

Installing the Google Tag Manager Code AND the Facebook Pixel Code In a Shopify Site

By Dr. Hale Pringle - November 18, 2015

Philippe Kyprianou did a nice video on YouTube showing how to install Facebook's Pixel code into Shopify stores. My only problem with it is that the average Joe would find it very difficult to follow along. See the difference between { and (in the video alone was a daunting task – unless you can program in PHP. This set of screen shots and explanations should make it much easier.

His YouTube Video: <https://www.youtube.com/watch?v=JpLLk64e5Y>

Why are We Doing This?

First the HOW: We are doing two things here.

1. Installing the Google Tag Manager code
2. Installing the Facebook Pixel code

The Google Tag Manager Code lets us modify which snippets of code fire on a website without having to constantly edit the web site. Read here for more information <https://support.google.com/tagmanager/answer/6102821?hl=en>

And now the WHY: To make more SALES! The Facebook Pixel code allows us to see information about visits to our pages and it creates “custom audiences.” These are lists that Facebook keeps. You can send ads to these lists. The original “retargeting” was to create a list of people who landed on a sales page and a list of those that purchased from the sales page. You could then have ads follow a person around Facebook. The group targeted was the people who looked at the product minus the ones that bought. Then we can “re-show” the product to

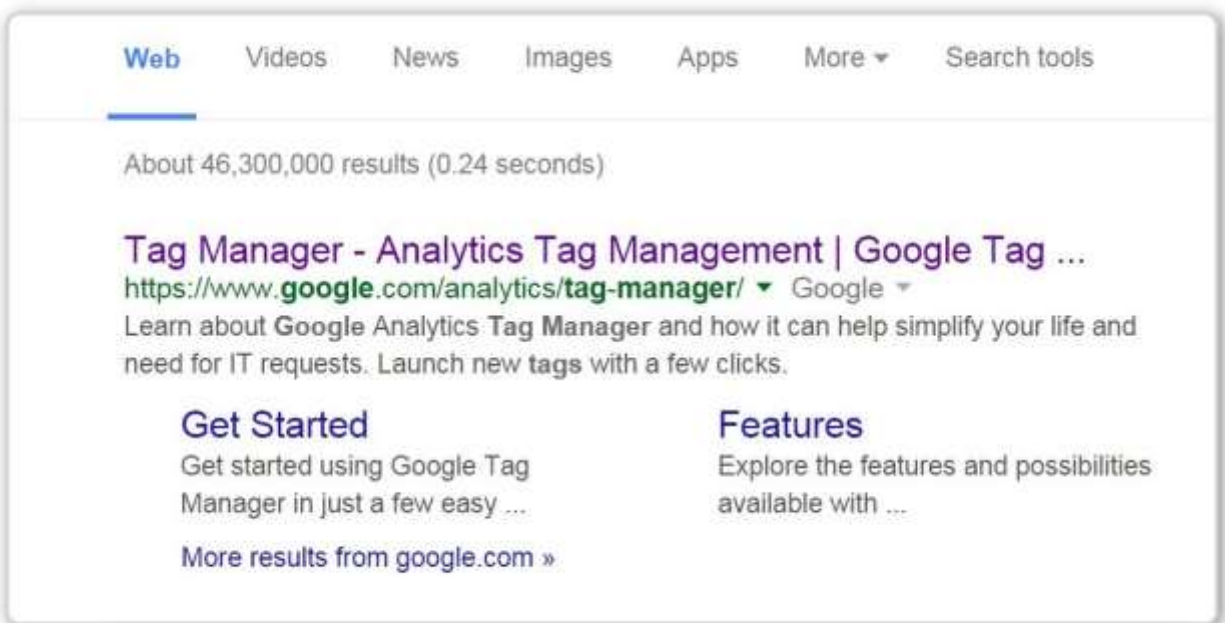
people who were interested enough to look but not to buy. Studies have shown that people usually need to see a product multiple times (between 7 and 20) before they decide to buy. Having the product “follow” them around Facebook allows us to show our product to our potential customers several times.

Today these lists are used to target people with ads for new, but similar products. This is like an email list, only it is much easier to collect.

Start by Installing The Google Tag Manager Code

We will start by using the Google Tag Manager. Google for the phrase “Google Tag Manager” (without the quotes) and you should see something like this

Search Results for Google Tag Manager



Open the website and you will see this:

Inside the Google Tag Manager

Overview

Features

Success Stories

Resources

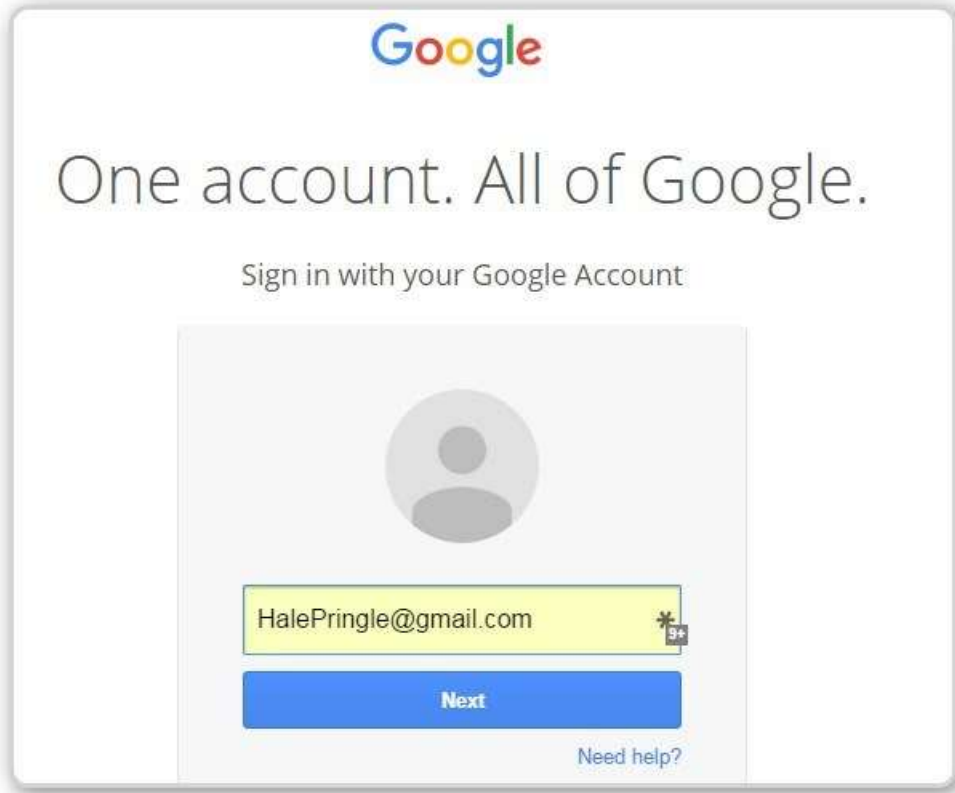
Never miss a marketing opportunity.

Rather than waiting months for site code updates, Google Tag Manager lets you launch new tags with just a few clicks. The result? You'll enjoy faster, tighter control over your digital marketing and analytics programs.

[SIGN UP FOR FREE](#)

Click on the Green button and log into your Google Account (you must have one)

Google Account Sign Up



We need to start by setting up a new Account inside the Tag Manager

New Account

Add a New Account

1 Setup Account

Account Name

PFDL Shopify Store

Share data anonymously with Google and others ?

Continue

2 Setup Container

Create Cancel

#1 – Enter a name for your Account

#2 – Press Continue

Enter the URL of the site you are working on

Site URL

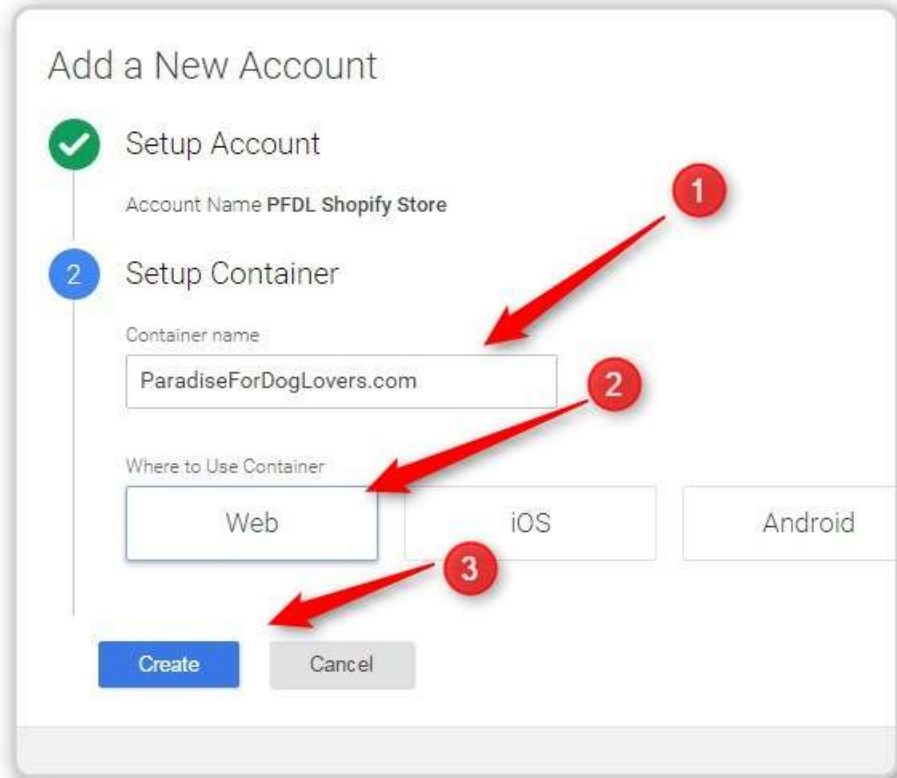
Add a New Account

✓ Setup Account
Account Name PFDL Shopify Store

2 Setup Container
Container name
ParadiseForDogLovers.com

Where to Use Container
Web iOS Android

Create Cancel



#1 – Enter the URL

#2 – Choose WEB

#3 – Click the CREATE Button

Agree to the Terms of Service

Terms Of Service

Google Tag Manager Terms of Service Agreement

English

Google Tag Manager Use Policy

Use of the Google Tag Manager (the "Service") is subject to this Google Tag Manager Use Policy. This Policy applies in addition to the Google Terms of Service and the Google Privacy Policy.

If You use the Service to support products or services from Google, from a 3rd party or designed by You ("3rd Party Tags"), You will have and abide by an appropriate privacy policy, and will comply with all applicable agreements and regulations (also relating to the collection of information), including:

- the Google Analytics Terms of Service located at: <http://www.google.com/analytics/tos.html>,
- the agreement between You and DoubleClick that is in effect during the dates that You are participating in the Service, and
- the Google Inc. Advertising Program Terms (or, if applicable, as negotiated).

If You have 3rd Party Tags delivered through the Service:

- Google is not responsible for 3rd Party Tags.
- Google may screen automatically such 3rd Party Tags to ensure compliance with this policy.
- You guarantee that You have the rights to upload the 3rd Party Tags.
- You agree not to, and not to allow third parties to use the Service or interfaces provided with the Service:
 - to engage in or promote any unlawful, infringing, defamatory or otherwise harmful activity;
 - to disable, interfere with or circumvent any aspect of the Service;
 - to upload any data to Google that personally identifies an individual (such as a name, email address or billing information), or other data which can be reasonably linked to such information by Google; or
 - to access any other Google product or service in a manner that violates their respective terms.

Our use of Google Tag Manager data

We may collect information such as how the Service is used, and how and what tags are deployed. We may use this data to improve, maintain, protect and develop the Service as described in our [privacy policy](#), but we will not share this data with any other Google product without Your consent.

Click the YES Button

You will see the Google Tag Manager Code

Code We Will Put In Your Shopify Site

Install Google Tag Manager

Copy the code below and paste it onto every page of your website. Place it immediately after the opening <body> tag.

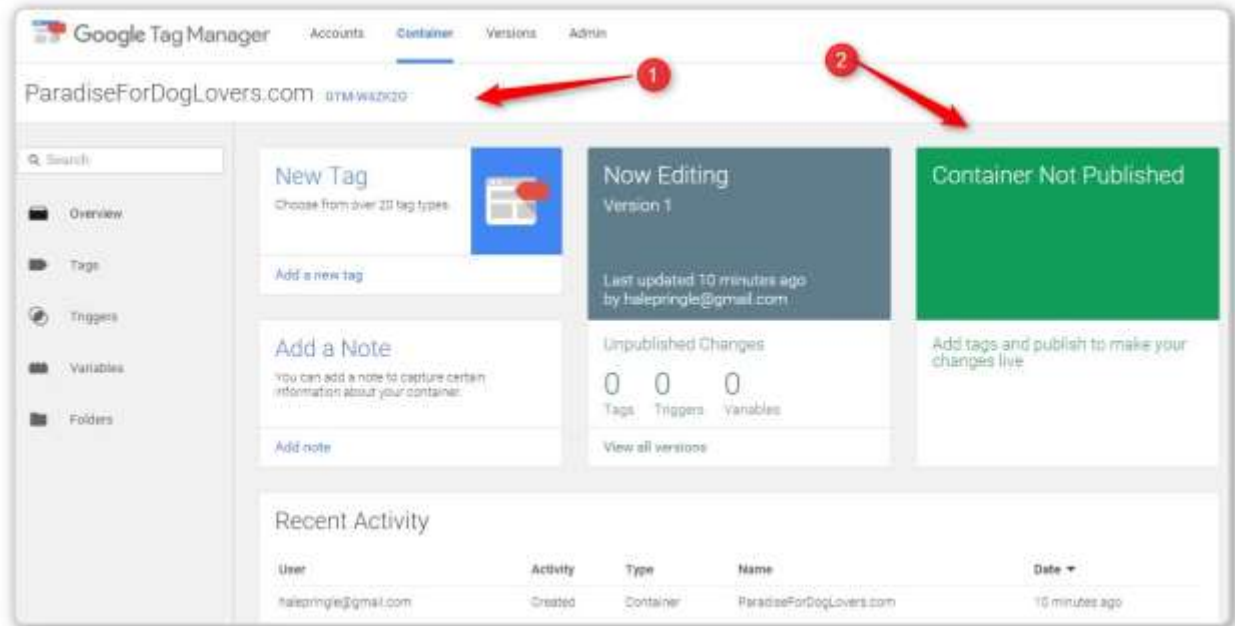
```
<!-- Google Tag Manager -->
<noscript><iframe src="//www.googletagmanager.com/ns.html?id=GTM-W42K2G"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-W42K2G');</script>
<!-- End Google Tag Manager -->
```

For more information about installing the Google Tag Manager snippet, visit our [Quick Start Guide](#).

