

**amasty**

For more details see how the [X \(Twitter\) Pixel for Magento 2](#) extension works.

# Guide for X (Twitter) Pixel for Magento 2

Easily integrate the X (Twitter) Pixel into your Magento 2 store to enable proper and precise tracking of ad performance. Uncover key data about user behavior and preferences and leverage this information to fine-tune your marketing strategies for better results.

- Select and activate actions (events) you want to track
- Use events to establish conversion goals for your ad campaigns
- Generate audiences based on event completions

Magento 2 X (Twitter) extension is compatible with **Hyvä Theme**. You can find the **amasty/module-pixel-x-hyva** package for installing in composer suggest. Refer to this official [documentation](#) for detailed information on pixel and conversion tracking setup on the X Ads business account side.

## General Settings

Navigate to **Stores** → **Configuration** → **Amasty Extensions** → **X Pixel** → **General** to begin the extension setup.

X Pixel 1.0.0 by **amasty**

REQUEST NEW FEATURE

### General

Enable X Pixel  
[store view]

Yes

Log All Events Data  
[store view]

No

If enabled you can find all frontend events data which was sent to X Ads Manager in `/var/log/x_pixel.log` file.

**Enable X Pixel** - Choose Yes to activate the extension and make the *Log All Events Data* setting available for configuration.

**Log All Events Data** - When enabled, all frontend event data sent to X Ads will be stored in the

`/var/log/x_pixel.log` file.

Please activate this feature only when reviewing event data, and be sure to disable it after debugging to avoid impacting site performance. We recommend turning off the Log All Events Data feature when not in use to conserve disk space.

It is important to note that only information about active X (Twitter) pixels is included in the logger. However, if the page is being cached, the logging process in the debugger might not occur. Make sure to consider the caching settings while testing the logging events data for accurate event tracking and troubleshooting.

## 'Manage Pixel IDs' grid

From this convenient grid, you can add new X (Twitter) Pixel IDs by clicking the **Add New Pixel** button as well as manage and start editing existing ones by selecting the **Edit** option in the **Action** column.

To view the grid, follow the path **Marketing** → **X Pixel** → **Manage Pixel IDs**.

### Manage Pixel IDs

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[Add New Pixel](#)

 Filters

Actions ▾

1 records found

20 ▾

per page

<

1

of 1

>

<input type="checkbox"/>	ID	Pixel ID	Status	Store View	Action
<input type="checkbox"/>	1	oggei	Active	All Store Views	<a href="#">Edit</a>

If necessary, you can assign a unique Pixel ID to each store view and collect event data separately.

## Add and Edit X Pixels

### General

# Edit X Pixel

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← Back Delete Save and Continue Edit **Save**

## General

Is Enabled  Yes

Pixel ID \*

Set up X Pixel in your X Ads Manager account. Find more information [here](#).

