



How to

Create Facebook Pixel Tracking

with Blink


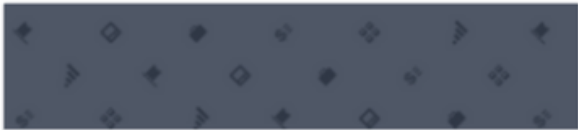
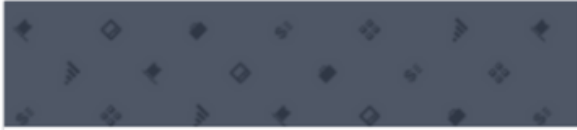



Before you begin

Make sure that you have access to a Business Manager account or create one

Check that you're an admin on the Business Manager account that you'd like to use

Log in to Facebook Business > Select Business

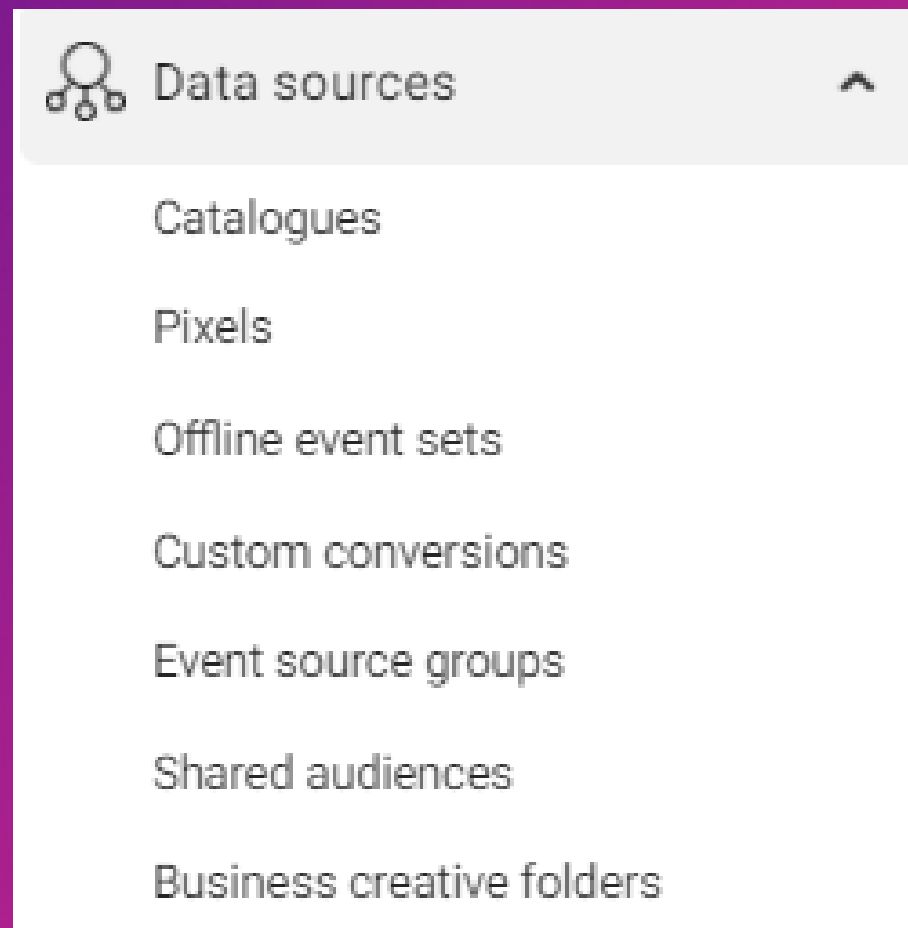
Select business [Create Business](#)

 <p>1 ad account · 2 Pages · 6 people</p>	 <p>1 ad account · 1 Page · 3 people</p>
 <p>2 ad accounts · 2 Pages · 2 people</p>	 <p>3 ad accounts · 3 Pages · 4 people</p>
 <p>1 ad account · 1 Page · 5 people</p>	 <p>1 ad account · 0 Pages · 4 people</p>

Select Settings Icon on Bottle Left Corner






Click Data Sources from Left Panel >
Select Pixels





Click Add




Pixels

Enter ID/asset name/busine...  **Add**

Filter By...  Sort by... 

