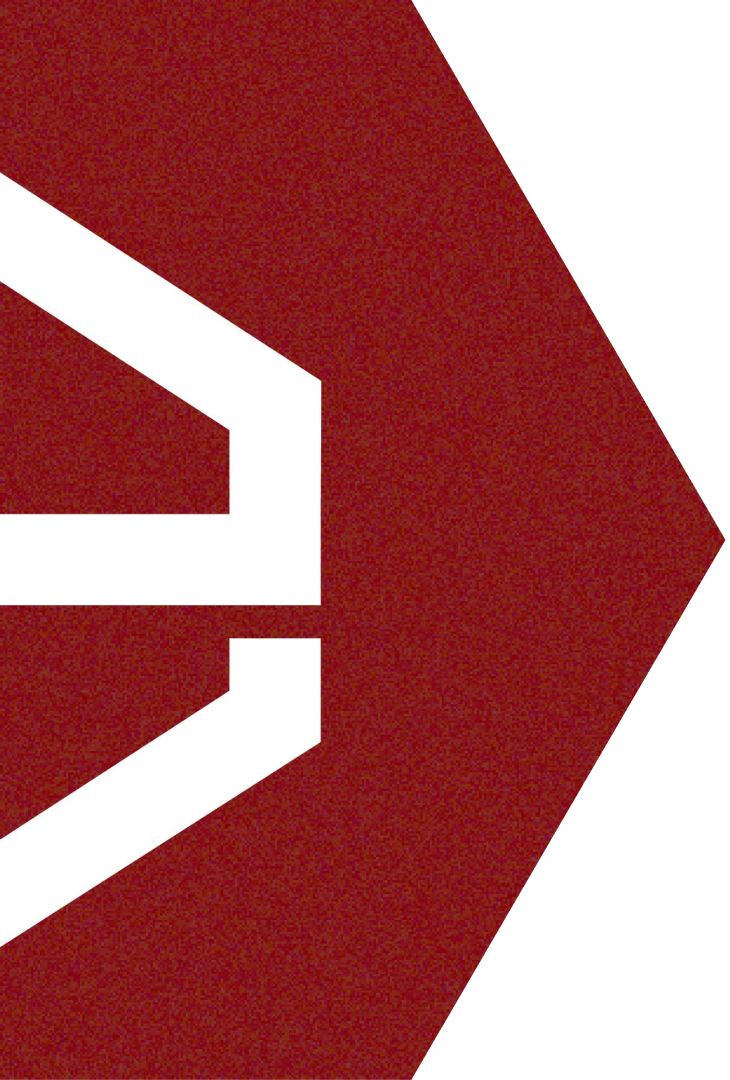
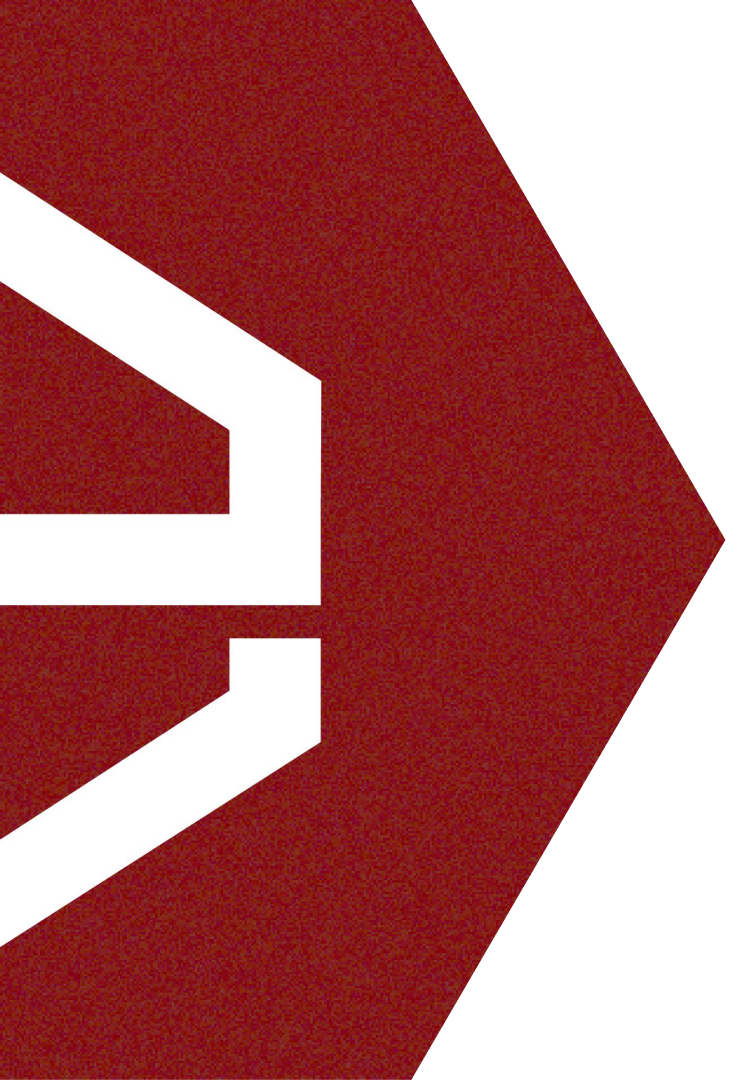


