

# Magento 2 Facebook Conversion and Audience Pixel Tracking

## Installation and User Guide for Magento 2 Facebook Conversion and Audience Pixel Tracking Extension

### Table of Contents

1. Installation
  - *Installation via app/code*
  - *Installation via Composer*
2. Configuration Settings for Facebook Conversion Tracking
  - *General Settings*
  - *Analyze Data with Facebook Events Manager*
  - *Facebook Events Manager Graph*
3. Enable GDPR Support
4. Front-end site view
  - *Facebook Pixel Tag on the Category Page*
  - *Facebook Pixel Tag on the Product Page*
  - *Facebook Pixel Tag on the Cart Page*
  - *Facebook Pixel Tag on the Checkout page*
  - *Facebook Pixel Tag on the Payment Page*
  - *Facebook Pixel Tag on the Success Page*

## Installation

- **Installation via app/code:** 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. After the successful upload of the package, run below commands on Magento 2 root directory.

```
php bin/magento setup:upgrade  
php bin/magento setup:di:compile  
php bin/magento setup:static-content:deploy
```

- **Installation via Composer:** Please follow the guide provided in the below link to complete the installation via composer.

<https://docs.scommerce-mage.com/magento-2-extensions/installation-via-composer/installation-via-composer>

- **Installation via Composer(Breeze Theme):** Go to My Account section then go to Composer Instructions. Run the composer config commands mentioned on the page then run the below command to install the module on hyva theme.

```
composer require scommerce/breeze-googletagmanagerpro
```

# Configuration Settings for Facebook Conversion Tracking

Go to **Admin > Stores > Configuration > Scommerce Configuration > Facebook Conversion 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@sccommerce-mage.com](mailto:support@sccommerce-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 Tag Id** - Enter Custom Audience Pixel Id. This applies to old as well as new Facebook tracking.

- **Dynamic Product Ads Enabled** - Set yes to enable the Dynamic Product Ads <http://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**)
- **Always Send Parent SKU** - Set "Yes" then it always send parent sku instead of child sku to facebook
- **Enable GDPR Cookie Check** - Select "Yes" or "No" to enable/disable GDPR Cookie Check
- **Force decline** - If you set this to yes then FACEBOOK tracking will be turned off unless customer accepts the cookie policy from the cookie notification message from your website
- **GDPR Cookie Key** - You can add name of your GDPR cookie here for our [GDPR extension](#) the name of cookie key is **marketing\_cookie** but if you are using other GDPR extension then please check with extension developer

## General



<p><b>Enabled</b> <small>[store view]</small></p>	<input type="text" value="Yes"/>
<p><b>License Key</b> <small>[store view]</small></p>	<input type="text" value="fabf5sbXl2c0w"/>
<p><b>New Facebook Tracking Enabled</b> <small>[store view]</small></p>	<input type="text" value="Yes"/> <small>This needs to be enabled for new facebook pixel tracking</small>
<p><b>Audience Pixel Id</b> <small>[store view]</small></p>	<input type="text" value="1234567890"/> <small>This will be used for custom audience pixel tracking</small>
<p><b>Dynamic Product Ads Enabled</b> <small>[store view]</small></p>	<input type="text" value="No"/> <small>This needs to be enabled only if you have product catalog setup in your business account</small>
<p><b>Remarketing Default Value</b> <small>[store view]</small></p>	<input type="text" value="test1"/> <small>Default value to send to FB for few events like CompleteRegistration, Search etc.</small>

Always Send Parent SKU [store view]

If set to "Yes" then it will always send parent sku instead of child sku to FB during checkout

Enable GDPR cookie check [store view]

Use system value

If you are using our [GDPR extension](#) or any other GDPR extension and you want to block sending information to Facebook then set this to "yes" based on customer preference. **Please note this is optional as far as you are not sending any PII to Facebook this setting needs to be turned off**

Force decline [store view]

Use system value

If you set this to yes then GTM tracking will be turned off unless customer accepts the cookie policy from the cookie notification message from your website

GDPR Cookie Key [store view]

Use system value

You can add name of your GDPR cookie here for our [GDPR extension](#) the name of cookie key is **marketing\_cookie** but if you are using other GDPR extension then please check with extension developer

- **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	<span>● Active</span> Last received in the last minute		
ViewContent	<span>● Active</span> Last received in the last minute		
AddToCart	<span>● Active</span> Last received in the last minute		
InitiateCheckout	<span>● Active</span> Last received in the last minute		
Purchase	<span>● Active</span> Last received in the last minute		
CompleteRegistration	<span>● Active</span> Last received 1 day ago		
Search	<span>● Active</span>		

