpress

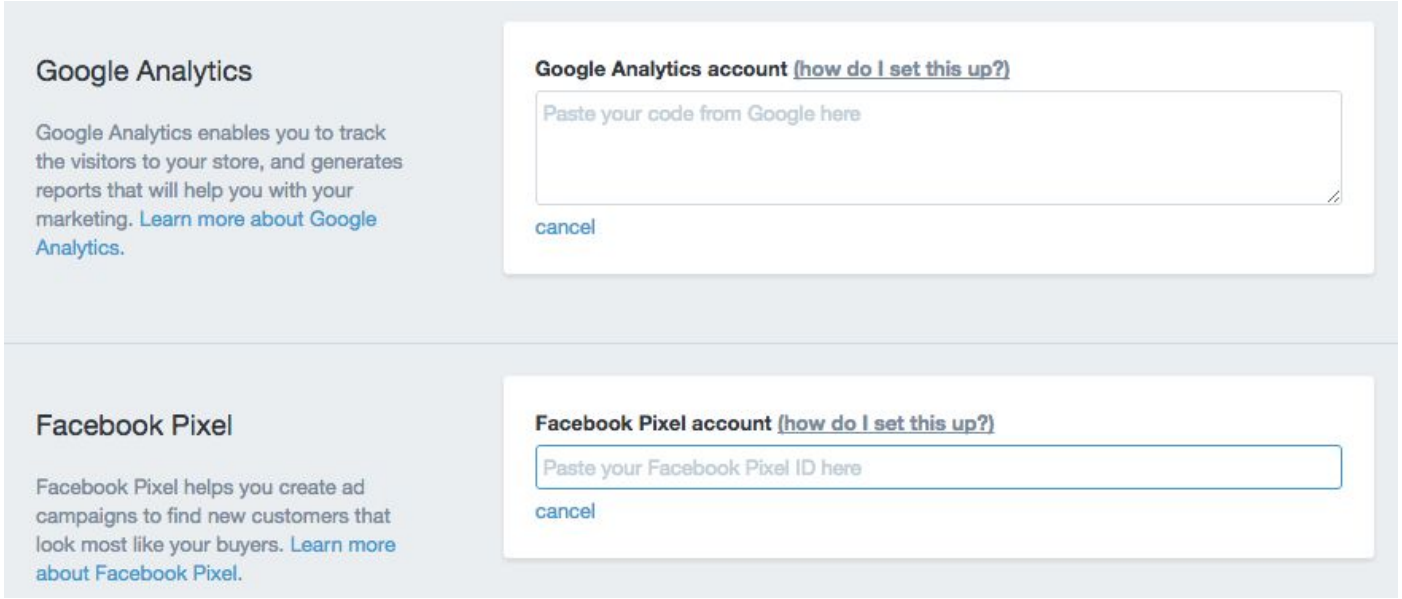
The easiest way to install your Facebook Pixel on your Wordpress site is by using the Insert Headers and Footers plugin. After installing and activating the plugin, you need to go to the Settings » Insert Headers and Footers page.



