



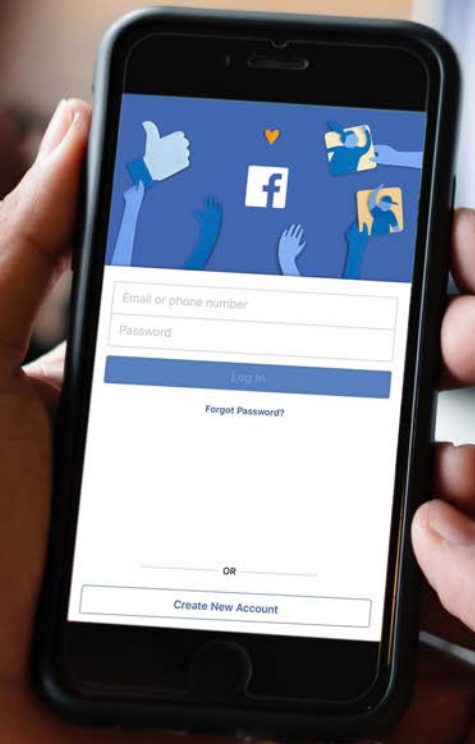
CARDELL MEDIA

30 DAYS TO FACEBOOK & INSTAGRAM PROFITS



HELLO...

**WELCOME TO YOUR
BONUS TRAINING ON THE
FACEBOOK PIXEL.**



OVERVIEW

SEMINAR 1 BONUS!
- PIXEL SETUP.

1

WHAT IS A FACEBOOK PIXEL?

2

**HOW TO SET UP YOUR
FACEBOOK PIXEL**

3

**YOUR PIXEL & BUSINESS
MANAGER.**

WHAT IS A FACEBOOK PIXEL?



IT'S A SMALL PIECE OF CODE WHICH IS ADDED TO YOUR WEBSITE. WITH THE PIXEL, YOU CAN BRING BACK VISITORS OR FIND NEW ONES.



AN ANALYTICS TOOL THAT ALLOWS YOU TO MEASURE THE EFFECTIVENESS OF YOUR ADVERTISING & UNDERSTAND CUSTOMER ACTIONS ON YOUR WEBSITE. .



HOW YOU CAN USE YOUR PIXEL:

1

IT LETS FACEBOOK MEASURE
YOUR CONVERSIONS.

- SUCH AS SALES OR LEADS. BY PLACING A PIXEL ONTO YOUR "THANK YOU" PAGES SO FACEBOOK KNOWS WHEN SOMEONE HAS CONVERTED.
- UNTIL THE PIXEL IS IN PLACE YOU CAN'T TELL FACEBOOK TO OPTIMISE YOUR CAMPAIGN FOR CONVERSIONS.
- YOU ALSO CAN'T MEASURE YOUR CONVERSIONS AND RESULTS...SO FACEBOOK CAN'T START LEARNING HOW TO GET THE MOST CONVERSIONS AT THE LOWEST PRICE.

HOW YOU CAN USE YOUR PIXEL:

2

IT LETS YOU SERVE REMARKETING ADS TO PEOPLE WHO VISIT YOUR WEBSITE/PAGES.

- YOU CAN REMARKET TO PEOPLE WHO TOOK SPECIFIC ACTIONS, OR NO ACTION AT ALL.
- IF THE PIXEL IS ON YOUR SITE FACEBOOK KNOWS THE PEOPLE WHO HAVE VISITED, THEN ADDS THEM TO YOUR REMARKETING AUDIENCE.

3

IT LETS YOU BUILD LOOKALIKE AUDIENCES.

- THIS HELPS YOU FIND PEOPLE WHO LOOK LIKE PEOPLE WHO TAKE SPECIFIC ACTIONS – E.G. SOMEONE WHO PURCHASED AN ITEM.

SETTING UP YOUR PIXEL IN ADS MANAGER

The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar menu is open, showing various navigation options. The 'Events Manager' option is highlighted with a blue background and a red arrow pointing to it. In the top right corner of the main content area, there is a 'Create' button, also highlighted with a red arrow. The main content area shows a 'No activity was received in the selected time frame.' message, along with a search bar and a table header for 'Events'.

Data Sources

Shortcuts

- Ads Manager
- Ad Account Settings
- Audiences
- Business Settings
- Billing
- Events Manager**
- Media Library

Manage Business

- Account Quality
- Billing
- Brand Safety
- Business Settings
- Events Manager
- Media Library

Activity

No activity was received in the selected time frame.

Events

Used by	Connection Method	Total Events ↓
---------	-------------------	----------------

No activity was received in the last 1219 days.
Visit Test Events to confirm your pixel is running correctly. You can also add new events using the Event Setup Tool.

