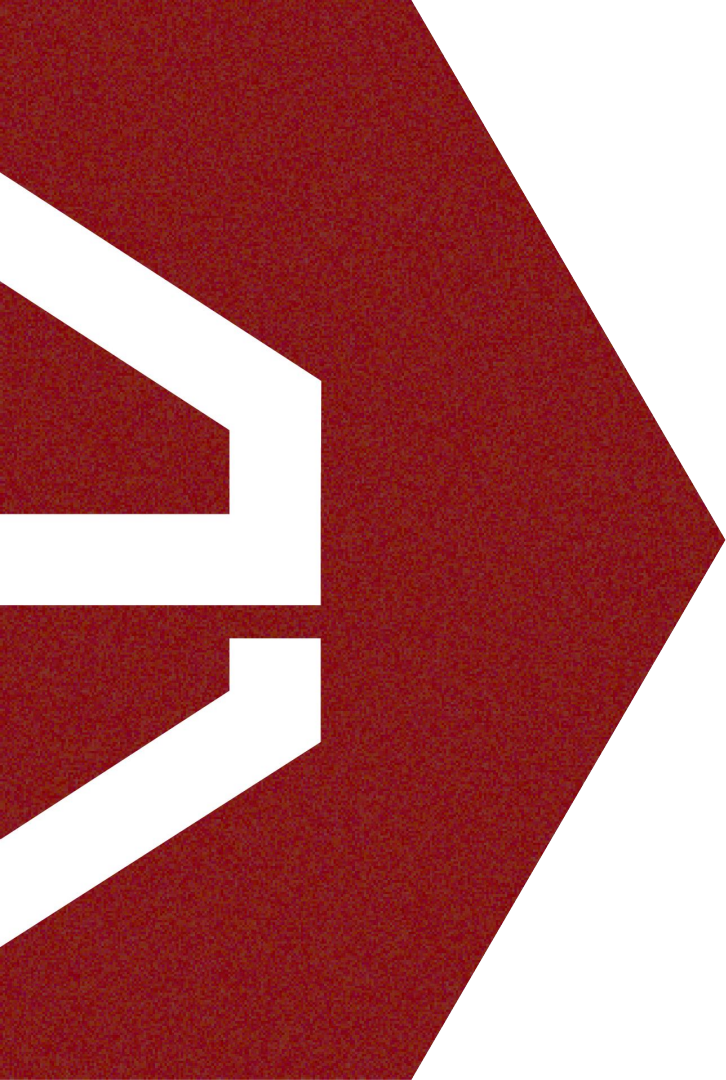


# EMBERTRIBE

Let's find your tribe together.





# **Business Models**

Customize your setup to your type of  
business for best results.

# Business Model Types



## Lead Generation

- Salesperson / salespeople
- Acquire contact information
- Longer sales cycle
- Nurturing, objection killing

## E-Commerce

- Touchless
- Sell product
- Shorter cycle, based on \$\$
- Price & product-based

## SaaS / App

- Touchless
- Signup / download
- TBD
- Need & feature-based





# Event Tracking

Make sure to feed your Pixel so it can  
grow up big and strong.

- Pass extra data
- Improved accuracy
- Work in aggregate
- Dynamic application
- No Pixel modification
- Compatible with DPA

Website action	Standard event code
View content	<code>fbq('track', 'ViewContent');</code>
Search	<code>fbq('track', 'Search');</code>
Add to cart	<code>fbq('track', 'AddToCart');</code>
Add to wishlist	<code>fbq('track', 'AddToWishlist');</code>
Initiate checkout	<code>fbq('track', 'InitiateCheckout');</code>
Add payment info	<code>fbq('track', 'AddPaymentInfo');</code>
Make purchase	<code>fbq('track', 'Purchase', {value: '0.00', currency: 'USD'});</code>
Lead	<code>fbq('track', 'Lead');</code>
Complete registration	<code>fbq('track', 'CompleteRegistration');</code>



## Lead Generation

- ViewContent
- Lead
- Search

## E-Commerce

- ViewContent
- AddtoCart
- InitiateCheckout
- Purchase
- AddPaymentInfo
- AddToWishlist
- Search