# 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]



# 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:

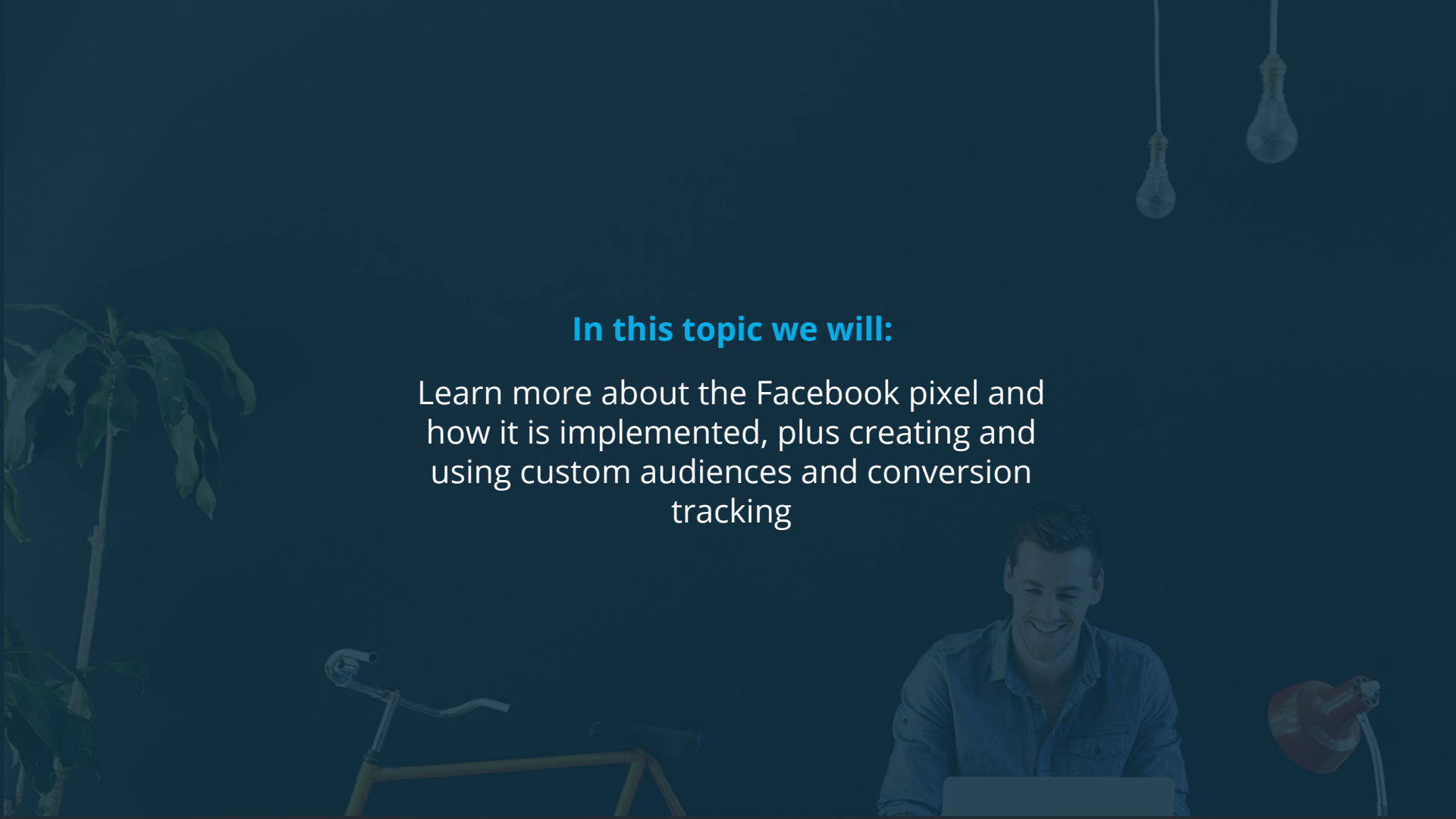
1. Sign in to your Wix account.
2. Go to your Site Manager.
3. Click Tracking & Analytics.
4. Click + New Tool and select Facebook Pixel from the drop-down.
5. Enter your Facebook tracking ID [INSERT ID]
6. Select the relevant domain - this option will only appear if you have multiple domains in your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

