

# Facebook Conversion and Audience Pixel Tracking

## Installation and User Guide for Magento 1 Facebook Conversion and Audience Pixel Tracking

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## Installation

- **Disable Compilation Mode:** To check that this is disabled, go to **System >Tools>Compilation**. If the compiler status is 'Disabled', you are ready to go. If not, simply click the 'Disable' button on the right hand side of the screen.
- **Upload Package:** Upload the content of the module to your root folder. This will not overwrite the existing Magento folder or files, only the new contents will be added.

- **Clear Caches:** This can be done from the admin console by navigating to the cache management page (**System > Cache Management**), selecting all caches, clicking 'refresh' from the drop-down menu, and submitting the change.

# Configuration Settings for Facebook Tracking

Go to **Admin > Stores > Configuration > Scommerce Configuration > Facebook Tracking**

## General Settings

- **Enabled** - Select "Yes" or "No" to enable or disable the module.
- **License Key** - Please add the license for the extension which is provided in the order confirmation email. Please note license keys are site URL specific. If you require license keys for dev/staging sites then please email us at [support@scommerce-mage.com](mailto:support@scommerce-mage.com).
- **New Facebook Tracking Enabled** - Set "Yes" to enable Facebook new pixel tracking or Remarketing tag <https://developers.facebook.com/docs/ads-for-websites/tag-api/>
- **Audience Pixel Id** - Enter custom Audience Pixel Id. This applies to old as well as new Facebook tracking.
- **Events** - Select the events which you want to track with new Facebook Tracking. For new pixel tracking it will track all the events outlined here -:  
<https://developers.facebook.com/docs/marketing-api/facebook-pixel/v2.6#standardevents>
- **Dynamic Product Ads Enabled** - Set "Yes" to enable Dynamic Product Ads <https://en-gb.facebook.com/business/help/www/455326144628161>
- **Remarketing Default Value** - Enter default value for events where value can't be defined like CompleteRegistration, Search (**only used for new Facebook tracking**)
- **Base** - Set "Yes" if you want to send base order data and "No" to send store order data to Google. Set this to "Yes" always unless you have multi- store/currency is enabled and you want to send different currency data to Google.
- **Enable GDPR Cookie check** - If you are using our [GDPR Extension](#) or any other GDPR Extension and you want to block sending information to Google then set this to "Yes" based on customer preference. **Please note this is optional as far as you are not sending any PII to Google this setting needs to be turned off**

General		
Enabled	Yes	Select "Yes" to enable the module
License Key	\$1SzQXKqQEWS8.AIO.T2stMqqB7BCJrUs1	Enter the License key for the module
New Facebook Tracking Enabled	Yes ▲ This needs to be enabled for new facebook pixel tracking	Select "Yes" to enable the New Facebook Tracking
Audience Pixel Id	1234567890 ▲ This will be used for custom audience pixel tracking	Please add Audience Pixel Id
Events	ViewContent Search AddToCart AddToWishlist InitiateCheckout AddPaymentInfo Purchase CompleteRegistration	Please select the Events
Dynamic Product Ads Enabled	Yes ▲ This needs to be enabled only if you have product catalog setup in your business account	Select "Yes" to enable the Dynamic Product Ads
Remarketing Default Value	0.50 ▲ Default value to send to FB for few events like CompleteRegistration, Search etc.	Please add the Remarketing Default value
Base	No ▲ Set 'Yes' if you want to send base order data for example base currency and 'No' to send store order data to FB for example store currency	Select "Yes" to enable the Base
Enable GDPR cookie check	No ▲ If you are using our <a href="#">GDPR extension</a> or any other GDPR extension and you want to block sending information to Google then set this to "yes" based on customer preference. Please note this is optional as far as you are not sending any PII to Google this setting needs to be turned off	Select "Yes" to enable the GDPR Cookie check

- **Analyze Data with Facebook Events Manager** - Facebook Business Manager gathered enough information so that you can analyze data using event log, which shows how many times the tracker has been fired.

PageView	● Active Last received in the last minute		
ViewContent	● Active Last received in the last minute		
AddToCart	● Active Last received in the last minute		
InitiateCheckout	● Active Last received in the last minute		
Purchase	● Active Last received in the last minute		
CompleteRegistration	● Active Last received 1 day ago		
...	● Active		

- **Facebook Events Manager Graph** - You can view the event log and graph in Facebook business manager with all the events view details.