Blink


 **Blink** 
Owned by: Blink Technologies ID

 Add People  Assign Partners  Add Assets

People Partners Connected assets

Enter Pixel Name & Website > Click Continue

Connect website activity using pixel ×

A central icon consisting of a blue circle with white code symbols "</>" inside, surrounded by ten yellow and orange rays emanating from the circle.

Track website conversions using pixel

Add the pixel code to your website to run conversion campaigns, build advanced reporting and for custom retargeting. The pixel is a snippet of code that securely receives information from a website. [Learn more](#)

Pixel name 40

Check your website for easy setup options

To comply with our policies and help protect your users' privacy, don't share sensitive user data with us when setting up events. Visit the [Help Centre](#) to learn more about sensitive data.

By continuing, you agree to the [Facebook Business Tools Terms](#).

To add more than one pixel to your ad account, upgrade to [Business Manager](#).


[Give feedback](#) [Continue](#)


Select Set up the Pixel now

Your pixel isn't ready to use yet ×

Are you ready to set up your pixel?

Now that you've created a pixel, you need to implement some code on your website to make your pixel work.

 **Continue managing my business**
You can set up your pixel later in the Pixels section of Ads Manager.


 **Set up the pixel now**
Complete the process of installing your pixel now.


[Give feedback](#)


Select Manually add Pixel Code to Website

Connect website activity using pixel ✕

Choose how you want to install the pixel code
Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code and your technical support. [Learn more](#)

 **Add code using a partner integration**
Connect your site using one of our many partners, including Squarespace, WordPress, Shopify and others. [Learn more](#)
Best for: Sites using a CMS, minimal technical support needed

 **Manually add pixel code to website**
Follow guided installation instructions with detailed developer documentation. [Learn more](#)
Best for: Custom sites, some technical support needed

 **Email instructions to a developer**
If you don't have direct access to your site's code, send instructions and documentation to your technical support. Make sure that you include the pixel ID in your email.
Best for: No current access to website code base

[Give feedback](#) Cancel

Copy Code to Clipboard > Close the Window

Install pixel

1 Install base code 2 Add event code

The pixel is a snippet of JavaScript code that is added to the header section of your website. The pixel has two parts, the base code and the event code.

1 Install base code on website

Copy and paste the pixel code into the bottom of the **header section** of your site, just above the **</head>** tag. Install the base code on every page of your website. [Learn more](#)

```
<!-- Facebook Pixel Code -->
<script>
  !function(f,b,e,v,n,t,s)
  {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
  n.callMethod.apply(n,arguments):n.queue.push(arguments)};
  if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
  n.queue=[];t=b.createElement(e);t.async=!0;
  t.src=v;s=b.getElementsByTagName(e)[0];
  s.parentNode.insertBefore(t,s)(window, document, 'script',
  'https://connect.facebook.net/en_US/scripts.js');
  fbq('init', '550718152811540');
  fbq('track', 'PageView');
</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

2 Turn on automatic advanced matching

Use information that your customers have already provided to your business, such as their email addresses or phone numbers, to match your website's visitors to people who are on Facebook. This can help you attribute more conversions to your ads on Facebook and reach more people through remarketing campaigns. [Learn more](#)

Turn off

3 Test the base code

Make sure that your pixel base code has been added correctly by sending test traffic to your site. If the status is shown as **Active**, your code has been installed correctly. This process may take

Back Give feedback Email Instructions **Continue**



Paste Code on an Email
with Brand Name/Website, and send to

support@blinkco.io

Use Pixel Code in the Subject line

Pixel Code will be Active within 2-3 working days