Enabling Facebook Pixel feature in ShopFactory

Merliza N. - 2021-12-08 - Apps & ShopFactory Cloud

Facebook Advertising made easy

The Facebook Pixel makes advertising on Facebook easy to use and super powerful.
With this App you can add the Facebook Pixel directly on your website. So you can add support for all the marketing and tracking functions offered by Facebook via its Pixel function. This includes retargeting, optimization, and tracking - find out more about the Facebook Pixel on the Facebook website.

Enabling Facebook Pixel feature in ShopFactory

1. Purchase the app

App services are only available in the latest ShopFactory version.

- Open your shop in ShopFactory

- At the left-tree menu, click on **ShopFactory Central** page

- At the right-most column, click on "**App Store**" button to connect to the SF Cloud backend interface

- Select "**Facebook Pixel**"

https://app.santu.com/buynow/plan/addservice/id/facebookpixel

- Click on the "**Add App**" button

- This app will be activated in your ShopFactory account

- Go back to the ShopFactory interface -> ShopFactory Central page -> click on “**Activate Apps**” button

2. Enable the app in your shop

The next step is to add your Facebook PIXEL ID in the Site Analytics dialog –

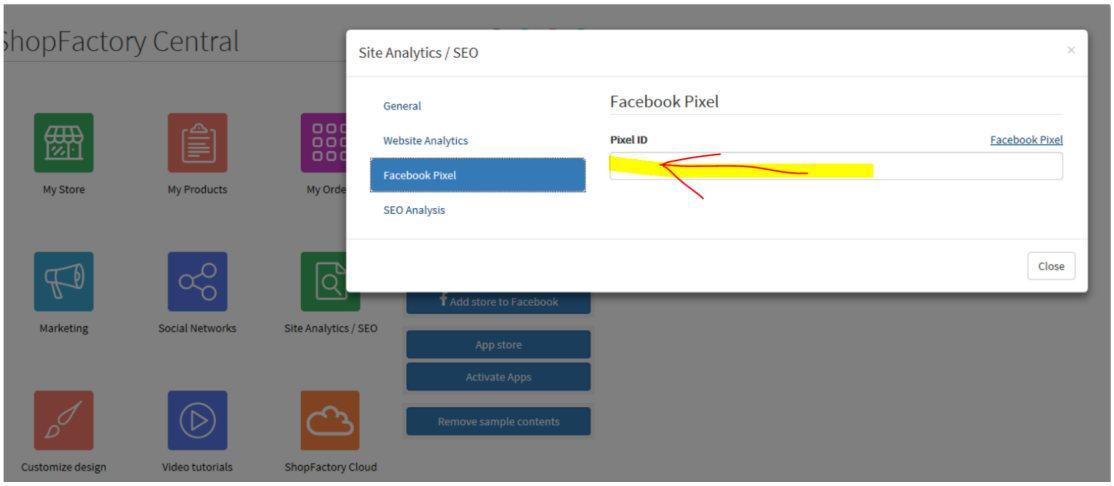
- Open your shop in ShopFactory

- At the left tree menu, select ShopFactory Central page

- Click “**Site Analytics / SEO**”

- Select “Facebook Pixel”

- Add your ***PIXEL ID***



- Click “Close” button

- Enable "Rebuild All" from the Settings menu -> preview in external browser

- Publish -> publish your website on the Net -> tick “Publish all” and publish your website

From now on all the Pageview, ViewContent, AddToCart, InitiitiateCheckout and Purchase events for your website will be recorded, so you can track your conversions.

P.S.

Did you know that we offer Facebook Marketing services as well, and some of our customers already have achieved great results with that?

I'd love to hear from you what your current Marketing Team is charging for their services and what services they are going to do for you, would you be willing to share that with us?

Please do not hesitate to contact us if you have other questions.

https://www.shopfactory.com/contents/en-us/contactus.html