More information can be found here

# GoDaddy

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

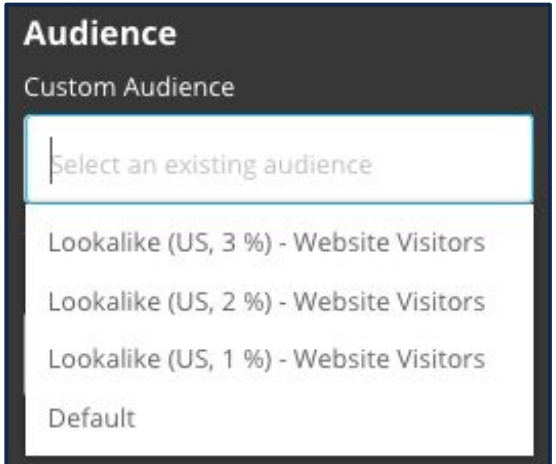


## In this topic we will:

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

## Audience Creation with the Facebook Pixel

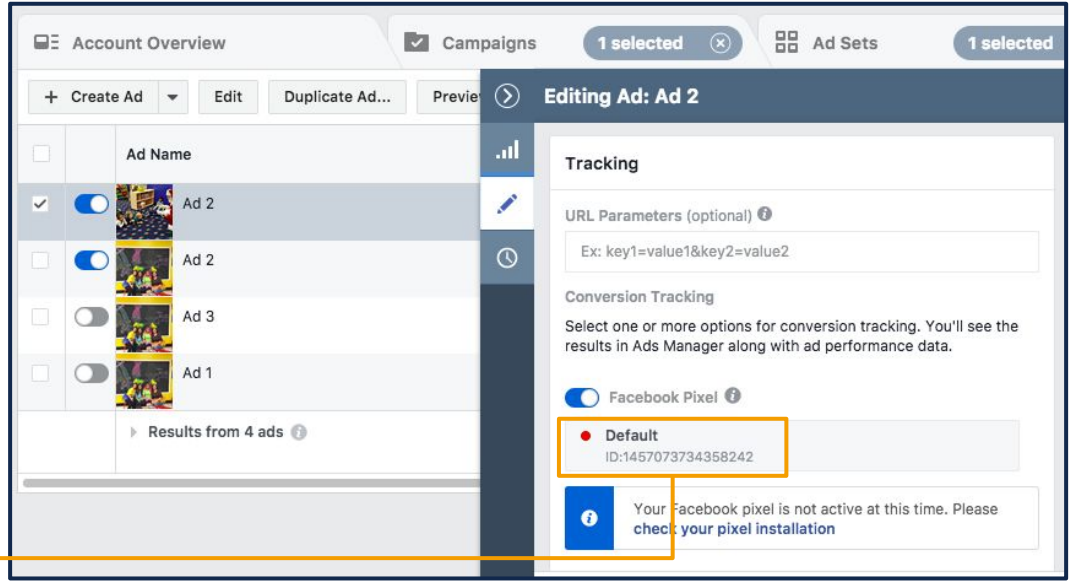
- The Tiger Pistol platform will also create a Default pixel audience that is built off of the traffic collected by the Default pixel
- Once the Default pixel collects data of over 100 users, Lookalike audiences will be created automatically that represent the user attributes and behaviors of the people 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




*The Audience box in the Campaign Editing Tool automatically pulls the audiences through to be selected as targeting options if required*

## 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.



# Setting up Pixel, Audiences, and Conversion Tracking

## Setting Up Standard Events

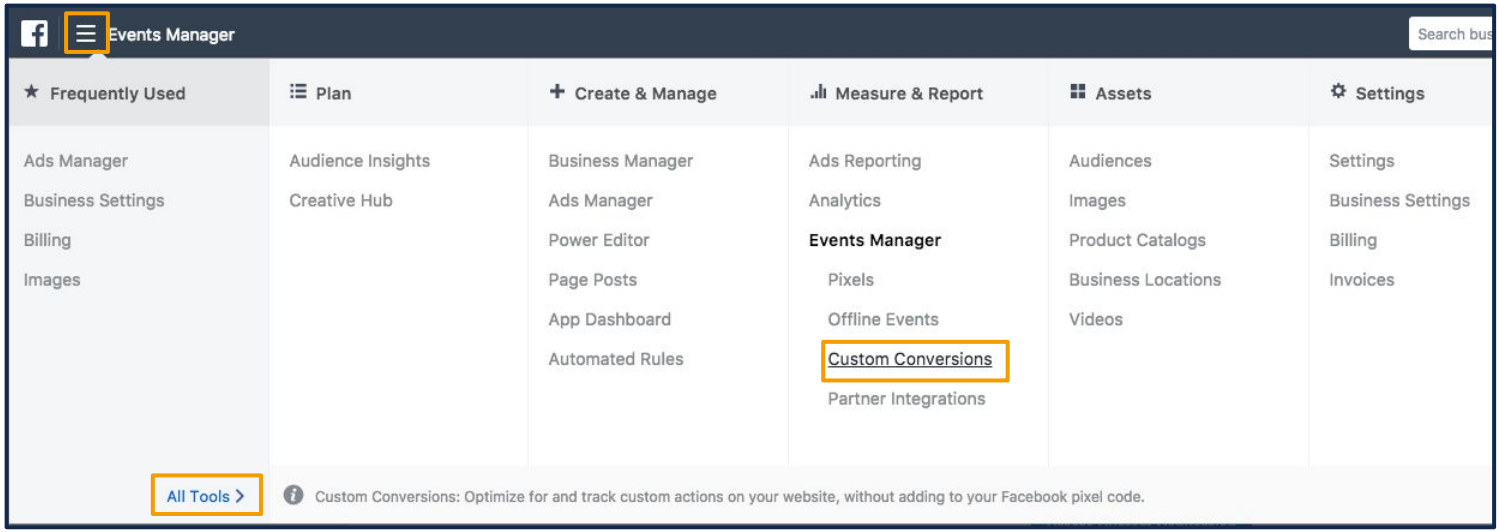
- Standard events within the Facebook pixel code enable you to track specific events that happen on your website
- There are 9 standard events that Facebook can track and optimize your ads for automatically - just copy the code for the type of event you want to track, and add it to the Pixel base code 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*