[Go To Test Events](#) [Open Event Setup Tool](#)

Inactive
Last received 1219 days ago

Pixel
1145846465531740

Websites
No websites found

Select Dates **Create**

Search by event 0/50 All events

SETTING UP YOUR PIXEL IN BUSINESS MANAGER

FACEBOOK



Pixels

Business Settings



User Permissions

People

Partners

System Users

Requests

Business Assets

Accounts

Data Sources

Catalogs

Pixels

Offline Event

Custom Conversion

Event Source Groups

Shared Audiences

Business Creative Folders



Create a Custom Audience



Measure and optimise your ads with Facebook pixel

Create a Facebook pixel to build a Custom Audience of people who have taken actions on your website. Your Facebook pixel also lets you measure and optimise ads for website conversions. [Learn more.](#)

Pixel name 24

Website URL

To add more than one pixel to your ad account, upgrade to [Business Manager](#).

By clicking create, I agree to the [Facebook Business Tools Terms](#).

[Give feedback](#)

[Create](#)

SETTING UP YOUR PIXEL STEP BY STEP – PARTNER INTEGRATION

Data Sources

Search by name or ID

Select Dates Create

Connect Website Activity Using Pixel

Choose how you want to install pixel code

Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code, and your technical support. [Learn More](#)

</> Manually add pixel code to website

Follow guided installation instructions with detailed developer documentation. [Learn More](#)

Install code manually

Use a Partner Integration

Connect your site using one of our many partners including Squarespace, Wordpress, Shopify, and others. This method doesn't involve writing code. [Learn More](#)

Use a partner

[Give Feedback](#) [Email Instructions](#)

Continue Pixel Setup

























SETTING UP YOUR PIXEL STEP BY STEP – PARTNER INTEGRATION

Pixels

Enter ID / Asset Name /

Filter by...

Choose a Partner

 3dcart	 Bandzoogle	 BigCommerce	 Drupal
 Ecwid	 Eventbrite	 Google Tag Manager	 HubSpot
 Jimdo	 Joomla	 Kajabi	 Magento
 OpenCart	 PrestaShop	 Segment	 Shopify
 Shoptine	 Squarespace	 Storen	 Tealium
 Teespring	 Webflow	 Wix	 WooCommerce

[Give Feedback](#) Close

SETTING UP YOUR PIXEL STEP BY STEP – PARTNER INTEGRATION

People Partners Connected Assets

Connect Your Shopify Account

Set Advanced Matching Go to Settings Paste Pixel ID Verify Connection Confirmation


Grow Your Audience Size

With Advanced Matching, Facebook can match information people share with you through your website, like an email address or phone number, to people on Facebook. Increased matches can help you grow your audience and deliver more effective ads.