## SaaS / App

- ViewContent
- Lead
- CompleteRegistration
- Purchase
- AddPaymentInfo
- Search

# The Value of Value



Amount Spent	Link Clicks	CTR (Link Click-Throu...	Website Content Views	Website Adds to Cart	Website Adds to Cart Conversion Value	Website Checkouts Initiated	Website Purchases	Website Purchases Conversion Value
\$3,621.47	4,212	1.07%	3,982	1,250	\$23,251.16	429	192	\$7,757.18
\$1,485.11	1,533	0.91%	1,775	882	\$16,760.64	338	153	\$6,522.34
\$297.22	266	1.09%	512	237	\$3,935.13	88	48	\$2,366.56
\$1,811.51	2,346	1.21%	3,252	481	\$9,531.81	213	103	\$3,507.33
\$1,728.63	1,025	0.57%	1,174	677	\$10,964.72	259	128	\$4,259.19
\$1,037.79	3,748	3.74%	561	86	\$1,335.02	24	14	\$488.73
\$833.28	607	0.78%	927	194	\$3,037.67	65	36	\$1,272.77
\$738.47	481	0.77%	530	321	\$5,513.98	119	66	\$2,335.87
\$550.53	2,759	2.87%	461	82	\$1,465.92	39	17	\$548.06



**Create a Custom Conversion** ✕

**Pixel** ? ● Pixel ID

**Rule** ? Include traffic that meets the following conditions:

URL contains ▼

✓ URL contains

URL equals

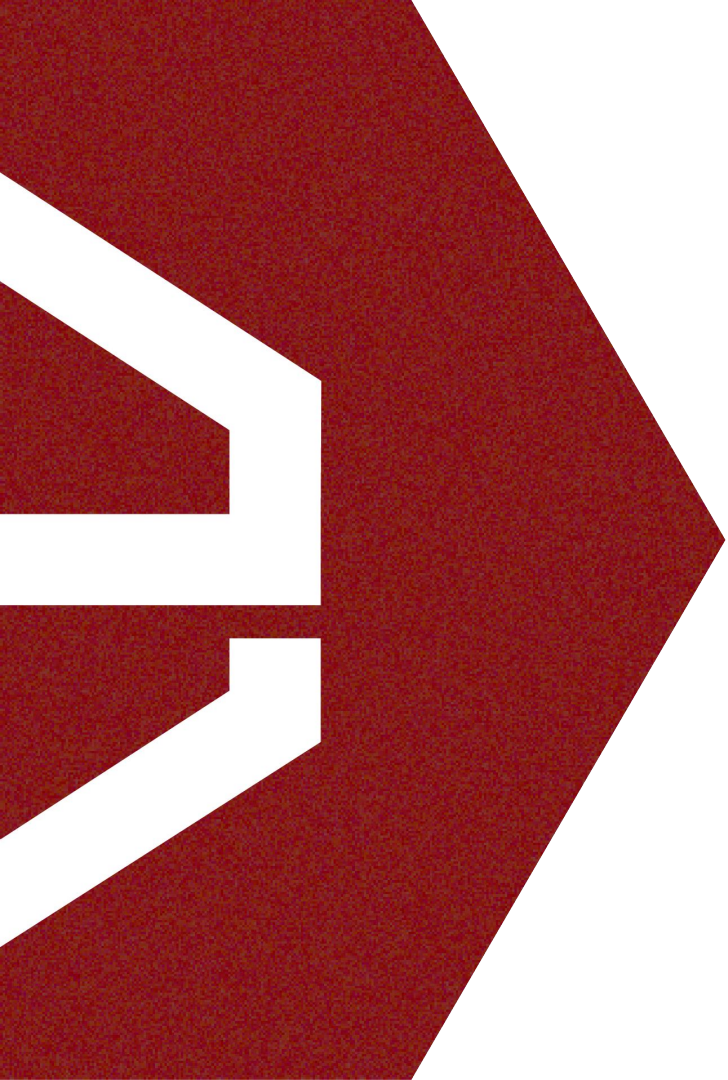
Event

and

**Category** ?

Choose the category that best describes the rule that you're defining. Selecting a category helps Facebook learn how to optimise advert delivery for the custom conversion that you're creating.

- Setup up to 20
- Based on URL or Event
- Less accurate
- Not dynamic
- Can split Standard Events



# Implementation

Deploying the Pixel right the first time.

