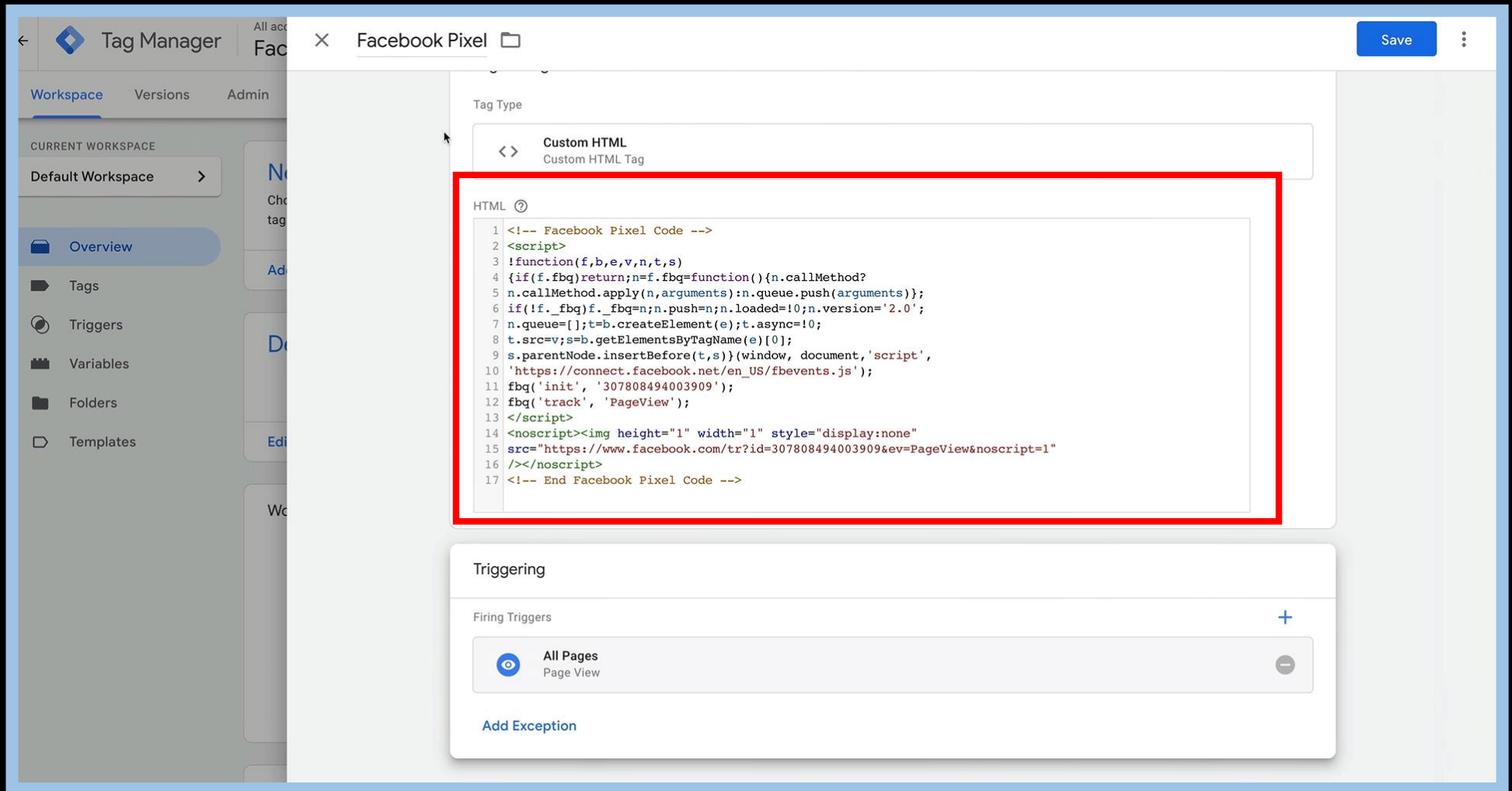


Facebook Conversion API/Server Side Tracking

Work Sample

FB Pixel Code Integration



The screenshot displays the Facebook Tag Manager interface. The left sidebar shows the 'Workspace' tab with 'Default Workspace' selected. The main area is titled 'Facebook Pixel' and shows a 'Custom HTML' tag. The HTML code is highlighted with a red border and contains the following:

```
1 <!-- Facebook Pixel Code -->
2 <script>
3 !function(f,b,e,v,n,t,s)
4 {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
5 n.callMethod.apply(n,arguments):n.queue.push(arguments)};
6 if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
7 n.queue=[];t=b.createElement(e);t.async=!0;
8 t.src=v;s=b.getElementsByTagName(e)[0];
9 s.parentNode.insertBefore(t,s)}(window, document, 'script',
10 'https://connect.facebook.net/en_US/fbevents.js');
11 fbq('init', '307808494003909');
12 fbq('track', 'PageView');
13 </script>
14 <noscript></noscript>
17 <!-- End Facebook Pixel Code -->
```

Below the code, the 'Triggering' section shows 'Firing Triggers' with a single trigger: 'All Pages' (Page View). An 'Add Exception' link is visible at the bottom of the triggering section.



