

# Module – 4 – 4 Facebook Conversion Pixels

**September 14, 2015**

We have seen how to use Facebook Page Likes and the Reports to really laser target who we are sending ads to. Now let's take it to a new level.

## **What is a Conversion Pixel?**

Conversion Pixels are a way to track which people actually converted on your website. In our case this is sales, but it may be opting in to a list or donating etc.

Visitors come to your page and they look around. Some of them buy. Those are the ones we are most interested in.

Information is collected by placing Javascript onto your page. When the page is displayed a very small image is displayed (1 pixel by 1 pixel – you will never see it). When this picture is displayed a couple of things happen.

1. A cookie (small file) is left on the computer indicating that they were on a certain page.
2. The site that created the pixel code (in this case Facebook) is notified that a new visitor reached the special page. Information about that visitor is collected so they can revisit (retarget) that visitor or alternatively they can recognize that visitor when they browse Facebook and take action. (That is why the blue shoes you looked at on Amazon follow you all over Facebook.

☺ )

**IMPORTANT AND CONFUSING ISSUE:** There are two major types of Pixels: Audiences and Conversion Tracking. You can track how many people arrive on a Thank You page with either. Compared to an Audience Pixel, a Conversion Pixel is MUCH more robust. It can record how many sales, how many items are in a Cart, how many items are in a wish list, the sizes purchased, etc. This information lets you record what kind of sales are happening from an Ad Campaign. This article

does a decent job of describing the difference.

<http://www.jonloomer.com/2015/07/16/facebook-upgraded-pixel/>

The Audience Tracking just gives you the count and the ability to go back to target these people later.

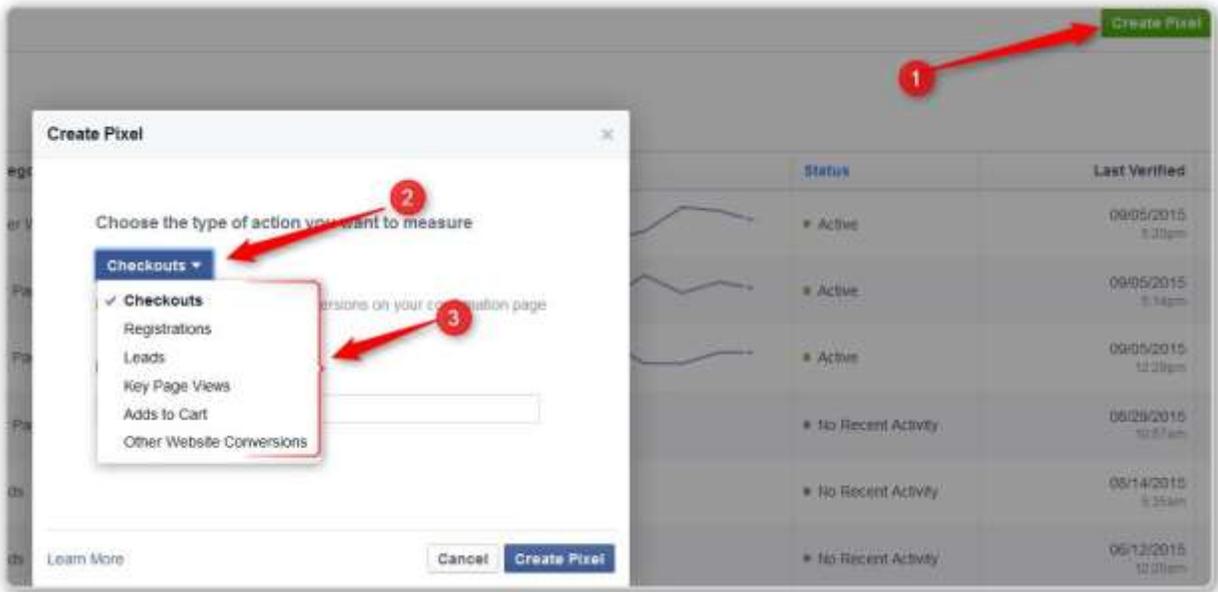
Let's look. Go to your Ads Manager and click on Tools



#1 – Tools

#2 – Conversion Tracking

This takes you to a list of your current Conversion Tracking Pixels.

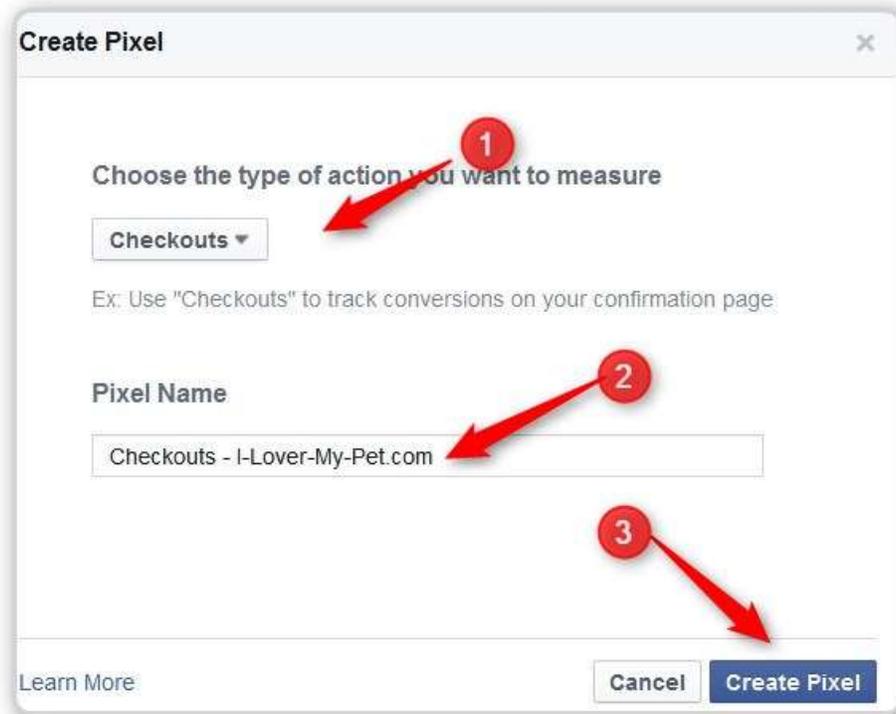


#1 - When you click on Create Pixel a screen pops up

#2 – This is a drop down menu

#3 – These are some of the things you can track.