Highlight the JavaScript code (in the box) and “Copy” it (Cmd-C or Ctrl-C or Right Click → Copy)

Now you will see the main Dashboard for this “Account”

Dashboard



#1 – This is the name of the Account

#2 – This shows that this Account is NOT functional yet. It has not been “published”

Sign Into Your Shopify Store

Shopify Store

The screenshot shows the Shopify admin interface. The left sidebar has a dark background with white text and icons for navigation: Search, Home, Orders, Products, Customers, Reports, Discounts, and Online Store. A red arrow points to the 'Online Store' option. The main content area is titled 'Online Store / Overview' and displays a 'Sales' summary table. The table has two columns: 'Time Period' and 'Total sales'. The data is as follows:

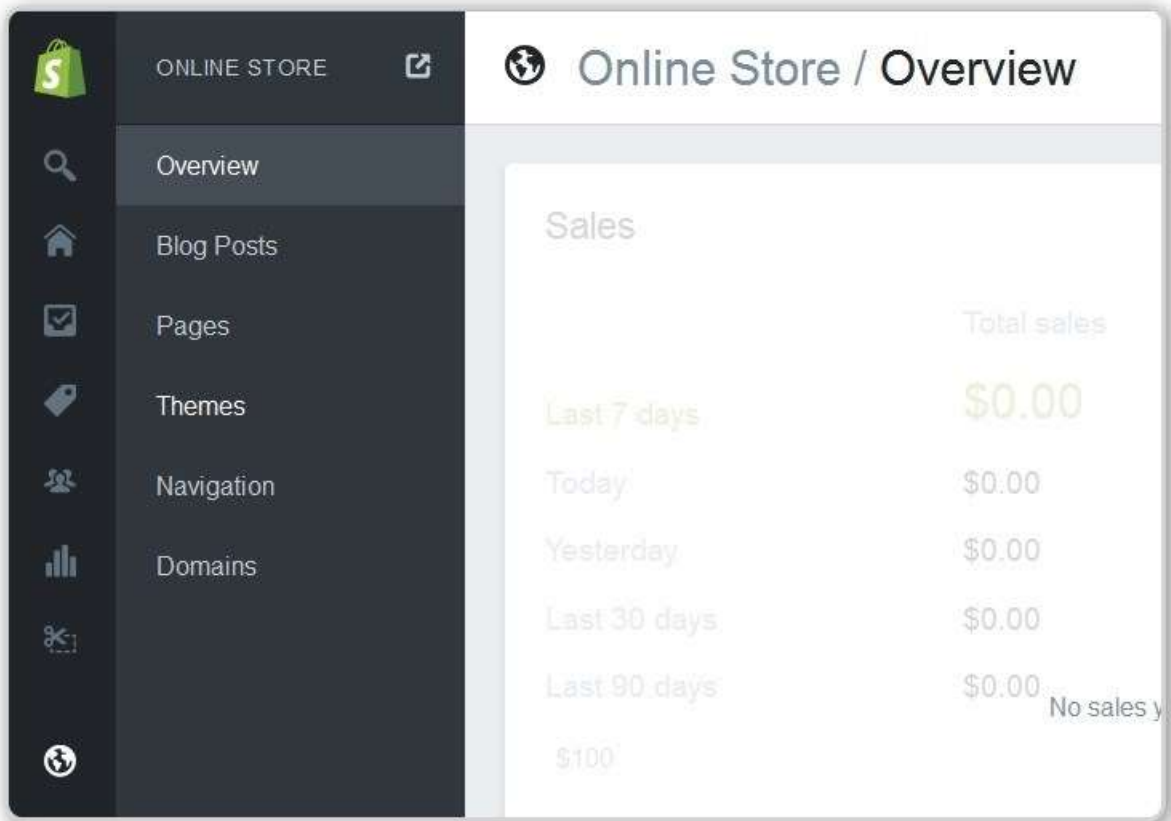
Time Period	Total sales
Last 7 days	\$0.00
Today	\$0.00
Yesterday	\$0.00
Last 30 days	\$0.00
Last 90 days	\$0.00

At the bottom right of the table, it says 'No sales yet.' There is also a '\$100' value visible at the bottom left of the table area.

Click on the “Online Store” menu option

You will see this.

“Online Store” Sub-menu



Click on the “Themes” Sub-Menu

Themes Sub-Menu



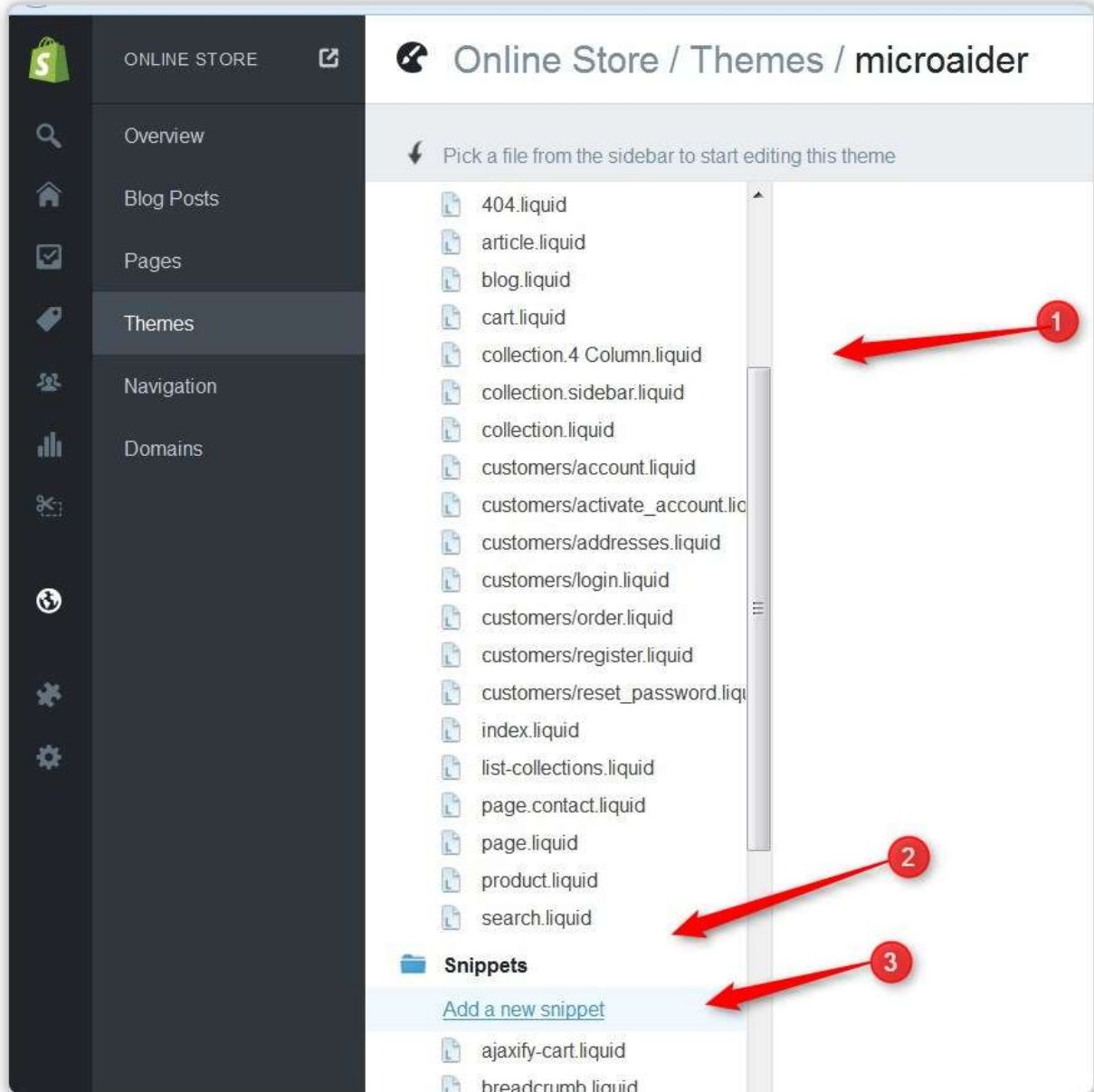
#1 – You have clicked the Themes Sub-Menu

#2 – Click the Three Dots

#3 – Click the Edit HTML/CSS option

We are going to add a **Snippet**

Edit HTML/CSS Screen



#1 – This is what the “Edit HTML/CSS” Screen looks like

#2 – Scroll down and find the “Snippets” section

#3 – Click on the “Add a new Snippet” link

We are going to paste the code we “copied” in the Google Tag Manager here

Pasting Code Into the New Snippet Box



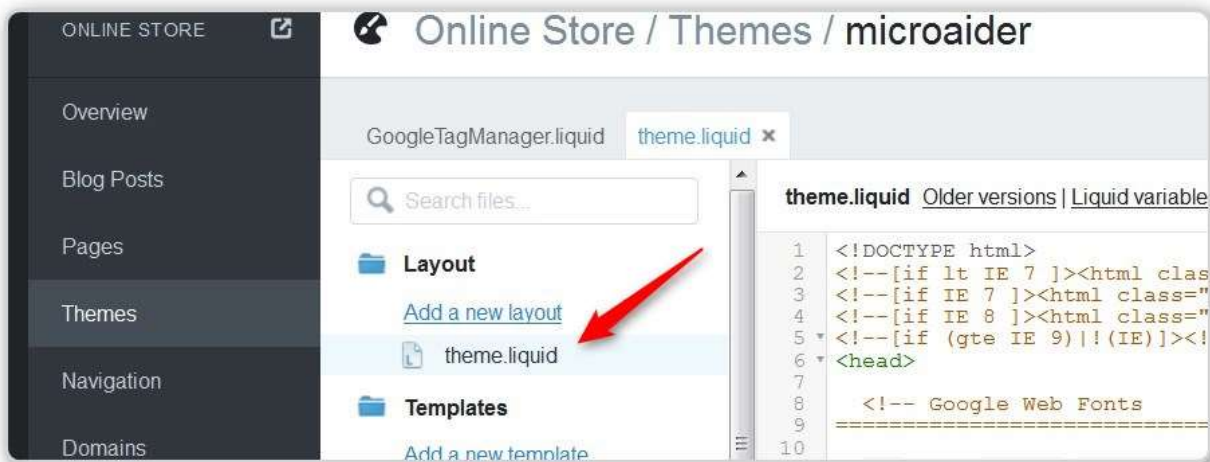
#1 – I named mine GoogleTagManager – which is slightly different from what is in the Video. This is not a problem. Be sure to use exactly the same name including upper/lower case letters. It may not matter here, but it sometimes does when working with HTML or CSS code.

#2 – Paste the Google Code here

#3 – Click on the SAVE Button

Go to the top of the list and click on the “Theme.liquid”

Edit the Liquid Theme.Liquid



Find the “<body” Line. It may be “<body> or it may be <body class=... like it is here

Insert after the <body> tag

```
137
138 <!--[if (gte IE 6)&(lte IE 8)]>
139 {{ 'selectivizr-min.js' | asset_url | script_tag }}
140 <![endif]-->
141
142 {{ content_for_header }}
143
144 {% if template contains 'customers' %}
145 {{ "shopify_common.js" | shopify_asset_url | script_tag }}
146 {{ "customer_area.js" | shopify_asset_url | script_tag }}
147 {% endif %}
148
149 <!-- Favicons
150 ===== -->
151 <link rel="shortcut icon" href="{{ 'favicon.png' | asset_url }}">
152
153
154 </head>
155
156 <body class="gridlock">
157 [% include 'GoogleTagManager' %]
158 <div id="fb-root"></div>
159 <script>(function(d, s, id) {
160   var js, fjs = d.getElementsByTagName(s)[0];
161   if (d.getElementById(id)) return;
162   js = d.createElement(s); js.id = id;
163   js.src = "//connect.facebook.net/en_US/sdk.js#xfbml=1&version=v2.0";
164   fjs.parentNode.insertBefore(js, fjs);
165 } (document, 'script', 'facebook-jssdk'));</script>
166
167 <div id="wrapper" class="container">
168   <div id="header" class="row">
169
```

Right after the “<body>” tag we are going to insert a line.

```
{% include 'GoogleTagManager' %}
```

Note: The brackets on either end are the curly brackets { } not the parentheses ().

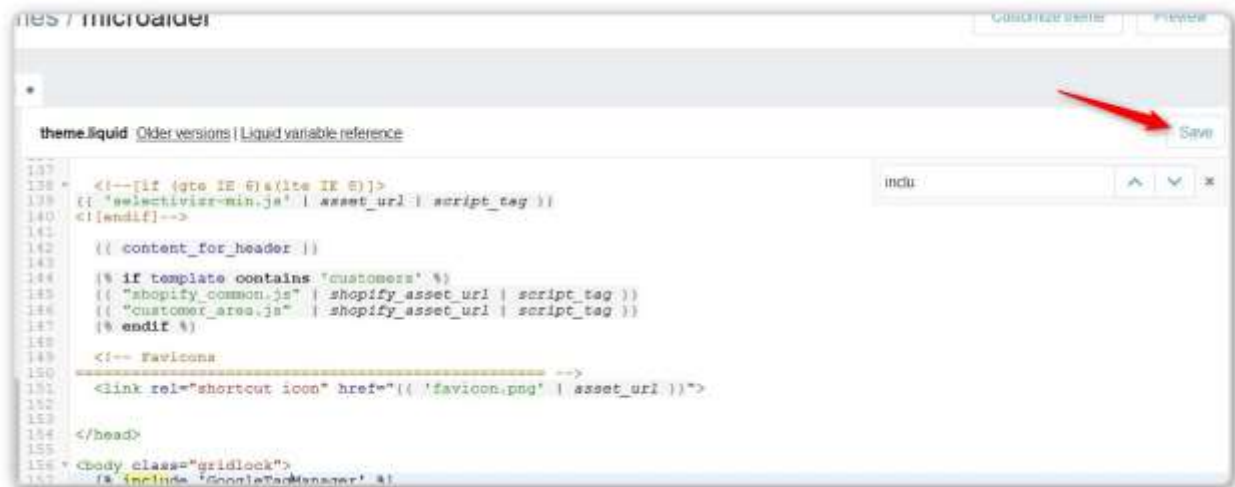
They look very similar in this document.

The quotes marks are the small plain tick marks ' not the upside down comma like marks that Word likes to use ‘ Again they look very similar.

The name between the tick marks is the name of our snippet – exactly as we named it there: 'GoogleTagManager'

Click the Save button on the right

Save Button

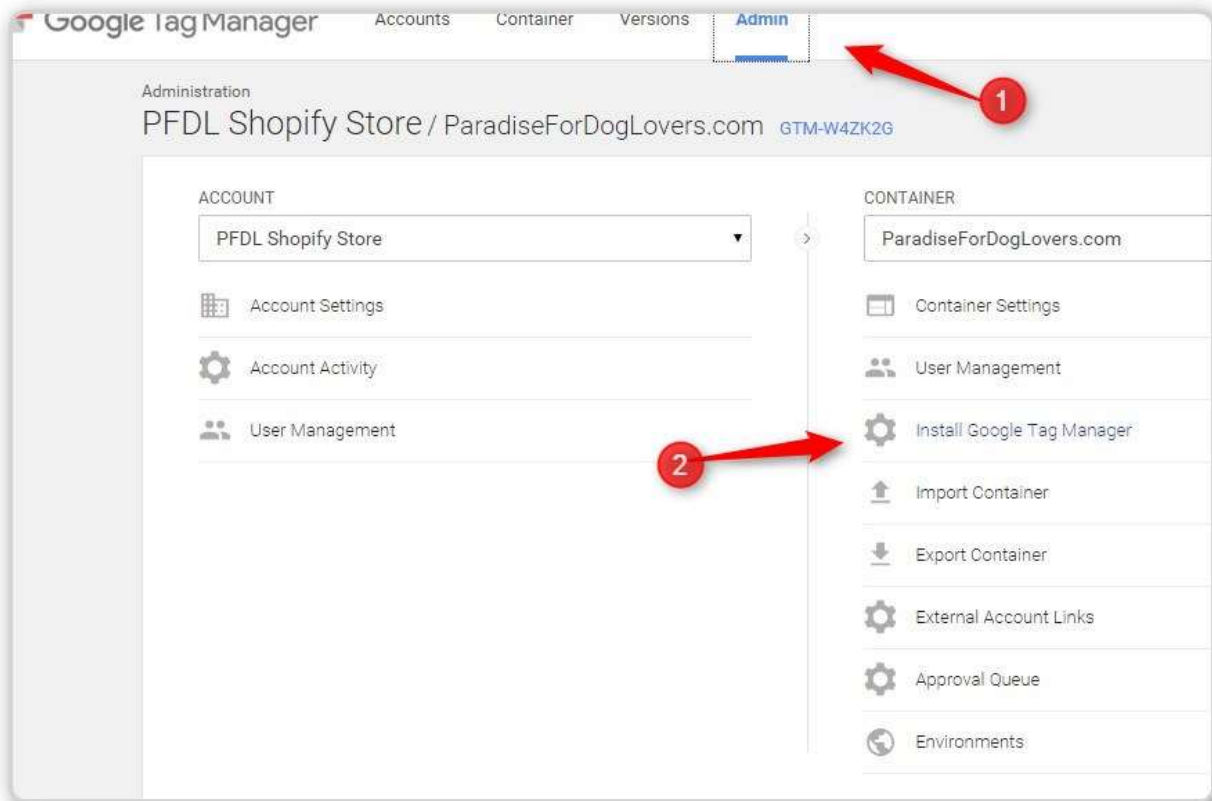


CHANGING THEMES in your Shopify Store

NOTE: If you change themes you will need to do the steps up to this point again.