CAPI Tag Linking



The screenshot shows the Google Tag Manager interface. On the left is a sidebar with navigation options: Overview, Clients, Tags (selected), Triggers, Variables, Folders, and Templates. The main area is titled 'Tag Configuration' for an 'Untitled Tag'. The 'Tag Type' section shows 'Facebook Conversions API Tag' by 'facebookincubator' highlighted with a red box, with a 'GALLERY' button to its right. Below this is a 'Tag permissions' section showing '3 permissions'. The 'Pixel ID' field is empty. The 'API Access Token' field contains a long alphanumeric string. The 'Test Event Code' field contains 'TEST87059'. The 'Action Source' field is set to 'Website'. A 'Triggers' section is partially visible at the bottom. A 'Save' button is in the top right corner.

Tag Configuration

Tag Type

Facebook Conversions API Tag
facebookincubator

GALLERY

Tag permissions 3 permissions

Pixel ID

API Access Token ?
EAAX5wcW0IVsBA0zALHf41XjpZBvOTi6EhiXXKGBusdeiMU2LgAsjWaJefTuJnRdV44V9boKgrojfWFIj0Pky600bfGefhBbHchD75tHfZC0Xk4ibV0gsa6PTHKXpr3EAQ2ZAbfh

Test Event Code ?
TEST87059

Action Source ?
Website

Triggers

Event Setup in GTM

Workspace Versions Admin Workspace Changes: 2 Preview Submit

CURRENT WORKSPACE
Default Workspace >

Overview
Tags
Triggers
Variables
Folders
Templates

Tags

☐ Name ↑	Type	Firing Triggers	Last Edited
☐ FB - Checkout - tag	Facebook Pixel	FB - Checkout - Trigger	a month ago
☐ FB - Purchase - Tag	Facebook Pixel	FB - Purchase - Trigger	an hour ago
☐ FB - SS - GA4 - Add to cart - Tag	Google Analytics: GA4 Event	FB - Add to cart - Trigger	27 minutes ago
☐ FB - SS - GA4 - Purchase	Google Analytics: GA4 Event	FB - Purchase - Trigger	20 minutes ago
☐ FB - SS - GA4 - View Item - tag	Google Analytics: GA4 Event	FB - ViewContent - Trigg	2 minutes ago
☐ FB Pixel - Add to cart - Tag	Facebook Pixel	FB - Add to cart - Trigger	an hour ago
☐ FB Pixel - PageView - All Pages	Facebook Pixel	All Pages	10 minutes ago
☐ FB Pixel - ViewContent - Tag	Facebook Pixel	FB - ViewContent - Trigg	3 minutes ago
☐ GA4 - Config - All Pages	Google Analytics: GA4 Configuration	All Pages	8 minutes ago

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Testing the Events



The screenshot displays the 'Test Events' interface. At the top, there are tabs for 'Overview', 'Test Events' (selected), 'Diagnostics', 'History', and 'Settings'. A 'Create' button is visible in the top right corner. The main content area is divided into two columns. The left column shows a tree view of events, and the right column shows a list of event details.

Event Tree View (Left Column):

- PageView (Processed)
- PageView (Deduplicated)
- View Content (Processed)
- View Content (Processed)
- View Content (Deduplicated)
- user_engagement Custom Event (Processed)
- PageView (Processed)
- PageView (Processed)

Event Details Table (Right Column):

Source	Integration	Event ID	Timestamp	Actions
Browser	Partner Integration	163362648...	Today at 11:08:04 PM	▼
Server	Manual Setup	163362648...	Today at 11:08:02 PM	▼
Browser	Partner Integration	163362648...	Today at 11:08:04 PM	▼
Browser	Partner Integration	163362648...	Today at 11:08:04 PM	▼
Server	Manual Setup	163362648...	Today at 11:08:02 PM	▼
Server	Manual Setup	163362646...	Today at 11:07:58 PM	▼
Browser	Partner Integration	163362646...	Today at 11:07:43 PM	▼
Browser	Partner Integration	163362646...	Today at 11:07:43 PM	▼