EMBERTRIBE

Let’s find your tribe together.

facebook Pixel
</>



Business Models

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

Business Model Types

EMBERTRIBE

Lead Generation

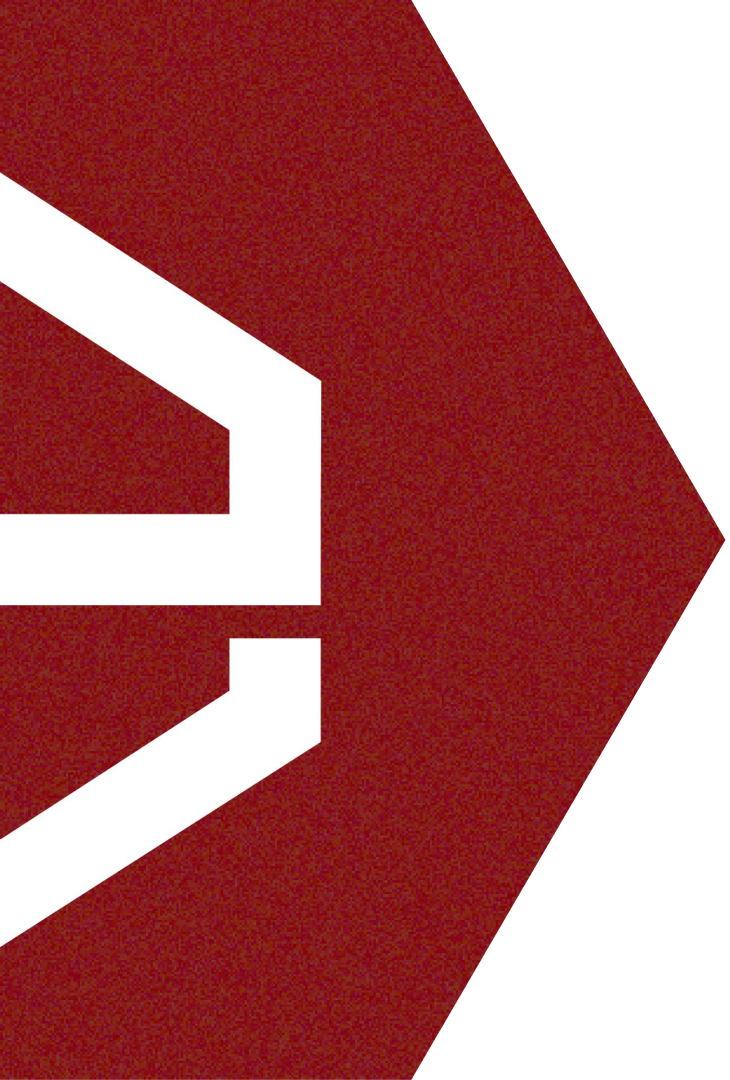
- Salesperson / salespeople
- Acquire contact information
- Longer sales cycle
- Nurturing, objection killing

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.