After you log into your Google Tag Manager Account, here is where you find the Google Tag Manager Code that you place into the Snippet

Google Tag Manager Code



ADDING TAGS to the Google Code

The Google code works with Tags and Triggers. We need to add those now.

TAGS - The TAGS are HTML code that we want the Google Tag to run for us.

TRIGGERS - The Triggers are filters where we tell the Google Tag when to execute the various Tags.

Add Tags

ParadiseForDogLovers.com GTM-W4ZK2G

Search

Overview

Tags

Triggers

Variables

Folders

New Tag

Choose from over 20 tag types.

Add a new tag

Add a Note

You can add a note to capture certain information about your container.

Add note

Now Editing

Version 1

Last updated 38 minutes ago by halepringle@gmail.com

Unpublished Changes

0	0	0
Tags	Triggers	Variables

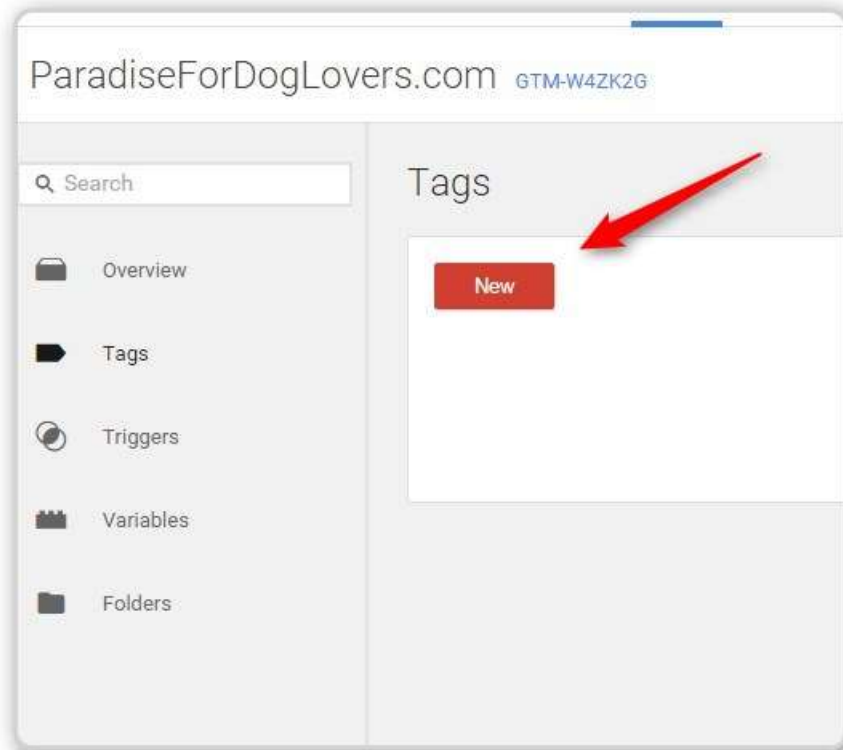
View all versions

Recent Activity

User	Activity	Type	Name
halepringle@gmail.com	Created	Container	ParadiseFor...

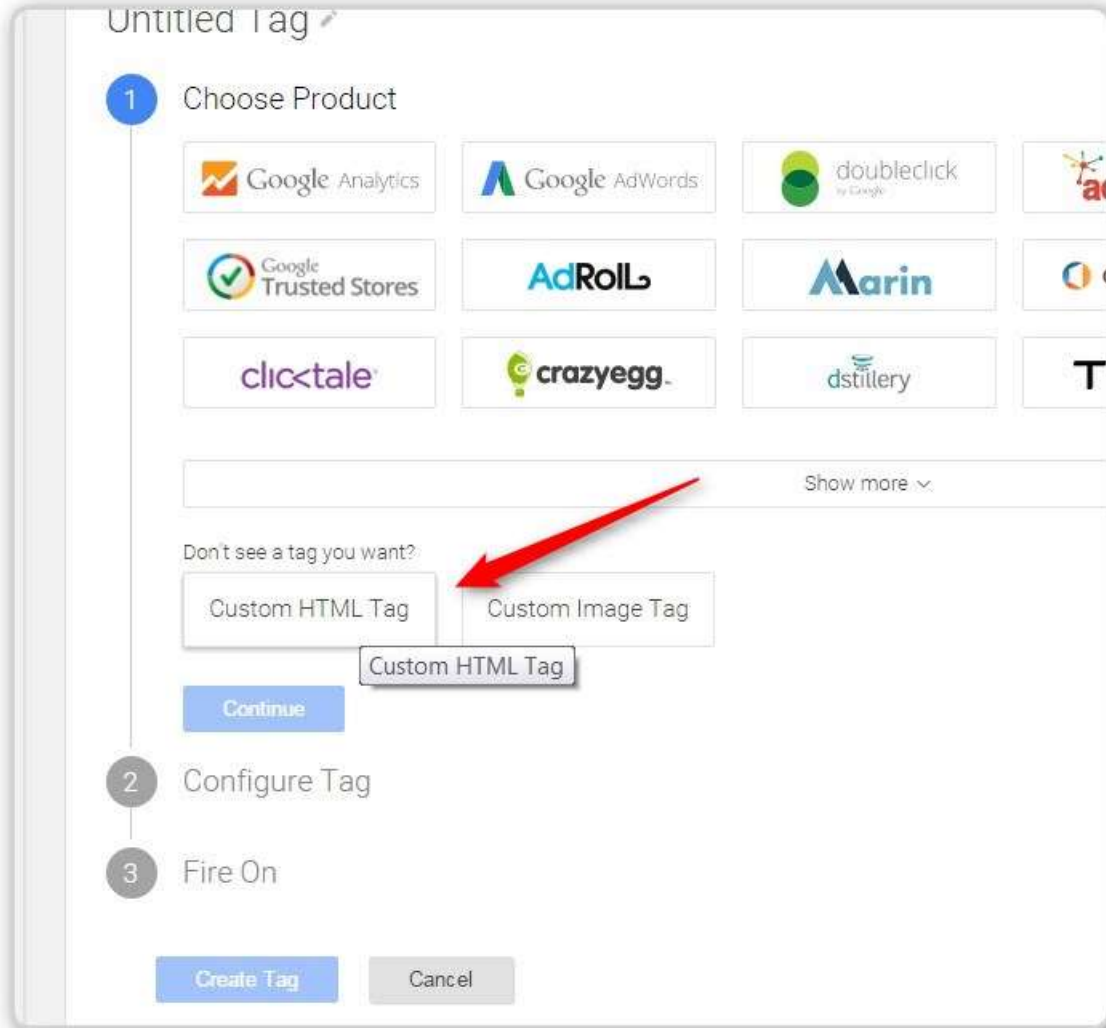
You will see a list of your existing Tags (empty) with an NEW Button

Add a New Tag



Once we click on the NEW button, we will see a list of automatic tags. Facebook is not in there (yet) so we click on Custom HTML code to create a tag consisting of HTML or JavaScript code.

Click On CUSTOM HTML TAG Button



We are going to need the HTML code to insert here. We will get that from Facebook.

GETTING THE FACEBOOK PIXEL CODE

When you are in your Facebook Account and you click the HOME button at the top you will see a list of Favorites, Pages, Groups, Apps, Games, etc. down the left.

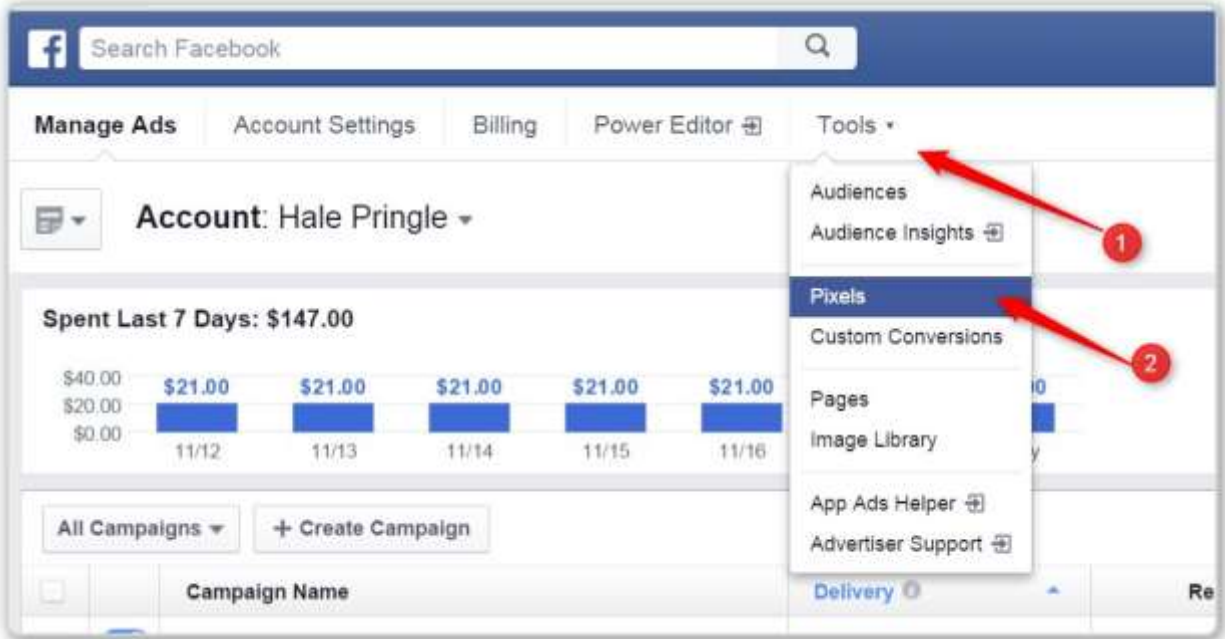
Find the “Ads Manager” Mine is in my favorites, but yours will be there somewhere.

Find Ads Manage



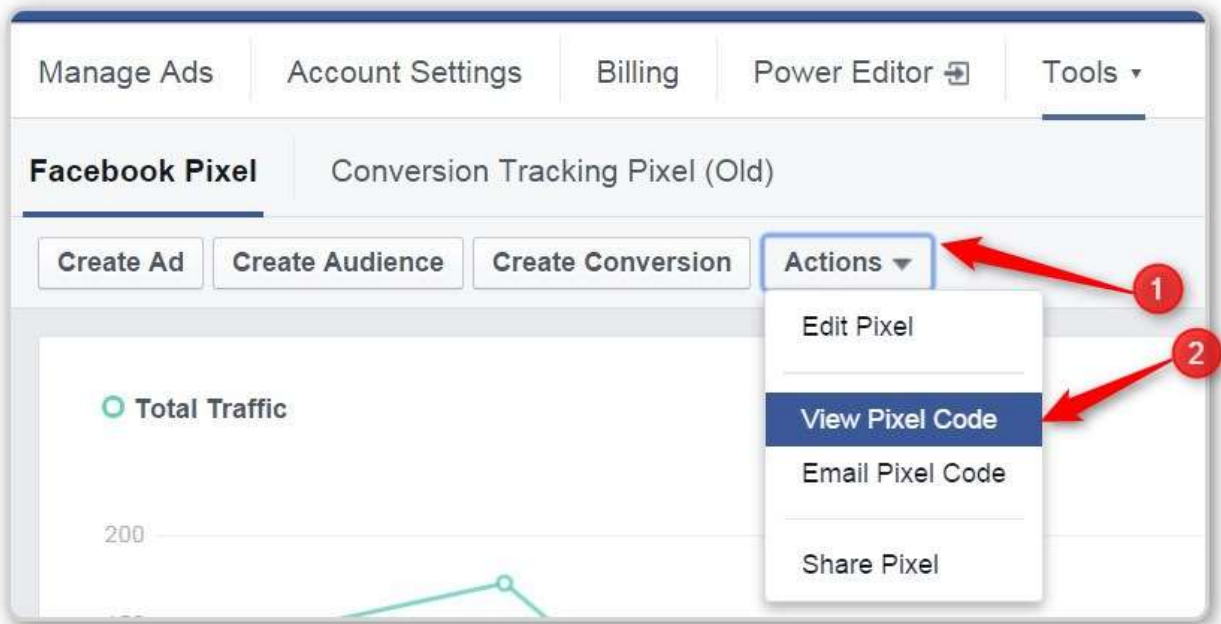
Click on the Ads Manager Link

Ads Manager – Tools → Pixels



Once the Ads Manager Opens Up, click on the #1 - Tools Menu Option and then on #2 - Pixels

Actions → View Pixel Code



A new screen will open up. #1 Click on Actions and then #2 -View Pixel Code

The screen that opens up will contain the JavaScript code that we want.

Facebook JavaScript Pixel Code

View Pixel Code

Add Pixel Code (Required)

Copy the code below and paste it between the <head> and </head> in your website code. The pixel will track visits to every page of your website. Get help installing your pixel.

