



PIXELS CHEAT SHEET

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HOW TO INSTALL OR CONFIGURE YOUR PIXEL





THE PIXEL CHEATSHEET

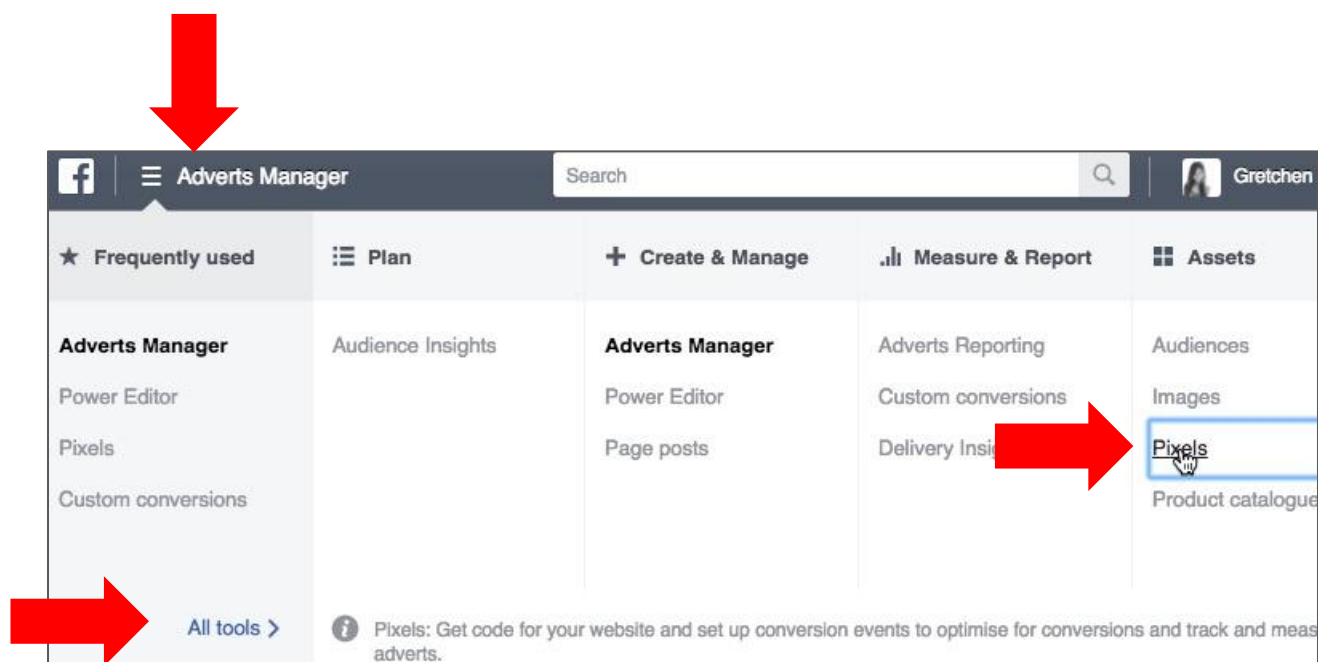
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HOW TO INSTALL/CONFIGURE YOUR PIXEL

After building your funnel, this is one thing you ABSOLUTELY have to do.

Grab Your Pixel Code

1. Go to the Facebook Ads Manager > Click the Ads Manager Menu (top left) > All Tools > Pixels
2. Once in Pixels, click the Actions button > View Pixel Code.
3. Copy it (Ctrl + C) then go to your funnel.





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Account: Eight Corners

Facebook Pixel Conversion-tracking pixel (old)

Create Advert Create Audience Create Conversion Actions

Pixel traffic 196 Pixel traffic

Pixel: Eight C

Account: Eight Co

Facebook Pixel

Create Advert C

Pixel traffic

Install pixel base code (required)

