



Tracking Pixel

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Marketing & Digital Communication
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Come funzionano gli analytics online

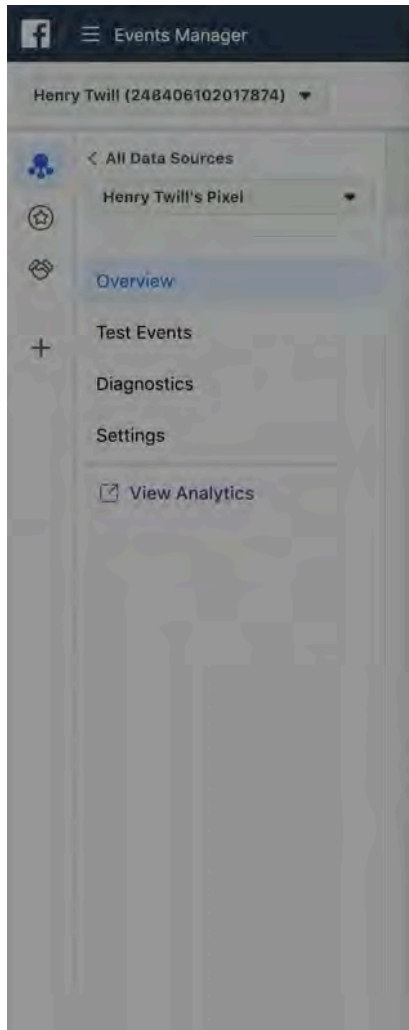
3'23''

- ▶ Cookies
- ▶ Tracking pixels

LinkedIn

Facebook Pixel

4'59''

