

If you want to get the best results at the lowest cost in your ad campaigns within Facebook and Instagram, then you will want to make sure that you have the Facebook Pixel installed on your website. In the past, getting everything installed and set up correctly could be a challenge. All of that is changing though with the new Facebook pixel Event Setup Tool.

You need to still have the base pixel code installed on your website, but the new Event Setup Tool will allow you to have a codeless method to integrate pixel events that take place on your website.

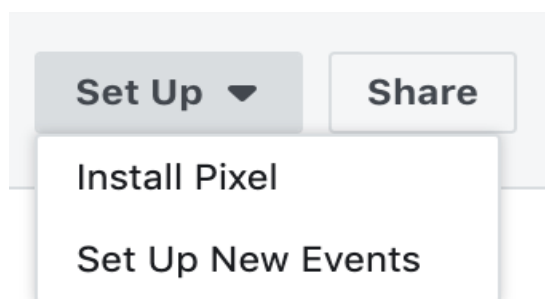
The Facebook pixel allows you to retarget with website custom audiences, optimize for landing page views, optimize for a specific event (conversions is how Facebook describes these), and much more.

A pixel event modifies what information is sent to Facebook when the pixel fires. Events allow Facebook to be notified that not only was a page visited, but a Bible download button was clicked, or a lead form was completed.

Standard pixel events include:

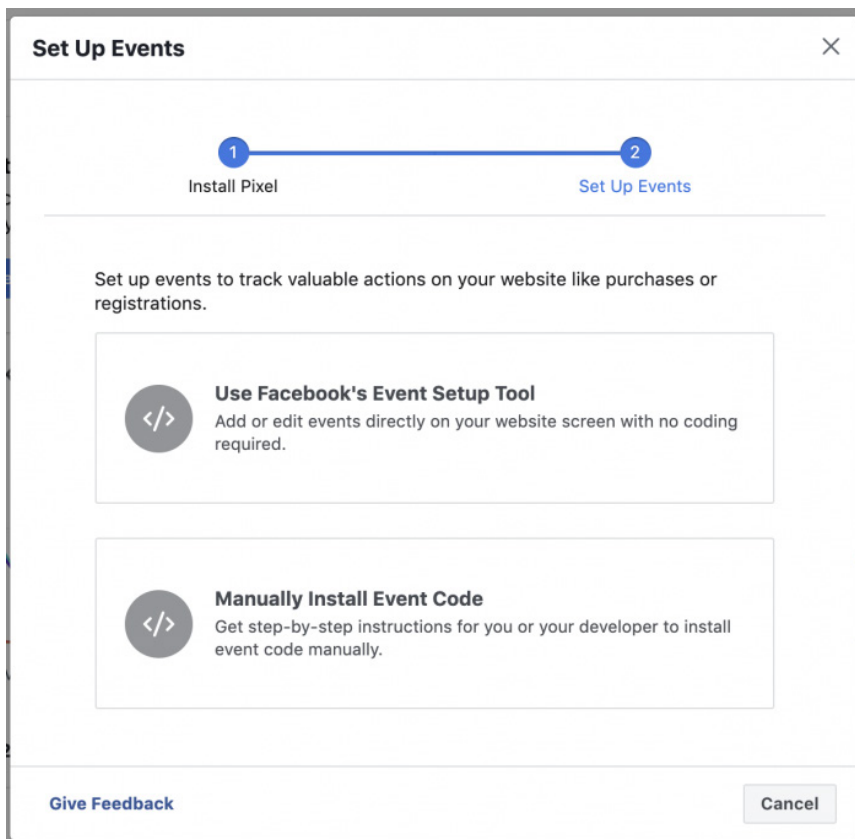
- View Content
- Search
- Add to Wishlist
- Add to Cart
- Initiate Checkout
- Add Payment Info
- Purchase
- Subscribe
- Start Trial
- Complete Registration
- Contact
- Find Location
- Schedule