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');
```

Add Conversion Tracking

You can also add events to track specific actions. Copy the code for the event you want to track, and

Copy the code in the Box (highlight and Ctrl-C or Cmd-C or Right Click → Copy)

NOTE: Below the Code there are several options that can be added to the code

We are going to tell Facebook to execute a few of these. You can add more if they would be useful.

Here are the current options (they are definitely subject to change)

Facebook Pixel Options

The screenshot shows the Facebook Pixel setup interface. At the top, there is a code editor with the following JavaScript code:

```
document, 'script', '//connect.facebook.net/en_US/fbevents.js');  
fbq('init', '1438054789777985');  
fbq('track', "PageView");</script>
```

A red arrow labeled '1' points to the `fbq('track', "PageView");` line in the code editor.

Below the code editor, there is a section titled "Add Conversion Tracking" with the following text:

You can also add events to track specific actions. Copy the code for the event you want to track, and paste it after the pixel code on the web pages where you want to track the action. [Learn about conversion tracking.](#)

A table lists various conversion tracking events. Red arrows labeled '2' and '3' point to the "ViewContent" and "AddToCart" rows, respectively.

Name	Description	Event Code
ViewContent	Track key page views (ex: product page, landing page or article)	<code>fbq('track', 'ViewContent');</code>
Search	Track searches on your website (ex. product searches)	<code>fbq('track', 'Search');</code>
AddToCart	Track when items are added to a shopping cart (ex. click/landing page on Add to Cart button)	<code>fbq('track', 'AddToCart');</code>
AddToWishlist	Track when items are added to a wishlist (ex. click/landing page on Add to Wishlist button)	<code>fbq('track', 'AddToWishlist');</code>
InitiateCheckout	Track when people enter the checkout flow (ex. click/landing page on checkout button)	<code>fbq('track', 'InitiateCheckout');</code>
AddPaymentInfo	Track when payment information is added in the checkout flow (ex. click/landing page on billing info)	<code>fbq('track', 'AddPaymentInfo');</code>

#1 - Note that the original JavaScript has a function called PageView built in.

#2 – We are going to add the “view Content” later

#3 – The are also going to add “AddToCart” later.

More Options


Purchase	Track purchases or checkout flow completions (ex. landing on "Thank You" or confirmation page)	fbq('track', 'Purchase', {value: '0.00', currency: 'USD'});
Lead	Track when a user expresses interest in your offering (ex. form submission, sign up for trial, landing on pricing page)	fbq('track', 'Lead');
CompleteRegistration	Track when a registration form is completed (ex. complete subscription, sign up for a service)	fbq('track', 'CompleteRegistration');


[Email Pixel Code](#) [Done](#)

NOTE: The top on on the screen shot above will be used for the Checkout pixel.

Go Back to the Google Tag Manager Screen


Google Tag Manager Screen

UnFB Custom Audience Pixel 


 Choose Product

Custom HTML Tag


2 Configure Tag

HTML 



```
1 <!-- Facebook Pixel Code -->
2 <script>
3 !function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
4 n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
5 n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
6 t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
7 document,'script','//connect.facebook.net/en_US/fbevents.js');
8
9 fbq('init', '1438054789777985');
10 fbq('track', "PageView");</script>
11 <noscript></noscript>
14 <!-- End Facebook Pixel Code -->
```

Support document.write 

> Advanced Settings



3 Fire On

Paste the Facebook code into this Screen. As noted by the big red X, do not press CONTINUE.

Advanced Options

UnFB Custom Audience Pixel

Choose Product

Custom HTML Tag

2 Configure Tag

HTML

```
1 <!-- Facebook Pixel Code -->
2 <script>
3 !function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
4 n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
5 n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
6 t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
7 document,"script","//connect.facebook.net/en_US/fbevents.js");
8
9 fbq('init', '1438054789777985');
10 fbq('track', "PageView");</script>
11 <noscript></noscript>
14 <!-- End Facebook Pixel Code -->
```

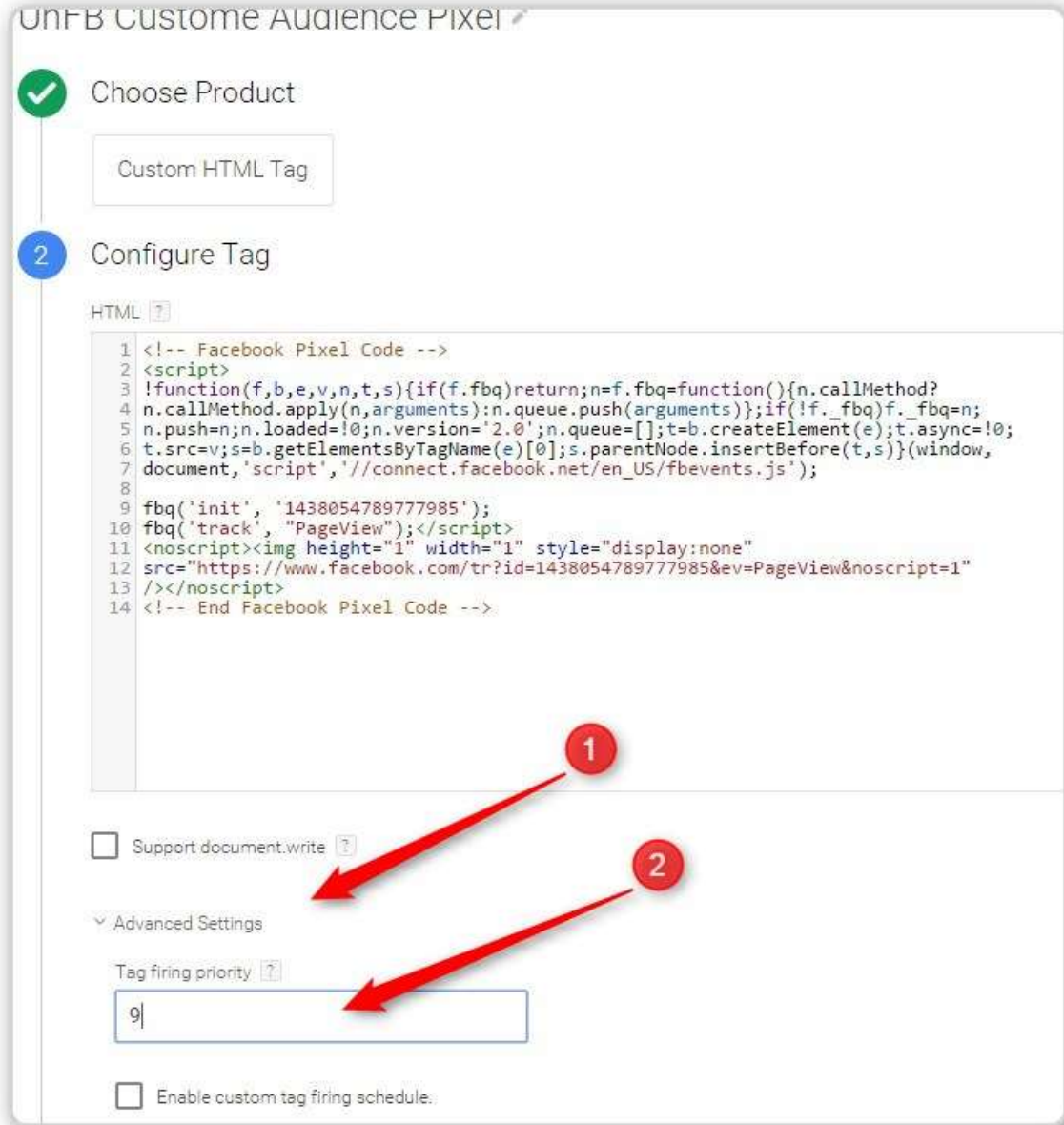
Support document.write

Advanced Settings

Tag firing priority

9

Enable custom tag firing schedule.



#1 – Click on the Advanced Options Button

#2 – Enter a 9 in the box. This causes the code we just entered to have a high priority when the system runs.

More Options

Support document.write [?](#)

Advanced Settings

Tag firing priority [?](#)

9

Enable custom tag firing schedule.

Only fire this tag in published containers. [?](#)

Tag firing options

Once per event ▼

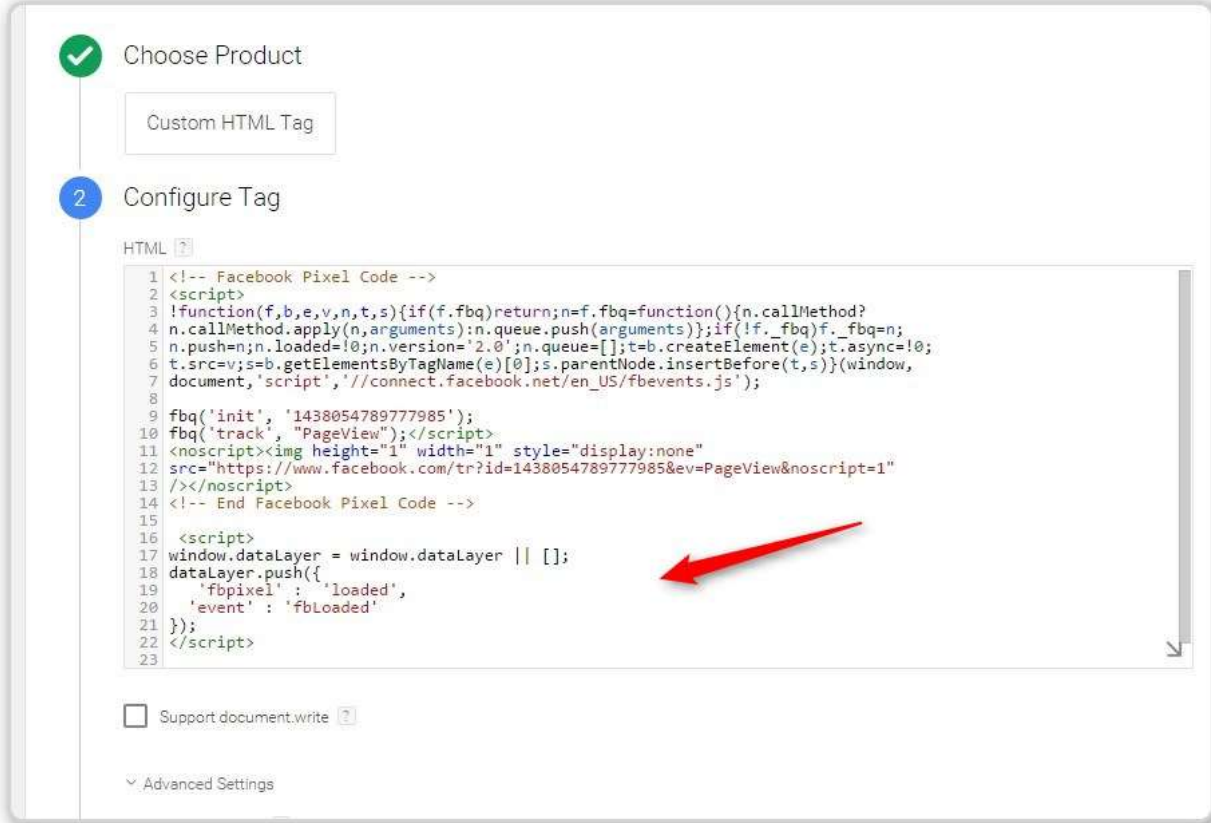
Tag Sequencing [?](#)

Continue

We are still not going to press the CONTINUE Button

We are going to add some special code below the Facebook code we just pasted in.

Special JavaScript Code



1 Choose Product

Custom HTML Tag

2 Configure Tag

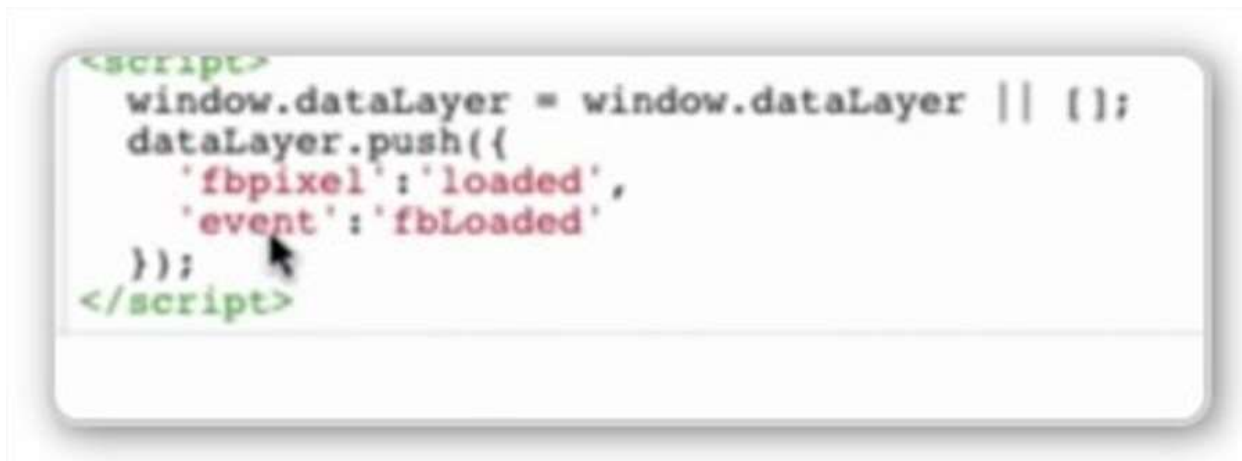
HTML ?

```
1 <!-- Facebook Pixel Code -->
2 <script>
3 !function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
4 n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
5 n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
6 t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
7 document,"script","//connect.facebook.net/en_US/fbevents.js");
8
9 fbq('init', '1438054789777985');
10 fbq('track', "PageView");</script>
11 <noscript></noscript>
14 <!-- End Facebook Pixel Code -->
15
16 <script>
17 window.dataLayer = window.dataLayer || [];
18 dataLayer.push({
19   'fbpixel' : 'loaded',
20   'event' : 'fbLoaded'
21 });
22 </script>
23
```

Support document.write ?

Advanced Settings

Blown Up Version



```
<script>
window.dataLayer = window.dataLayer || [];
dataLayer.push({
  'fbpixel' : 'loaded',
  'event' : 'fbLoaded'
});
</script>
```

Here is the code. To be safe I would paste this into a Notepad screen and then copy and paste it into the Google Tag Manager. Word and other word processors add hidden codes that can really foul JavaScript up.