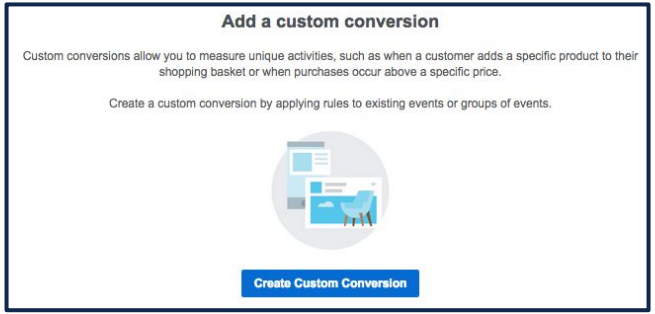
## Setting Up Custom Conversions

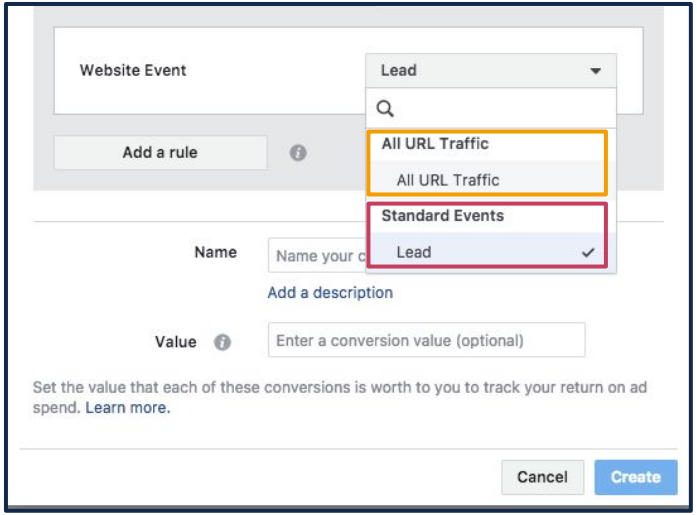
- If there are other events or user actions on the website that need to be tracked and that are not covered by the 9 standard events offered by Facebook, Custom Conversion events can be set up in Facebook's Business Manager
- In order to create a Custom Conversion, go to the customer's Ads Manager from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



## Setting Up Custom Conversions (cont'd)

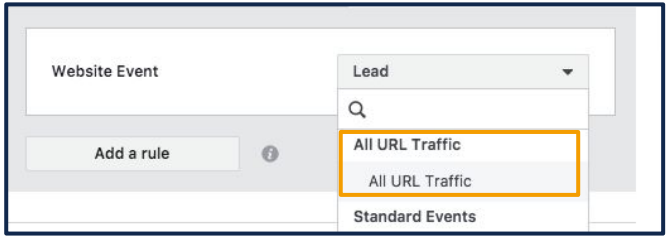
- Click the 'Create Custom Conversion' button and fill out all of the necessary fields for the form that is presented
- This will set up a custom event, which can be filtered and tracked in the customer's Ads Manager, that will trigger based on the URL input into the website URL field of the form
- The 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)