How To Setup the Setup Tool

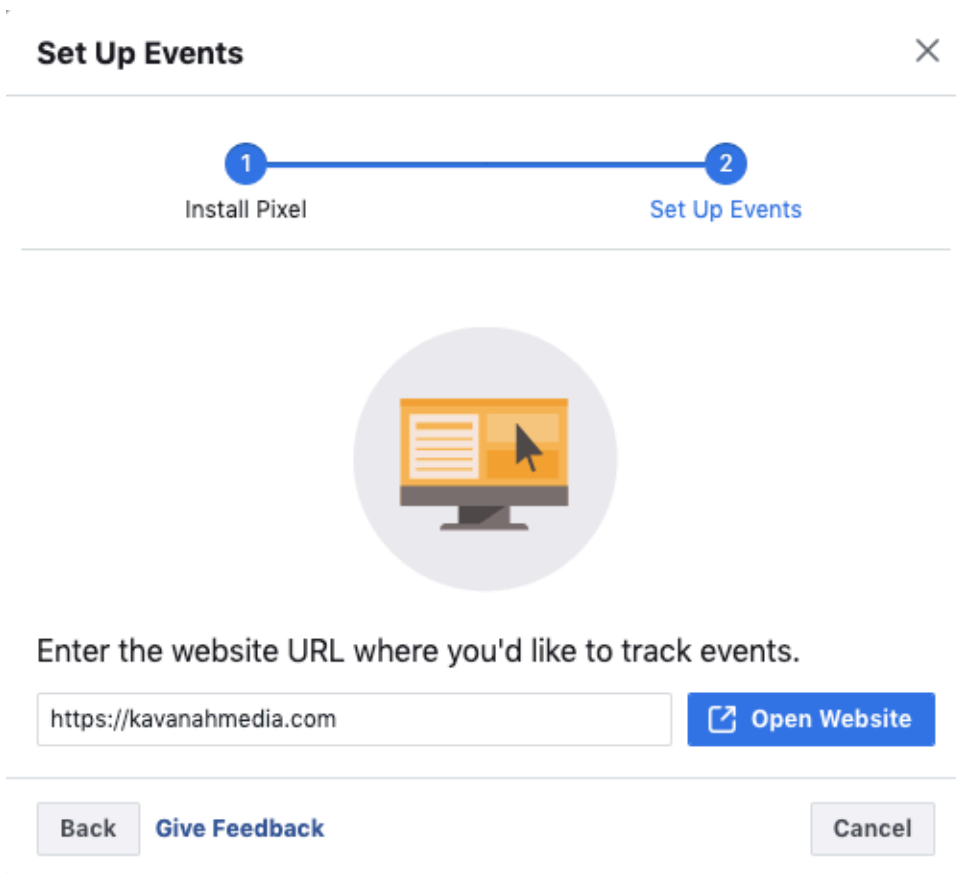


Once logged in to your Facebook Business account, click on the “Hamburger Menu” (top left menu option) and then go to Events Manger. Click on it to Set Up New Events. (That button should be in the top right portion of your screen if you have the tool. If you do not see it, then it has not been added to your account yet. Facebook should be rolling it out to all accounts shortly.



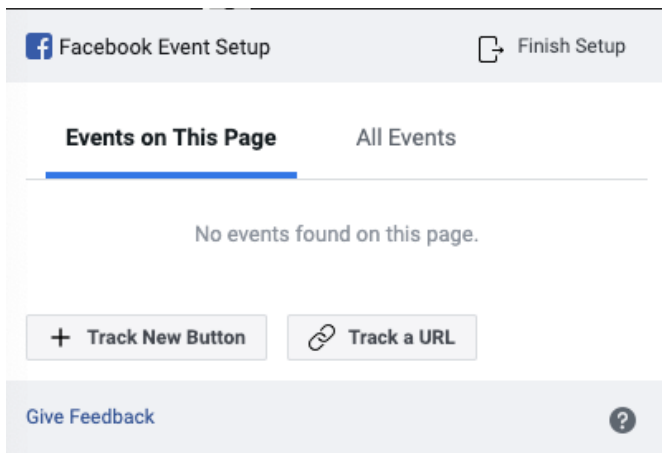


Once you have clicked on the button, you should see the option to use Facebook's Event Setup Tool



Before you do anything else, determine on what page the pixel event will occur, whether by viewing a URL or clicking a button. Enter the URL for that page. Then click on "Open Website"





After clicking on the “Open Website” button, it will open a new window for that page and will include the Facebook dialog at the top left. If you have already created any events for this page, you will see them in the dialogue box.

