

amasty

For more details see how the [Facebook Pixel for Magento 2](#) works.

Guide for Facebook Pixel for Magento 2

Connect your Magento store to Facebook in a split second. Gather more relevant data for the customer behavior analysis during your promo campaigns where Facebook or Instagram are involved.

- Choose the events to track
- Set up remarketing audiences
- Optimize your ads configurations
- Create lookalike audiences
- Configure custom events

When you end up will all the configurations, for the correct work of the extension, please check if it's necessary to **flush the Magento cache**.

See an overview of how [Apple's iOS 14 changes](#) may affect advertising with Facebook.

Learn more about the Facebook Pixel configurations on the Facebook side and Events Manager in the [detailed guide by Facebook](#).

General Settings

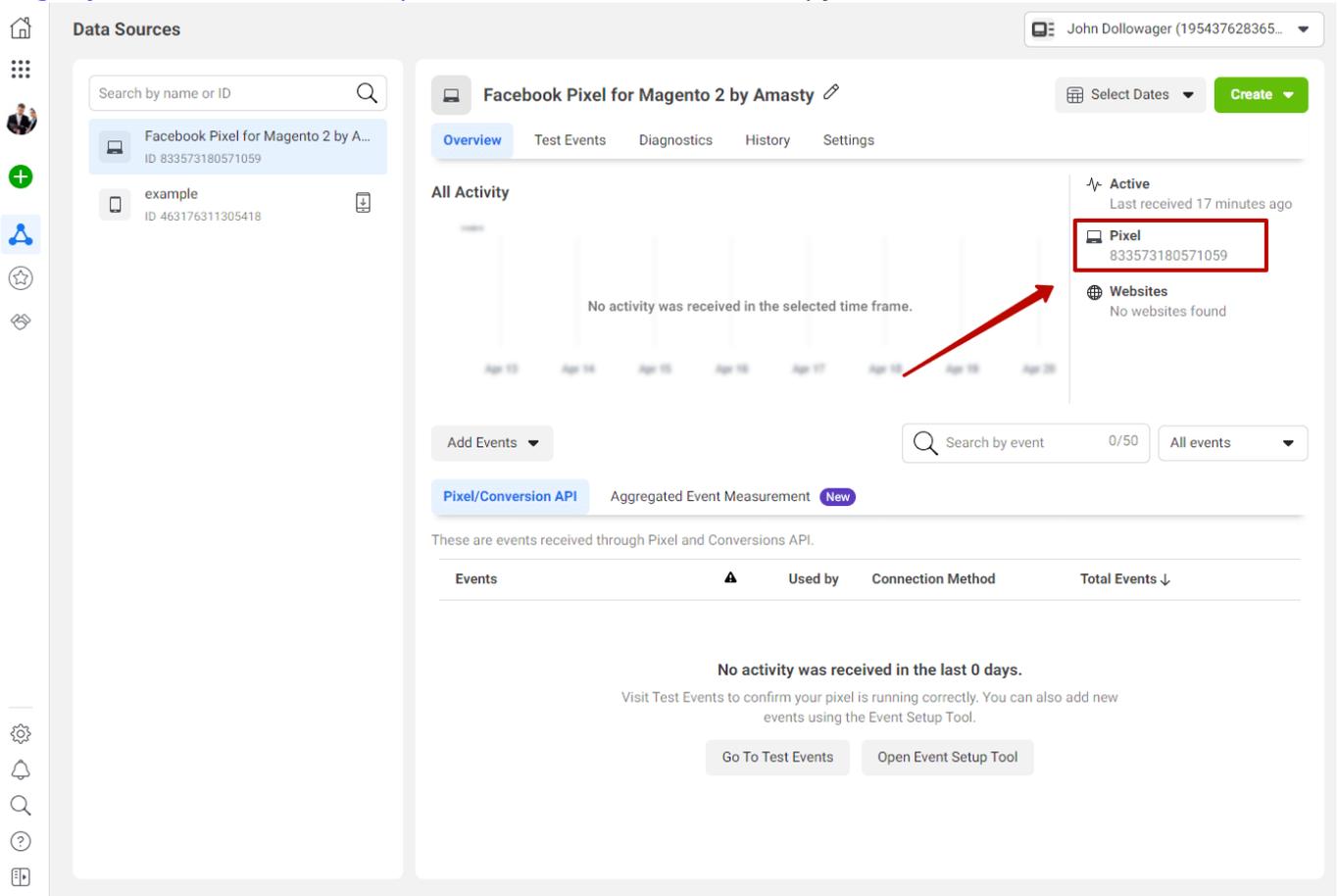
General

Enable Facebook Pixel <small>[store view]</small>	<input type="text" value="Yes"/>
Facebook Pixel ID <small>[store view]</small>	<input type="text" value="833573180571059"/>
	<small>Set up Facebook Pixel in you Facebook account Ads Manager > Events Manager</small>
Log All Events Data <small>[store view]</small>	<input type="text" value="Yes"/>
	<small>if enabled you can find all events data which was sent to Facebook in <code>/var/log/facebook_pixel.log</code> file</small>

Enable Facebook Pixel - Select 'Yes' to enable the extension and make all the other settings below visible.