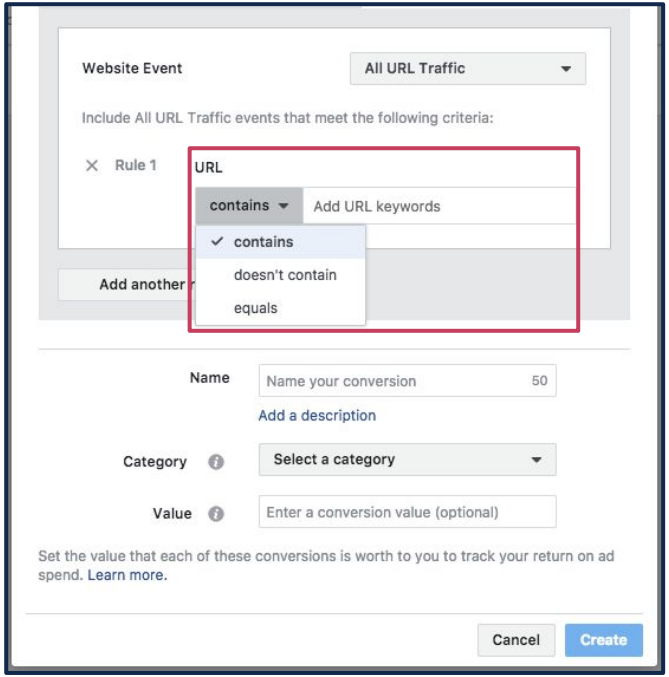


## Setting Up Custom Conversions - Conversion URLs

- 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



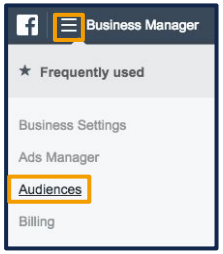



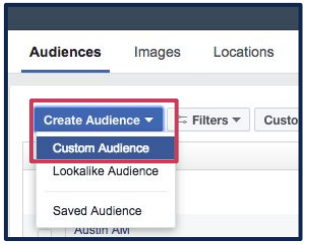
# Using The Tiger Pistol Platform to Onboard Customers and Create Campaigns

## Setting up Pixel, Audiences, and Conversion Tracking

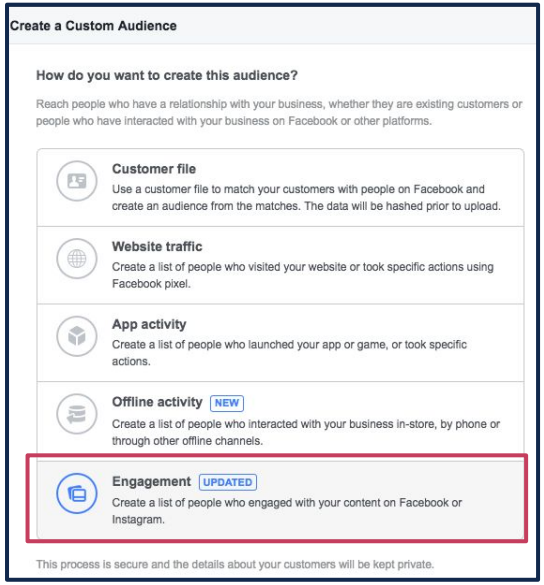
### Advanced Audience Creation (based on social interactions)

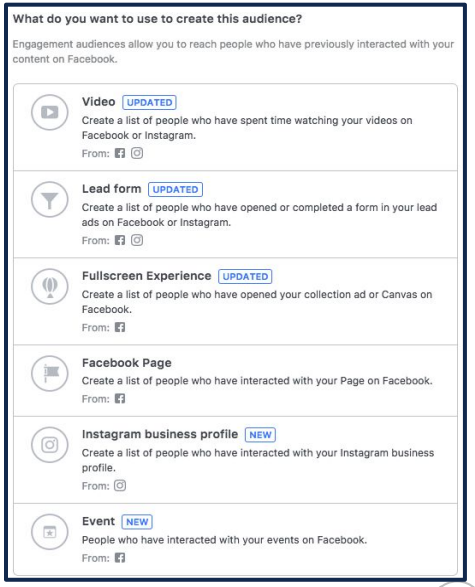
In order to create segmented audiences based on users' interactions with Facebook page content or the customer's website, navigate to the customer's Ads Manager, go to the menu in the top left of the screen and select 'Audiences'