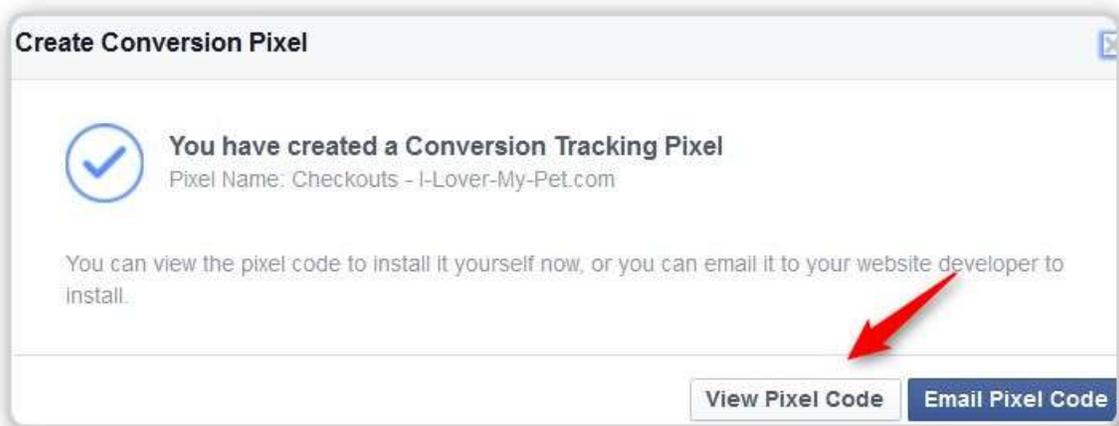
**Let's Go Live**



#1 = Choose Checkouts

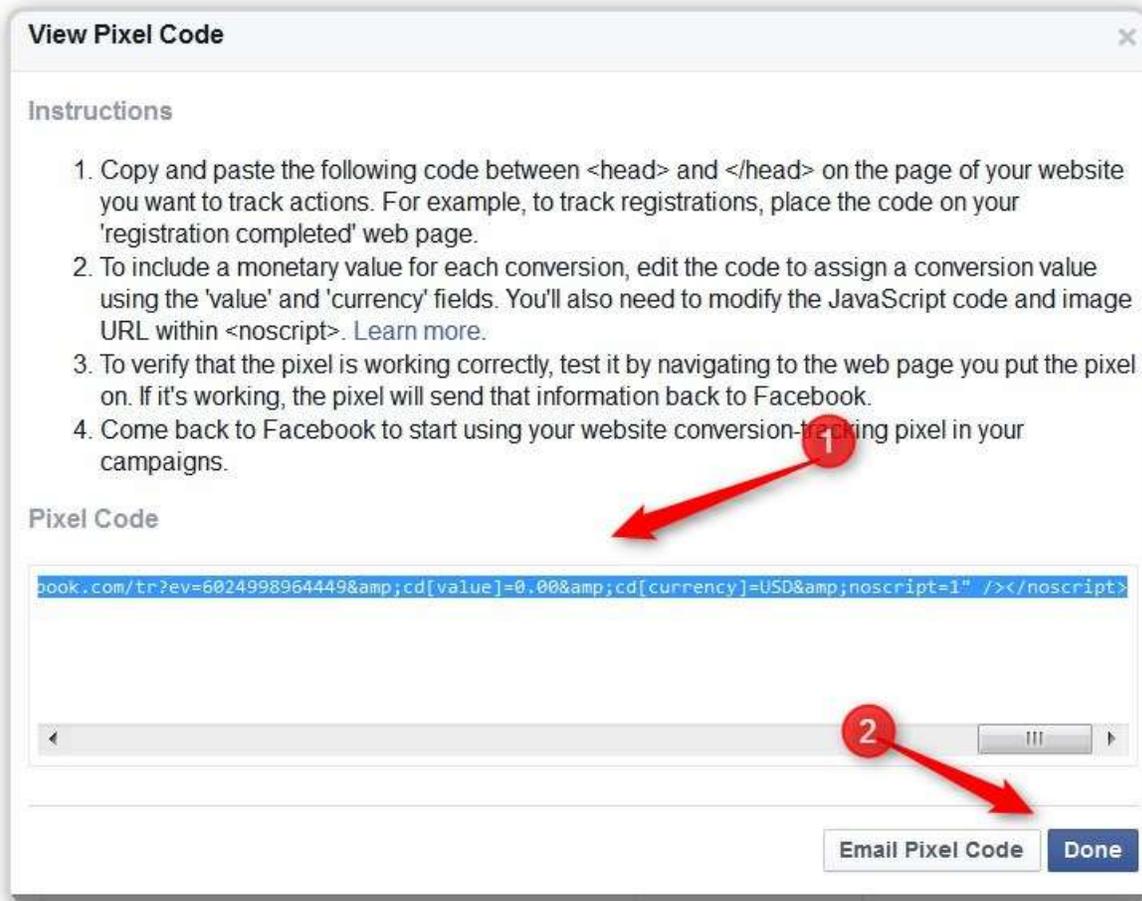
#2 – Give your Pixel a name – in this case it is Checkout and the name of one of my websites.

#3 – Click on Create Pixel



This screen appears. We are going to click View Pixel Code

Now we will see a screen with the JavaScript.



