

# Facebook Ads Conversion Tracking

## Work Sample

### FB Pixel Code Integration

The screenshot displays the Google Tag Manager interface. On the left, the 'Workspace' sidebar shows 'Default Workspace' and a list of items: Overview, Tags, Triggers, Variables, Folders, and Templates. The main area is titled 'Facebook Pixel' and shows a 'Custom HTML' tag. The HTML code is as follows:

```
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

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

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## Testing the Events



Overview **Test Events** Diagnostics History Settings

Create ▾

PageView	Processed	Browser	Partner Integration	163362648...	Today at 11:08:04 PM	▾
PageView	Deduplicated ⓘ	Server	Manual Setup	163362648...	Today at 11:08:02 PM	▾
View Content	Processed	Browser	Partner Integration	163362648...	Today at 11:08:04 PM	▾
View Content	Processed	Browser	Partner Integration	163362648...	Today at 11:08:04 PM	▾
View Content	Deduplicated ⓘ	Server	Manual Setup	163362648...	Today at 11:08:02 PM	▾
user_engagement Custom Event	Processed	Server	Manual Setup	163362646...	Today at 11:07:58 PM	▾
PageView	Processed	Browser	Partner Integration	163362646...	Today at 11:07:43 PM	▾
PageView	Processed	Browser	Partner Integration	163362646...	Today at 11:07:43 PM	▾