Create An Event From A URL or a Button Click

Track an Event Using a URL

Select the event you'd like to track.

Track the entire URL or a portion of the URL.

Cancel

Confirm

One option is to create the event when a person visits a certain website page (url). This could be a Thank You page after they have filled out a form or some other page that they will only visit once.

You will click on the “Track a URL” button and then choose the event once the person visits the URL. Currently you have to use one of the predetermined events that Facebook provides.

You can call it a “Lead” or any of the other event labels. If you are a non-profit and will not be doing e-commerce, feel free to use one of the other event labels such as Initiate Checkout if you want your event labels to be separate.

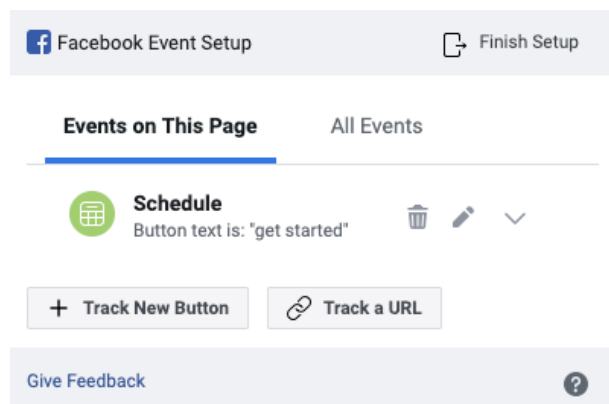
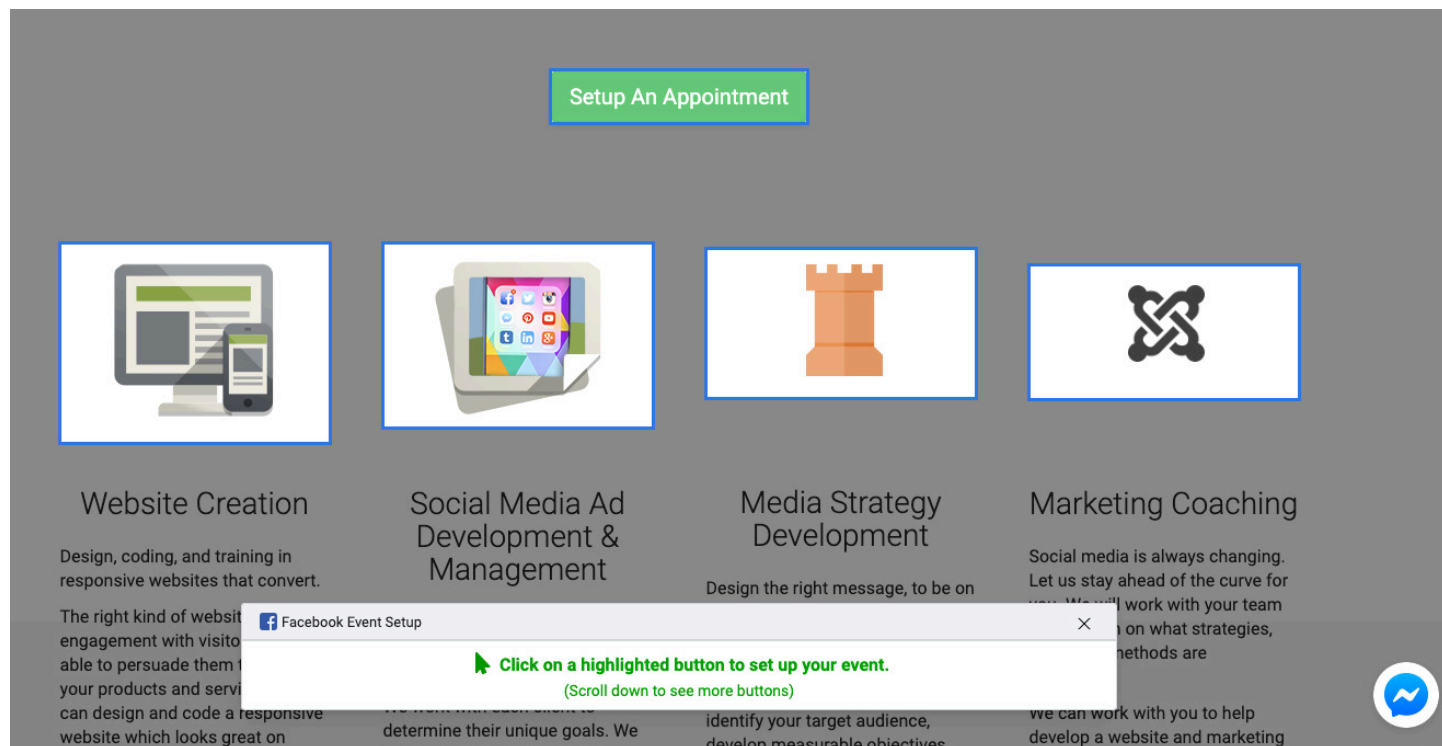
Once done, click “Confirm”. You will then see the event listed.