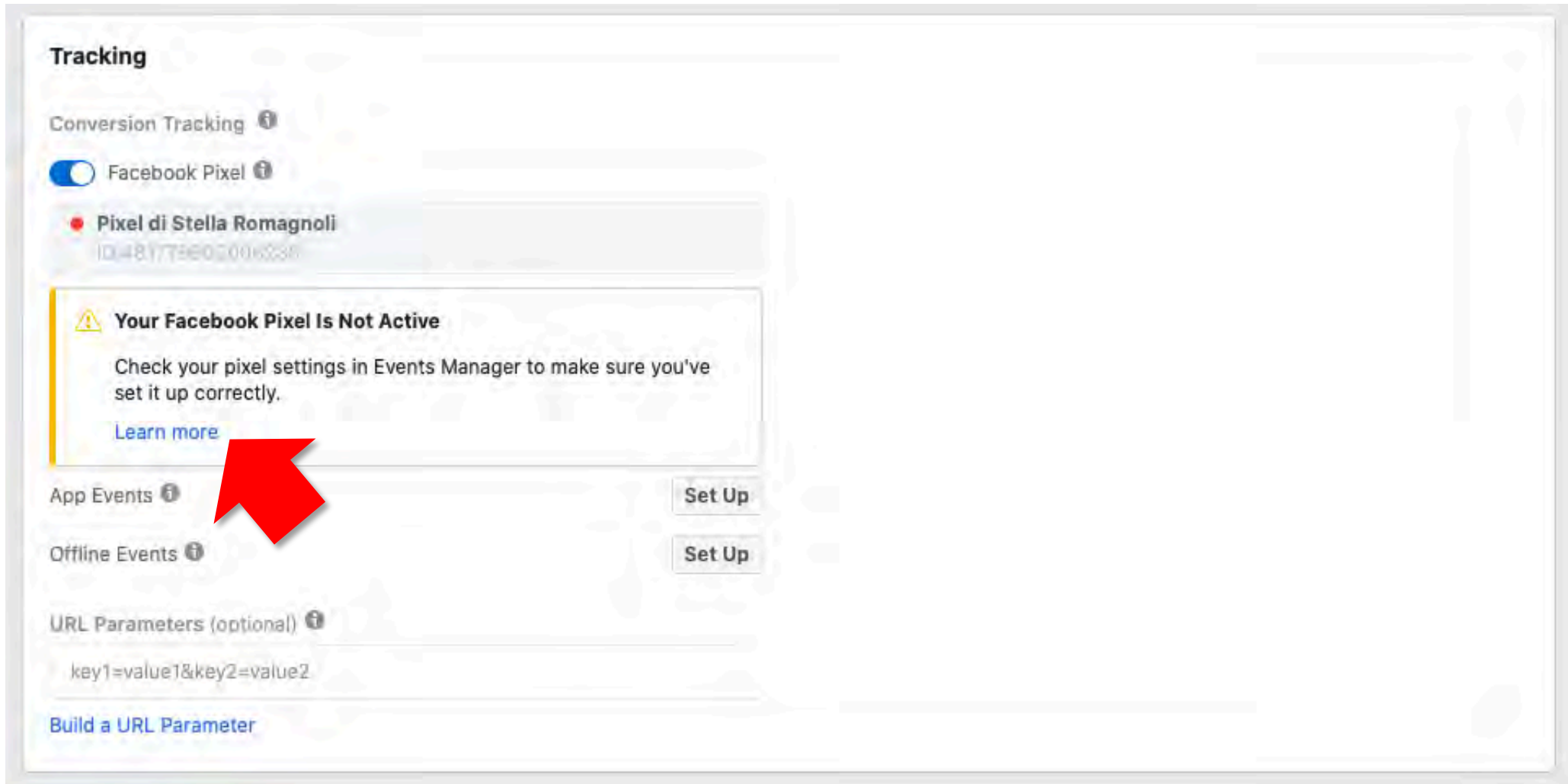


Facciamo un esempio: sto creando l'annuncio e in fondo alla pagina mi chiede di attivare il tracking pixel

The screenshot shows the Facebook Ads Manager interface for a page named 'Stella Romagnoli (1020...)'.

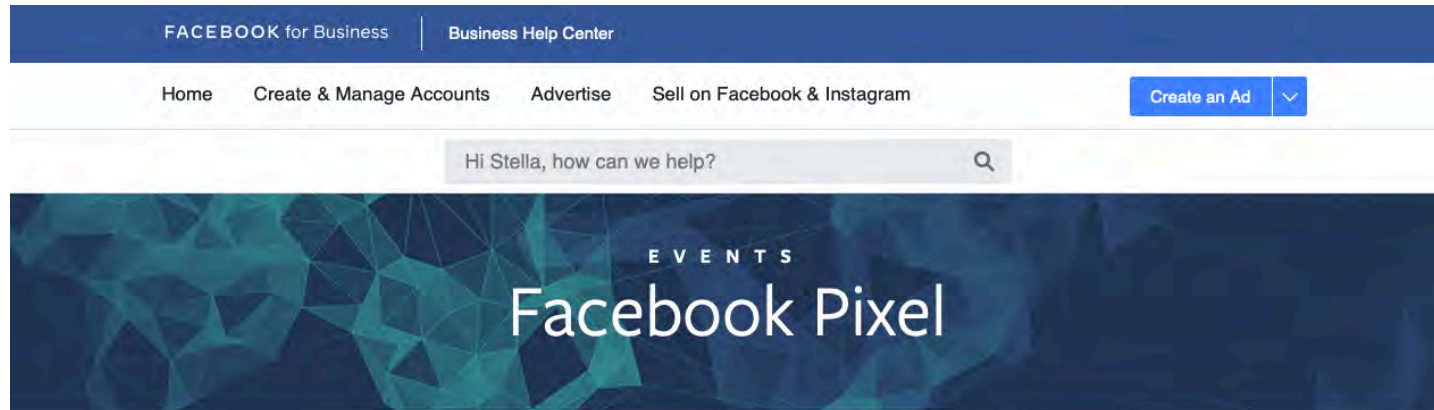
- Left Sidebar:** Contains navigation menus for Campaign, Ad Account, Ad Set, and Ad. A red arrow points to the 'Ad' menu, which is expanded to show 'Text & Links', 'Languages', and 'Tracking'.
- Website URL:** A text box contains 'https://www.stellarmagnoli.com'.
- Warning:** A yellow box with a warning icon states: 'Pixel Is Missing for This Page'. The text reads: 'Your Landing Page Views won't be tracked because this Facebook Page doesn't have a pixel installed. You can fix the issue by adding a new pixel or switch back to optimizing for link clicks. Learn More'.
- Languages:** A section with the heading 'Languages' and a sub-heading 'Add your own translations or automatically translate your ad to reach people in more languages. Learn More'. It includes an 'Add Languages' button. A red arrow points to this section.
- Tracking:** A section with the heading 'Tracking' containing:
 - 'Conversion Tracking' with a sub-section 'Facebook Pixel' and a toggle switch.
 - 'App Events' with a 'Set Up' button.
 - 'Offline Events' with a 'Set Up' button.
 - 'URL Parameters (optional)' with a text box containing 'key1=value1&key2=value2' and a 'Build a URL Parameter' link below it.

Mi avvisa che non è attivo perché non l'ho installato sul sito



The screenshot displays the Facebook Tracking configuration interface. At the top, the 'Tracking' section is visible. Under 'Conversion Tracking', the 'Facebook Pixel' toggle is turned on. Below this, a specific pixel is listed: 'Pixel di Stella Romagnoli' with ID 481775602006238. A prominent yellow warning box with a triangle icon contains the message: 'Your Facebook Pixel Is Not Active'. The text inside the box reads: 'Check your pixel settings in Events Manager to make sure you've set it up correctly.' and includes a 'Learn more' link. A large red arrow points from the 'Learn more' link towards the 'App Events' section below. The 'App Events' and 'Offline Events' sections each have a 'Set Up' button. The 'URL Parameters (optional)' section shows a text input field with the example 'key1=value1&key2=value2' and a 'Build a URL Parameter' link.

Learn more porta al sito di Facebook con le istruzioni



More help for you

[Create Ads That Click to Messenger from Your Facebook Page](#)

50,960 views

[Why Is My Post Type Unsupported?](#)

326,130 views

[About the Delivery System: Placements](#)

81,605 views

[About Advertising from Your Page](#)

Create and Install a Facebook Pixel

Need more help setting up your pixel?

Check out this **5-minute step-by-step guide** to installing your pixel.

[See Guide](#)



In this article, we'll cover how to create and install a pixel on your website. To learn more about the pixel before getting started, check out the benefits of installing a Facebook pixel.

Before you begin

- You need a website for your business.
- You must be able to update your website's code.

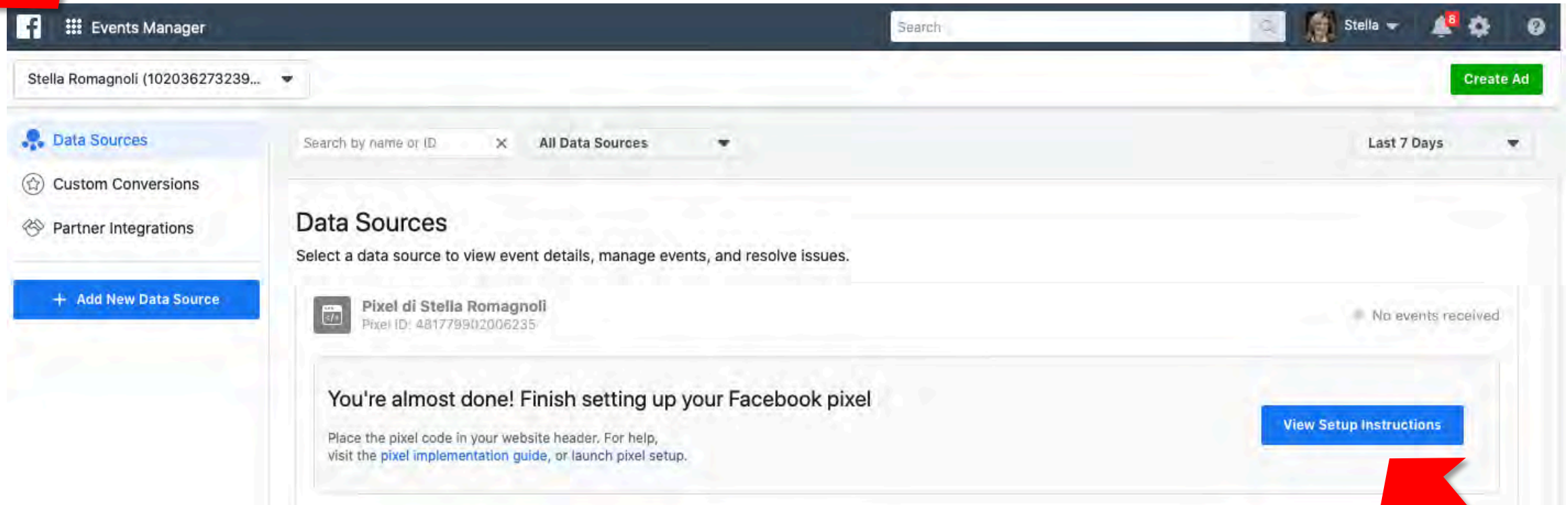
Devo entrare nell'area Event Manager di Facebook Ads

Manually add pixel code to website

1. Go to the **Pixels** tab in Events Manager.
2. Click **Set Up Pixel**.
3. Click **Manually add pixel code to website**.
4. Copy the pixel base code.
5. Find the header of your website, or locate the header template in your CMS or web platform.
6. Paste the base code at the bottom of the header section, just above the closing head tag.

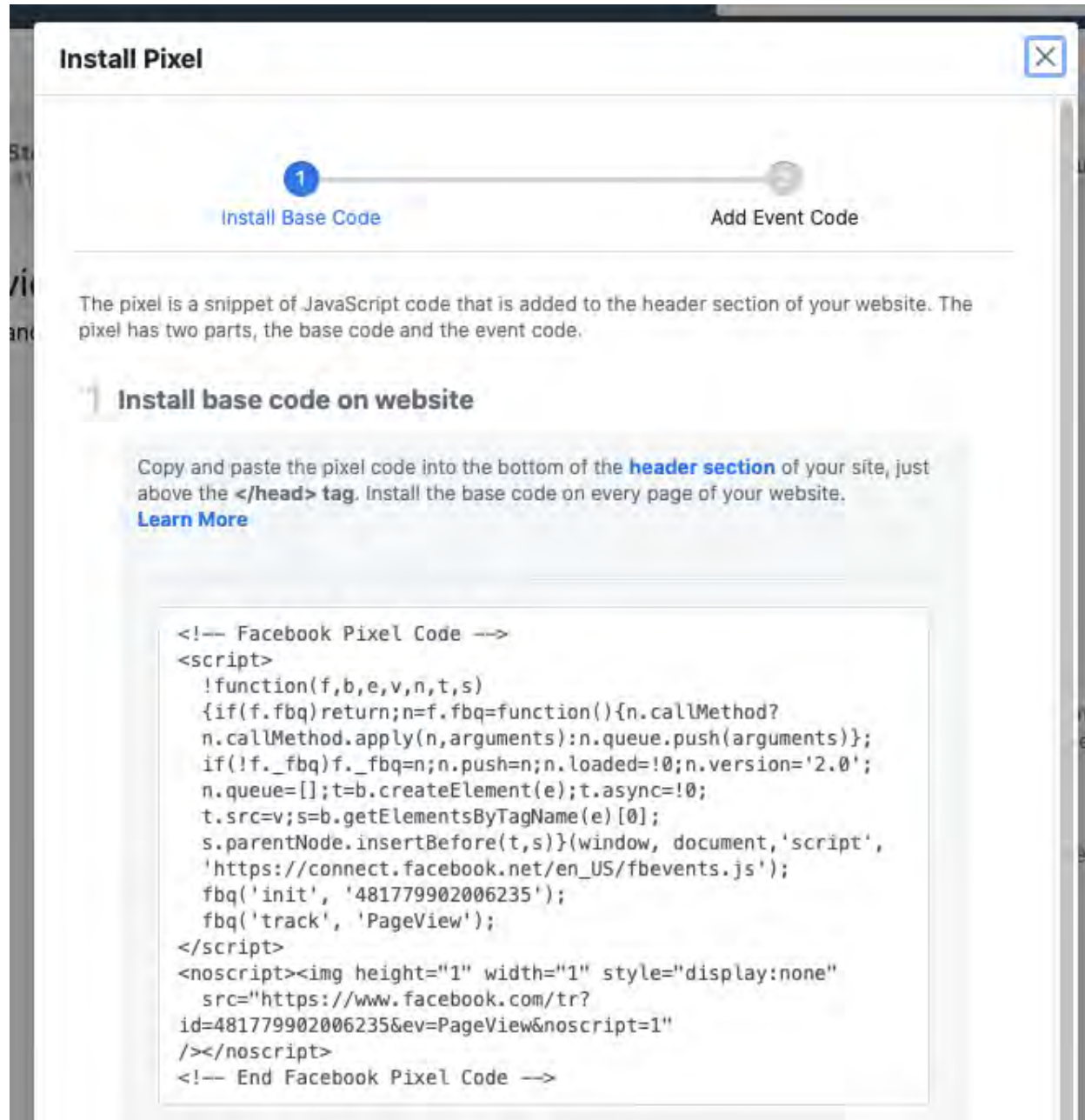
```
Example  
<!DOCTYPE html>  
<html lang="en">  
  <head>  
    <script src="https://www.facebook.com/tr"></script>  
    insert_pixel_code_here  
  </head>
```

Cerco le istruzioni per installare il mio pixel



The screenshot shows the Facebook Events Manager interface. At the top, there's a navigation bar with the Facebook logo, 'Events Manager', a search bar, and a user profile for 'Stella'. Below this, the user's name 'Stella Romagnoli (102036273239...)' is displayed. The main content area is titled 'Data Sources' and includes a search bar and a dropdown menu set to 'All Data Sources'. A list of data sources is shown, with one entry for 'Pixel di Stella Romagnoli' (Pixel ID: 481779902006235). Below the list, a message states: 'You're almost done! Finish setting up your Facebook pixel'. It provides instructions to place the pixel code in the website header and offers a link to the 'pixel implementation guide'. A blue button labeled 'View Setup Instructions' is prominently displayed on the right side of this message, with a red arrow pointing to it.

Installo il codice manualmente nella <head> del sito



The screenshot shows the 'Install Pixel' window from Facebook. It features a progress bar with two steps: 'Install Base Code' (step 1) and 'Add Event Code' (step 2). Below the progress bar, there is a paragraph explaining that the pixel is a JavaScript code snippet added to the header section of a website. A section titled 'Install base code on website' provides instructions to copy and paste the code into the bottom of the header section, above the </head> tag. A code block contains the full JavaScript and HTML code for the Facebook Pixel.

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.

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/fbevents.js');
  fbq('init', '481779902006235');
  fbq('track', 'PageView');
</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

Questo è il sito



Questo è il codice del mio sito.

Nella <head> ci sono tutti i tracking pixel



```
1 |!DOCTYPE
2 |<html lang="">
3 |<head>
4
5 |<!-- Google Tag Manager -->
6 |<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
7 |new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
8 |j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
9 |'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
10 |})(window,document,'script','dataLayer','GTM-N5JFGZM');</script>
11 |<!-- End Google Tag Manager -->
12
13 |<meta charset="UTF-8">
14 |<meta http-equiv="X-UA-Compatible" content="IE=edge">
15
16 |<link rel="icon" type="image/png" href="/favicon-32x32.png" sizes="32x32">
17
18
19
20 |<!--privacy-->
21 |<link rel="stylesheet" type="text/css" href="//cdnjs.cloudflare.com/ajax/libs/cookieconsent2/3.1.0/cookieconsent.min.css" />
22 |<script src="//cdnjs.cloudflare.com/ajax/libs/cookieconsent2/3.1.0/cookieconsent.min.js"></script>
23
24 |<script>
25 |window.addEventListener("load", function(){
26 |window.cookieconsent.initialise({
27 |  "palette": {
28 |    "popup": {
29 |      "background": "#aa0000",
30 |      "text": "#ffdddd"
```

Ci incollo anche quello di Facebook

```
89
90   <!-- Facebook Pixel Code -->
91   <script>
92     !function(f,b,e,v,n,t,s)
93     {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
94     n.callMethod.apply(n,arguments):n.queue.push(arguments)};
95     if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
96     n.queue=[];t=b.createElement(e);t.async=!0;
97     t.src=v;s=b.getElementsByTagName(e)[0];
98     s.parentNode.insertBefore(t,s)}(window, document,'script',
99     'https://connect.facebook.net/en_US/fbevents.js');
100    fbq('init', '481779902006235');
101    fbq('track', 'PageView');
102  </script>
103  <noscript></noscript>
106  <!-- End Facebook Pixel Code -->
107
108  </head>
```



Per tracciare singole campagne e annunci si usano i parametri URL

Build a URL Parameter

Fill out the fields in the form below to add parameters to your website URL. To automatically get information from your campaign, ad set or ad, click on each field and select a dynamic parameter such as id={{ad.id}}. [Learn more.](#)

Campaign Source

To identify the source of traffic. For example: Facebook, Instagram, a search engine or other source.

Campaign Medium

To identify the advertising medium. For example: banner, email, Facebook_Feed or Instagram_Story.

Campaign Name

To identify a specific promotion or strategic campaign. For example: summer_sale.

Campaign Content

To differentiate ads or links that point to the same URL. For example: white_logo, black_logo.

Parameter Preview

Cosa sono i parametri URL

3'46''

URL Tagging

UTM Parameter	Example	Rationale
utm_source	linkedin	The platform

LinkedIn LEARNING

Fonti

- How online analytics work - Online Marketing Foundations – Ted Batesole – LinkedIn Learning giu 2018
- Work with the Facebook Pixel - Advertising on Facebook / Advanced – Megan Adams – LinkedIn Learning Gen 2020
- Analytics, tracking, and attribution - Advertising on LinkedIn - AJ Wilcox May 2019