Standard Events

EMBERTRIBE

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

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

Standard Events

Lead Generation

- ViewContent
- Lead
- Search

E-Commerce

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

SaaS / App

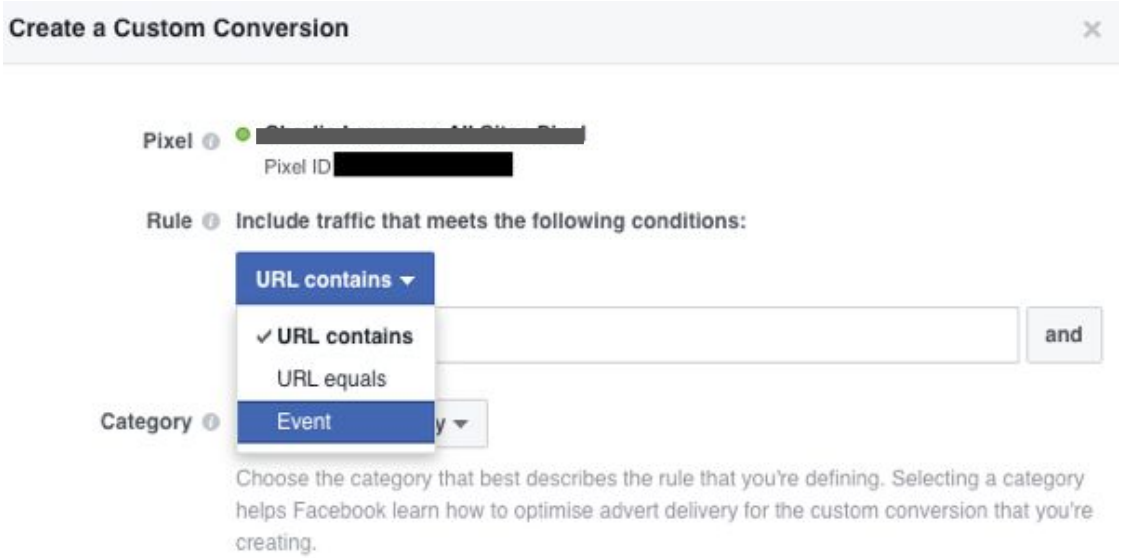
- ViewContent
- Lead
- CompleteRegistration
- Purchase
- AddPaymentInfo
- Search

The Value of Value

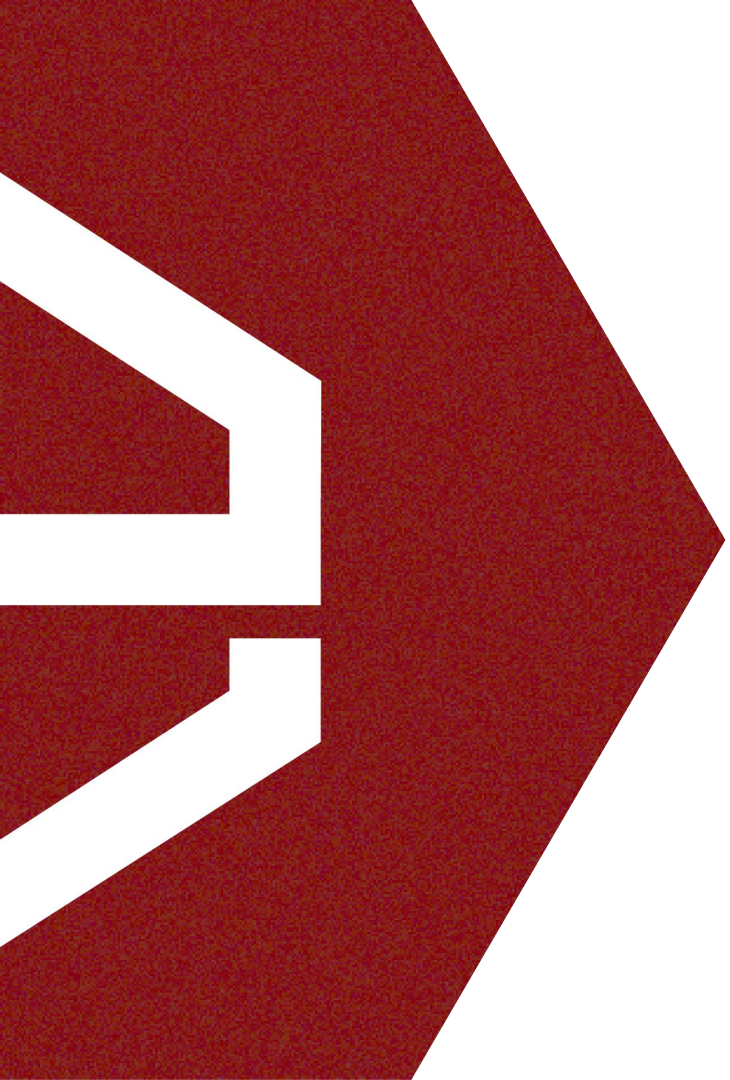
EMBERTRIBE

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

Custom Conversions



- 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.

Installing the Base

EMBERTRIBE

Insert before </head>

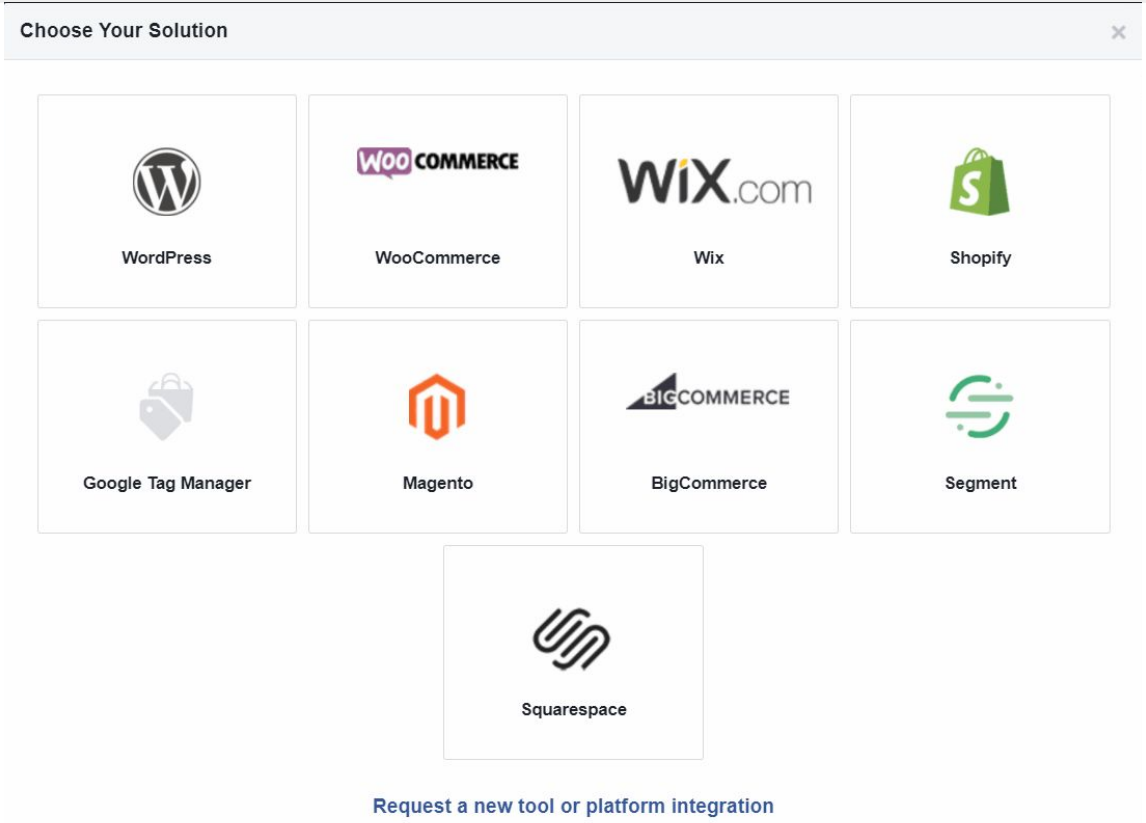
```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMetho
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(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

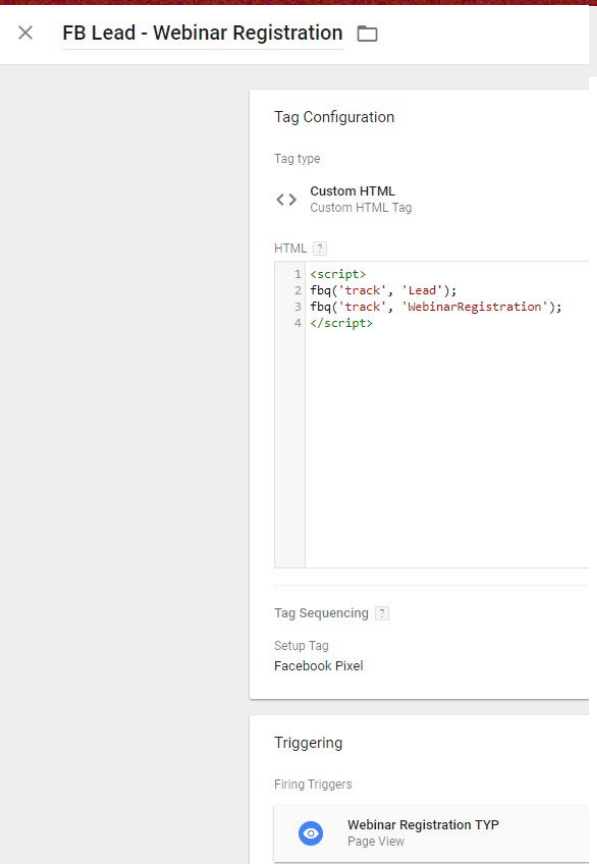
Installing the Base

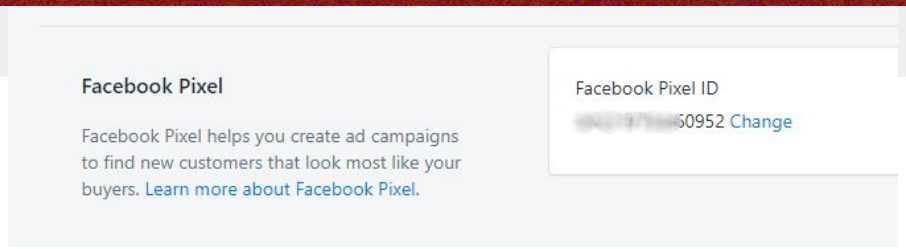
EMBERTRIBE

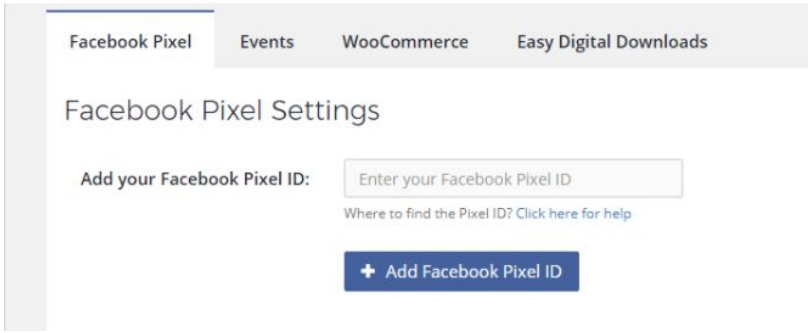


Installing Events

EMBERTRIBE



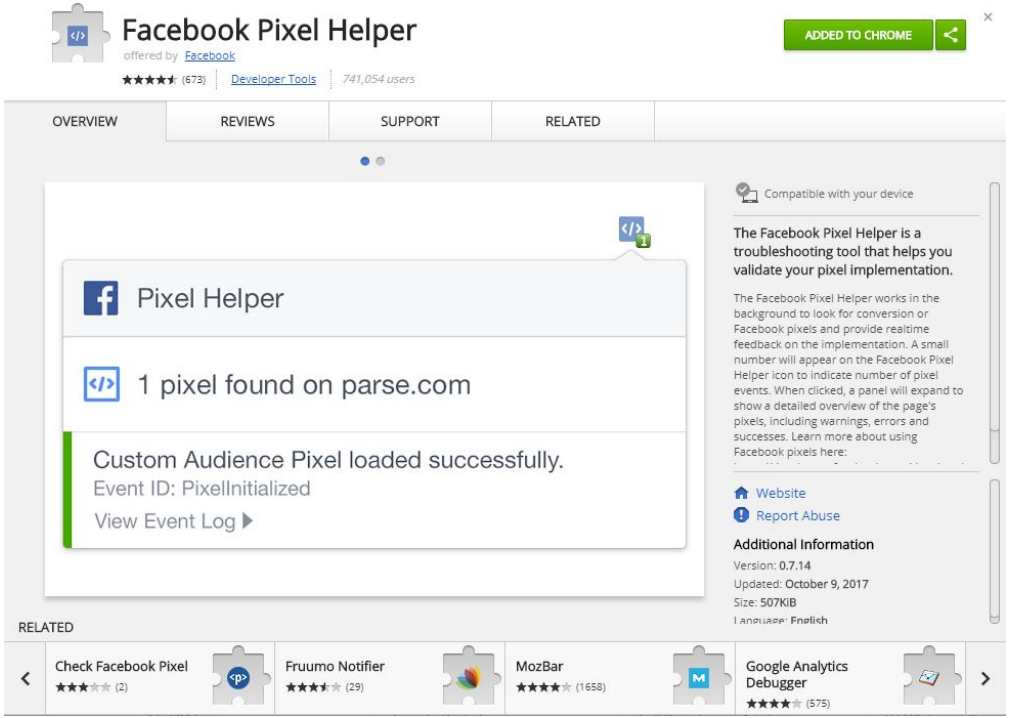


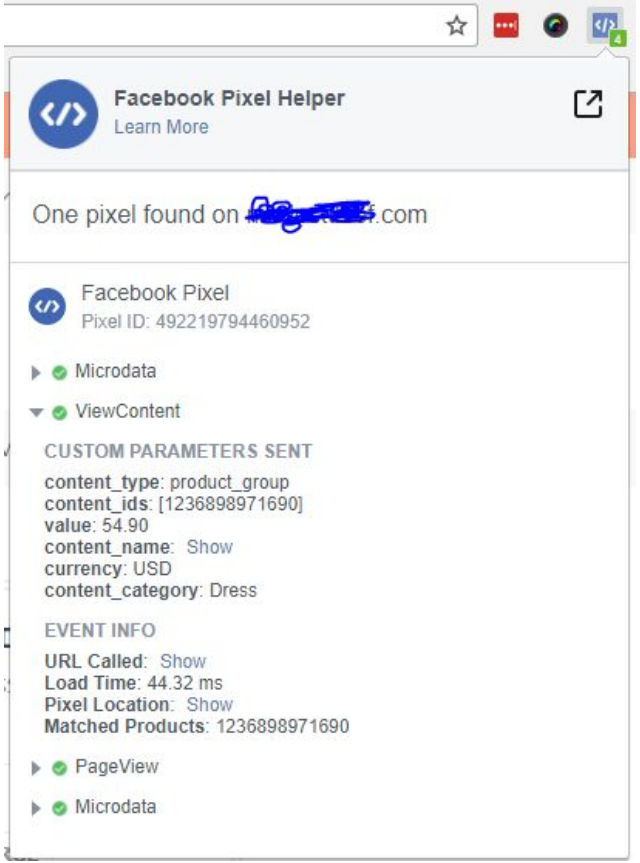


- Tag Manager