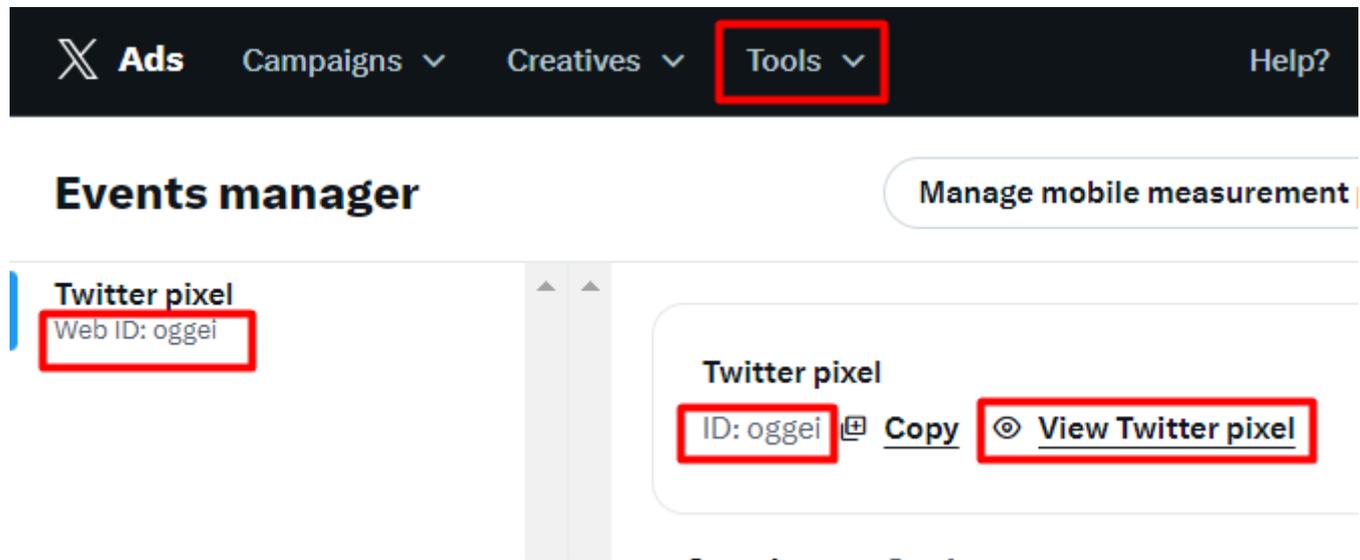
Store View \* 

- All Store Views
- Main Website**
- Main Website Store
- Default Store View

**Is Enabled** - switch to Yes if you'd like to activate this specific X pixel.

**Pixel ID** - paste the X Pixel ID copied from your [X Ads](#) account into this field.

To locate and copy the X Pixel ID, head to **Tools → Events Manager** in the top menu of your [X Ads](#) account. If you have already created the pixel there, its ID will be visible in the left sidebar. You can also find and copy it from the right panel or after clicking the **View Twitter pixel** button.



To create a new pixel (if none exists), click the **Add event source** button.

**Store View** - Select the store view(s) to where the X Pixel will be applied.

## X Pixel Events

### X Pixel Events

Category View	<input checked="" type="checkbox"/> Yes	<input type="text" value="tw-oggei-on37b"/>	Copy the Page View Event ID from your X account and paste it into this field. This will enable the initial trigger for that event.
Product View	<input checked="" type="checkbox"/> Yes	<input type="text" value="tw-oggei-on1vv"/>	Copy the Page View Event ID from your X account and paste it into this field. This will enable the initial trigger for that event.
Checkout Initiated	<input checked="" type="checkbox"/> Yes	<input type="text" value="tw-oggei-on38k"/>	Copy the Checkout Initiated Event ID from your X account and paste it into this field. This will enable the initial trigger for that event.
Purchase	<input checked="" type="checkbox"/> Yes	<input type="text" value="tw-oggei-on3a5"/>	Copy the Purchase Event ID from your X account and paste it into this field. This will enable the initial trigger for that event.
Search	<input checked="" type="checkbox"/> Yes	<input type="text" value="tw-oggei-on386"/>	Copy the Search Event ID from your X account and paste it into this field. This will enable the initial trigger for that event.

Add To Cart	<input checked="" type="checkbox"/> Yes	<input type="text" value="tw-oggei-on37f"/>	Copy the Add To Cart Event ID from your X account and paste it into this field. This will enable the initial trigger for that event.
Add To Wishlist	<input checked="" type="checkbox"/> Yes	<input type="text" value="tw-oggei-on37y"/>	Copy the Add To Wishlist Event ID from your X account and paste it into this field. This will enable the initial trigger for that event.
Lead	<input checked="" type="checkbox"/> Yes	<input type="text" value="tw-oggei-on3bk"/>	Copy the Lead Event ID from your X account and paste it into this field. This will enable the initial trigger for that event.
Added Payment Info	<input checked="" type="checkbox"/> Yes	<input type="text" value="tw-oggei-on39i"/>	Copy the Added Payment Info Event ID from your X account and paste it into this field. This will enable the initial trigger for that event.
Subscribe	<input checked="" type="checkbox"/> Yes	<input type="text" value="tw-oggei-on3cx"/>	Copy the Subscribe Event ID from your X account and paste it into this field. This will enable the initial trigger for that event.

With the X (Twitter) Pixel extension installed, you can manage what specific user actions will be captured on your website as events. The following is a list of events available for tracking via the extension:

- Category View
- Product View
- Checkout Initiated
- Purchase
- Search
- Add To Cart
- Add To Wishlist
- Lead
- Added Payment Info
- Subscribe

Next to each event, you must specify its corresponding ID from your X Ads account. This means the event of the matching type must first be created in your X Ads account (**Tools** → **Events Manager** → **Events** table → **Add events** button).

