

**amasty**

For more details see how the [Facebook Pixel for Magento 2](#) works.

# Guide for Facebook Pixel for Magento 2

Connect your Magento store to Facebook in a split second. Gather more relevant data for the customer behavior analysis during your promo campaigns where Facebook or Instagram are involved.

- Choose the events to track
- Set up remarketing audiences
- Optimize your ads configurations
- Create lookalike audiences
- Configure custom events

Magento 2 Facebook Pixel extension is compatible with **Hyvä Theme** and **Hyvä Checkout**. You can find the 'amasty/module-facebook-pixel-hyva' package for installing in composer suggest. The compatibility is available as a part of an active product subscription or support subscription.

When you end up will all the configurations, for the correct work of the extension, please check if it's necessary to **flush the Magento cache**.

See an overview of how [Apple's iOS 14 changes](#) may affect advertising with Facebook.

Learn more about the Facebook Pixel configurations on the Facebook side and Events Manager in the [detailed guide by Facebook](#).

In [Facebook Pixel FAQ](#) you can find answers to the most popular questions about the extension functionality.

## Facebook Pixel Lite

### General Settings

#### General

Enable Facebook Pixel  
[store view]

Log All Events Data  
[store view]



If enabled you can find all frontend events data which was sent to Facebook in `/var/log/facebook_pixel.log` file.

**Enable Facebook Pixel** - Select 'Yes' to enable the extension and make all the other settings below visible.

**Log All Events Data** - If enabled you can find all frontend events data which was sent to Facebook in /var/log/facebook\_pixel.log file.

Please enable this setting only if you need to check the event data and disable after debugging, as it can affect site performance. We recommend not to keep the 'Log All Events Data' setting enabled all the time in order to optimize the load on your disk space.

Please note that all the info that is sent to Facebook through the Facebook Pixel is logged and stored **on the Magento side**. If the setting '**Log All Events Data**' is enabled, you can find all events data which was sent to Facebook in this file:

```
/var/log/facebook_pixel.log
```

## Manage Pixel IDs

Manage all pixel IDs that you create via the Manage Pixel IDs grid. Please navigate to **Marketing → Amasty Facebook Pixel → Manage Pixel IDs** to explore the grid and add new pixel IDs. Click '**Add New Pixel ID**' to link a new pixel with the Facebook account from Magento backend or click '**Edit**' on the grid to edit the existing one.

### Manage Pixel IDs

 demouser ▾

[Add New Pixel ID](#)

 Filters

 Default View ▾

 Columns ▾

Actions ▾

2 records found

20 ▾

per page

<

1

of 1

>

<input type="checkbox"/>	ID	Pixel ID	Status	Store View	Action
<input type="checkbox"/>	1	833573180571059	Active	Main Website Main Website Store Default Store View	<a href="#">Edit</a>
<input type="checkbox"/>	3	246775200777429	Active	Main Website Main Website Store Pixel ID #2	<a href="#">Edit</a>

## Edit Pixel / Create a new Pixel

### General

# Edit Pixel "833573180571059" (ID: 1)

## General

Pixel ID \*

Set up Facebook Pixel in your Facebook account [Ads Manager->Events Manager](#)