Facebook Pixel ID - Specify your Facebook ID here.

To get your Facebook Pixel ID, please [follow this link](#) and copy the ID from here:



Then paste it to the **Facebook Pixel ID** field on the Magento backend, save the configuration and flush Magento Cache.

Log All Events Data - Set 'Yes' to log data about the events you track.

Please note that all the info that is sent to Facebook through the Facebook Pixel is logged and stored **on the Magento side**. If the setting '**Log All Events Data**' is enabled, you can find all events data which was sent to Facebook in this file:

```
/var/log/facebook_pixel.log
```

We recommend not to keep the '*Log All Events Data*' setting enabled all the time in order to optimize the load on your disk space.

Manage Events

Manage Events

Category View <small>[store view]</small>	Yes	▼
Product View <small>[store view]</small>	Yes	▼
Initiate Checkout <small>[store view]</small>	Yes	▼
Purchase <small>[store view]</small>	Yes	▼
Product Search <small>[store view]</small>	No	▼
Add To Cart <small>[store view]</small>	Yes	▼
Add To Wishlist <small>[store view]</small>	No	▼
Customer Registration <small>[store view]</small>	Yes	▼

In this section, you can choose for which parts of your store you'd like to track using the events. Enable the events that you need by selecting 'Yes' from the dropdown where needed.

Here's the list of the events you can track using the extension:

- **Page View** - becomes available by default as soon as the setting '*Enable Facebook Pixel*' is set to 'Yes' and the Facebook Pixel ID is specified
- **Category View** (Magento event name) = ViewCategory (Facebook event name)
- **Product View** (Magento event name) = View Content (Facebook event name)
- **Initiate Checkout** (Magento event name) = Initiate Checkout (Facebook event name)
- **Purchase** (Magento event name) = Purchase (Facebook event name)
- **Product Search** (Magento event name) = Search (Facebook event name)
- **Add To Cart** (Magento event name) = Add to Cart (Facebook event name)
- **Add To Wishlist** (Magento event name) = Add to Wishlist (Facebook event name)
- **Customer Registration** (Magento event name) = Complete Registration (Facebook event name)

[This is how the tracked events will look like on the side of the Facebook:](#)

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Last 14 days Create

Overview Test Events Diagnostics History Settings

Events	Used by	Connection Method	Total Events ↓
PageView Active Advanced Matching Activity Set Up Mode: Automatic 14% of your PageView events are receiving the following hashed customer information through your Advanced Matching setup: Email. Learn More Parameters ⓘ No event parameters were detected. Use Test Events to view the parameters of an individual event trigger.		Browser	122 Last received 47 minutes ago
ViewCategory Active		Browser	40 Last received 47 minutes ago
Add to Cart Active		Browser	34 Last received 47 minutes ago
View Content Active		Browser	18 Last received 10 hours ago
Search Active		Browser	8 Last received 10 hours ago
Initiate Checkout Active		Browser	5 Last received 4 days ago

Data Sources

Search by name or ID

- Facebook Pixel for Magento 2 by A... ID: 833573180571059
- example ID: 463176311305418

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Overview **Test Events** Diagnostics History Settings