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



## Enable GDPR Support

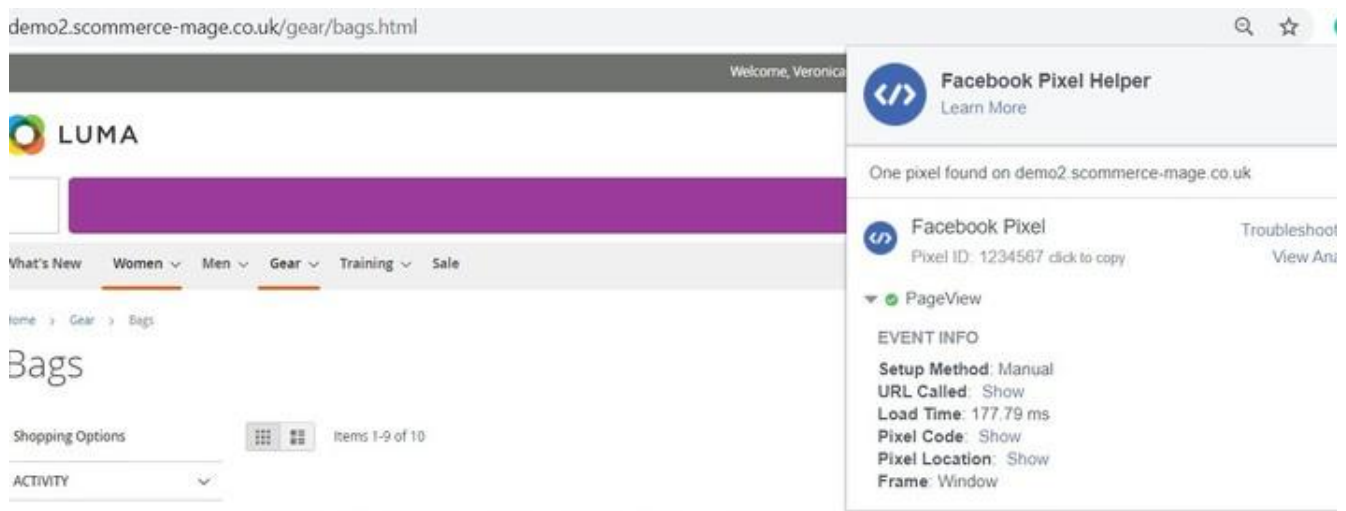
The module is GDPR compliant which can work with both our/third party GDPR modules. You can enable the GDPR support within the module so that the tracking doesn't work without users consent.

To enable GDPR support go to **Stores>Configuration>Scommerce Configuration>Facebook Conversion Tracking** and set 'Enable GDPR cookie check' to 'Yes' then set 'Force decline' to 'Yes' and provide the GDPR cookie name in the 'GDPR Cookie Key' inputbox. If you are using our GDPR module then the cookie name is 'marketing\_cookie' but if you are using other GDPR extension then please check with extension developer. Once the setting is complete unless the customer accepts the cookie the facebook tracking won't fire.

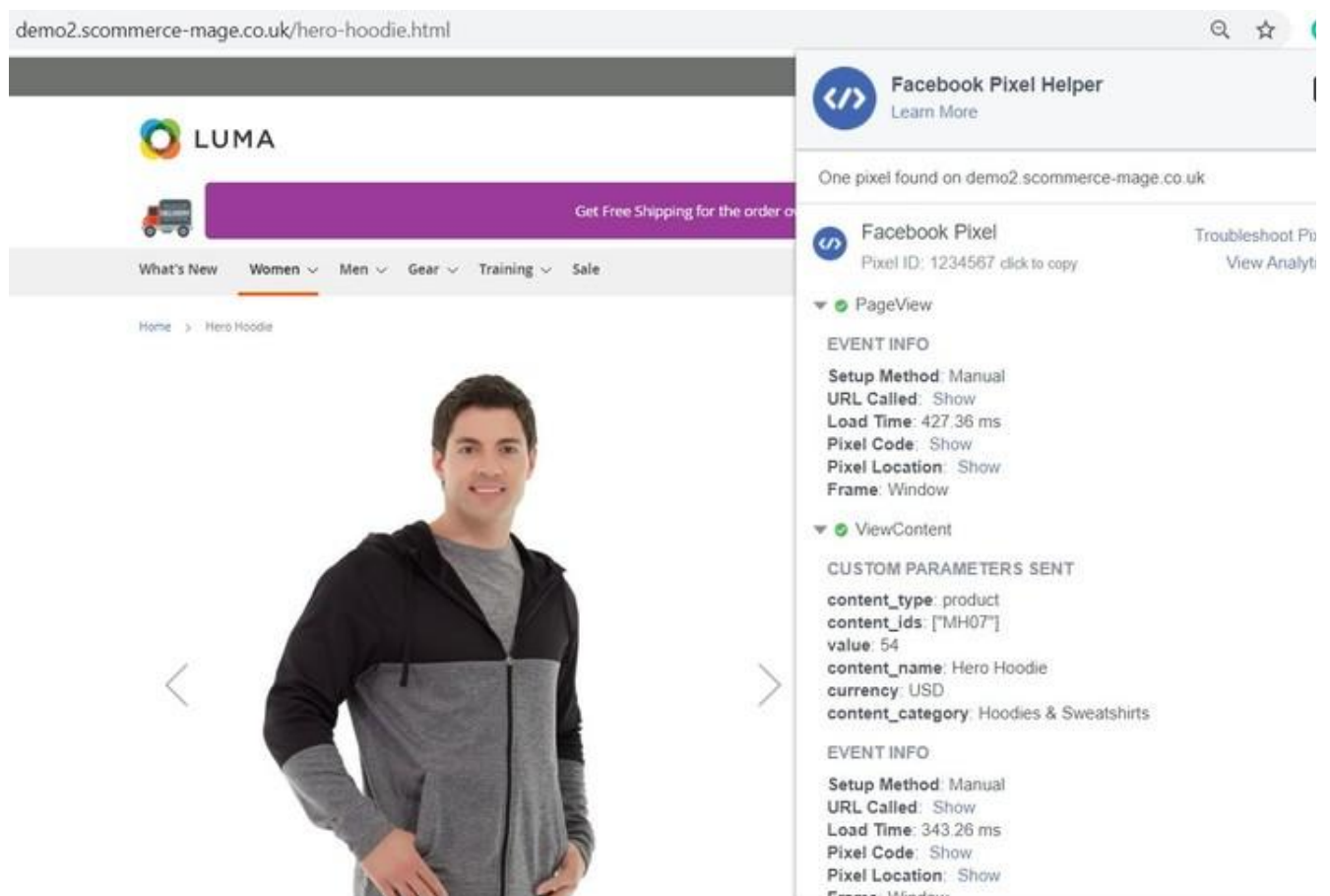
<p><b>Enable GDPR cookie check</b> <small>[store view]</small></p>	<input type="text" value="Yes"/>	<input type="checkbox"/> Use system value
<p><small>If you are using our <a href="#">GDPR extension</a> or any other GDPR extension and you want to block sending information to Facebook then set this to "yes" based on customer preference. <b>Please note this is optional as far as you are not sending any PII to Facebook this setting needs to be turned off</b></small></p>		
<p><b>Force decline</b> <small>[store view]</small></p>	<input type="text" value="No"/>	<input checked="" type="checkbox"/> Use system value
<p><small>If you set this to yes then GTM tracking will be turned off unless customer accepts the cookie policy from the cookie notification message from your website</small></p>		
<p><b>GDPR Cookie Key</b> <small>[store view]</small></p>	<input type="text" value="marketing_cookie"/>	<input checked="" type="checkbox"/> Use system value
<p><small>You can add name of your GDPR cookie here for our <a href="#">GDPR extension</a> the name of cookie key is <b>marketing_cookie</b> but if you are using other GDPR extension then please check with extension developer</small></p>		

## 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.



- Facebook Pixel Tag on the Product Page** - When a key page is viewed such as a product page, e.g. landing on a product detail page. 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 > Scocommerce Configuration > Facebook Conversion Tracking > Dynamic Products Ads Enabled - "Yes"**.




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

demo2.scommerce-mage.co.uk/checkout/cart/

# Shopping Cart

You added Savvy Shoulder Tote to your shopping cart.

Item	Price	Qty	Subtotal	
	Savvy Shoulder Tote	£26.40	1	£26.40
		Excl. Tax: £24.00		Excl. Tax: £24.00

[Move to Wishlist](#)

Apply for Vat Exempt  
If you are exempt from paying VAT on your product please tick the box and complete your details in fu

**Meta Pixel Helper**  
Learn More

**Meta Pixel**  
Pixel ID: 98765430 click to copy

**AddToCart**

**CUSTOM PARAMETERS SENT**

```

content_category: Sale
content_ids: ["24-WB05"]
content_name: Savvy Shoulder Tote
content_type: product
currency: GBP
value: 24

```

**EVENT INFO**

Setup Method: Manual  
URL called: Show  
Load Time: 14.19 ms  
Pixel Code: Show  
Pixel Location: Show  
Frame: Window

