Create and Install a Facebook Pixel

Facebook Pixels are very useful when creating social media ads and targeting the right audience for those ads.

Essentially what a Facebook Pixel does is track who is coming to your website, what actions they are taking and if they should target people like that person on Facebook and Instagram for your social media page.

In this article, we'll cover how to create and install a pixel on your website.

Before you begin

- You need a website for your business.
- You must be able to update your website's code.

1. Create a Facebook pixel

1. Go to your **Pixels** tab in Facebook Events Manager.
2. Click **Create a Pixel**.
3. Read how the pixel works, then click **Continue**.
4. Add your **Pixel Name**.
5. Enter your website URL to check for easy set up options.
6. Click **Continue**.

2. Add the Facebook pixel to your website

Once you've created your pixel, you're ready to put the Facebook pixel code on your website. For instructions on how to do this, choose your setup option:

OPTION 1: Manually add pixel code to website

1. Go to the **Pixels** tab in Events Manager.
2. Click **Set Up Pixel**.
3. Click **Manually add pixel code to website**.
4. Copy the pixel base code.
5. Find the header of your website, or locate the header template in your CMS or web platform.
6. Paste the base code at the bottom of the header section, just above the closing head tag.

```
<!-- Example -->
!DOCTYPE html>
<html lang="en">
  <head>
    <script>...</script>
    insert_pixel_code_here
  </head>
```

7. Optional: Toggle on **Automatic Advanced Matching** and verify the customer information you want to send.

8. Add events
    1. Event Setup Tool
        1. Click **Launch Event Setup Tool** to add events and parameters without additional coding.
        2. Follow the onscreen instructions to add events to your website.

Use a partner integration

1. Go to the **Pixels** tab in Events Manager.
2. Click **Set up Pixel**.
3. Click **Use a Partner Integration**.
4. Select a partner from the list.
5. Follow the onscreen setup instructions.

You can also set up your Facebook pixel on your website by going to the Partner Integrations page, selecting your partner and following the onscreen instructions. Learn more about the benefits of using partner integrations to set up your pixel.

If you don't see your platform, there are 2 other ways to set up your pixel.

Email instructions

If someone else updates the code on your website, follow these steps to email them your Facebook pixel setup instructions.

1. Go to the **Pixels** tab in Events Manager.
2. Click **Set up Pixel**.
3. Click **Email Instructions**.
4. Enter the recipient’s email address.
5. Click **Send** at the bottom of the page.

Set up events

After you add the pixel base code to your website you can set up events to measure the actions you care about, like making a purchase. You can do this by manually installing the code or by using the point-and-click Event Setup Tool. Then, make sure that your pixel is working correctly.