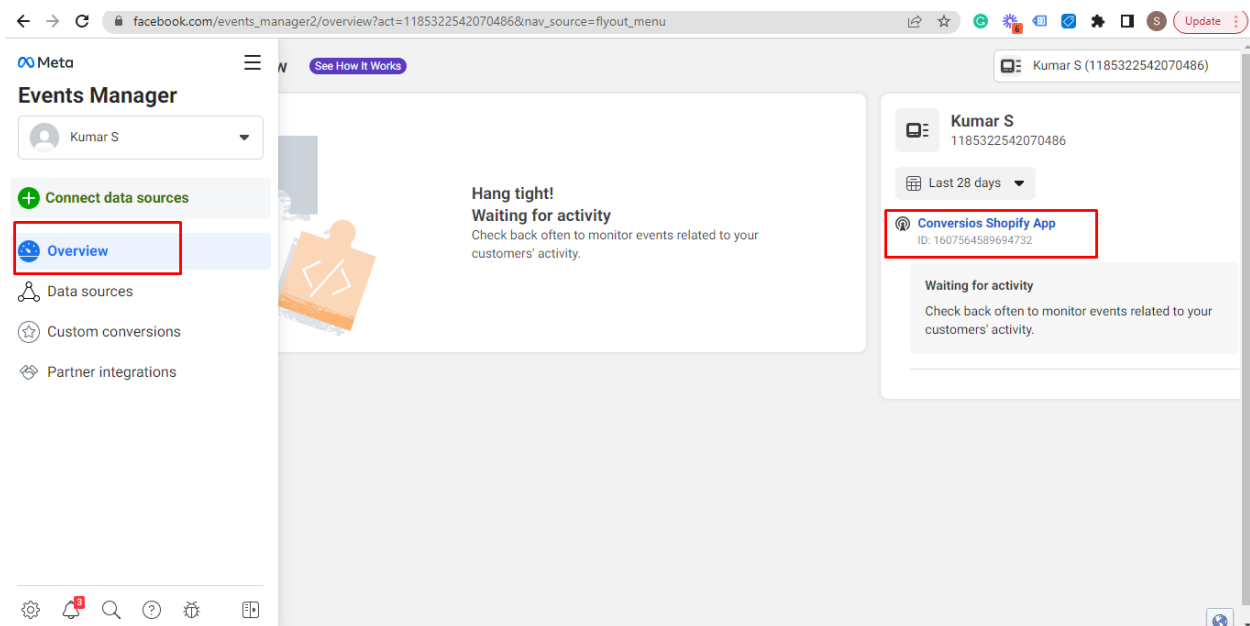


How to find and integrate Facebook pixel id using Conversios Shopify App?

Step 1: Go to <https://business.facebook.com/> and login to your Facebook business manager account

Step 2: Go to “Event Manager” and you will find the FB pixel id as shown below:



Step 3: If you do not have Facebook pixel id, create a new one by following below steps:

Log into your Facebook Business Account, You should have access to a Business Manager account /create a new one.

CONVERSIOS

Connect a New Data Source ✕

Send information from any place where your customers interact with your business. This information can then be used to create audiences and run campaigns. Choose one to get started.

Web
Connect your website to share activity that occurs online, including view content, add to cart and purchases.

App
Connect your app to share activity that occurs in your app, including installs, purchases.

Offline
Connect your offline information to send activity that occurs in stores or anywhere that is not on the web.

[Give Feedback](#) Cancel Get Started

From your Facebook Events Manager, click Connect to Data Sources in the left-hand menu, then select Web. Click Get Started to continue.

Select Facebook Pixel, then click Connect.

Set up Web Events ✕

Select a connection method

Choose how you'd like to connect your website so you can start sending web events.

Conversions API
Send web events and parameters directly from your server using an API.
[Learn More](#)

Facebook Pixel
Send web events and parameters through the web browsers your customers use when interacting with your website.
[Learn More](#)

[Give Feedback](#) Back Connect

Name your pixel, enter your website URL, and click Continue.