Test Your Events

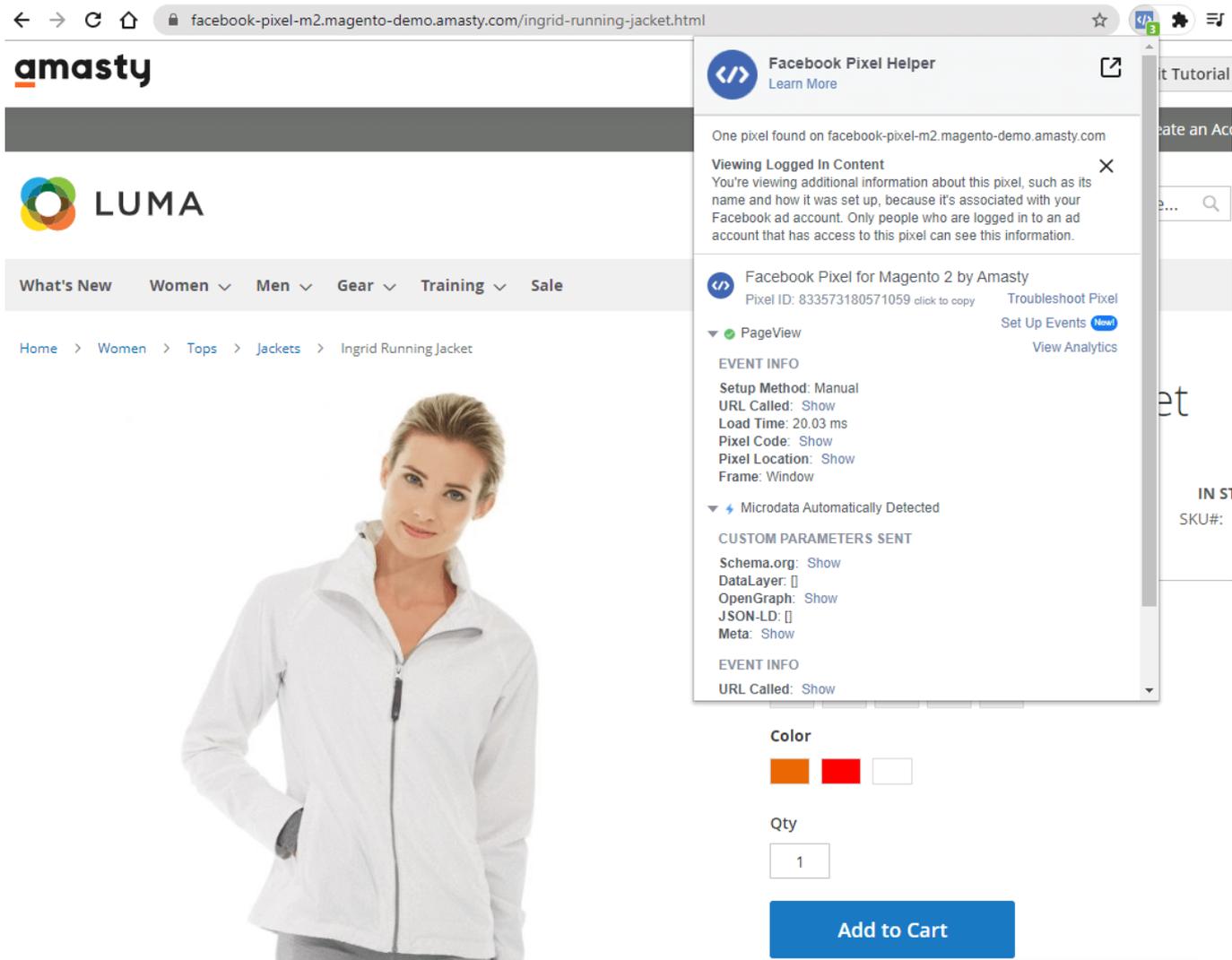
Check that your events are received correctly. [Learn More](#)

Receiving activity
facebook-pixel-m2.magento-demo.amasty.com and facebook-pixel-m2-staging.magento-demo.amasty.com | TEST20474

All Browser Server 6 options selected Clear Activity

Events Received	Received From	Setup Method	Event ID	Time Received
Add to Wishlist Processed	Browser	Manual Setup		Today at 9:11:57 PM
URL: https://facebook-pixel-m2.magento-demo.amasty.com/wishlist/index/index/wishlist_id/1/ Parameters: (7) value: 0 currency: USD content_ids: ["WH07"] content_type: product content_name: Phoebe Zipper Sweatshirt contents: [{"id": "WH07", "quantity": 1}] product_catalog_id: Less Action Source: website Advanced Matching Parameters: IP Address, User Agent				
PageView Processed	Browser	Manual Setup		Today at 9:11:55 PM
PageView Processed	Browser	Manual Setup		Today at 9:11:47 PM
Add to Wishlist Processed	Browser	Event Setup Tool		Today at 9:11:46 PM
ViewCategory Custom Event Processed	Browser	Manual Setup		Today at 9:11:40 PM
PageView Processed	Browser	Manual Setup		Today at 9:11:36 PM

A hint: you can use the [Facebook Pixel Helper](#) browser extension for easier configuration.



How to connect Magento catalog to Facebook?

Having all the catalog data imported to Facebook will help you to get more precise results from the analytics and more correct work of the Facebook Pixel events related to products. Just for that purpose, we can suggest you to use our [Product Feed](#) for Magento 2 extension to export products from Magento and then import this data into Facebook.

Find out how to install the **Facebook Pixel** extension for Magento 2 via [Composer](#).

From:
<https://stg.amasty.net/docs/> - **Amasty Extensions FAQ**

Permanent link:
https://stg.amasty.net/docs/doku.php?id=magento_2:facebook_pixel

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