Manage mobile measurement partners

Add event source

Overview Settings

### Events

Add events

Search [Q] Type: All [v] Status: All [v]

Name	Type	Status ⓘ	Last recorded	Post-engagement attribution window
Site visits ⓘ	AUTO-CREATED	Active	September 20, 2024 1:19 PM 37 minutes ago	30 days
Landing page views ⓘ	AUTO-CREATED	Inactive	-	30 days
Subscribe ID: tw-oggei-on3cx	Subscribe	No recent activity	September 4, 2024 8:12 PM 15 days ago	30 days
Registration ID: tw-oggei-on3bk	Lead	No recent activity	September 4, 2024 6:41 PM 15 days ago	30 days
Purchase ID: tw-oggei-on3a5	Purchase	No recent activity	September 4, 2024 7:57 PM 15 days ago	30 days
Add payment ID: tw-oggei-on39i	Added payment info	No recent activity	September 4, 2024 8:07 PM 15 days ago	30 days

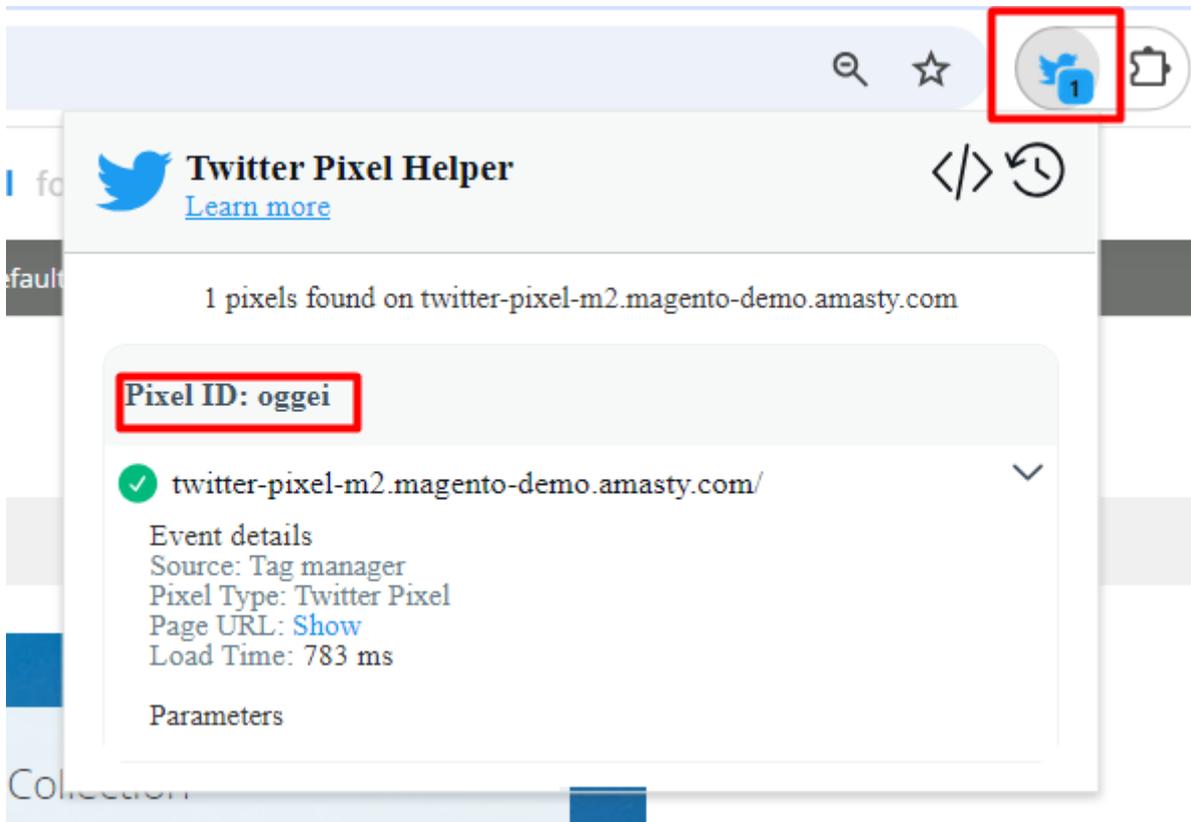
Please note that the extension tracks prices in your store's base currency.

## Troubleshooting and verification

After the X Pixel implementation, to make sure that it works correctly, you can use the following tools:

## 1. X (Twitter) Pixel Helper browser extension

You can install this browser extension on [Google Chrome](#) and then activate it on your website's frontend.



## 2. Recent Activity Log in your X Ads account

Go to **Tools** → **Events Manager** → **Events** table, click the three dots near the event you'd like to check, and choose the **View Activity** option from the dropdown.

**Recent activity**

**Add to Cart**

ADD TO CART

This screen displays a sampling of event activity over the past 12 hours. This tool is meant to assist with general debugging of Twitter pixel's configuration, and not as a definitive source of truth.

Event time ⓘ	Parameters	Host ⓘ
September 20, 2024 at 1:11 PM	6 parameters	y.com

```
{  "value": "49",  "currency": "USD",  "tagContents": [    {      "contentId": "24-MG01",      "contentName": "Endurance",      "contentPrice": "49",      "numItems": 1    }  ]}
```

Find out how to install X (Twitter) Pixel for Magento 2 via [Composer](#).

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

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

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