#1 – Highlight the code and click Ctrl-C or Cmd-C or right click → Copy to save the code.

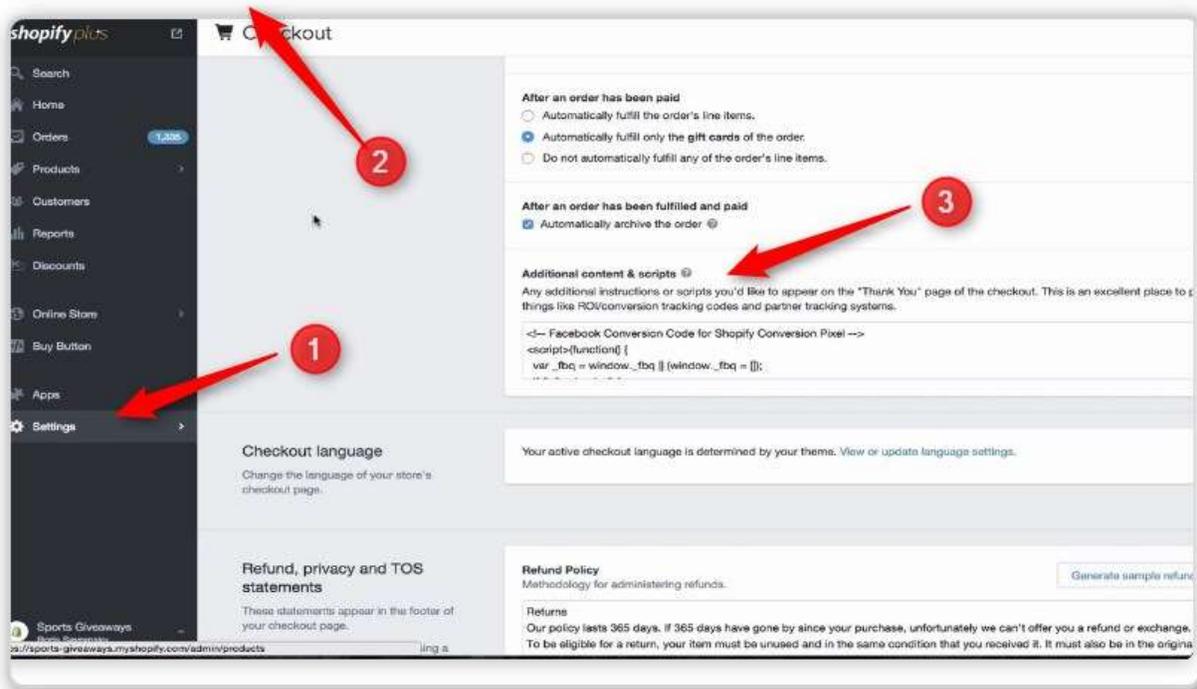
Note; You can save this code in a text editor. DO NOT save it into Word or an HTML editor (Like Evernote). Editors that let you highlight, bold, change fonts etc. add hidden codes into the text. When you try to copy the code into your website it will have codes in it that the Website does not understand.

#2 – Click Close

Note; You can view and copy/paste the code later if you need to.

**NOTE: The information on updating a WordPress ProductPages site is in the Retargeting document.**

In his example he went to a Shopify Store



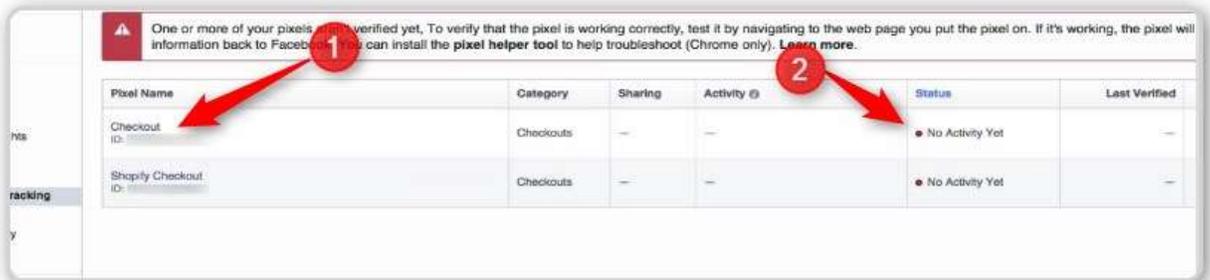
#1 – In the backoffice – click on settings

#2 – Click on Checkout under the Settings option

#3 – Find the Additional content & Scripts

**PASTE YOUR JAVASCRIPT AT THE TOP OF WHATEVER IS THERE**

When you go back to your list of Conversion Pixels, your new one will be there.