Is Enabled  Yes

 **Product Identifier**    
Subscribe to Unlock

 **Parent or Child Identifier**    
Subscribe to Unlock

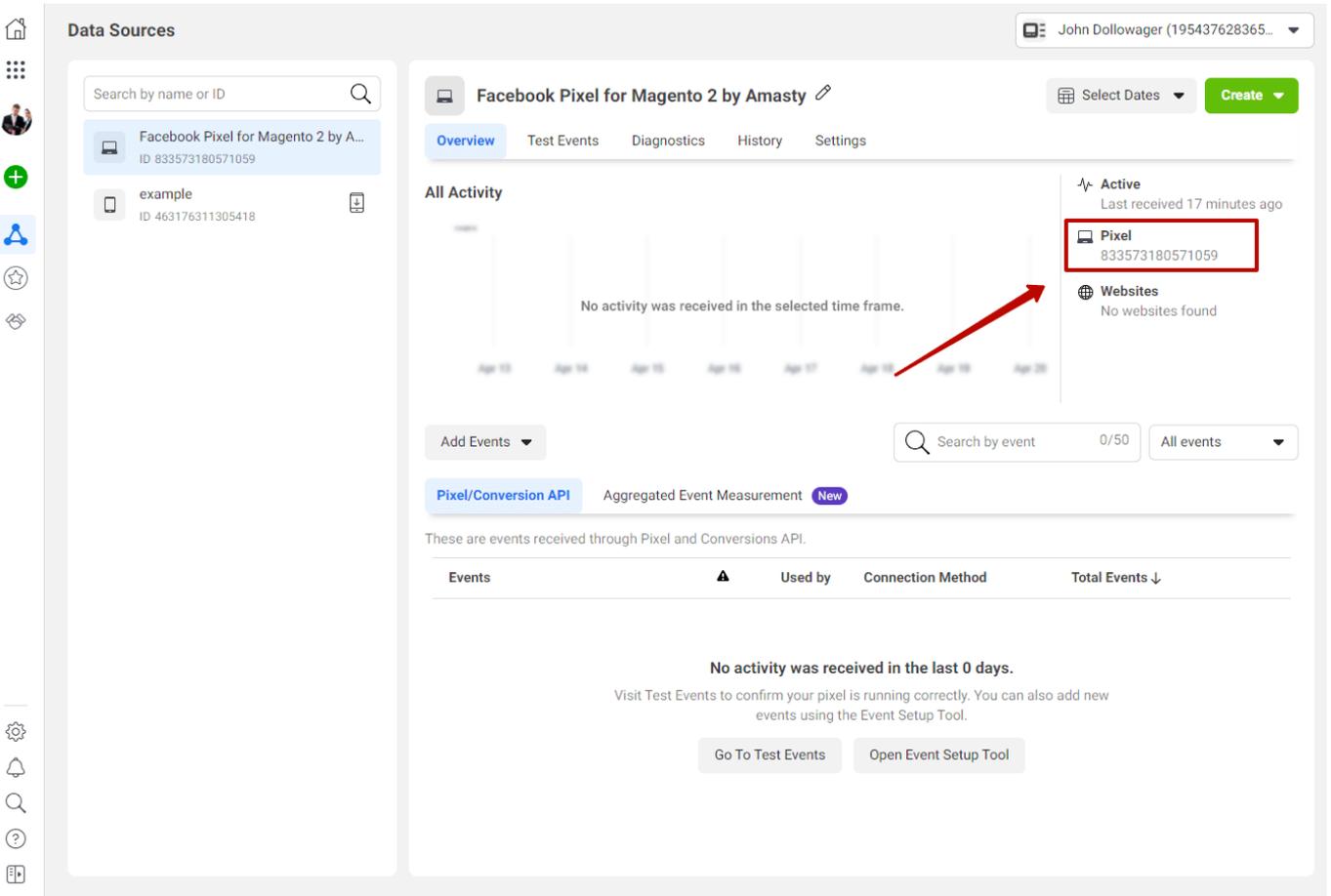
 **Enable Advanced Matching**    
Subscribe to Unlock

Store View \*  

- All Store Views
- Main Website**
- Main Website Store**
- Default Store View**
- Pixel ID #2

**Pixel ID** - fill in this field with the pixel ID that you can get from your Facebook account. After pasting it here, save the configuration and flush Magento Cache.

To get your Facebook Pixel ID, please [follow this link](#) and copy the ID from here:



**Is Enabled** - Set this setting to 'Yes' to enable this very pixel.

The **Product Identifier**, **Parent or Child Identifier**, and **Enable Advanced Matching** features are available only in the **Pro** version of the extension and require an active product or support subscription. Upgrade to **Pro** and subscribe to gain access to these features for more precise tracking.

**Store View** - Specify the store view or multiple store views to where the pixel will be applied.

## Events

## Events

- Category View  Yes
- Product View  Yes
- Initiate Checkout  Yes
- Purchase  Yes
- Product Search  No
- Add To Cart  No
- Add To Wishlist  No
- Customer Registration  No

In this section, you can choose for which parts of your store you'd like to track using the events. Enable the events that you need by selecting 'Yes' from the dropdown where needed.

Here's the list of the events you can track using the extension:

- **Category View** (Magento event name) = ViewCategory (Facebook event name)
- **Product View** (Magento event name) = View Content (Facebook event name)
- **Initiate Checkout** (Magento event name) = Initiate Checkout (Facebook event name)
- **Purchase** (Magento event name) = Purchase (Facebook event name)
- **Product Search** (Magento event name) = Search (Facebook event name)
- **Add To Cart** (Magento event name) = Add to Cart (Facebook event name)
- **Add To Wishlist** (Magento event name) = Add to Wishlist (Facebook event name)
- **Customer Registration** (Magento event name) = Complete Registration (Facebook event name)

[This is how the tracked events will look like on the side of the Facebook:](#)

**Facebook Pixel for Magento 2 by Amasty** Last 14 days Create

**Overview** Test Events Diagnostics History Settings

Events	Used by	Connection Method	Total Events ↓
<b>PageView</b> Active		Browser	122 Last received 47 minutes ago
<b>ViewCategory</b> Active		Browser	40 Last received 47 minutes ago
<b>Add to Cart</b> Active		Browser	34 Last received 47 minutes ago
<b>View Content</b> Active		Browser	18 Last received 10 hours ago
<b>Search</b> Active		Browser	8 Last received 10 hours ago
<b>Initiate Checkout</b> Active		Browser	5 Last received 4 days ago

**Advanced Matching Activity**  
Set Up Mode: Automatic  
14% of your PageView events are receiving the following hashed customer information through your Advanced Matching setup: Email.  
[Learn More](#)

**Parameters**  
No event parameters were detected. Use [Test Events](#) to view the parameters of an individual event trigger.