- Native integration
- Plugin
- Hard code
  - onClick
  - onSubmit
  - Page load

Validating

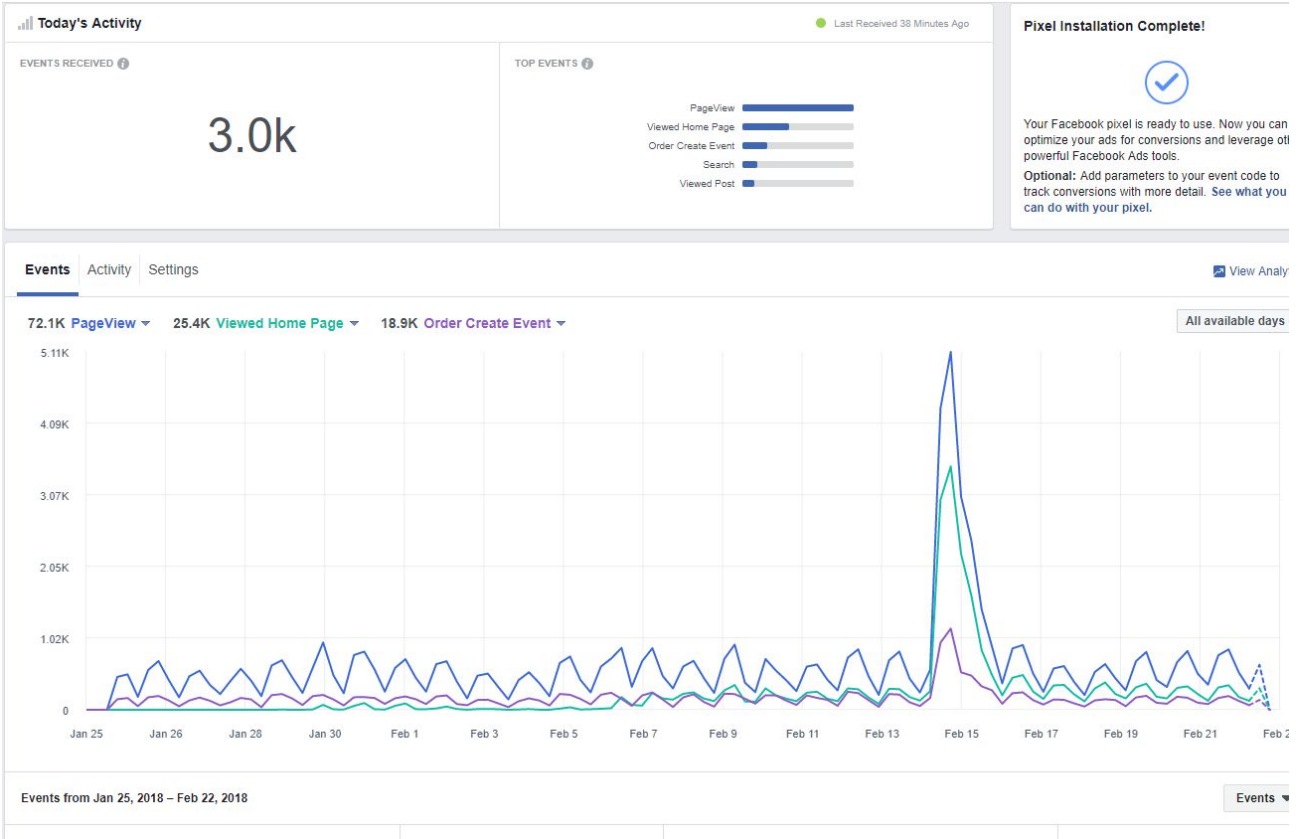
EMBERTRIBE





Validating

EMBERTRIBE

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

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