Set Up an Event by Button Click

One of the most powerful parts of this new tool comes when you use the “Track New Button”. Once you click on it, the page grays out and highlights appear for links and buttons that will work. By selecting a button, Facebook will begin reporting on events whenever a visitor clicks on that button.

Once you select your button, Facebook will ask you to connect that click to an event. As mentioned above, there are only select event labels so feel free to choose one that best fits what you are planning. A Bible Download might be a “Complete Registration” or “Lead”.



Once you click on the button and choose the event label, then you will see the event on the page. You can now edit or delete the event before finishing. Once you are happy with it, click “Finish Setup” at the top right corner.



Finish Setup



Please review your events. You can access and manage your event tracking through your settings in Events Manager.

Events Added



Schedule

Button text is: "get started"



Delete

Facebook will then ask you to review your events. If it all looks good then click "Finish".

Back on your Event Manager screen within Facebook Business, you will get a notification that your event setup is complete.

Manage Event Setup on Your Website



Event Setup Complete

Your events have been set up. You can test your events to verify that they are firing correctly.

Back

Finish

Close

Test Events

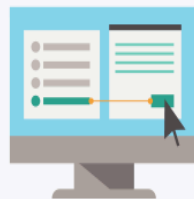
You will get the option to test your events. Click on the blue "Open Website" button. This will test the events on the page that you trigger. If you set one up for a URL then it will fire as soon as the page loads. If a button click, then click on the button to test the firing of the event.

Test Your Events in Real Time

Check that your events are set up and firing correctly by triggering them on your website. Only events you trigger will display in the Test Events tool, not the activity of other website users. [Learn more](#)

Filter

Clear Activity



Open your website in a new window and interact with it to start seeing activity.




<https://kavanahmedia.com>

Open Website



Test Your Events in Real Time

Check that your events are set up and firing correctly by triggering them on your website. Only events you trigger will display in the Test Events tool, not the activity of other website users.
[Learn more](#)

			 Filter	 Clear Activity
● Receiving activity kavanahmedia.com			Give Feedback	
 Schedule	Setup Method: Event Setup Tool 	Today at 11:50:04 AM	▼	
 Page View	Setup Method: Event Code <code></></code>	Today at 11:50:00 AM	▼	

If you got it set up correctly, then it will show it as firing and show it as being created through the Event Setup Tool. In the far right column you will see when the last time it was fired or triggered. If you see that the time matches then it is now working and set up correctly.

Custom audiences and “Conversion” ads can now be created using the data from these pixel events. These will both help you get your content in front of the right people who are the most likely to respond.

