

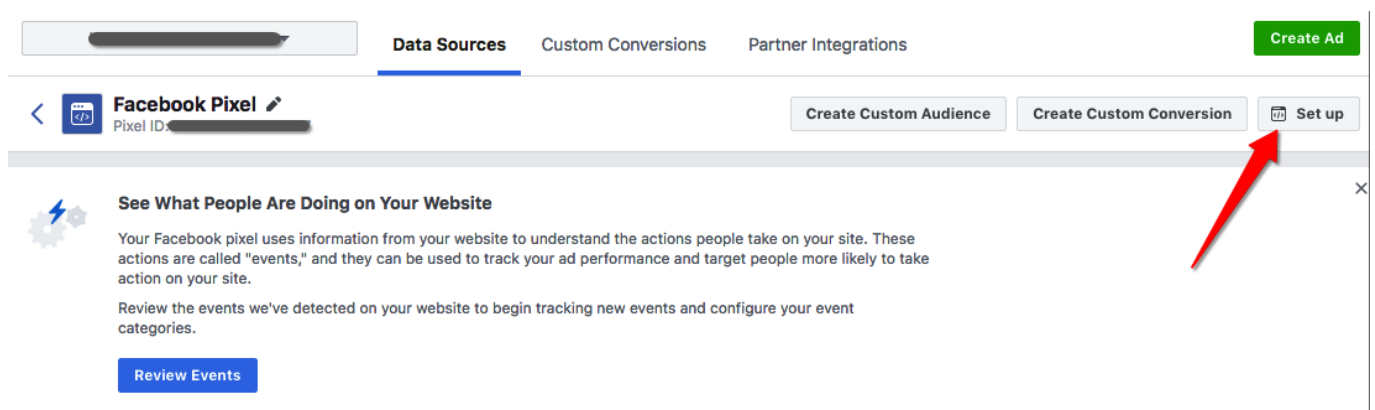
# [LMS] Setup Facebook Pixel analytics tool extension

<b>Code</b>		<b>Author</b>	BrainCert
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The Facebook pixel is an analytics tool that helps you measure the effectiveness of your advertising. You can use the Facebook pixel to understand the actions people are taking on your LMS website and reach audiences you care about.

## How to find Facebook pixel ID?

Go to [Facebook Pixel page](#) in your Ads Manager. Your pixel's status will also be set to Active. Click on "Setup" button on right side of your dashboard.



The screenshot shows the Facebook Ads Manager interface for a Facebook Pixel. At the top, there are tabs for "Data Sources", "Custom Conversions", and "Partner Integrations", along with a "Create Ad" button. Below the tabs, the "Facebook Pixel" section is active, showing the Pixel ID and buttons for "Create Custom Audience", "Create Custom Conversion", and "Set up". A red arrow points to the "Set up" button. Below this, a popup titled "See What People Are Doing on Your Website" is displayed, containing text about tracking events and a "Review Events" button.

In the popup, select "Manually Install the Code Yourself" option.

## Set up your Pixel



### Select a Setup Method



#### Use an Integration or Tag Manager

Facebook pixel currently integrates with **BigCommerce**, **Google Tag Manager**, **Magento**, **Segment**, **Shopify**, **Squarespace**, **Wix**, **WooCommerce** and many more. [Learn about platform integrations.](#)



#### Manually Install the Code Yourself

We'll walk you through the steps to install the pixel code.



#### Email Instructions to a Developer

Send the installation instructions to a developer to install the pixel code for you.

[Give Feedback](#)

Cancel

Copy the numeric ID from the JavaScript code from Step 2 of the popup.

## 2 Copy the entire pixel code and paste it in the website header

Paste the pixel code at the bottom of the header section, just above the `</head>` tag. Facebook pixel code can be added above or below existing tracking tags (such as Google Analytics) in your site header.

```
<!-- 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',
  'https://connect.facebook.net/en_US/fbevents.js');
  fbq('init', '163125262026097');
  fbq('track', 'Pageview');
</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

## Installing Facebook Pixel in your LMS

In LMS, go to 'Account & Settings' and 'Extensions'. Enter the numeric pixel ID in the text field and turn on the slider to 'On' position. Finally, save your settings and reload page to take effect.

Facebook pixel



### Facebook pixel

The Facebook pixel is a piece of code that's placed on your LMS pages to report conversions, build audiences and get insights about how people are using your LMS website.

ID 163125262026097

Save | Documentation

On


## Check Facebook Pixel installation status

Check the status of your pixel code by visiting few pages in your LMS. Now, go to [Facebook Pixel page](#), repeat the "How to find Facebook pixel ID" steps above, and check step 4 in the popup and confirm it is marked as 'Active' with green marker.

## 4 Send test traffic to your pixel

Check the status of your pixel code by sending test traffic. If your status is shown as **Active**, your code has been installed correctly. Note that this process may take several minutes.

● Active  
Last Received in the Last Hour



If the status is still **No Activity Yet** after 20 minutes, your pixel code may not be installed correctly. [Get guidance](#) on installing your pixel. You can also visit [Test Events](#) in Events Manager to check your setup and troubleshoot individual pages.

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