Turn Off Automatic Advanced Matching

Give Feedback

Back Continue



SETTING UP YOUR PIXEL STEP BY STEP – PARTNER INTEGRATION

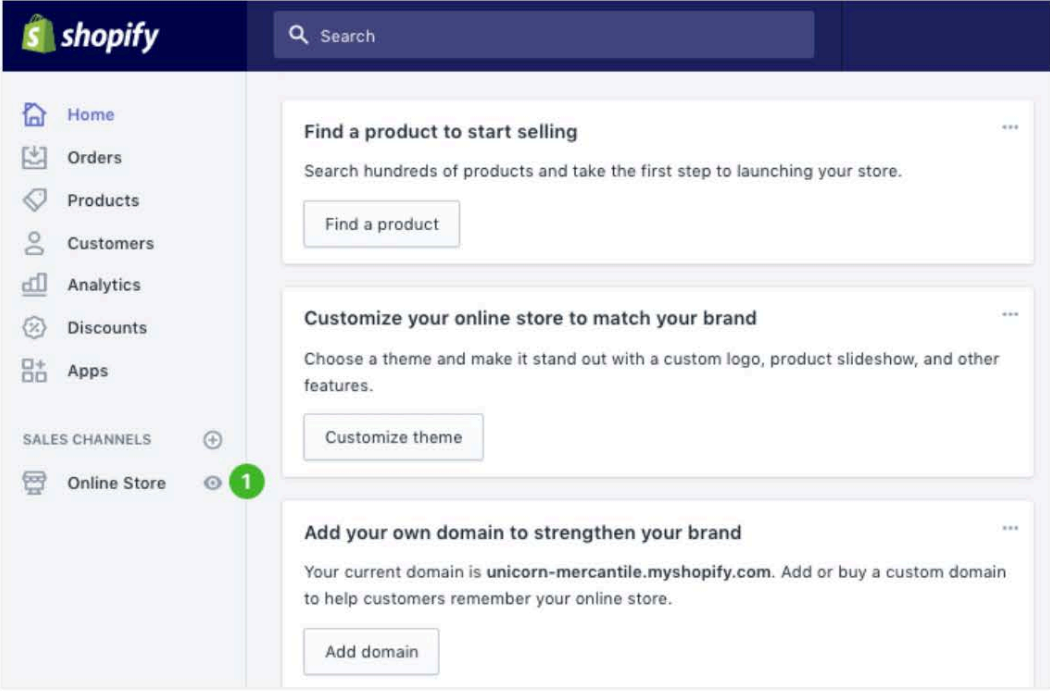
Pixels

Enter ID / Asset Name /

Filter by...

Connect Your Shopify Account [X]

Progress: Set Advanced Matching | **Go to Settings** | Paste Pixel ID | Verify Connection | Confirmation



Make sure you open a new tab and are logged into your Shopify account.

1 Select **Online Store**.

[Give Feedback](#) [Back](#) [Continue](#)

SETTING UP YOUR PIXEL STEP BY STEP – PARTNER INTEGRATION

Connect Your Shopify Account

Go to Settings Paste Pixel ID Verify Connection Confirmation

shopify

Unsaved changes Discard Save

Home

Orders

Products

Customers

Analytics

Discounts

Apps

SALES CHANNELS

Online Store

Themes

Blog posts

Pages

Navigation

Domains

Preferences

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 ID [\(how do I set this up?\)](#)

1234567890

Password page

The password page restricts access to your site. When it's enabled, only visitors with the password can enter.

Give Feedback Back Continue

Finish the activity.

SETTING UP YOUR PIXEL STEP BY STEP – PARTNER INTEGRATION

The screenshot shows a dialog box titled "Connect Your Shopify Account" with a close button (X) in the top right corner. A progress bar at the top indicates four steps: "Go to Settings", "Paste Pixel ID", "Verify Connection" (which is the current step), and "Confirmation".

Verify Your Pixel Is Working Correctly

Verify your pixel is working by sending test traffic to your website. This may take several minutes. If your status doesn't change to "Active" after sending test traffic, check to make sure you followed the previous instructions correctly.

● No Activity Yet
Last Received: Never

[Send Test Traffic](#)

[Give Feedback](#) [Back](#) [Continue](#)

Finish the pixel installation on your website, including adding events, to start seeing activity.

[Continue Pixel Setup](#)

A red arrow points to the "Send Test Traffic" button.

SETTING UP YOUR PIXEL STEP BY STEP – MANUAL CODE.

Connect Website Activity Using Pixel [Close]

Choose how you want to install pixel code

Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code, and your technical support. [Learn More](#)

</> Manually add pixel code to website

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Install code manually

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Use a partner

[Give Feedback](#) [Email Instructions](#)

Continue Pixel Setup

Finish the pixel activity.

SETTING UP YOUR PIXEL STEP BY STEP – MANUAL CODE.

Connect Website Activity Using Pixel

Install Base Code Enable Advanced Matching Add Event Code

Install Base Code

The pixel code is a snippet of javascript that's added to the header section of your website. The pixel has two parts: the base code and the event tags.

- Copy base code**

Copy the base code below.

```
<!-- Facebook Pixel Code -->  
<script>  
!function(f,b,e,v,n,t,s)  
{if(f.fbq)return;n=f.fbq=function()  
n.callMethod.apply(n,arguments);n.g
```

Copy Code
- Paste base code to website**

Paste the pixel code into the bottom of the header section just above the </head> tag. Install the base code on every page of your website. [Learn More](#)

[Back](#) [Give Feedback](#) [Email Instructions](#) **Continue**

SETTING UP YOUR PIXEL STEP BY STEP – MANUAL CODE.

Connect Website Activity Using Pixel ✕

Install Base Code **Enable Advanced Matching** Add Event Code

Automatic Advanced Matching

Use information that your customers have already provided to your business, such as their email addresses or phone numbers, to match your website's visitors to people who are on Facebook. This can help you attribute more conversions to your ads on Facebook and reach more people through remarketing campaigns. [Learn More](#)

Turn on Automatic Advanced Matching

Verify the customer information you want to send.

Email Gender City, State, and ZIP Code

First and Last Name Phone Number

This information will be hashed to better protect user privacy before it is sent to Facebook. Sensitive information, such as financial, health and government ID data will not be sent. [Learn More](#)

[Back](#) [Give Feedback](#) [Email Instructions](#) [Continue](#)



SETTING UP YOUR PIXEL STEP BY STEP – MANUAL CODE.