#1 – Name of the new Conversion Pixel

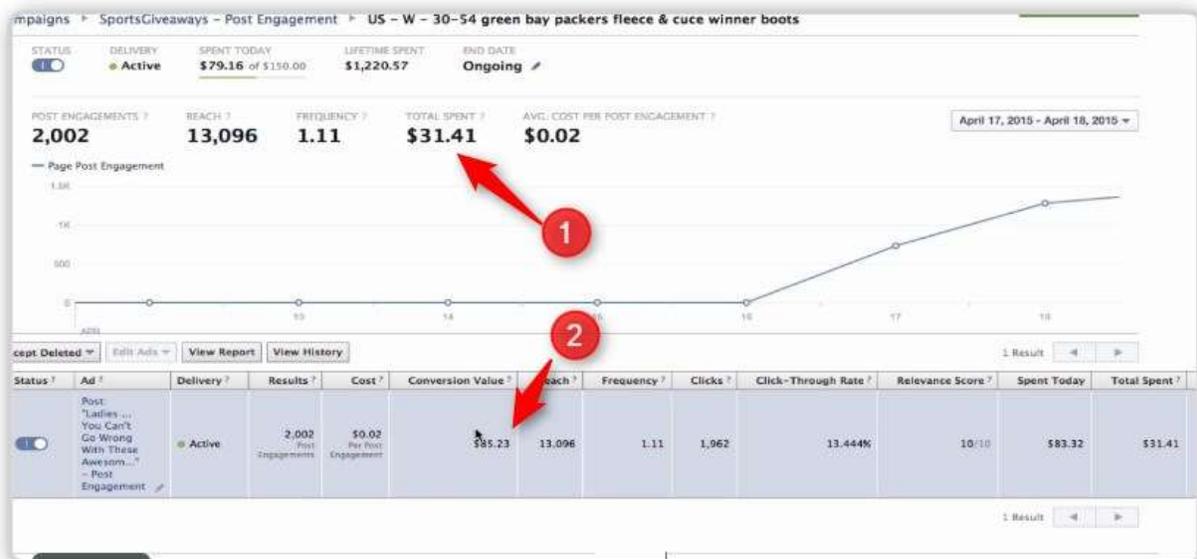
#2 – A Red Dot. Once someone checks out, this will turn green. Right now there hasn't been any activity.

## WHY DO WE CARE?

In addition to just getting the counts, there is another reason.

He described their store with all kinds of licensed sports apparel for major league teams.

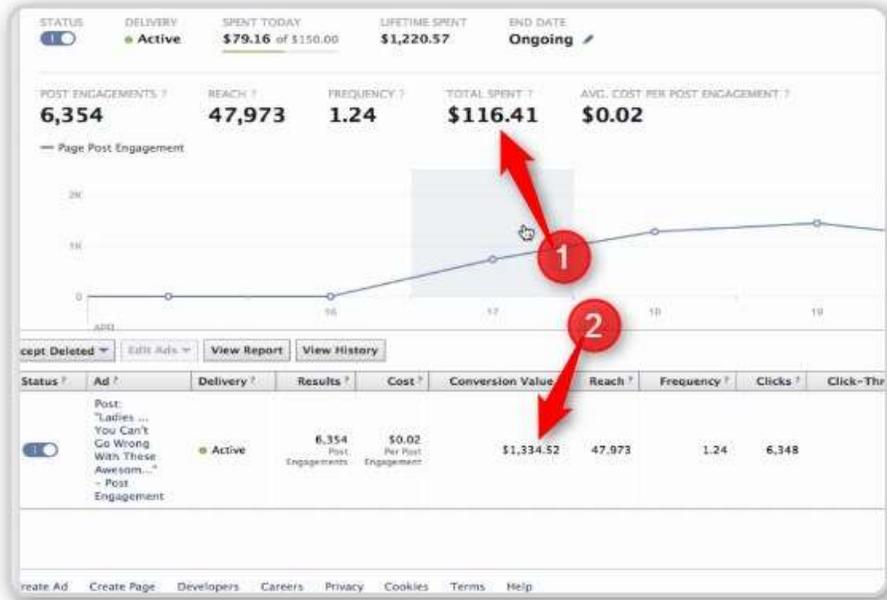
How do we know which items are performing well to our ads?



Example from their store – Greenbay Packer set

#1 – They spent \$31

#2 – They generated \$85 in profit (how often would you do that?)



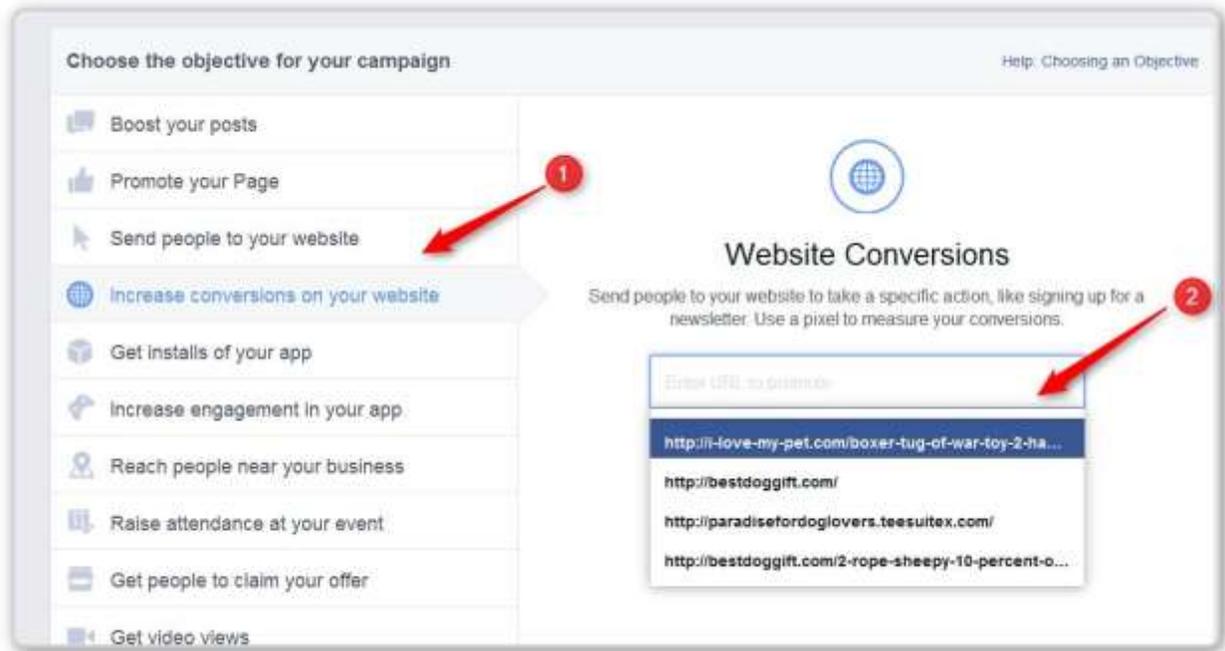
They scaled the ad up and in the following weeks

#1 – Spent \$116.41

#2 – Generated \$1,334.52

That is right at \$1 spent and \$10 generated.