## Front-end site view

- **Facebook Pixel Tag on the Category Page** - The extension offers all standard trackers that Facebook uses. When the category page is viewed then it shows page view with event info, which you can see in the below image.

showcase.scommerce-mage.co.uk/men.html

this store will not be honored or fulfilled.

IE & DECOR SALE VIP

**Facebook Pixel Helper**  
Learn More

One pixel found on showcase.scommerce-mage.co.uk

**Facebook Pixel**  
Pixel ID: 1234567890 click to copy  
Troubleshoot Pixel  
View Analytics

PageView

**EVENT INFO**

Setup Method: Manual  
URL Called: Show  
Load Time: 51.60 ms  
Pixel Code: Show  
Pixel Location: Show  
Frame: Window

- **Facebook Pixel Tag on the Product Page** - When a product page is viewed

e.g. landing on a product detail page, then it provides detailed product information (such as Prices, SKU's, Currencies and Categories) for Dynamic Product Ads. You can enable dynamic product ads from **Admin > Stores > Configuration > Scommerce Configuration > Facebook Conversion Tracking > Dynamic Product Ads Enabled - "Yes"**.

showcase.scommerce-mage.co.uk/men/new-arrivals/linen-blazer.html

Any orders placed through this store will not be honored or fulfilled.

ON

ACCESSORIES HOME & DECOR SALE VIP

MEN BLAZER

**LINEN BLAZER**

★★★★★  
1 Review(s) | 4

**IN STOCK**

In airy lightweight

Color: \*

Size: \*  
XS L XL

Qty: 1

**Facebook Pixel Helper**  
Learn More

One pixel found on showcase.scommerce-mage.co.uk

**Facebook Pixel**  
Pixel ID: 1234567890 click to copy  
Troubleshoot Pixel  
View Analytics

PageView

**EVENT INFO**  
Setup Method: Manual  
URL Called: Show  
Load Time: 319.53 ms  
Pixel Code: Show  
Pixel Location: Show  
Frame: Window

ViewContent

**CUSTOM PARAMETERS SENT**  
content\_type: product  
content\_ids: ["msj012c"]  
value: 455  
content\_name: Linen Blazer  
currency: GBP  
content\_category: New Arrivals

**EVENT INFO**  
Setup Method: Manual  
URL Called: Show  
Load Time: 319.88 ms  
Pixel Code: Show  
Pixel Location: Show  
Frame: Window

- **Facebook Pixel Tag on the Cart Page** - When a product is added to the shopping cart, then it tracks the cart event.

showcase.scommerce-mage.co.uk/checkout/cart/

ough this store will not be honored or fulfilled.

HOME & DECOR SALE VIP

t.

PRICE	QTY	SUBTOTAL
0.00	1	£455.00

[CONTINUE SHOPPING CART](#) -OR- [CONTINUE SHOPPING](#)

**Facebook Pixel Helper**  
Learn More

One pixel found on showcase.scommerce-mage.co.uk

**Facebook Pixel**  
Pixel ID: 1234567890 click to copy

Troubleshoot Pixel  
View Analytics

- PageView
  - EVENT INFO
    - Setup Method: Manual
    - URL Called: Show
    - Load Time: 50.22 ms
    - Pixel Code: Show
    - Pixel Location: Show
    - Frame: Window
- AddToCart
  - CUSTOM PARAMETERS SENT
    - content\_type: product
    - content\_ids: ["msj012c"]
    - value: 455
    - content\_name: Linen Blazer
    - currency: GBP
    - content\_category: Blazers
  - EVENT INFO
    - Setup Method: Manual
    - URL Called: Show
    - Load Time: 49.63 ms
    - Pixel Code: Show
    - Pixel Location: Show
    - Frame: Window

- **Facebook Pixel Tag on the Checkout Page** - It tracks checkout, when a user clicks on checkout button.

