Admin needs to add Facebook Pixel ID which is used in the Track Events. This setting is available in the Third Party API tab under the General Settings module on the admin dashboard (Refer Figure 1).

![Facebook Pixel ID on Admin Dashboard](image)

To create Facebook Pixel ID, the admin must have a Facebook account. The steps to be followed next are:

1. Admin must login to their Facebook account and then visit [Events Manager](#).

As shown in figure 2, the ‘Data Sources’ dashboard will open.

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning ‘note well’ or ‘take notice’ or ‘please note’. Asterisk (*) next to a form control's label indicates it as 'required'.
2. The admin must click on the blue-plus icon provided on the left side-navigation bar as marked in figure 2.

3. A ‘Connect a New Data Source’ pop-up box will appear as shown in figure 3, from which the admin must select the ‘Web’ option and click on ‘Get Started’ button to proceed further.

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning ‘note well’ or ‘take notice’ or ‘please note’. Asterisk (*) next to a form control's label indicates it as 'required'.
4. The ‘Set Up Web Events’ pop-up box will appear as shown in figure 4 from which the admin must select the ‘Facebook Pixel’ option and then click on ‘Connect’ button.

5. The ‘Connect Website Activity Using Facebook Pixel’ pop-up menu will appear as shown in figure 5 in which the admin must fill in the necessary

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning ‘note well’ or ‘take notice’ or ‘please note’. Asterisk (*) next to a form control’s label indicates it as ‘required’.
details that are **Name of pixel** and **Website URL** (optional) and then click on ‘Continue’ button.

Fig. 5: ‘Connect Website Activity Using Facebook Pixel’ Pop-up Box

6. The pixel Id will be created after this step. The admin must go back to the **Data Source** dashboard as shown in figure 6 which displays the newly added pixel Id.

Fig. 6: Data Sources Dashboard Page

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning ‘note well’ or ‘take notice’ or ‘please note’. Asterisk (*) next to a form control's label indicates it as 'required'.

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7. The admin can copy the pixel Id displayed below the added pixel's name as shown in figure 7.

![Image of Data Sources with an arrow pointing to a pixel Id]

**Fig. 7: Copy Pixel Id**

This pixel Id is to be pasted by the admin on their dashboard as shown in [figure 1](#).

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning ‘note well’ or ‘take notice’ or ‘please note’. Asterisk (*) next to a form control's label indicates it as 'required'.

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