Now when you create a Facebook Ad, you will use the Clicks to Website with Conversion



#1 – Increase Conversion of You Website

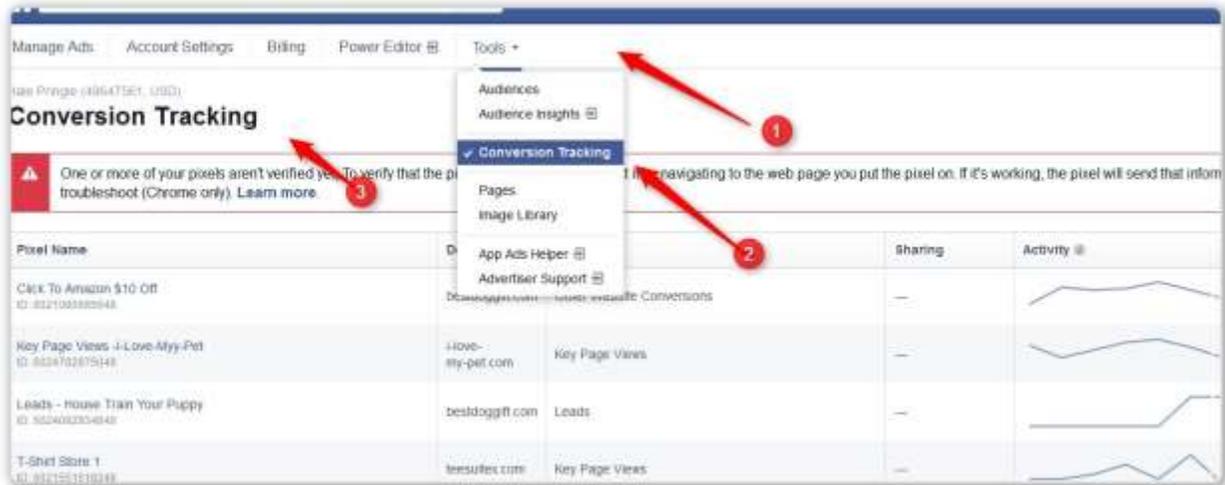
#2 – Pick one of your pre-created Conversion Pixels

Create the FB Ad exactly the same as you have done the previous ads.

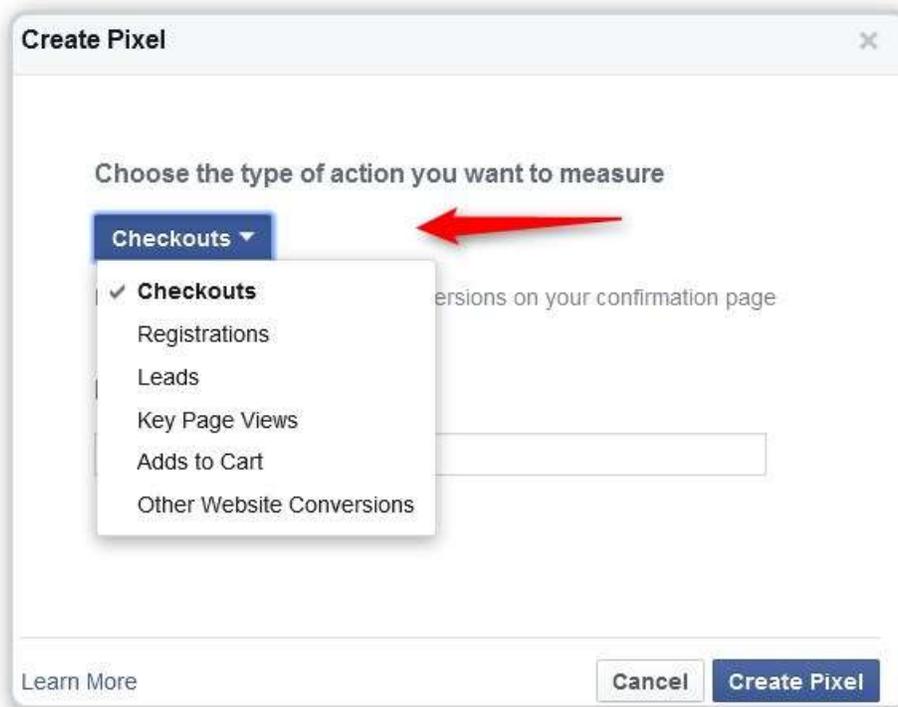
He did talk a little about going to the reports and looking at which of the six images you are run is performing the best. Very similar to the reporting we looked at for Page Likes In Module 4-3.

### **Conversion Pixels in the ProductPages WordPress Sites**

**When you are ready for these you go to the Facebook Ads Manager and click on Tools → Conversion Pixel.**



On this screen the Create Pixel button is green and way up to the right.