**Insert before  
</head>**

```
<!-- 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._
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(
document,'script','https://connect.facebook.net/en_US/fbevents.js');
fbq('init', '██████████'); // Insert your pixel ID here.
fbq('track', 'PageView');
</script>
<noscript><img height="1" width="1" style="display:none"
src="https://www.facebook.com/tr?id=██████████&ev=PageView&noscrip
/></noscript>
<!-- DO NOT MODIFY -->
<!-- End Facebook Pixel Code -->
```

**Fire before any  
other Facebook  
event codes**

The Base Pixel code initializes Facebook tracking. If it fails to fire, no other on-page event tracking will be sent to the Facebook Pixel. It should fire on every page of every domain and sub-domain where user traffic goes (landing pages, blog, payment gateways, inside web apps).

# Installing the Base

## Choose Your Solution



WordPress



WooCommerce



Wix



Shopify



Google Tag Manager



Magento



BigCommerce



Segment



Squarespace

[Request a new tool or platform integration](#)



# Installing Events

✕ FB Lead - Webinar Registration

Tag Configuration

Tag type

< > Custom HTML  
Custom HTML Tag

HTML

```
1 <script>
2 fbq('track', 'Lead');
3 fbq('track', 'WebinarRegistration');
4 </script>
```


Tag Sequencing

Setup Tag

Facebook Pixel

Triggering

Firing Triggers

 Webinar Registration TYP  
Page View

Facebook Pixel

Facebook Pixel ID

50952 [Change](#)

Facebook Pixel helps you create ad campaigns to find new customers that look most like your buyers. [Learn more about Facebook Pixel.](#)

Facebook Pixel Events WooCommerce Easy Digital Downloads

Facebook Pixel Settings

Add your Facebook Pixel ID:


Enter your Facebook Pixel ID

Where to find the Pixel ID? [Click here for help](#)

+ Add Facebook Pixel ID


```
127 ge.src = ( https: == document.location.protocol ? https:// : http:// ) + sdc
128 var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga,
129 {});
130 </script>
131 <script>
132 !function(f,b,e,v,n,t,s)
133 {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
134 n.callMethod.apply(n,arguments):n.queue.push(arguments)};
135 if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
136 n.queue=[];t=b.createElement(e);t.async=!0;
137 t.src=v;s=b.getElementsByTagName(e)[0];
138 s.parentNode.insertBefore(t,s)}(window, document,'script',
139 'https://connect.facebook.net/en_US/fbevents.js');
140 fbq('init', '36935');
141 fbq('track', 'PageView');
142 </script>
143 <noscript></noscript></head>
146 <body class="container scroll-lock home page-template page-template-theme page-temp
147 <header class="header u-border-4 modal-blur" id="navigation">
148 <nav class="danish-container navigation navigation-header">
```


- Tag Manager
- Native integration
- Plugin
- Hard code
  - onClick
  - onSubmit
  - Page load

 **Facebook Pixel Helper**  
offered by [Facebook](#)  
★★★★★ (673) | [Developer Tools](#) | 741,054 users

ADDED TO CHROME

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 **Pixel Helper**

 1 pixel found on parse.com

Custom Audience Pixel loaded successfully.  
Event ID: PixelInitialized  
[View Event Log](#)

Compatible with your device

The Facebook Pixel Helper is a troubleshooting tool that helps you validate your pixel implementation.

The Facebook Pixel Helper works in the background to look for conversion or Facebook pixels and provide realtime feedback on the implementation. A small number will appear on the Facebook Pixel Helper icon to indicate number of pixel events. When clicked, a panel will expand to show a detailed overview of the page's pixels, including warnings, errors and successes. Learn more about using Facebook pixels here.

[Website](#)  
[Report Abuse](#)

**Additional Information**  
Version: 0.7.14  
Updated: October 9, 2017  
Size: 507KiB  
Language: English


RELATED

[Check Facebook Pixel](#)  
★★★★★ (2)


[Fruumo Notifier](#)  
★★★★★ (29)

[MozBar](#)  
★★★★★ (1658)

[Google Analytics Debugger](#)  
★★★★★ (575)

 **Facebook Pixel Helper**  
[Learn More](#)

One pixel found on [parse.com](#)

 **Facebook Pixel**  
Pixel ID: 492219794460952

[Microdata](#)  
[ViewContent](#)

**CUSTOM PARAMETERS SENT**  
content\_type: product\_group  
content\_ids: [1236898971690]  
value: 54.90  
content\_name: Show  
currency: USD  
content\_category: Dress

**EVENT INFO**  
URL Called: Show  
Load Time: 44.32 ms  
Pixel Location: Show  
Matched Products: 1236898971690

[PageView](#)  
[Microdata](#)

Cross-reference reported pixel data in Business Manager with other systems.

Keep an eye out for abnormalities or Events that don't make sense.