Connect Website Activity Using Facebook Pixel



Add Details

Send web events and parameters through the web browsers your customers use when interacting with your website.

Name Your Pixel

Create a pixel for your browser events by entering a pixel name. Web events sent through the browser are linked to a pixel name and are processed as pixel events, so you can use them in measurement, reporting and optimization.

Check your website for easy set up options - Optional

Enter your website's URL and we'll check to see if your site was set up using one of our integration partners, such as Wordpress, Shopify or Squarespace. Partner integrations offer easy setup methods that don't require experience writing code.

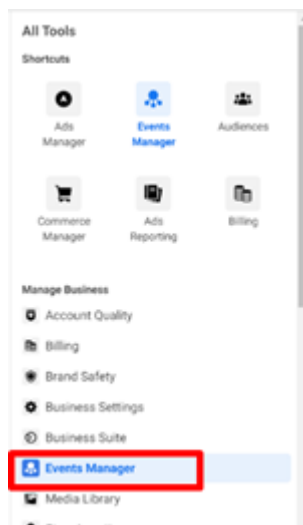
By clicking Continue I agree to the Facebook Business Tools Terms.

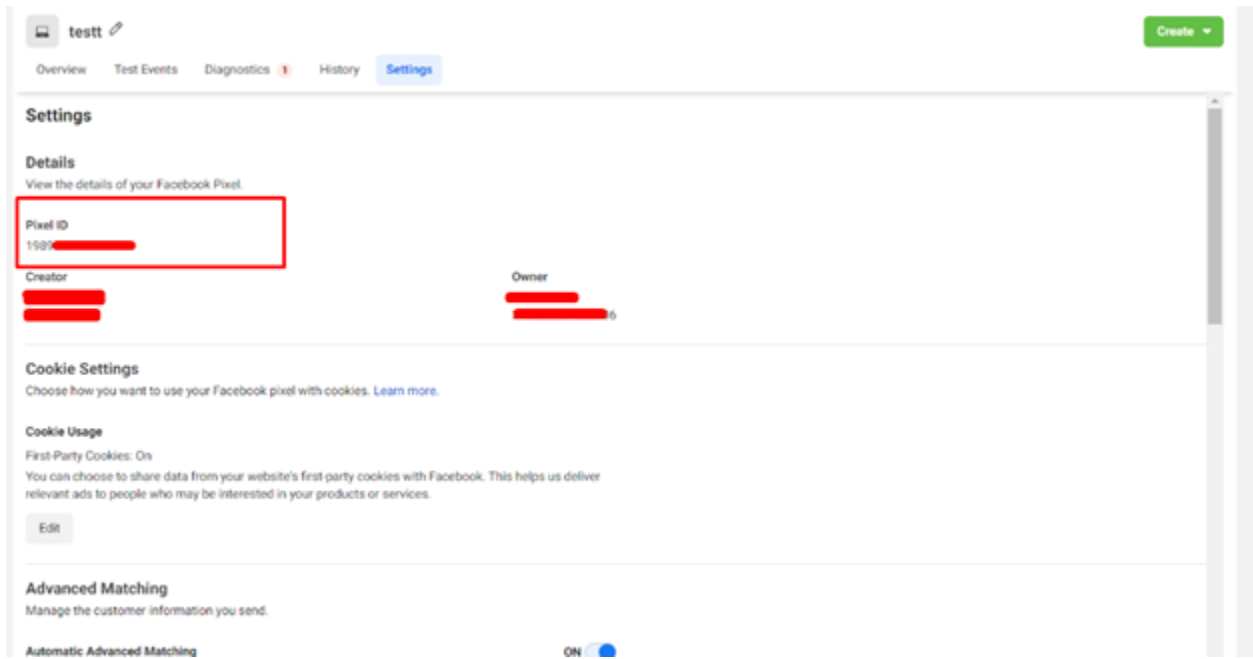
[Give Feedback](#)

Back

Continue

Click on Events Manager as show below:





Just add this pixel id in the Conversios plugin as mentioned below box: