

PIXEL Cheat Sheet

Track the Actions Your Clients Are Taking in Your Funnel (and Website)

“Base” Code - Insert on Opt-In / Landing Page and every other funnel page listed below:

This is the only one that is unique to every Ad Account. (Place first in the “Head” tag if possible.)

All other “event” pixels below are placed AFTER the Base Code (In the “Body” tag if possible.)

Level 1 Funnel

Lead Pixel: Insert on *Opt-In Thank You Page*:

```
<script>
  fbq('track', 'Lead');
</script>
```

Level 2 Funnel

Schedule Pixel: Insert on *Calendar Thank You Page (after they book their Strategy Session with you)*:

```
<script>
  fbq('track', 'Schedule');
</script>
```

Level 3 Funnel

Complete Registration Pixel: Insert on Opt-In *Webinar Registration Thank You Page*:

```
<script>
  fbq('track', 'CompleteRegistration');
</script>
```

Level 4 Funnel

Purchase Pixel: Insert on *Purchase Thank You Page (after they buy a program product or service from you online)*:

** Please replace the “27” in the code with the sales price of the product you are selling. This pixel is for a \$27 sale.

```
<script>
  fbq('track', 'Purchase', {
    value: 27,
  });
</script>
```

Other Event Pixels You May Occasionally Use

Start Trial Pixel: Insert on a page that is the *Start of a Free Trial of a Product or Service*

```
<script>
  fbq('track', 'StartTrial');
</script>
```

Add to Wishlist Pixel: Insert to track additional events

```
<script>
fbq('track', 'AddToWishlist');
</script>
```

View Content Pixel: Insert on any *Page Where Tracking Website Visits is Important Like a Purchase Page or Content Page.*

```
<script>
fbq('track', 'ViewContent');
</script>
```

Add to Cart Pixel: Insert on a page someone is sent to ***AFTER a Product is Added to a Cart***

```
<script>  
fbq('track', 'AddToCart');  
</script>
```

Initiate Checkout Pixel: Insert on a page or button where ***a client has taken an action to move towards a purchase***

```
<script>  
fbq('track', 'InitiateCheckout');  
</script>
```

Add Payment Pixel: Insert on a page or button where ***a client has taken action to enter their payment details***

```
<script>  
fbq('track', 'AddPaymentInfo');  
</script>
```