```
<script>
window.dataLayer = window.dataLayer || [];
dataLayer.push({
  'fbpixel' : 'loaded',
  'event' : 'fbLoaded'
});
</script>
```

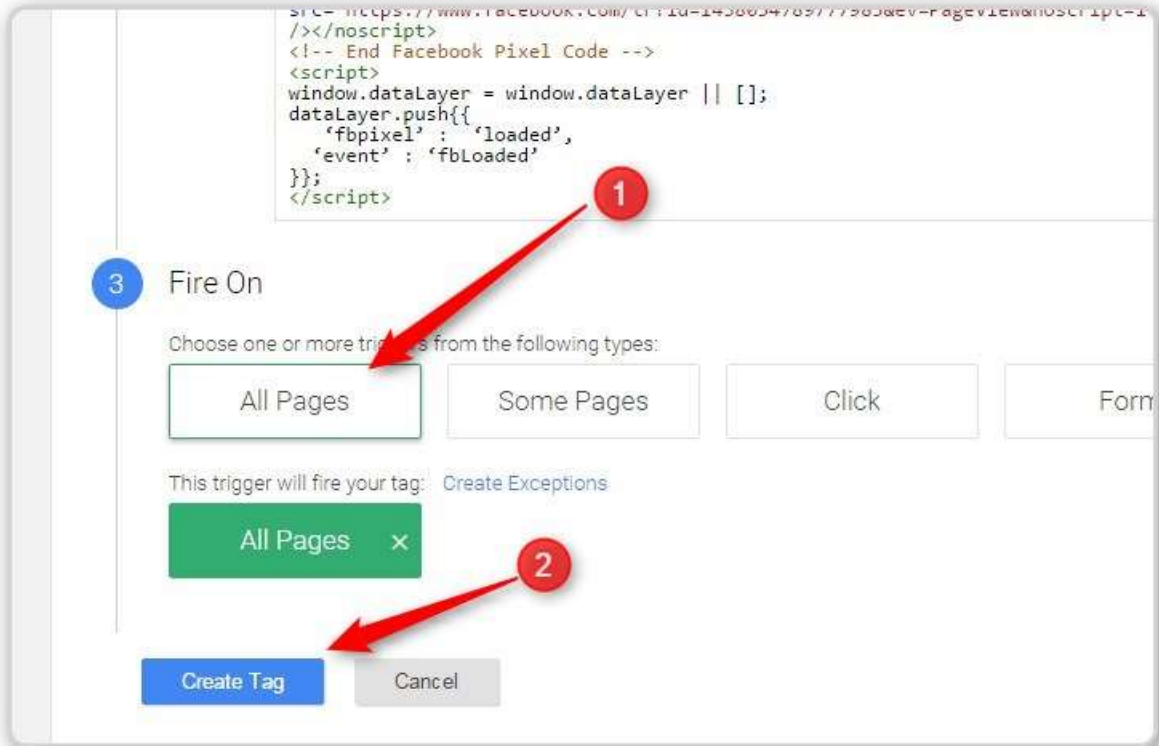
Notes; after the dataLayer words we have two vertical bars and an open square Bracket [and a close square bracket]

After push we have a parenthesis (and a curly bracket {

The quote marks around the words are simple apostrophes ' , not the fancier upside down commas that Word likes to use ´

The next to the last line is a close curly bracket } and a close parenthesis)

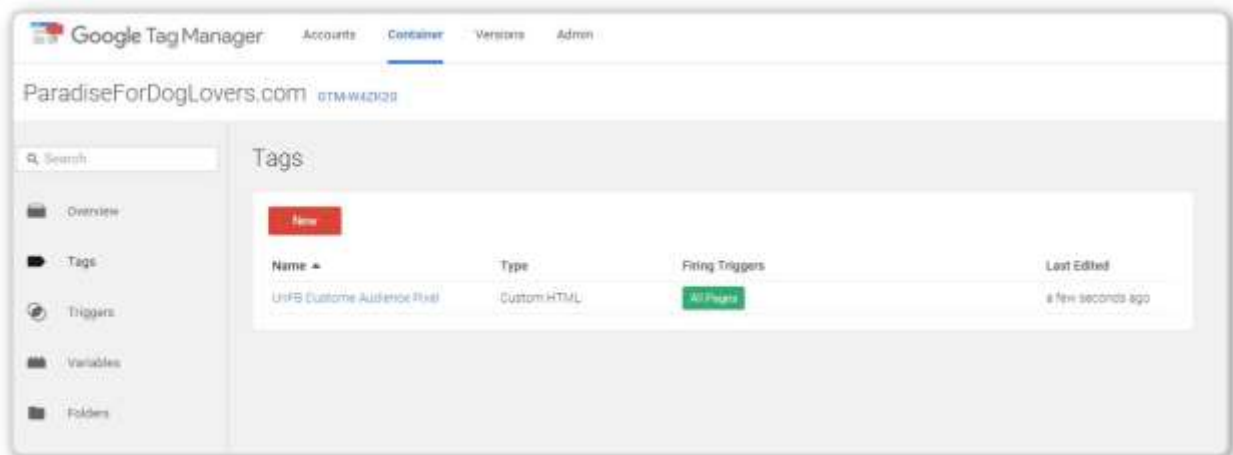
Fire on All Pages



Click on the FIRE ON ALL PAGES button and the CREATE TAG Button

You will see a list of your Tags – you should have one now

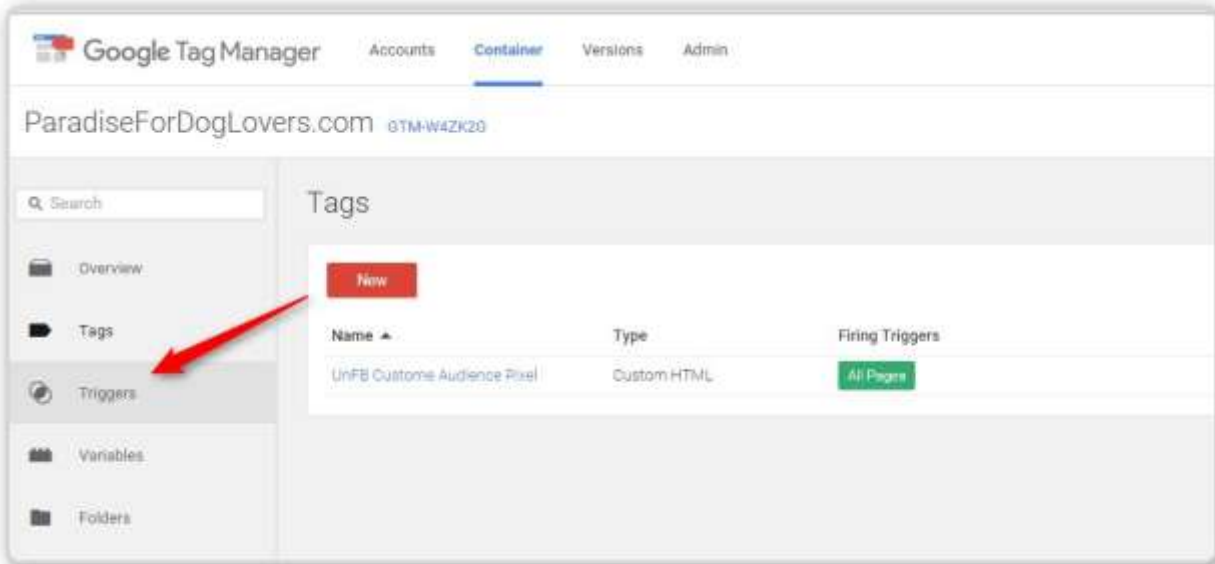
All Your Tags



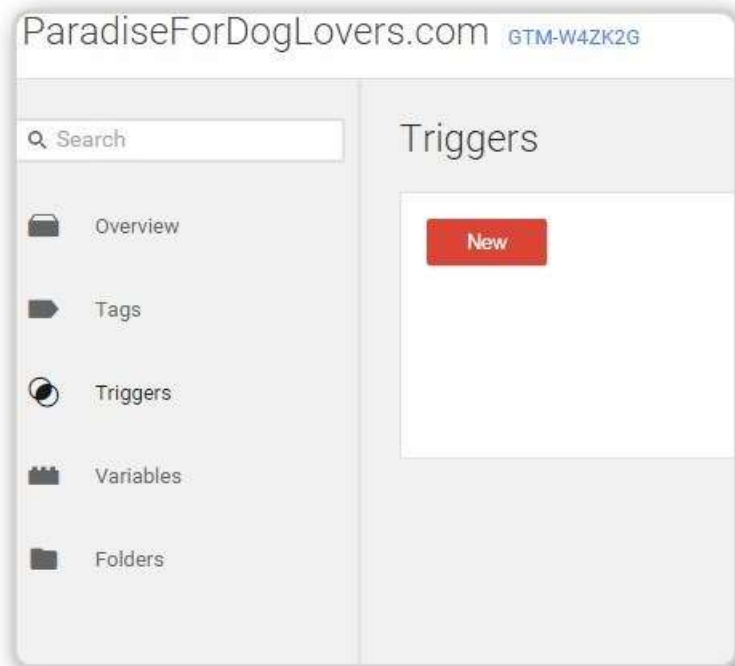
Now we need to tell Google **when** to fire some special codes. They call these Triggers

Open the Triggers Screen

The Triggers Sub-Menu Option



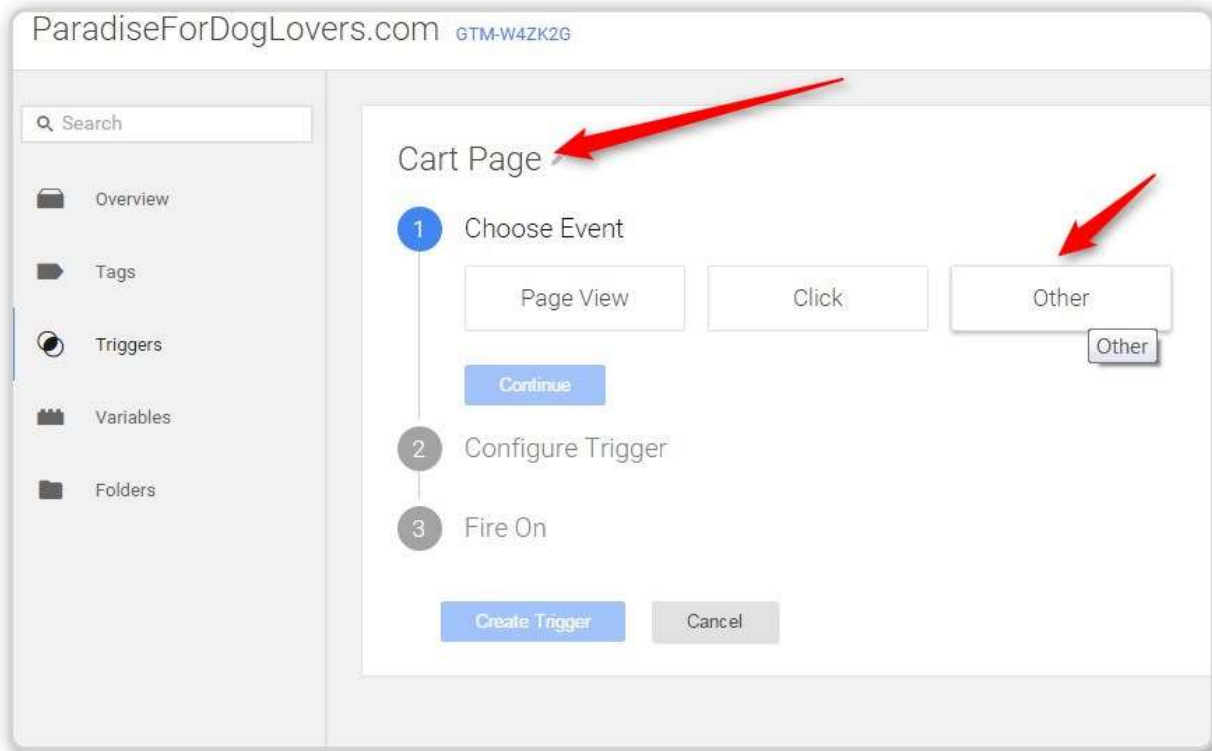
Add a New Trigger



Click the NEW Button.

Fill In Trigger Information

Trigger Screen





You will Name the new Trigger

Then click on the Other Button

Pick "Custom Event" from the drop down menu

Configure Trigger Option


Cart Page 

 Choose Event

2 Configure Trigger

Trigger type

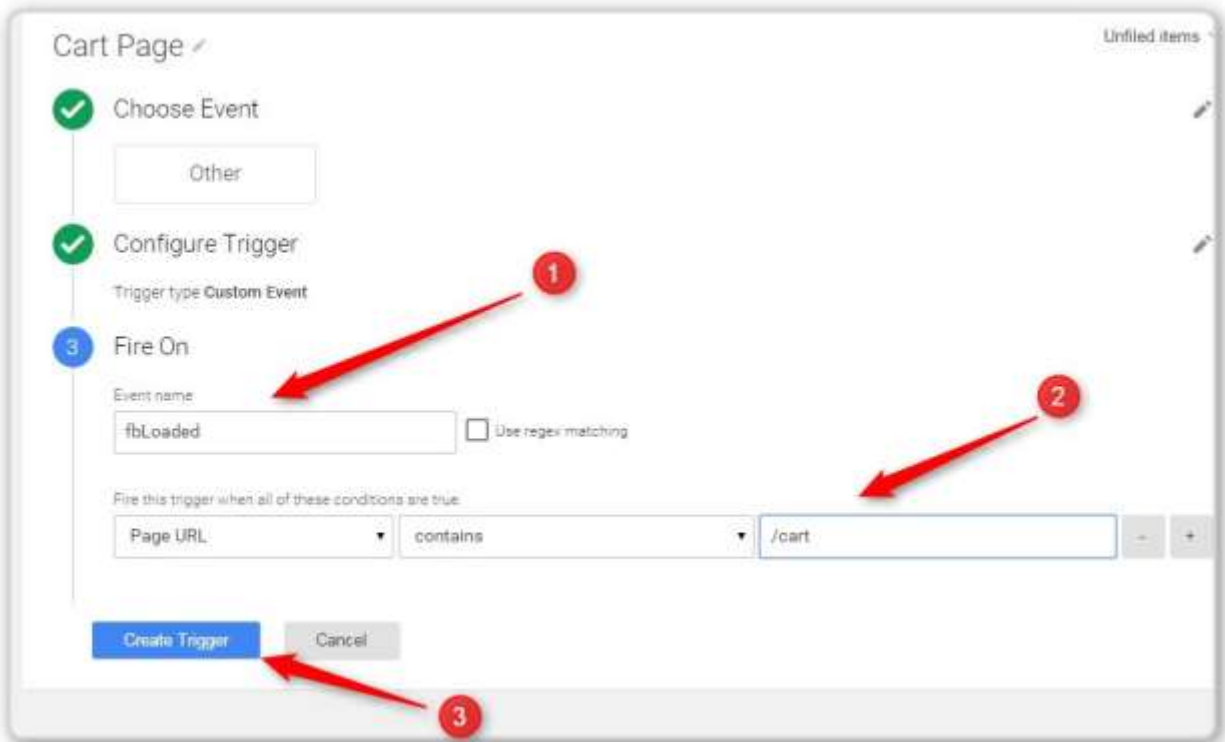
- Form Submission
- Form Submission
- History Change
- Custom Event**
- JavaScript Error
- Timer



3 Enable When

4 Fire On

Click on "Custom Event"



#1 – fill in “fbLoaded” (without the quotes) - Note that this is part of the code we inserted after the Facebook Pixel JavaScript code

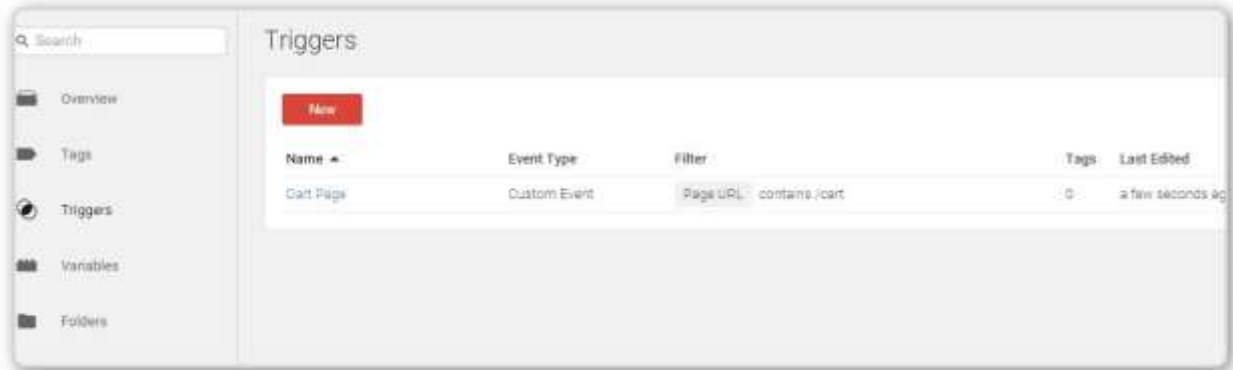
#2 – fill in “/cart” (again without the quotes)

That second line now reads “Page URL contains /cart” This means that your shopping cart must have “/cart” In the URL AND that you should NOT have /cart in the URL of other pages on your site (i.e. mysite.com/cart-and-horse-figureing).

#3 Click on the CREATE THE TRIGGER button

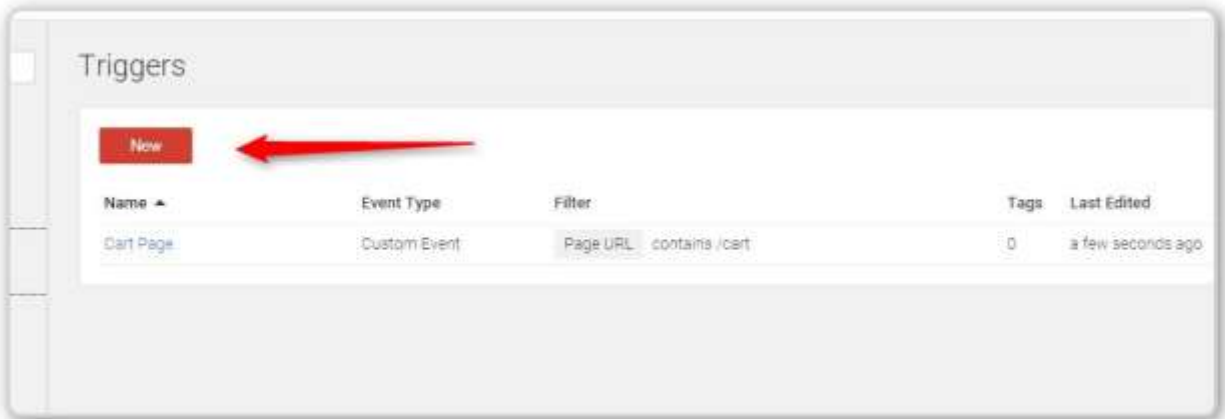
You will see a list of your triggers (you will have one).

Trigger List

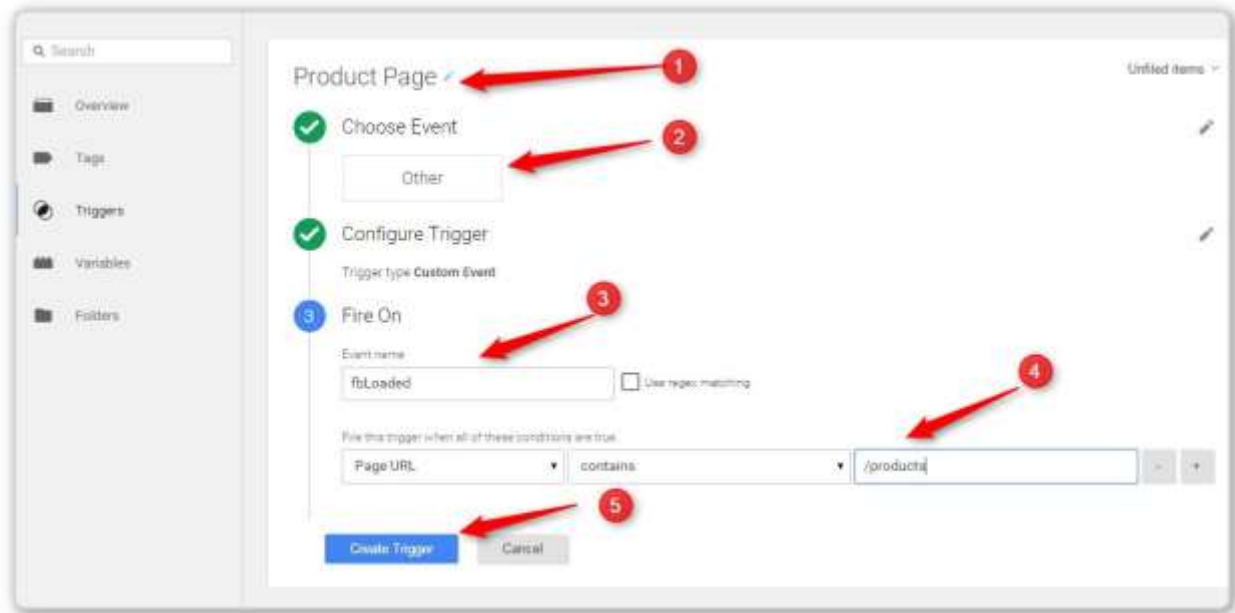


Create another Trigger

Create Second Trigger



This will be the same as the first trigger except the name will be different and the value to look for in the page URL will be different.



#1 – Name the Trigger – Product Page

#2 - - Click on OTHER

#3 – fill in “fbLoaded” (without the quotes)

#4 – Fill in “/products” (without the quotes) The line now reads: Page URL contains /products (Again note that every product page must have “/product” in the URL and pages that are not product pages should NOT have /product in the URL

\$3 – Click on the CREATE THE TRIGGER button

Now you have two triggers in your list

Second Trigger List

ParadiseForDogLovers.com GTM-W4ZK2G

Search

Overview
Tags
Triggers
Variables
Folders

Triggers

New

Name ▲	Event Type	Filter
Cart Page	Custom Event	Page URL contains /cart
Product Page	Custom Event	Page URL contains /products

ParadiseForDogLovers.com GTM-W4ZK2G

Search

Overview
Tags
Triggers
Variables
Folders

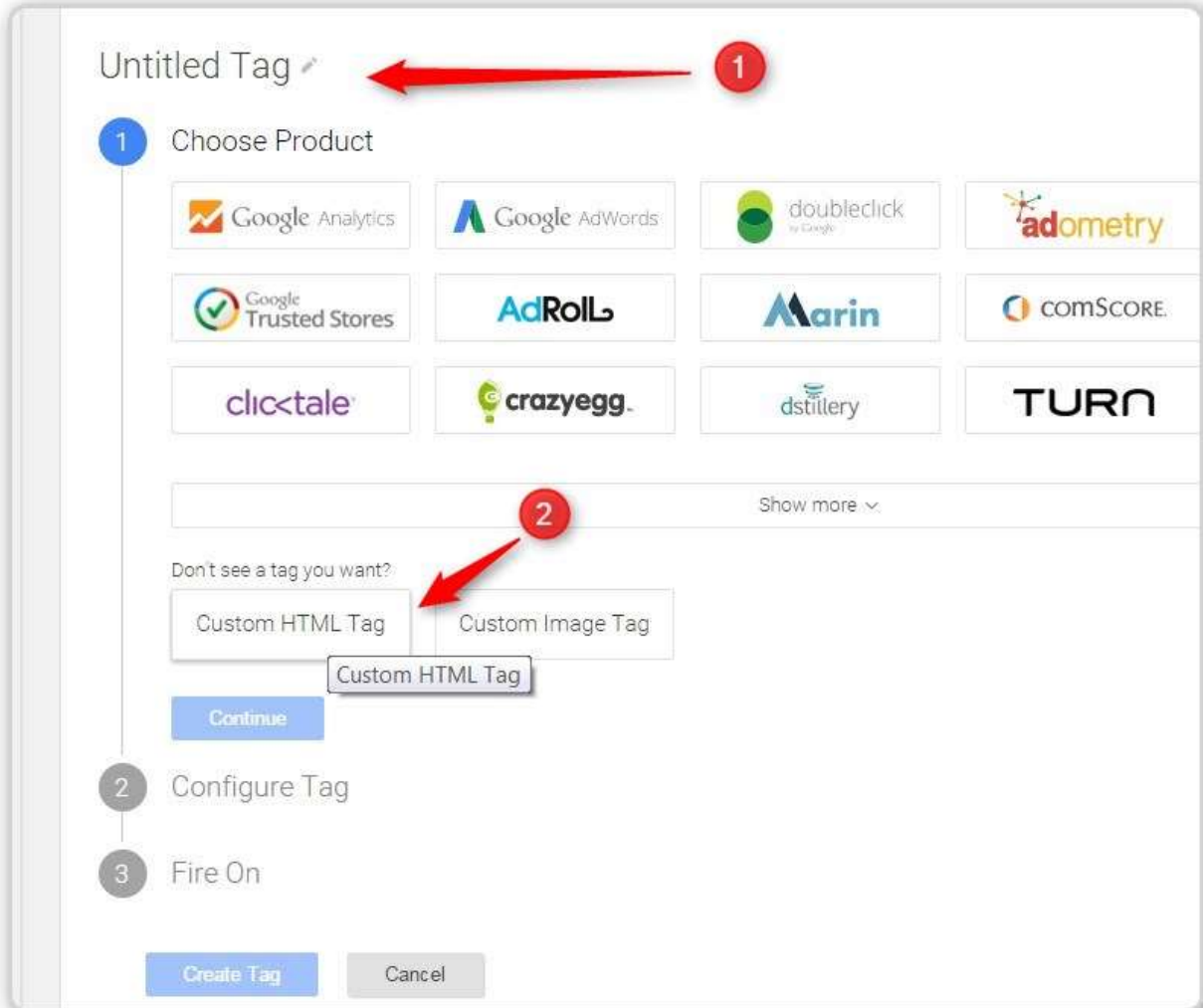
Tags

New

Name ▲	Type	Firing Triggers
UnFB Custom Audience Pixel	Custom HTML	All Pages

Click on Tags again. We need to add two more Tags

Create Custom HTML Tag Screen

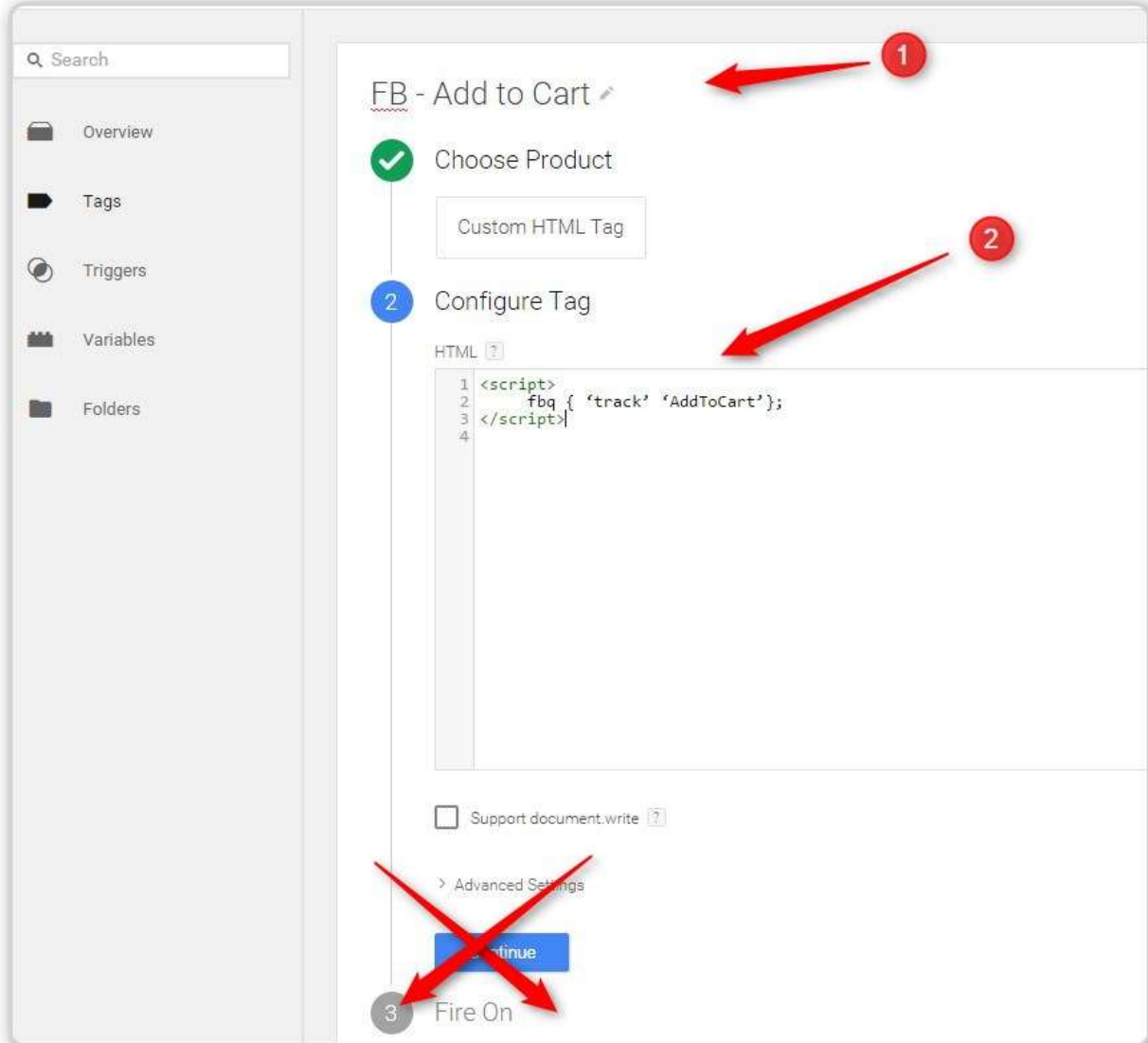


#1 – Replace the “Untitled Tag” with “FB – Add to Cart”

#2 - Choose the Custom HTML tag option

Fill in some code

FB – ADD to Cart Tag



Enter some code in the “Configure Tag” field