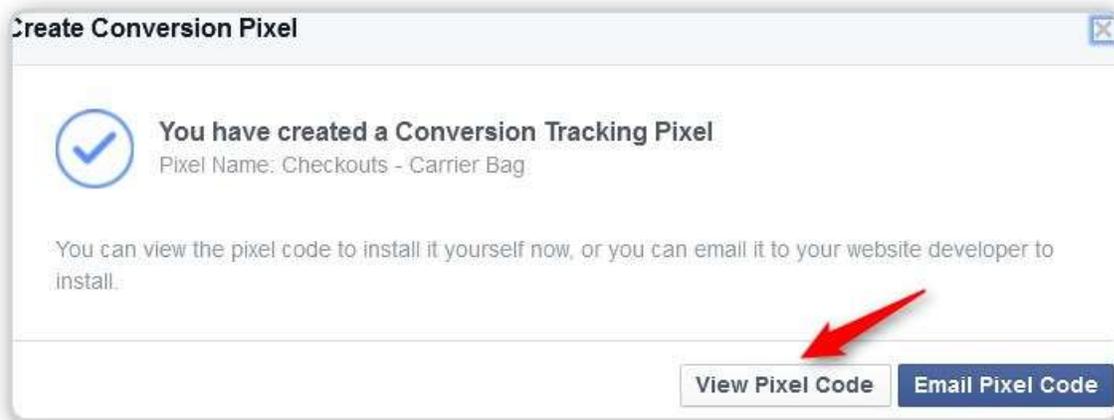


#1 – Probably best to leave this as Checkouts for our purposes

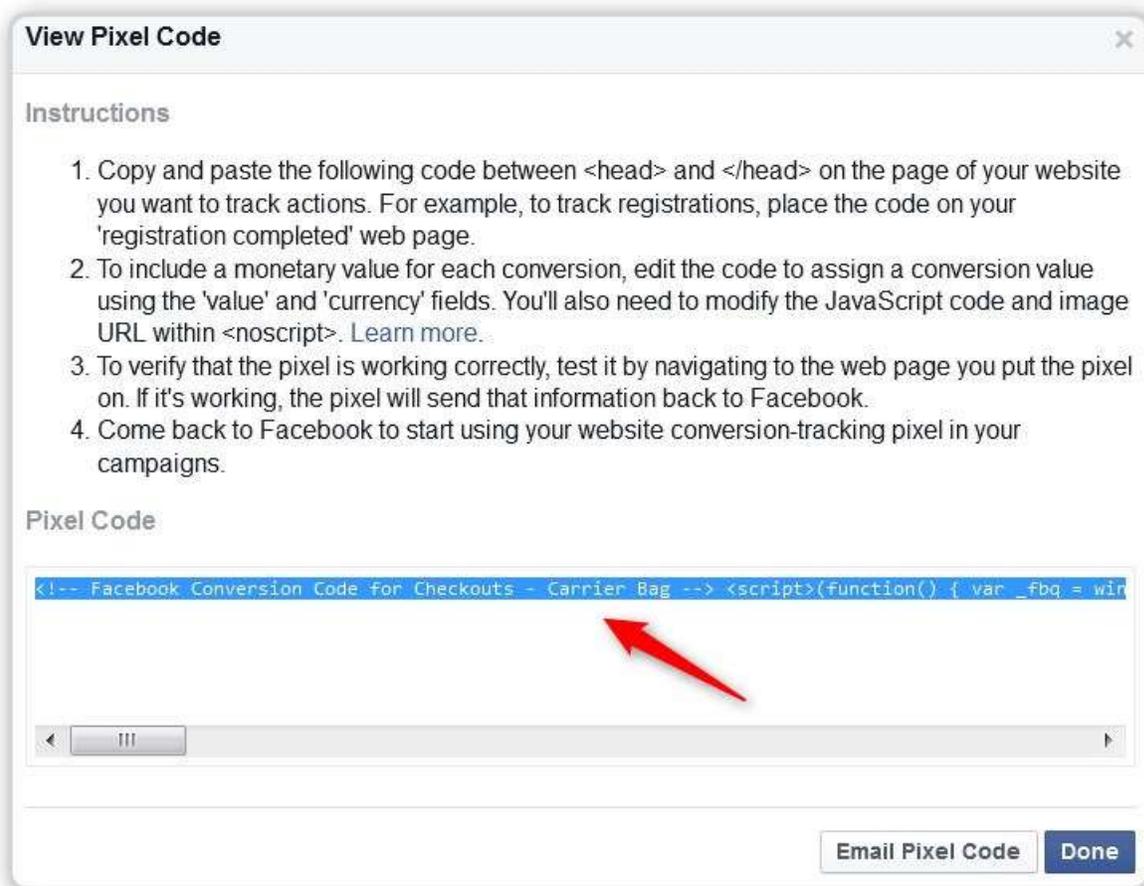
The only other option here (not shown since it is behind the drop down) is to name the Pixel/Audience.