The screenshot shows a browser window with the URL `showcase.scommerce-mage.co.uk/checkout/onepage/`. A dark banner at the top of the page reads: "Any orders placed through this store will not be honored or fulfilled." Below this is a blue header with the letters "ON". A navigation menu contains the following items: "ACCESSORIES", "HOME & DECOR", "SALE", and "VIP". Below the menu are several empty input fields. The Facebook Pixel Helper extension is open, showing the following information:

- Facebook Pixel Helper (Learn More)
- One pixel found on showcase.scommerce-mage.co.uk
- Facebook Pixel (Pixel ID: 1234567890 click to copy) (Troubleshoot Pixel, View Analytics)
- PageView (Event Info):
  - Setup Method: Manual
  - URL Called: Show
  - Load Time: 71.12 ms
  - Pixel Code: Show
  - Pixel Location: Show
  - Time To Request: 1658.74 ms
  - Frame: Window
- InitiateCheckout (Event Info):
  - Setup Method: Manual
  - URL Called: Show
  - Load Time: 24.26 ms
  - Pixel Code: Show
  - Pixel Location: Show
  - Frame: Window

- **Facebook Pixel Tag on the Payment Page** - It tracks AddPaymentInfo when a payment information is added in the checkout flow, e.g. click on payment method.

The screenshot shows a web browser at the URL `showcase.scommerce-mage.co.uk/checkout/onepage/`. The page content includes a navigation menu with categories like 'ACCESSORIES', 'HOME & DECOR', 'SALE', and 'VIP'. A Facebook Pixel Helper overlay is visible on the right side of the browser window. The overlay shows the following information:

- Facebook Pixel Helper** (Learn More)
- One pixel found on `showcase.scommerce-mage.co.uk`
- Facebook Pixel** (Pixel ID: 1234567890 click to copy) (Troubleshoot Pixel, View Analytics)
- PageView** (Event Info):
  - Setup Method: Manual
  - URL Called: Show
  - Load Time: 55.34 ms
  - Pixel Code: Show
  - Pixel Location: Show
  - Time To Request: 1219.29 ms
  - Frame: Window
- InitiateCheckout** (Custom Parameters Sent):
  - value: 492.54
  - num\_items: 1
  - content\_name: Checkout
  - currency: GBP(Event Info):
  - Setup Method: Manual
  - URL Called: Show
  - Load Time: 57.17 ms
  - Pixel Code: Show
  - Pixel Location: Show
  - Frame: Window

- **Facebook Pixel Tag on the Success Page** - When a purchase is made or checkout flow is completed, e.g. landing on thank you/success page, provides detailed order information such as Order Value and Cart Items.

showcase.scommerce-mage.co.uk/checkout/onepage/success/

Any orders placed through this store will not be honored or fulfilled.

ON

ACCESSORIES HOME & DECOR SALE VIP

**YOUR ORDER HAS BEEN RECEIVED**

**THANK YOU FOR YOUR PURCHASE**

Your order # is: 145000124.  
You will receive an order confirmation email with details of your order.

[CONTINUE SHOPPING](#)

USEFUL LINKS ACCOUNT CONNECT WITH US

MAP MY ACCOUNT FACEBOOK

PRIVACY POLICY TERMS AND CONDITIONS ORDERS AND RETURNS TWITTER

ADVANCED SEARCH PINTEREST

RSS

**Facebook Pixel Helper**  
Learn More

One pixel found on showcase.scommerce-mage.co.uk

**Facebook Pixel** Pixel ID: 1234567890 [click to copy](#) [Troubleshoot Pixel](#) [View Analytics](#)

PageView

**EVENT INFO**

Setup Method: Manual  
URL Called: Show  
Load Time: 119.38 ms  
Pixel Code: Show  
Pixel Location: Show  
Frame: Window

Purchase

**CUSTOM PARAMETERS SENT**

content\_type: product  
content\_ids: ["msj014"]  
value: 492.54  
content\_name: Order Confirmation  
currency: GBP

**EVENT INFO**

Setup Method: Manual  
URL Called: Show  
Load Time: 87.89 ms  
Pixel Code: Show  
Pixel Location: Show  
Frame: Window

If you have a question related to this extension please check out our [FAQ Section](#) first. If you can't find the answer you are looking for then please contact [support@sccommerce-mage.com](mailto:support@sccommerce-mage.com).

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