```
<script>  
  fbq ( 'track', 'AddToCart');  
</script>
```

Note: The are parenthesis (and) and the apostrophe's are the single tick marks.

Note: Earlier when we were looking at the Pixel Code in Facebook the “AddToCart” code is one that we said we would use later.

Note We need to tell The Google Tag when to fire that AddToCart code

Click on More

More Option

The screenshot shows the configuration interface for a tag named "FB - Add to Cart". The interface is divided into three main sections:

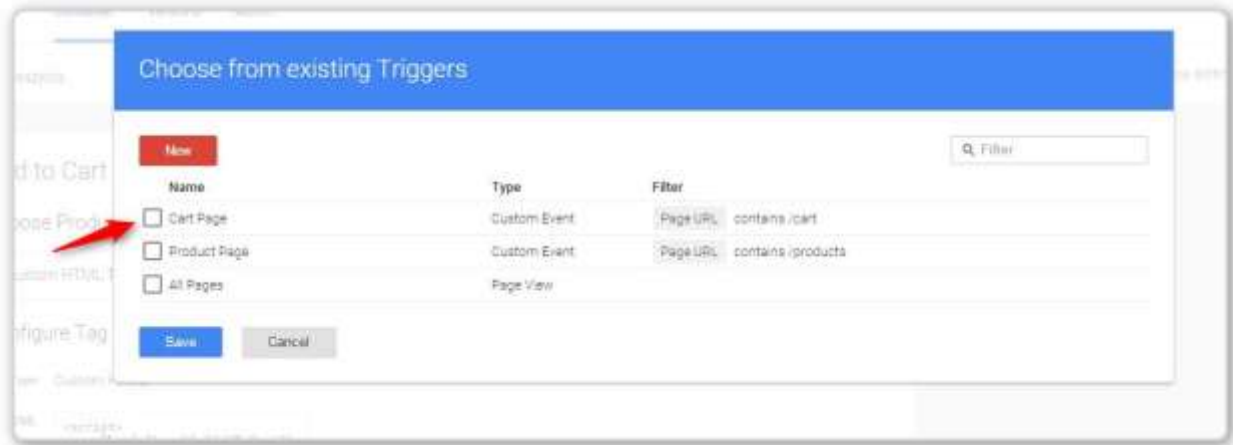
- Choose Product:** A dropdown menu is set to "Custom HTML Tag".
- Configure Tag:** The "Tag Type" is set to "Custom HTML". The "HTML" field contains the following code:

```
<script>
  fbq ( 'track', 'AddToCart' );
</script>
```
- Fire On:** A section titled "Choose one or more triggers from the following types:" with five buttons: "All Pages", "Some Pages", "Click", "Form", and "More". A red arrow points to the "More" button. Below the buttons, it says "No triggers selected. This tag will not fire."

At the bottom of the interface, there are two buttons: "Create Tag" (in blue) and "Cancel" (in grey).

It will show you the triggers you created. Pick the “Cart Page”

Pick the Cart Trigger



This is what your Add TO Cart Tag Looks Like

Add To Cart Tag

FB - Add to Cart

Choose Product

Custom HTML Tag

Configure Tag

Tag Type Custom HTML

HTML

```
<script>
  fbq { 'track' 'AddToCart'};
</script>
```

Fire On

Choose one or more triggers from the following types

All Pages Some Pages

This trigger will fire your tag: Create Exceptions

Cart Page

Create Tag Cancel

#1 – Name – FB – Ad to Cart

#2 – Custom HTML Tag

#3 – The JavaScript code we inserted with 'addToCart' in it.

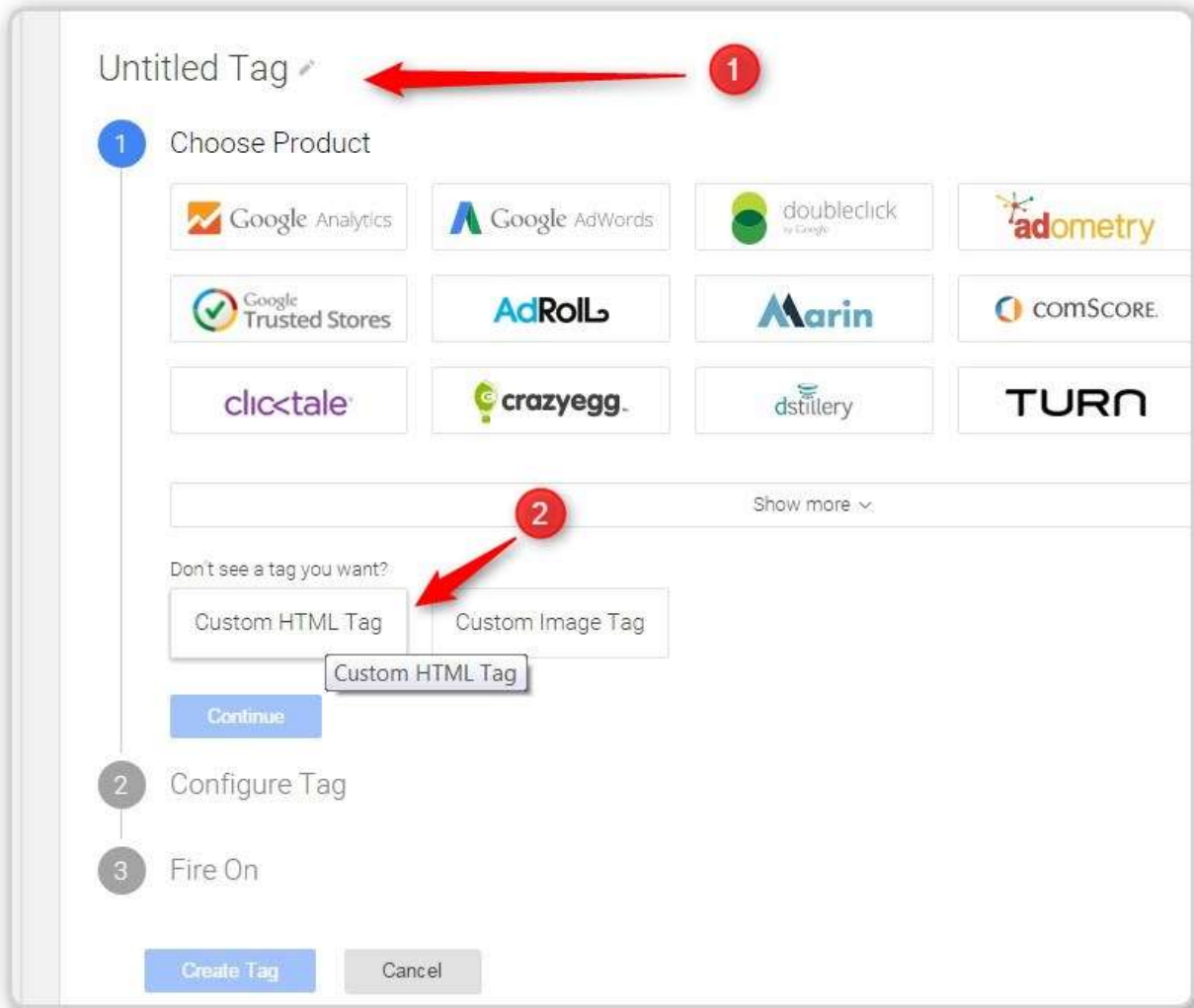
#4 – We Press the MORE button off to the right

#5 – We chose the “Cart Page” trigger

#6 – We press CREATE TAG button to create the tag

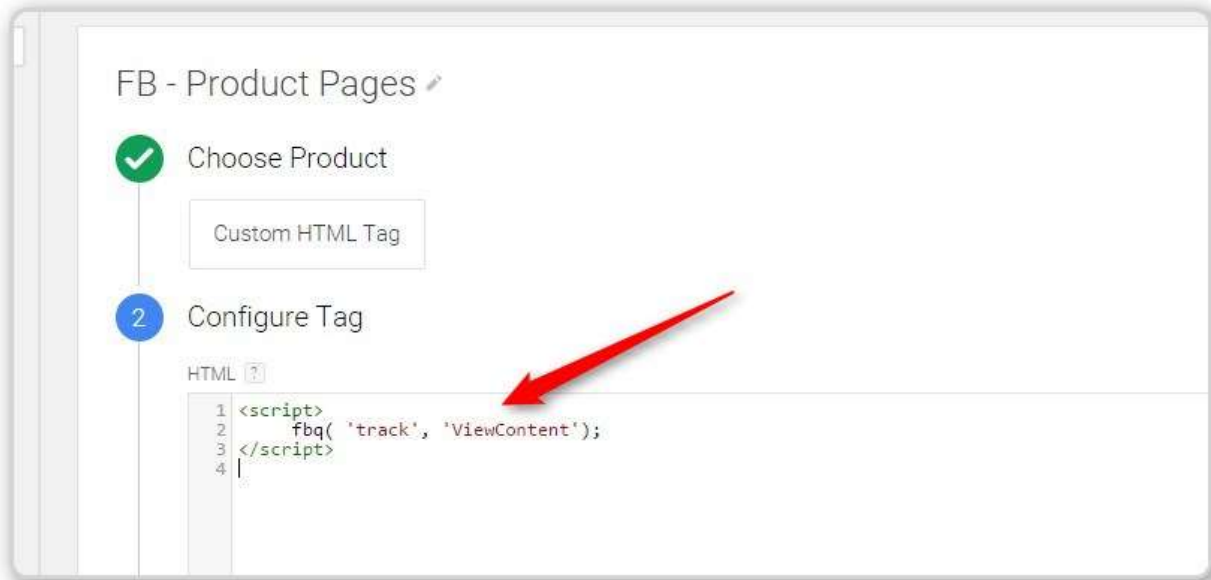
Now we will add another Tag

Add Tag Page



#1 – Name this one “FB- Product Pages”

#2 – Click the Custom HTML Tag option



Enter the code

```
<script>
```

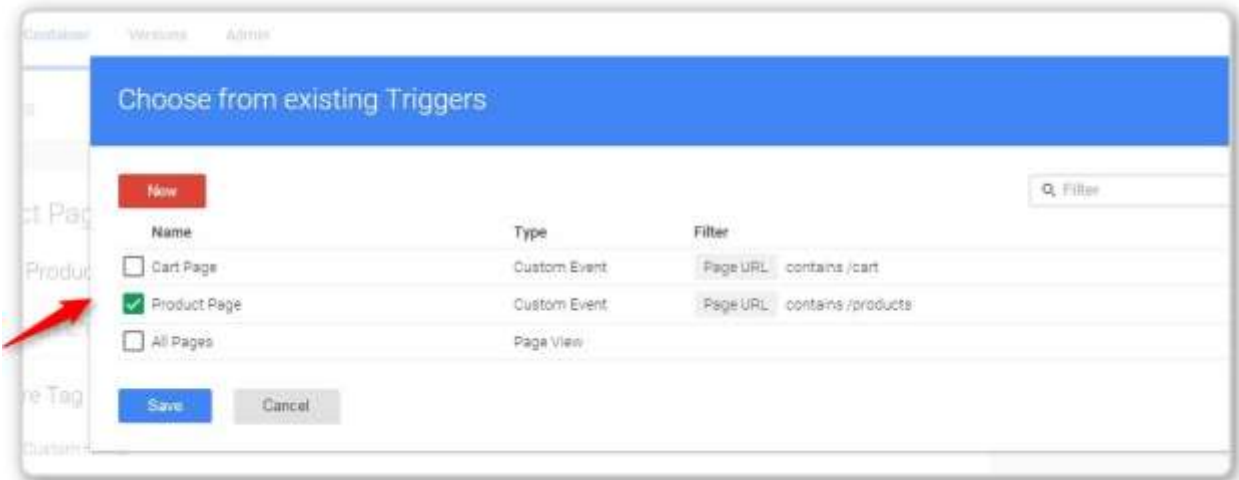
```
  fbq( 'track', 'ViewContent');
```