Press the Create Pixel Button

This screen will appear



Click on View Pixel Code



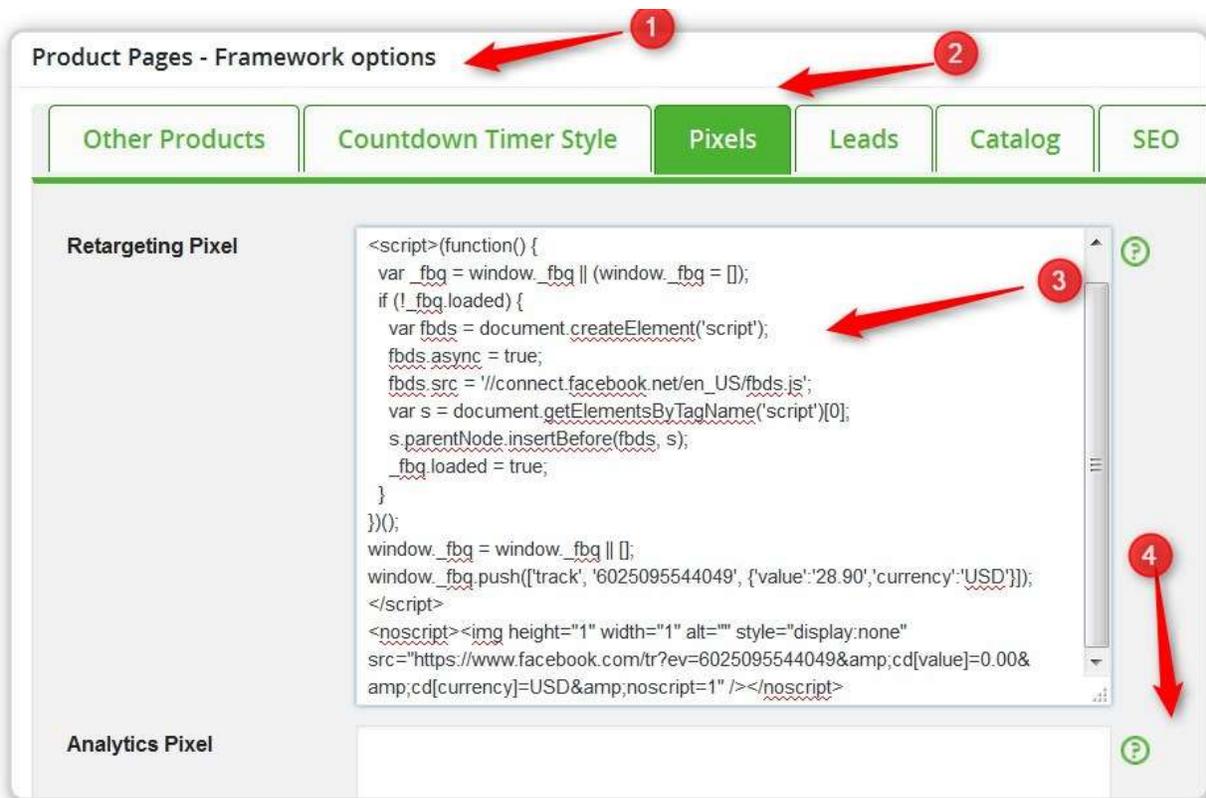
You see some instructions and the JavaScript code. Copy (as ins Copy/Paste) this code.

```
<!-- Facebook Conversion Code for Checkouts - Carrier Bag -->
<script>(function() {
  var _fbq = window._fbq || (window._fbq = []);
  if (!_fbq.loaded) {
    var fbds = document.createElement('script');
    fbds.async = true;
    fbds.src = '//connect.facebook.net/en_US/fbds.js';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(fbds, s);
    _fbq.loaded = true;
  }
})();
window._fbq = window._fbq || [];
window._fbq.push(['track', '6025095544049',
{'value': '0.00', 'currency': 'USD'}]);
</script>
<noscript></noscript>
```

Here is the JavaScript in NotePad. (NOTE AGAIN: DO NOT paste this into WORD or any other editor that uses HTML or is able to bold or change fonts. Those programs add codes into the material you inserted and those codes will break this JavaScript.) The instructions in the previous screen said we could put the price of our item in here. The red arrow shows where.

If you item has variations and sizes it is probably best to leave this blank.

**Once you have the script the way you want it go to your WordPress site site and Edit your product Sales Page.**



**#1 – We have Edited one of the Product Sales pages in our WordPress website.**

**#2 – We Clicked on the Pixels Tab**

**#3 – We pasted the JavaScript (possibly modifies – or you can modify it here)**

**#4 – Click on the Other Product Tab at the top and the big green SAVE NOW button**

**Now if you view the page in Chrome we will see something new.**



**#1 – This is the page we just edited.**

**#2 – The Pixel Helper says 2 Pixels**

**#3 – If we click on the Pixel Helper Icon it will display more information about the pixels**

In the Ad Manager un Conversion Tracking we have a new row and it will fill with data as people visit the page. (Again note: This should be on the Thank You page that visitors ALWAYS land on when they purchase or Opt-In. It isn't so it is kind of a waste right now.

# Transcript

## Facebook Conversion Pixel

All right and welcome to the next video where we're going to be talking about the conversion pixel and how to use it. Now you've learned and just saw how to use page like ads to really optimize your targeting and then how do to use the reports to gain amazing insight into the actual optimization of the keywords, the demographics and the gender and a lot of stuff. And that's really how we use the power of Facebook in so many different ways and the tools that Facebook provides to give us a much higher success rate with all our ads because we use certain strategies which we are sharing with you here that allows us to really take the guesswork out okay and really take that to the next level. So what is a conversion pixel and how do you use it? Now like I said we've learned how to target, we've learned how to optimize our targeting but now let's think this to a whole different level where we can now create things like well I'll show you in a moment but putting a dollar in and taking ten dollars eleven dollars out. And the only, I shouldn't say the only but a really good way, a smart way and an official way to do it is using a conversion pixel and that takes the whole guesswork as well. So let's actually jump in and go to the Internet. And here I am basically in ads manager and if you click on the conversion tracking page inside your ads manager you're going to see a page similar to this or just like this. This is actually a personal account yet another personal account that's why you're not seeing a lot of anything

here. Most of the stuff is in the business account and I'm just going to play around here so that way it's going to be easier for us and there's not going to be any distractions with all other pixels and all that stuff that's happening in our accounts.

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o what is a conversion pixel? Well a conversion pixel really allows you to track conversions. And what does that really mean? Well when the visitors come to your website for example they are just prospects, they're visitors, they're shopping around, they're kicking the tires, they're kind of just seeing what's out there, what is it that you have to offer and some of them end up being your customers right. You use these pixels to basically track customers. You can track check outs, you can track registrations, you can track leads, key page views, adds to cart, other website conversions; you can track a lot of different things using these conversion tracking pixels.

Now what they really do is literally track for you who does what and why. For example you have a webinar you want people to register for the webinar you can track how many people are registering, you can track how many leads you're generating, how many people are coming to your website, how many people are adding to cart but maybe not checking out.

There's a bunch of things that you can track. We're going to keep it simple, we're going to use the exact examples that we have so you can get an idea of what this stuff is.

So what I'm going to do is explain to you how to use the conversion pixel check

out and let's say we use

this you can put check out or any other name in here this is just for you and I'm going to say create a pixel.

