The Complete Meta Pixel Setup Guide

Install it once. Track what matters. No guesswork. Follow the steps in order and your pixel will be live and tested in under an hour.

> **What the pixel does.** The Meta Pixel is a small piece of code on your website. It tells Meta who visits, what they do, and who buys. Without it you are guessing. With it, Meta can find more buyers and you can see exactly what your ads return. In Events Manager the pixel now sits inside a **dataset**, but the job is the same: track your website.

1 Open Events Manager

This is where everything lives. Go to **business.facebook.com/events_manager2** and sign in with the account that owns your ads.

- If you don't have a Business account yet, create one first at **business.facebook.com**.

2 Create your pixel (dataset)

In Events Manager, click `Connect data sources` then choose **Web**. Name it after your business and enter your website address.

- This creates your pixel ID, a long number you will use in the next step.

3 Install it on your website

Pick the option that matches your site:

- **Shopify, WordPress or Wix:** use the built-in partner integration. Meta walks you through connecting it, no code needed.
- **Google Tag Manager:** add the pixel as a tag that fires on all pages.
- **Custom site:** paste the base code into the **<head>** of every page, not the body.

4 Turn on the events that matter

Events are the actions you want to track. Use the **Event Setup Tool** in Events Manager to add them without code, or have your developer add them. Track these:

- **Online store:** View Content, Add to Cart, Initiate Checkout, Purchase (with value and currency).
- **Lead generation:** View Content, Lead, Complete Registration.

BURST TIP

Always send a **value and currency** on your Purchase event. That is what lets Meta optimise for revenue and show you a real return, not just a count of sales.

5 Test that it actually works

Never assume. Check it two ways:

- **Meta Pixel Helper:** install the free Chrome extension at **the Chrome Web Store**, then open your site. A green tick means it's firing.
- **Test Events:** in Events Manager open the `Test Events` tab, enter your website address, and click around your site. Watch the events appear live.

6 Make it iOS-proof

Apple's privacy changes mean you must verify your domain and choose your priority events.

- **Verify your domain:** in Business Settings go to **Brand Safety, Domains** and verify the domain you advertise.
- **Rank your events:** in Events Manager open **Aggregated Event Measurement** and order your 8 priority events, with Purchase or Lead at the top.

7 Add the Conversions API

The pixel runs in the browser, so ad blockers and cookie settings can miss data. The **Conversions API** sends events from your server too, so you capture more.

- **Shopify or partners:** turn it on with one click in the same integration. Read the steps at **Meta's Conversions API guide**.
- Meta removes duplicate events automatically when both are set up correctly.

`AVOID THESE`

Common mistakes that break tracking

- Pixel placed in the body instead of the **<head>**, so it fires late or not at all.
- Domain never verified, so iOS results go missing.
- Purchase event with no value or currency, so you can't see your return.
- Two pixels on one site, doubling every number.
- Cookie or consent banner blocking the pixel from firing.

`FINAL CHECK`

- Pixel created and installed in the <head> of every page.
- Key events firing (Purchase or Lead with value).
- Confirmed with Pixel Helper and Test Events.
- Domain verified and 8 events ranked.
- Conversions API switched on.

Want to learn the rest?

Our masterclasses cover the fundamentals of ads: how to run them, and how to scale them once they're working.

See them at **burstdigital.co.nz/shop**

Roimata Wilkey · Founder, Burst Digital