



USER GUIDE

Facebook Conversion Tracking Pixel



BELVG

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1. Introduction to Facebook Conversion Tracking Pixel

Social media have become an integral and very large part of almost any marketing campaign. Facebook and other social networks may increase traffic and sales rates of your web store, improve your brand awareness and help to create a loyal community of dedicated customers. But for any campaign to become successful, it requires a powerful source of statistics and analytical data that may help to find weak and strong spots of your campaigns as well as build up a winning marketing strategy.

Facebook Conversion Tracking Pixel is a Prestashop module that will help you optimize your Facebook ads campaign. Small yet powerful, the module will track your conversion rates, improve your return on investment figures as well as create successful retargeting campaigns.

Key features:

- Track your Facebook ads conversions;
- Simple installation;
- No programming skills needed;

2. How to Install and Deactivate

How to Install

1. Set 777 or 0777 on the folders: '/modules/'

Important! Change all permissions back after installation.

2. Go to **Modules->Add a module from my computer** ->choose the file(.zip)-> upload this module. Choose module in section **Front Office Features** and install it.

3. Go to **Advanced Parameters ->Performance** -> click the **Clear Smarty Cache** button

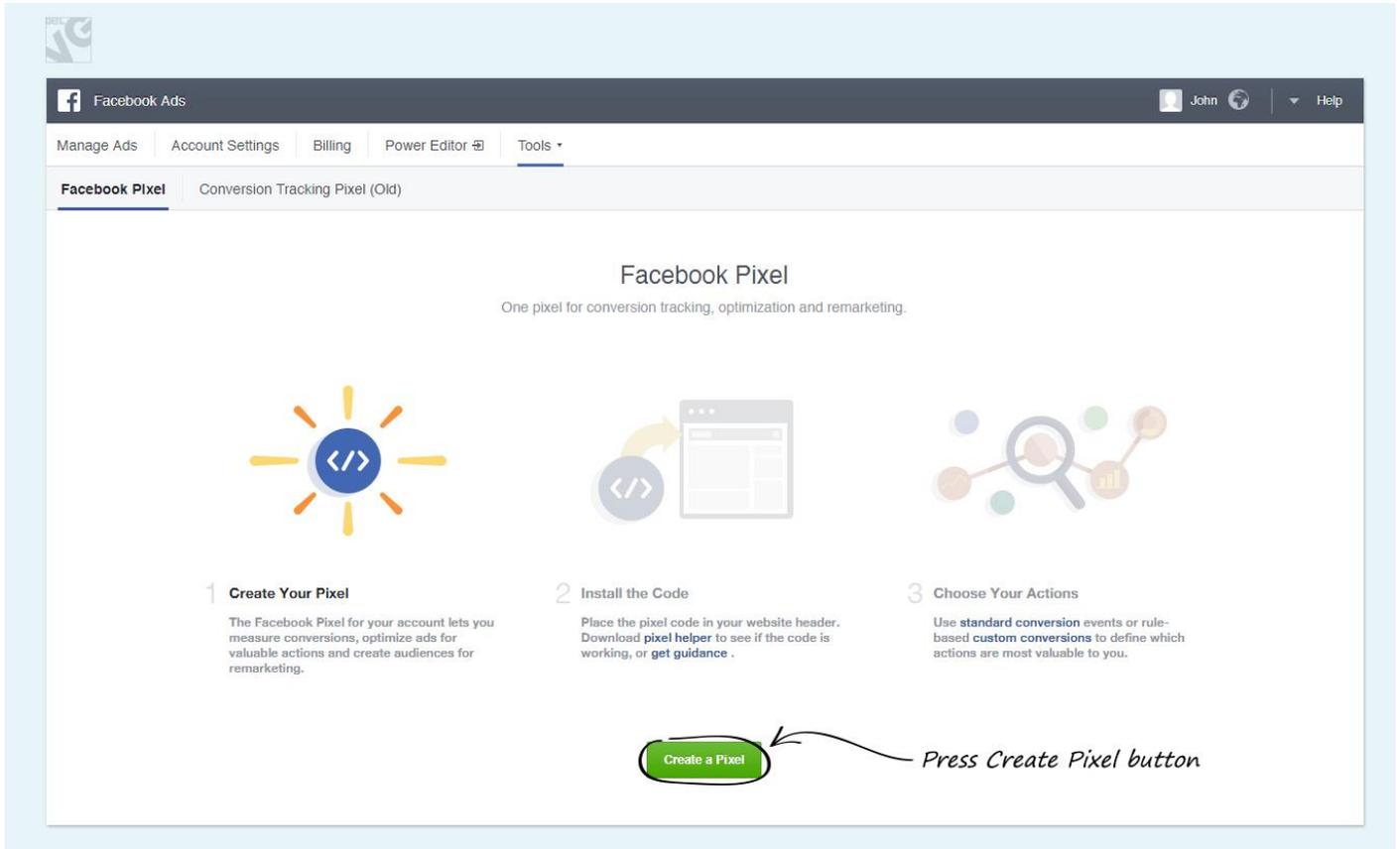
How to Deactivate

Click the button **Disable** in **Modules->Front Office Features**.

To remove the extension form the server, press **Delete** in **Modules->FrontOffice Features**.

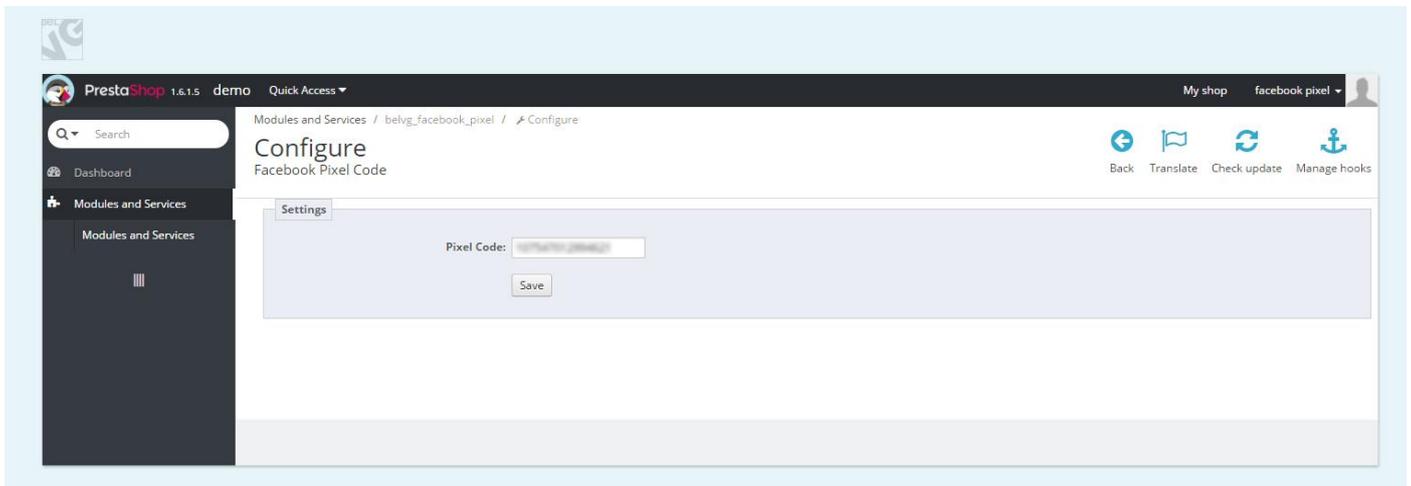
3. How to Configure

To start using the module you need to get your Facebook Pixel code. Visit this page, log into your Facebook account and press “Create a Pixel” button:



In the popup you need to name your pixel, agree to the Facebook Pixel Terms and press “Create Pixel” button.

Next, log into your Prestashop admin panel and go to Modules and Services - Facebook Pixel Code - Configure. There you will need to paste in your Facebook Pixel ID and click Save.



That is all - now the module is already working and you are able to collect the conversion rate stats from your online store!

Do you have questions about extension configurations?

[Contact us](#) and we will help you in a moment.



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We look forward to your feedback. Comments, opinions and suggestions are largely appreciated. Read our **blog** and follow us on [Facebook](#), [Twitter](#), [Google+](#) and [LinkedIn](#) to know BelVG latest news, analytics and discount offers. See you online!



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