And then you're going to take this code, you're going to copy this code and you're going to go over to your Shopify store, you're going to go to settings then check out and you're going to scroll down and you're going to find a section called additional content and script. There's going to be a small window which you can expand or enlarge and as you can see we have a ton of pixels here and a ton of other information which you obviously don't need right now but you will put this all the way on top. So whether you have something here or it's completely empty you're just going to put this code, you're going to paste this code right over here. We already have our code, so I'm not going to paste anything but essentially it's going to look like this. So you're going to paste this code right here, you're going to save your page right over here, then you're going to come back, close this out and this thing is going to look like this. There's no activity yet, there's a red button next to it instead of a green one and nothing basically no stats nothing. The reason is because nothing has happened yet. The first moment somebody actually goes through the process and checks out on your Shopify store and becomes a customer, this will become activated and you have one basically person added to this check out conversion pixel okay. And why do we care about these things besides the obvious to track how many people are doing you know whatever it is that we want to track for example the check outs? Well here is where it gets interesting.

So let's say you have a store that basically allows you to sell one item or you have a store that has multiple items. In our case we have hundreds and even thousands of items in our store and we sell sports apparel. If you haven't deduced yet what niche we're in we are in the sports niche and we are using or selling I

should say licensed sports apparel. And as such we have an enormous amounts of products because every team there's first of all there's a bunch of teams in every league, then every league and every team has multiple products you know many many different products and then every product has different sizes

right. So we have just enormous amounts of products that we sell. So how do we know what performs well when we run ads? Well once we have these checkouts what we can do is create ads and I'll show you how to do just that but we essentially create ads that if we actually go to say eighteenth right. I'm going to show you how this progressed so you get a better understanding. So now that we have these ads running for example in this case it's for Green Bay Packers fleece and boots, it's a combination of two

products but we want to know how this ad is performing. I mean I'll show you how to set this up but for now I just want to show you the results so we can kind of work backwards. So let's say between April 17th and 18th we spent thirty one dollars and we generated eighty five dollars and twenty cents. That's almost one dollar in three dollars out. That's really not bad use of your money. How many you know how often would you put a dollar in and take three dollars out right? You do this as much as possible and as often as possible.

Well we can only see this information these results if you have a conversion pixel associated with your ad and once again I'll show you how to do that but in order to do that you have to have a conversion pixel created in the first place which is what we've done together here. We've created this checkout pixel.

So now when we create our ads we can simply say that look I want to associate this product with this ad with this pixel and then it's going to basically track this information. Every time somebody buys something

and spends any amount of money that money is going to be considered a conversion value because they brought in that much money into your business. So you spent thirty one dollars and you generated almost ninety dollars so that's about one dollar in three dollars out. But that's not the only cool thing about this because now that you see this stuff is working and working pretty well, you can actually scale up and if we take this all the way say to 21st of April you can see that by then we spent one hundred sixteen dollars and generated over thirteen hundred dollars. That's larger than one to ten, that's probably one to eleven if not more than that. But now you're putting one dollar in and you're taking eleven dollars out. That's not a bad way to grow your business and to you know essentially generate revenue. I mean you can do this all day every day if you're utilizing these tools correctly. And that's exactly what the power of the conversion pixel does for you because it allows you to see well hey if I'm doing one dollar in three dollars out let me put as much money as I can in there and generate more sales and you have to do that of course with certain things in mind but you know if you're scaling a product or an ad that works these are the results that you can eventually generate where you put one dollar in and you take eleven dollars out and you can do this over and over and over time after time after time and at the end of the day scale this as much as possible.

At this point you can make better decisions you can make this better everything right you can you can start utilizing this information and maybe applying it to your other ads. What really worked here , let me try to apply that same logic and the same techniques and strategies somewhere else. So I'm showing you guys again live ads right now that are running for us and utilizing

the exact same you know tools, techniques and strategies that I'm sharing with you in this course fully transparent and I'm doing this for a very simple reason because we're not just theoretically sharing this information with you because we read an article, we're doing this day in and day out. This is how we grew from absolutely zero to generating millions of dollars. This is the exact tools, strategies and techniques that we used. So how do we do this? Well if we actually go back to create an ad and in this case you will need to create and increase conversion on your website. The reason why you're using this one is because this is the ad type that allows you as we've discussed before, it allows you to let's say google.com it doesn't really matter. It allows you to really track these conversions. So now it says oh okay you want to send traffic to Google.com which pixel do you want to use . Well remember we created this check out pixel? And even though we it's not activated yet or there's no activity yet, we still select this pixel because what's going to happen is we will of course generate that activity with this ad. So it says do you want to add your pixel yourself or do you want someone else to do it, you can say I want to add this pixel myself because we've already done it and because it's not activated Facebook doesn't know that we've done it, so it's telling us to do it again. But we've already done it we've added that pixel to Shopify as I showed to you earlier and

now we go ahead and we set up this ad with the targeting and everything else just like we learned to do before. We set up either a single ad, image ad or a multiple image ad which also of course allows us and Facebook in particular to test which images work better and then we can use the reporting to see which images perform better, which images get clicked on more, which get responded to more and so on. Again in the report s, just like we've seen the reports in the page like ads we can go and look up the reports for the image and how they are performing. So it's best to use multiple image ads and then basically add those images and Facebook will do the hard work for you. But the point here is that once you set this ad up just like we did before the only difference is that you choose to obviously this would be a URL to your direct product for example and you would choose to associate it with this check out and this check out pixel has been added to your check out page inside your Shopify everything is set. Everything is ready. Now, when you run this ad, these are the things that you're going to be able to see. Hey I spent a dollar, I'm generating eleven dollars back. Not too bad, that means it's working obviously or it's not working then you can easily shut it down. But this is how and why the conversion pixels are so powerful. Right so in the next video we're going to cover a retargeting pixel and why that is also a very powerful tool, technique and strategy that you should apply in your own business. So I'll see you in that video.