**Active**  
Last received 47 minutes ago

Export Data Manage Event View Details

**Data Sources** John Dollowager (195437628365...)

Search by name or ID

- Facebook Pixel for Magento 2 by A... ID: 833573180571059
- example ID: 463176311305418

**Facebook Pixel for Magento 2 by Amasty** Create

Overview **Test Events** Diagnostics History Settings

**Test Your Events**  
Check that your events are received correctly. [Learn More](#)

Receiving activity  
facebook-pixel-m2.magento-demo.amasty.com and facebook-pixel-m2-staging.magento-demo.amasty.com | TEST20474

All Browser Server 6 options selected Clear Activity

Events Received	Received From	Setup Method	Event ID	Time Received
<b>Add to Wishlist</b> <span>Processed</span>	Browser	Manual Setup		Today at 9:11:57 PM
URL: https://facebook-pixel-m2.magento-demo.amasty.com/wishlist/index/index/wishlistId/1/ Parameters: (7) value: 0 currency: USD content_ids: ["WH07"] content_type: product content_name: Phoebe Zipper Sweatshirt contents: [{"id": "WH07", "quantity": 1}] product_catalog_id: <a href="#">Less</a> Action Source: website Advanced Matching Parameters: IP Address, User Agent				
<b>PageView</b> <span>Processed</span>	Browser	Manual Setup		Today at 9:11:55 PM
<b>PageView</b> <span>Processed</span>	Browser	Manual Setup		Today at 9:11:47 PM
<b>Add to Wishlist</b> <span>Processed</span>	Browser	Event Setup Tool		Today at 9:11:46 PM
<b>ViewCategory</b> Custom Event <span>Processed</span>	Browser	Manual Setup		Today at 9:11:40 PM
<b>PageView</b> <span>Processed</span>	Browser	Manual Setup		Today at 9:11:36 PM

A hint: you can use the [Meta Pixel Helper](#) browser extension for easier configuration.

The screenshot displays a web browser window with the URL 'facebook-pixel-m2-staging.magento-demo.amasty.com/default/ingrid-running-jacke...'. The page header includes the 'amasty' logo and a navigation menu with categories: 'What's New', 'Women', 'Men', 'Gear', 'Training', and 'Sale'. Below the menu, a breadcrumb trail reads 'Home > Women > Tops > Jackets > Ingrid Running Jacket'. The main content area features a large image of a woman wearing a white zip-up jacket. To the right of the image, a 'Meta Pixel Helper' overlay is active, showing the following details: 'One pixel found on facebook-pixel-m2-staging.magento-demo.amasty.com', 'Meta Pixel' with 'Pixel ID: 833573180571059', and a list of events including 'PageView' and 'ViewContent'. Below the image, there is a quantity selector set to '1' and a blue 'Add to Cart' button. At the bottom of the product area, there are links for 'ADD TO WISH LIST' and 'ADD TO COMPARE'.

### How to connect Magento catalog to Facebook?

Having all the catalog data imported to Facebook will help you to get more precise results from the analytics and more correct work of the Facebook Pixel events related to products. Just for that purpose, we can suggest you to use our [Product Feed](#) for Magento 2 extension to export products from Magento and then import this data into Facebook.

## Facebook Pixel Pro

### General Settings (Pro)

The **Facebook Pixel Pro edition** adds two more settings to the main configuration area.

## General

<b>Enable Facebook Pixel</b> <small>[store view]</small>	Yes	▼
<b>Log All Events Data</b> <small>[store view]</small>	Yes	▼ ?
<small>If enabled you can find all frontend events data which was sent to Facebook in /var/log/facebook_pixel.log file.</small>		
<b>Enable Delayed Dispatch of Server Events</b> <small>[global]</small>	Yes	▼ ?
<b>Server Events Sending Frequency</b> <small>[global]</small>	Once per 30 minutes Once per 15 minutes Once per 30 minutes Once per hour	

**Enable Delayed Dispatch of Server Events** - Set this setting to 'Yes' to allow the delayed dispatch of server events and to enable one more setting ('*Server Events Sending Frequency*') below.