```
</script>
```

Note: Again this is one of the options we saw on the Facebook Pixel Page

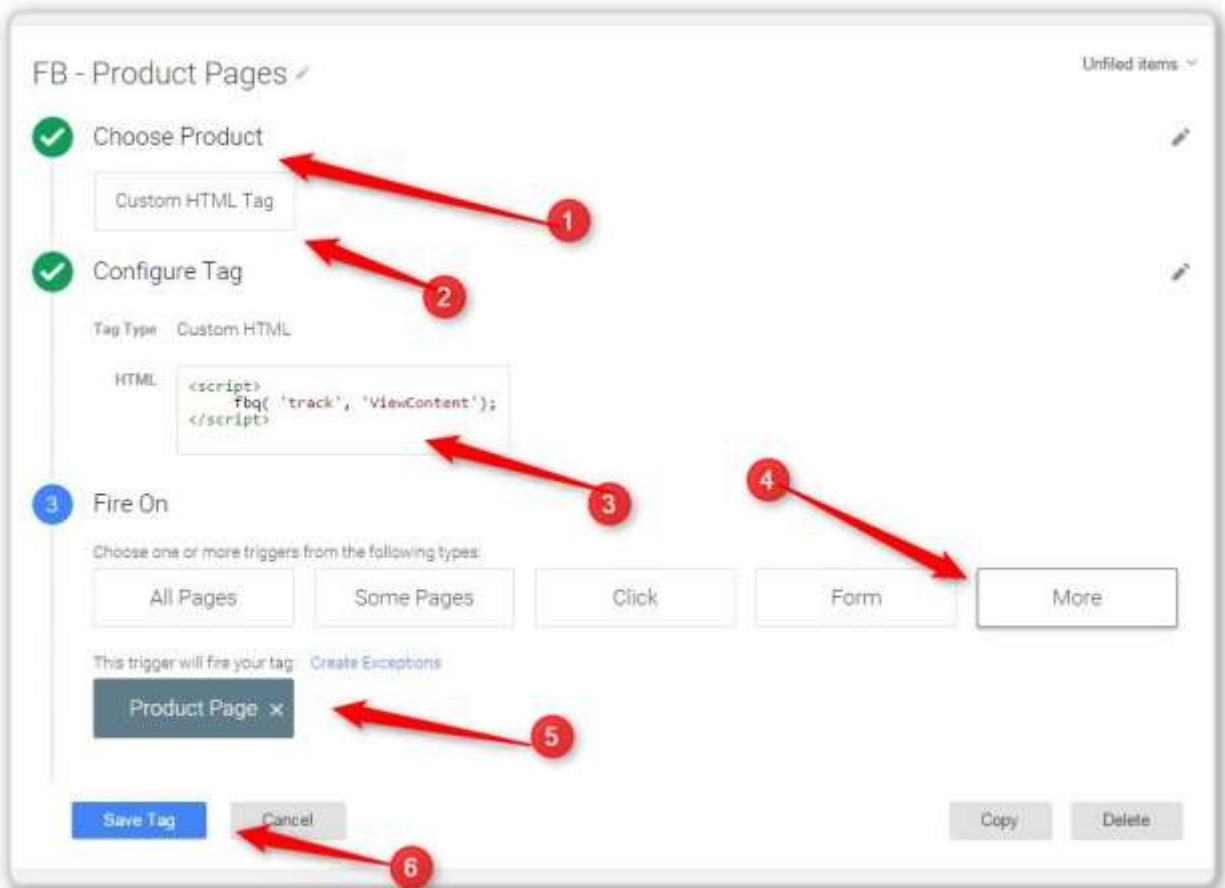
Click the **MORE** Button off to the right

Choose Product Pages



Here is what your second trigger looks like

Product Page Trigger



#1 – Name – FB – Product Pages

#2 – Custom HTML Tag

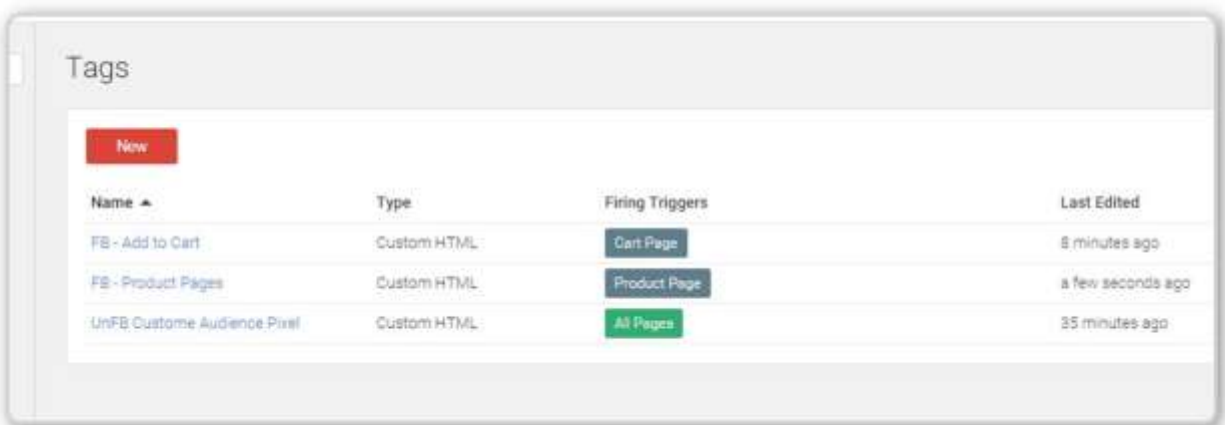
#3 – The JavaScript code we inserted with ‘View Content’ in it.

#4 – We Press the MORE button off to the right

#5 – We chose the “Product Page” trigger

#6 – We press CREATE TAG button to create the tag

Here are our three Tags



The screenshot shows the 'Tags' section in Facebook Ads Manager. It features a 'New' button in a red box at the top left. Below it is a table with four columns: 'Name', 'Type', 'Firing Triggers', and 'Last Edited'. The table lists three tags: 'FB - Add to Cart' (Custom HTML, Cart Page trigger, 8 minutes ago), 'FB - Product Pages' (Custom HTML, Product Page trigger, a few seconds ago), and 'UnFB Custom Audience Pixel' (Custom HTML, All Pages trigger, 35 minutes ago).

Name	Type	Firing Triggers	Last Edited
FB - Add to Cart	Custom HTML	Cart Page	8 minutes ago
FB - Product Pages	Custom HTML	Product Page	a few seconds ago
UnFB Custom Audience Pixel	Custom HTML	All Pages	35 minutes ago

The last one fires on all pages and the other two fire on the Product Pages or the Add to Cart Page.

NOW IT IS TIME TO PUBLISH THE CODE

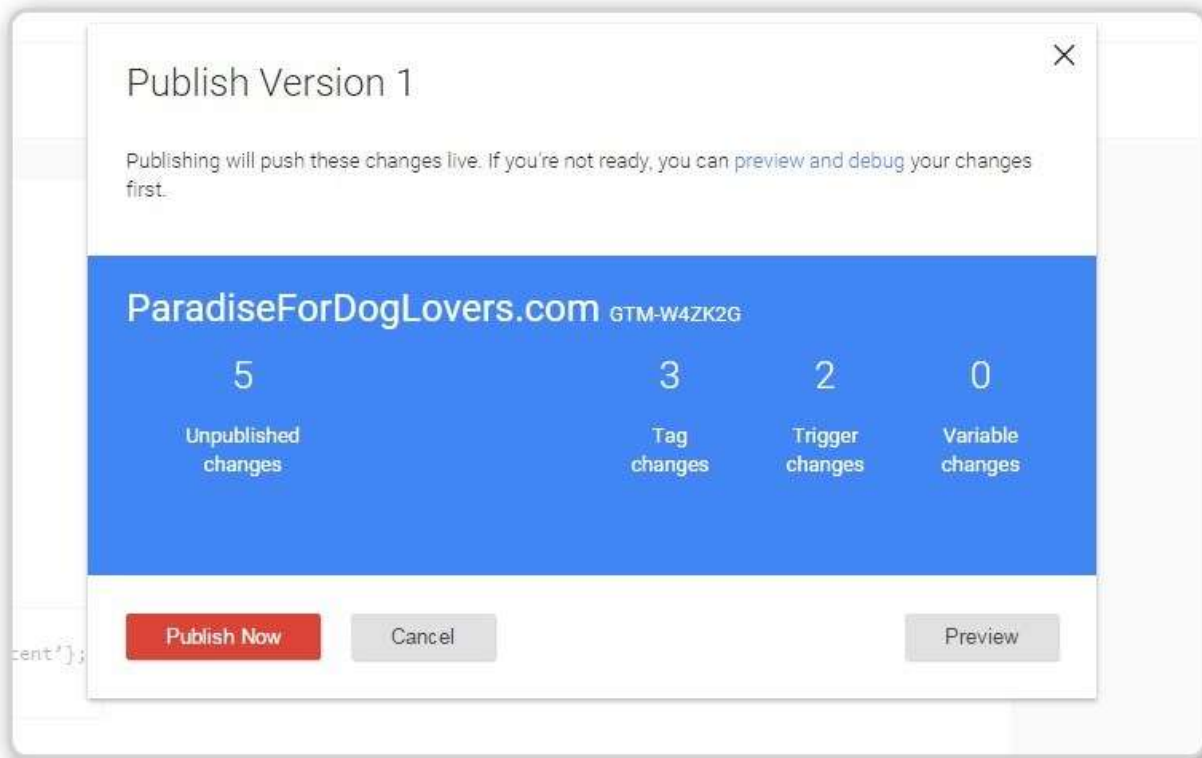
Publish Button



Click the Publish Button

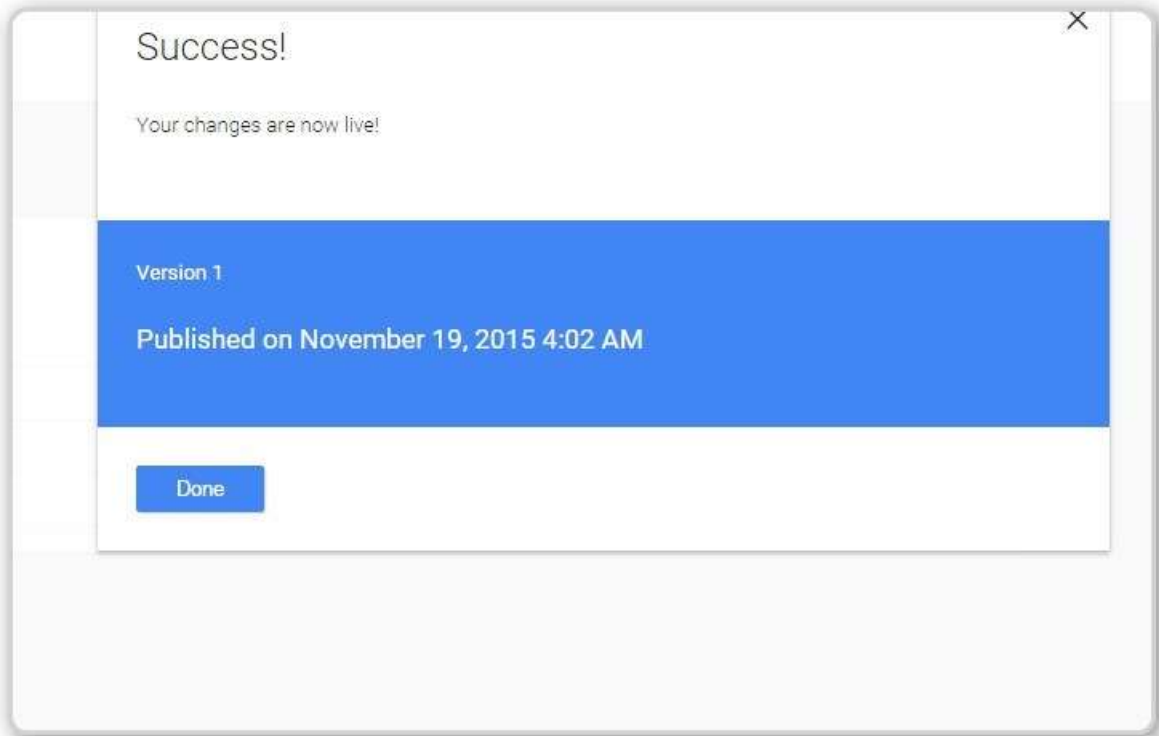
You will see this screen

Publish Screen



Click the Publish NOW

NOTE: If you have any errors in what you inserted, this is where you will see them.



TEST THE CODE

Install the Pixel Helper Extension to Chrome and go view your website.

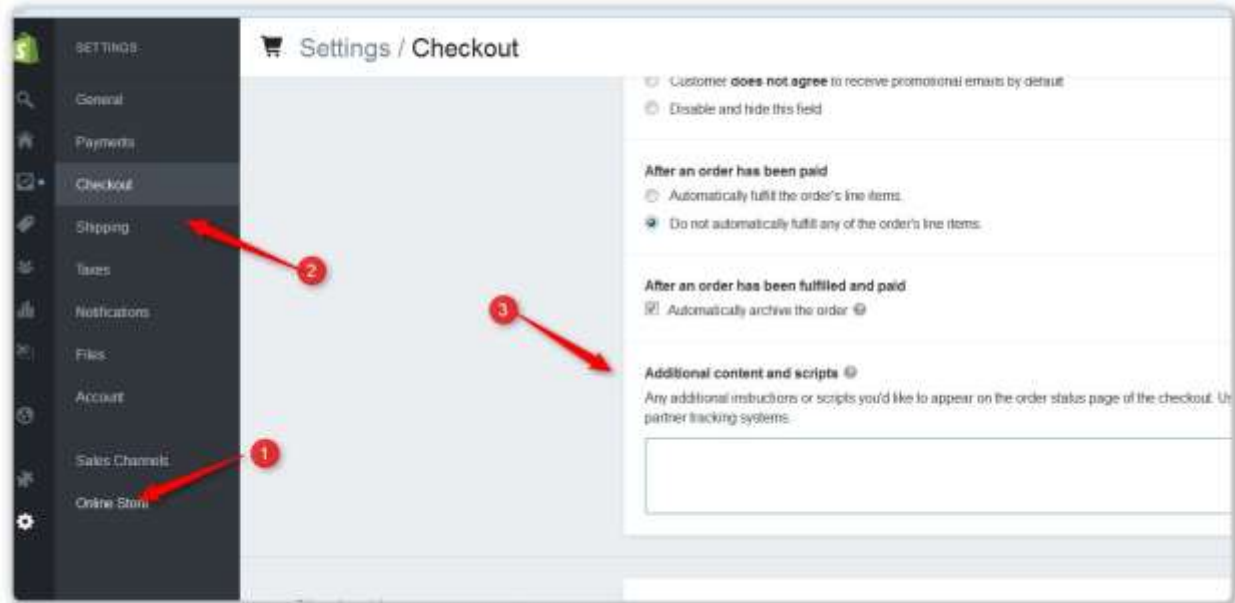


Up at the top is an icon. When it click on it, it reports the Facebook Pixels that it sees on the page

Conversion Pixel on the Checkout Page

Log into your Shopify Store

Shopify Back Office



#1 – Click on Online Store

#2 – Click on Checkout

#3 – find the section that says “Additional content and scripts

FACEBOOK ADS MANAGER

In a separate window open the Facebook Ads Manager again.

Click on Tools → Pixels

Then Click on a tab called Actions → View Pixel

This is exactly what we did before and we are going to see exactly the same code.

Pixel Code

View Pixel Code

Add Pixel Code (Required)

Copy the code below and paste it between the <head> and </head> in your website code. The pixel will track visits to every page of your website. [Get help installing your pixel.](#)

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');
```

Add Conversion Tracking

You can also add events to track specific actions. Copy the code for the event you want to track, and paste it after the pixel code on the web pages where you want to track the action. [Learn about conversion tracking.](#)

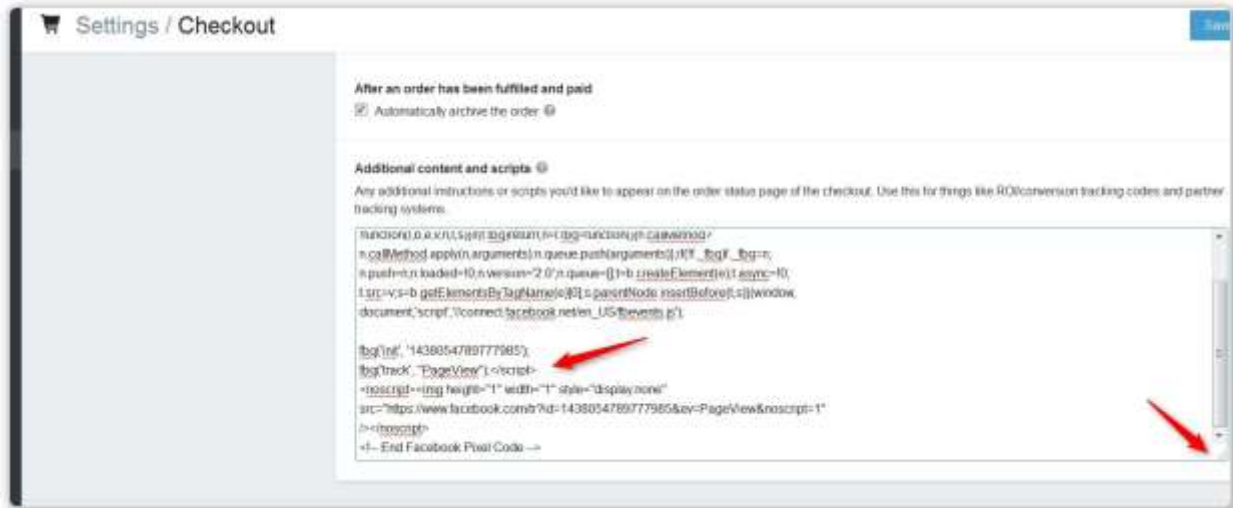
Name	Description	Event Code
ViewContent	Track key page views (ex: product page, landing page or article)	fbq('track', 'ViewContent');
Search	Track searches on your website (ex. product searches)	fbq('track', 'Search');
AddToCart	Track when items are added to a shopping cart (ex. click/landing page on Add to Cart button)	fbq('track', 'AddToCart');

Highlight the JavaScript code

Copy the code (Ctrl-C or Cmd-C or Right Click → Copy)

YOUR SHOPIFY STORE

Go back to your Shopify Store and paste the code into the box we found a minute ago.



#1 – note that we can stretch this box and make it bigger if we want

#2 – The code has been pasted in.

We want to find the line that looks like this

```
fbq('track', "PageView");</script>
```

#3 – Click right after the semi-colon and press Enter. We want to leave the </script> portion alone so we are putting it on a line by itself.

FACEBOOK AD MANAGER

In the same box with the JavaScript click on the “MORE” at the bottom and find the Purchase Line

AddToWishlist	Track when items are added to a wishlist (ex. click/landing page on Add to Wishlist button)	fbq('track', 'AddToWishlist');
InitiateCheckout	Track when people enter the checkout flow (ex. click/landing page on checkout button)	fbq('track', 'InitiateCheckout');
AddPaymentInfo	Track when payment information is added in the checkout flow (ex. click/landing page on billing info)	fbq('track', 'AddPaymentInfo');
Purchase	Track purchases or checkout flow completions (ex. landing on "Thank You" or confirmation page)	fbq('track', 'Purchase', {value: '0.00', currency: 'USD'});
Lead	Track when a user expresses interest in your offering (ex. form submission, sign up for trial,	fbq('track', 'Lead');

Find the Purchase line and copy the code that looks like this

fbq('track', 'Purchase', {value: '0.00', currency: 'USD'});

If you are only selling one product, you can change the VALUE to represent the sale amount.

Modified JavaScript code

Settings / Checkout

After an order has been fulfilled and paid

Automatically archive the order

Additional content and scripts

Any additional instructions or scripts you'd like to appear on the order status page of the checkout. Use this for things like ROI/conversion tracking codes and partner tracking systems.

```

(function(d,e,x,t){if(!t)fbq=function(){return function(){return fbq}};n.LatMethod.apply(n,arguments);n.queue.push(arguments);if(!_fbq){_fbq=[];n.push=n._loaded=fb; n.version=2.0; n.queue=[]; t-b.createElement({async:10, l.src=x;f-b.getElementsByTagName(t)l-parentNode.insertBefore(s)(window, document,'script');connect.facebook.com/en_US/fbevents.js});
fbq('set', '1438054789777985');
fbq('track', 'Purchase', {value: '0.00', currency: 'USD'});
</script>
<script>
</script>
</script>
src="https://www.facebook.com/tr?id=1438054789777985&ev=PageView&noscript=1"
/>
</script>

```

Replace the line with “ViewCount” with the one that has “Purchase”. (Note the version of the JavaScript that we installed earlier already runs on every page and it has “ViewCount” in it.

NOTE: I’m sure we could just add another Tag and Trigger to the section above, but this is the way that Shopify says to do it and so I’ll do it their way. It is possible that there are things going on under the covers that we don’t know about. If so they expect things to be done this way.

NOTE NOTE There may be better snippets to add here. The documentation is very vague at this point.

(MISSING – The Google Analytics Code – will be added soon)

CUSTOM AUDIENCES

We can now create custom Audiences in the Facebook Ad Manager AND use the Facebook Pixels to track traffic to our Shopify Site.