- 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

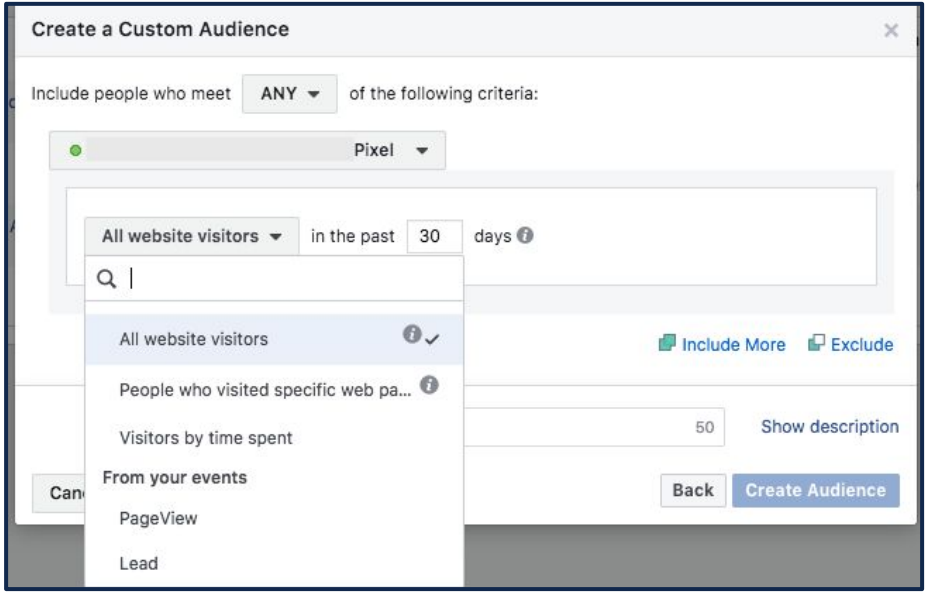


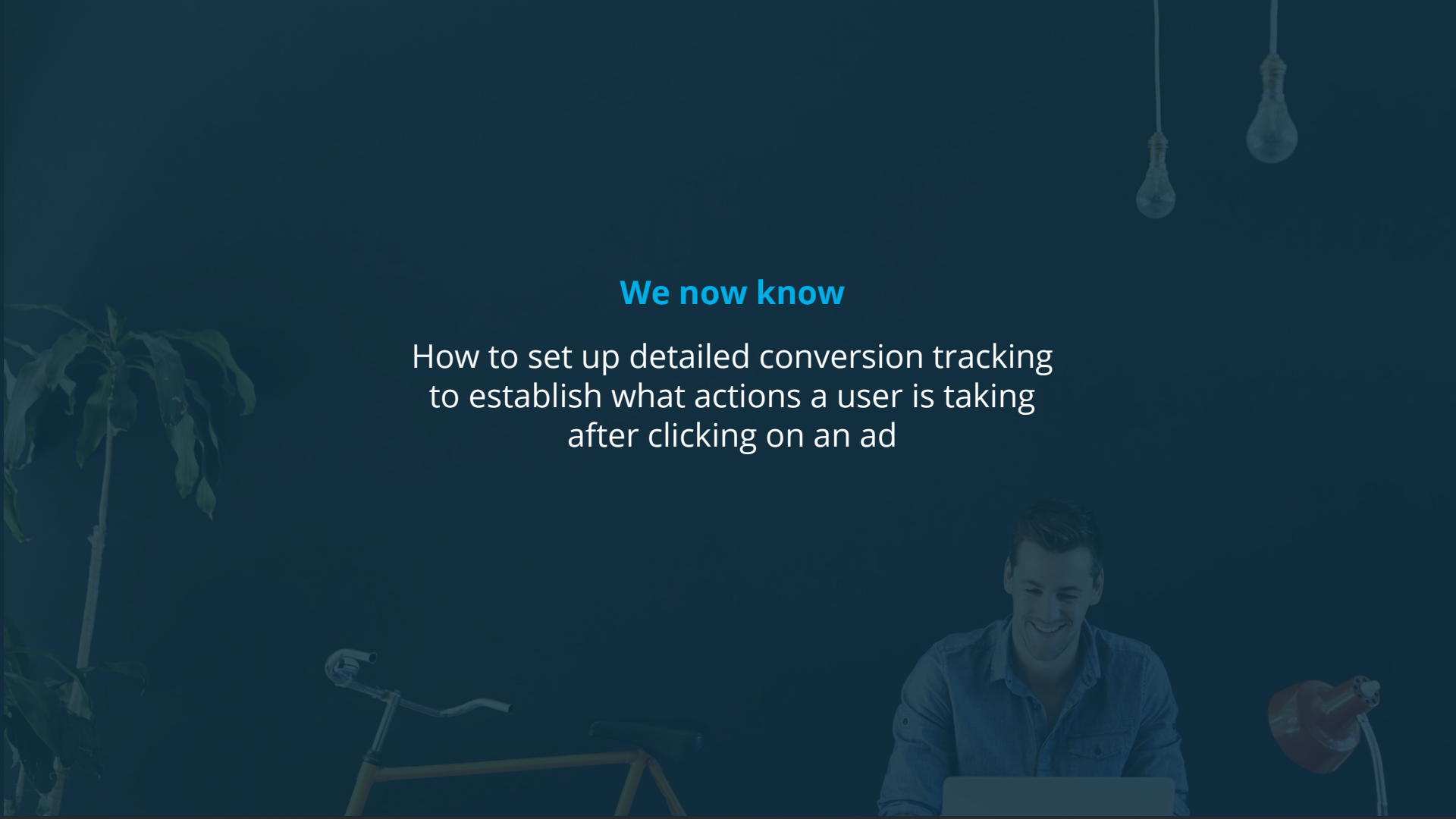




Tiger Pistol

## 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