**PageView**

**EVENT INFO**

Setup Method: Manual  
URL called: Show  
Load Time: 13.51 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.

demo2.scommerce-mage.co.uk/checkout/#shipping

Shipping  Vat Exempt  Review & Payments

## Shipping Address

testK testD

8 Bell Terrace

Darrford, DA1 5FN

United Kingdom

07448644119

[+ New Address](#)

## Shipping Methods

**£11.00** Fixed Flat Rate  
Excl. Tax: £10.00

**Meta Pixel Helper**  
Learn More

One pixel found on demo2.scommerce-mage.co.uk

**Meta Pixel**  
Pixel ID: 98765430 click to copy

**InitiateCheckout**

**CUSTOM PARAMETERS SENT**

```

content_name: Checkout
currency: GBP
num_items: 1
value: 26.4

```

**EVENT INFO**

Setup Method: Manual  
URL called: Show  
Load Time: 16.55 ms  
Pixel Location: Show

**PageView**

- **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 checkout page at `demo2.scommerce-mage.co.uk/checkout/#payment`. A progress bar indicates the steps: Shipping, Vat Exempt, and Review & Payments (the current step). Below the progress bar, the 'Payment Method' section shows 'PayPal Express Checkout' and 'Cash On Delivery' (selected). A red box highlights the 'AddPaymentInfo' event in the Meta Pixel Helper overlay, showing the following data:

```

CUSTOM PARAMETERS SENT
currency: GBP
value: 26.4

EVENT INFO
Setup Method: Manual
URL called: Show
Load Time: 17.52 ms
Pixel Location: Show
  
```

- **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.

The screenshot shows a success page at `demo2.scommerce-mage.co.uk/checkout/onepage/success/`. The page displays 'Thank you for your purchase!' and 'Your order number is: 000001764.' A red box highlights the 'Purchase' event in the Meta Pixel Helper overlay, showing the following data:

```

CUSTOM PARAMETERS SENT
content_ids: ["24-WB05"]
content_name: Order Confirmation
content_type: product
currency: GBP
value: 59.4

EVENT INFO
Setup Method: Manual
URL called: Show
Load Time: 29.36 ms
Pixel Code: Show
Pixel Location: Show
Frame: Window
  
```

- **Facebook Pixel Tag on Add to Wishlist Page** -Add to Wishlist when "Always Send Parent SKU" set to 'NO' AND Dynamic Product Ads Enabled - "YES"

demo2.scommerce-mage.co.uk/wishlist/index/index/wishlist\_id/202/

Welcome, **Meta Pixel Helper** Learn More

One pixel found on demo2.scommerce-mage.co.uk

**Meta Pixel** Pixel ID: 98765430 click to copy Troubleshoot Pixel Set up events

➤ AddToWishlist

**CUSTOM PARAMETERS SENT**

content\_category: Show  
**content\_ids: ["MH12-XL-Blue"]**  
 content\_name: Show  
 content\_type: product  
 currency: GBP  
 value: 69

**EVENT INFO**

Setup Method: Manual  
 URL called: Show  
 Load Time: 20.83 ms  
 Pixel Location: Show


➤ PageView

- **Facebook Pixel Tag on Add to Wishlist Page** -Add to cart when "Always Send Parent SKU" set to 'NO" AND Dynamic Product Ads Enabled - "YES"

demo2.scommerce-mage.co.uk/checkout/cart/

Shopping Cart

➤ You added Daphne Full-Zip Hoodie to your shopping cart.

Item	Price	Qty	Subtotal
 Daphne Full-Zip Hoodie Size: XL Color: Purple	£64.90 Excl. Tax: £59.00	1	£64.90 Excl. Tax: £59.00

Move to Wishlist

Apply Discount Code ▾

Check out with

**Meta Pixel Helper** Learn More

One pixel found on demo2.scommerce-mage.co.uk

**Meta Pixel** Pixel ID: 98765430 click to copy Troubleshoot Pixel Set up events

➤ AddToCart

**CUSTOM PARAMETERS SENT**

content\_category: Show  
**content\_ids: ["WH06-XL-Purple"]**  
 content\_name: Show  
 content\_type: product  
 currency: GBP  
 value: 59

**EVENT INFO**

Setup Method: Manual  
 URL called: Show  
 Load Time: 13.47 ms  
 Pixel Code: Show  
 Pixel Location: Show  
 Frame: Window

➤ PageView

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@scommerce-mage.com](mailto:support@scommerce-mage.com).

Revision #4

Created 21 May 2025 06:33:22 by sccommerce

Updated 24 October 2025 10:10:08 by sccommerce