Connect Website Activity Using Pixel

Install Base Code

Enable Advanced Matching

Add Event Code

Add Events Using Event Setup Tool

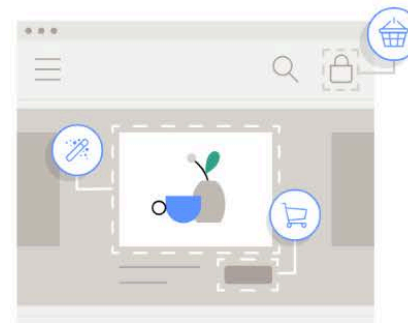
You can use the Event Setup Tool to add standard events and parameters without the need to code. This is the easiest option to install pixel events. [Learn More](#)

How it works

Use Event Setup Tool to open your website.

Using the Event Setup Tool, select where on your website you'd like to add events.

With a simple click, your event is added to your website without needing to use code.



Prefer a manual option? [Install events using code.](#)

Back

[Give Feedback](#)

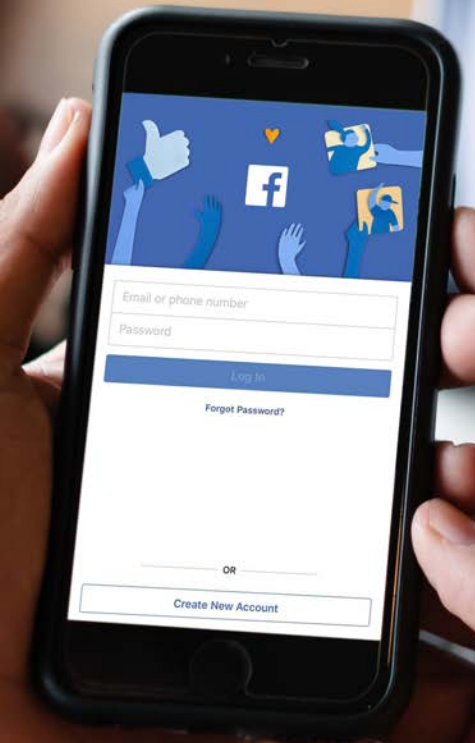
[Open Event Setup Tool](#)



Finish the pixel
activity.



BUSINESS MANAGER & YOUR PIXEL...



NEXT, LOGIN OR SIGN UP TO FACEBOOK BUSINESS MANAGER

Business Manager

Manage ad accounts, Pages and the people who work on them - all in one place. It's free.

Why choose Business Manager?

https://business.facebook.com/overview/?business_creation_redirect_uri=%2Fshared_audience%2F338094986991924%2F%3Fbusiness_id%3D

CREATE ACCOUNT

[HTTPS://BUSINESS.FACEBOOK.COM/](https://business.facebook.com/)

ASSOCIATE YOUR AD ACCOUNT.

The screenshot shows the Facebook Business Settings interface. On the left, a navigation menu includes 'Users', 'Accounts', 'Data sources', 'Brand safety', 'Registrations', and 'Integrations'. The 'Accounts' section is expanded, and 'Ad accounts' is selected. The main content area displays a large megaphone icon and the text: 'CardellMedia.co.uk doesn't have any ad accounts yet.' Below this text is a blue button labeled '+ Add', which is highlighted by a red arrow. At the bottom of the main content area, there is a section titled 'Manage Your Ad Accounts' with a descriptive paragraph: 'All of the ad accounts that you've added to Business Manager will be listed here. Click on any ad account to see and manage the people who need access, or to adjust their roles.'

CHECK YOUR PIXEL IN BUSINESS MANAGER

The screenshot displays the Facebook Business Manager interface. On the left, the 'Business Settings' sidebar is visible, with 'Data Sources' expanded and 'Pixels' highlighted. A red arrow points to the 'Add' button next to 'Pixels'. The main content area is titled 'Pixels' and shows a search bar with the text 'Enter ID / Asset Name / Busin...'. Below the search bar, there are buttons for 'Add', 'Filter by...', and 'Sort By...'. A red arrow points to the 'Add' button. The 'Add' button is blue and contains the text 'Add'. Below the search bar, there are buttons for 'Add People', 'Assign Partners', and 'Add Assets'. A red arrow points to the 'Add Assets' button. The 'Add Assets' button is grey and contains the text 'Add Assets'. Below the buttons, there are tabs for 'People', 'Partners', and 'Connected Assets'. The 'People' tab is selected. The 'People' section shows a list of people with a search bar and a red arrow pointing to the 'Add People' button. Below the list, there is a message that says 'No one is connected yet. Add people.'