**Server Events Sending Frequency** - choose the server events sending frequency from three available options:

- Once per 15 minutes;
- Once per 30 minutes;
- Once per hour.

### Edit Pixel / Create a New Pixel (Pro)

Additional settings for more detailed and flexible tracking are exclusively available on the pixel creation/editing pages in the **Pro** version of the Facebook Pixel extension.

# Edit Pixel "449216343223938" (ID: 1)

## General

Pixel ID \* 449216343223938

Set up Facebook Pixel in your Facebook account [Ads Manager](#)->[Events Manager](#)

Is Enabled  Yes

Product Identifier	SKU
Parent or Child Identifier	Child
Enable Advanced Matching	Yes
Customer ID	Yes

Store View \* ?

- All Store Views
- Main Website**
- Main Website Store**
- Default Store View
- Pixel ID #2

**Product Identifier** - Choose how to identify products in the pixel: either by SKU or by Product ID from your Magento catalog.

- If the **SKU** option is selected, product SKUs will be displayed in the **content\_ids** parameter of the events as the product identifiers;
- If the **Product ID** option is selected, the Magento Product IDs will be displayed instead.

**Parent or Child Identifier** - Select whether the identifiers of child or parent products should be tracked in the events.

- The option selected in the **Product Identifier** setting will determine whether SKUs or Product IDs are tracked for the products of the selected type (parent/child);

- For grouped products, only child's SKUs or Product IDs will be tracked.

**Enable Advanced Matching** - set to **Yes** to send hashed information about registered customers along with the enabled Facebook (Meta) Pixel events. The following registered customer details will be forwarded: Email, Phone Number, First and Last Name, City, State, and ZIP Code.

- This feature does not support sending such information about guests.

**Customer ID** - set to **Yes** to forward Customer ID information along with the enabled Facebook (Meta) Pixel events.

- For guest customers, the **external\_id** parameter included the client session IDs will be forwarded with the enabled events;
- For registered customers, Magento customer IDs will be forwarded.

All features described in this user guide section are available only as part of an active product subscription or support subscription. You can find the **amasty/module-facebook-pixel-advanced-matching** package for installation in composer suggest.

These features work similarly for the Conversion API method.

## Conversion API

Please note that you need to have a **Facebook Business account** to setup the Conversion API functionality. You can create it here, by following this link: <https://business.facebook.com/overview/>

The **Facebook Pixel Pro edition** adds extra section to the Pixel ID configuration area. In order to use use it, please navigate to **Marketing** → **Amasty Facebook Pixel** → **Manage Pixel IDs** → **Add New Pixel ID / Edit** → **Conversion API**.

## Conversion API

Enable Conversion API

Access Token \*

Generate Access Token in your Facebook Business account *Ads Manager* -> *Event Manager* -> *Settings* -> *Generate Access Token*

Test Event Code

Leave empty, if you don't want to send the Test Events

Category View

 No

Product View

 No

Initiate Checkout

 No

Purchase

 No

Product Search

 Yes

Add To Cart

 Yes

Add To Wishlist

 Yes

Customer Registration

 Yes

**Enable Conversion API** - Set this setting to 'Yes' for further configurations of the Conversion API functionality.

**Access Token** - Generate Access Token in your Facebook Business account *Ads Manager* → *Event Manager* → *Settings* → *Generate Access Token*.

**Test Event Code** - In order to get the test code, please navigate to the 'Test Events' tab of your Facebook account. Leave empty, if you don't want to send the Test Events.

Please note that the any test information will remain in the Test Events tab for 24 hours or until you

clear it.

The screenshot shows the 'Amasty Pixel for Magento 2' interface. On the left is a sidebar with navigation icons. The main area is titled 'Data Sources' and contains a search bar and a list of data sources. The selected data source is 'Amasty Pixel for Magento 2' with ID 449216343223938. Below this, there are tabs for 'Overview', 'Test Events', 'Diagnostics', 'History', and 'Settings'. The 'Test Events' tab is active, showing a 'Test Your Events' section with a 'Waiting for activity' status and a filter for 'facebook-pixel-pro-m2.magento-demo.amasty.com'. A table titled 'Events Received' displays the following data:

Events Received	Received From	Setup Method	Event ID	Time Received
Search <span>Processed</span>	Server	Manual Setup	1000003	Yesterday at 3:47:03 PM
PageView <span>Processed</span>	Browser	Manual Setup		Yesterday at 3:46:49 PM

Find out how to install the **Facebook Pixel** extension for Magento 2 via [Composer](#).

From: <https://amasty.com/docs/> - **Amasty Extensions FAQ**

Permanent link: [https://amasty.com/docs/doku.php?id=magento\\_2:facebook\\_pixel](https://amasty.com/docs/doku.php?id=magento_2:facebook_pixel)

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