Copy the code below and paste it between the <head> and </head> in your website code. The pixel will track visits to every page of your website. Get help with installing your pixel.

```
<!-- 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', '191');
fbq('track', "PageView");</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```





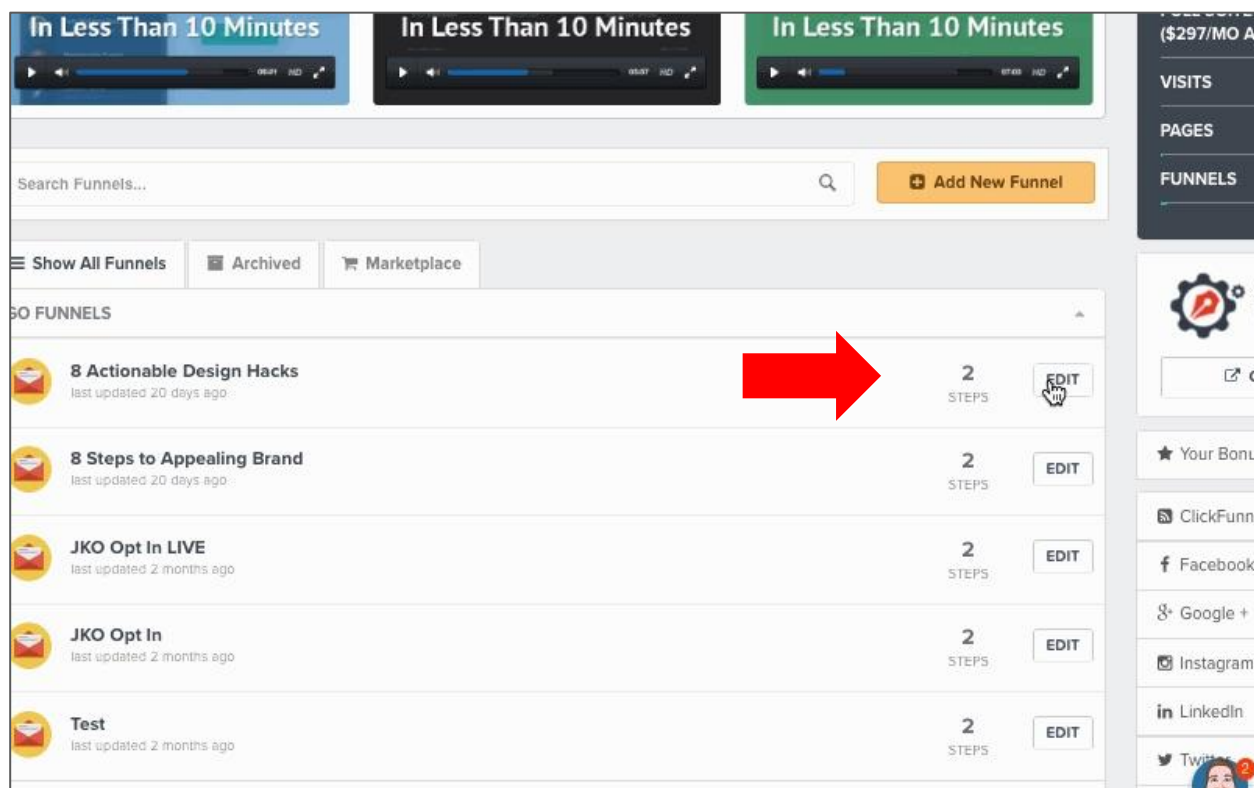
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Install the Pixel In the Head Tracking Code in [Click Funnels](#)

1. Go to your funnel > click the Edit button.
2. In your funnel editor, click Settings (top right).
3. In the **HEAD TRACKING CODE**, paste the code. This puts the pixel in ALL pages of your funnel automatically.
4. Click **Save and Update Settings**.

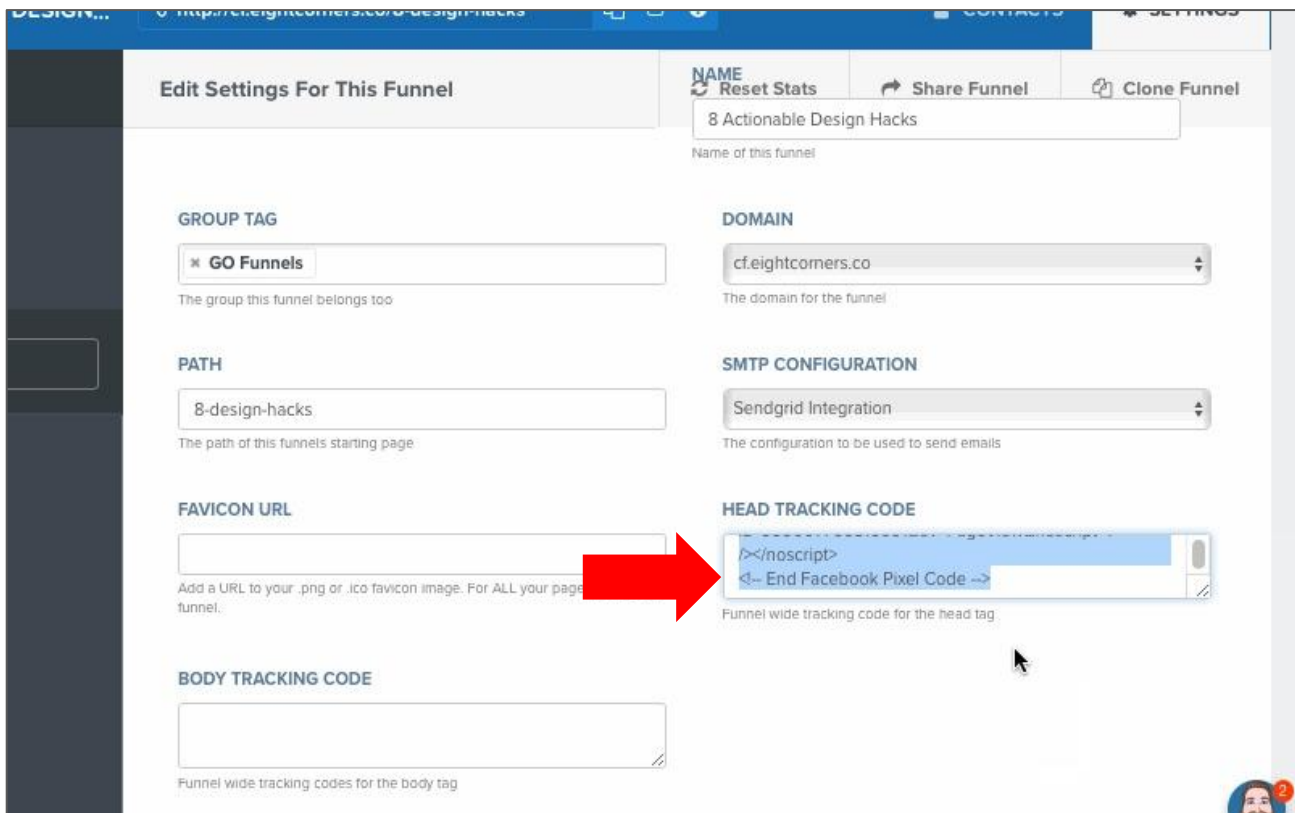
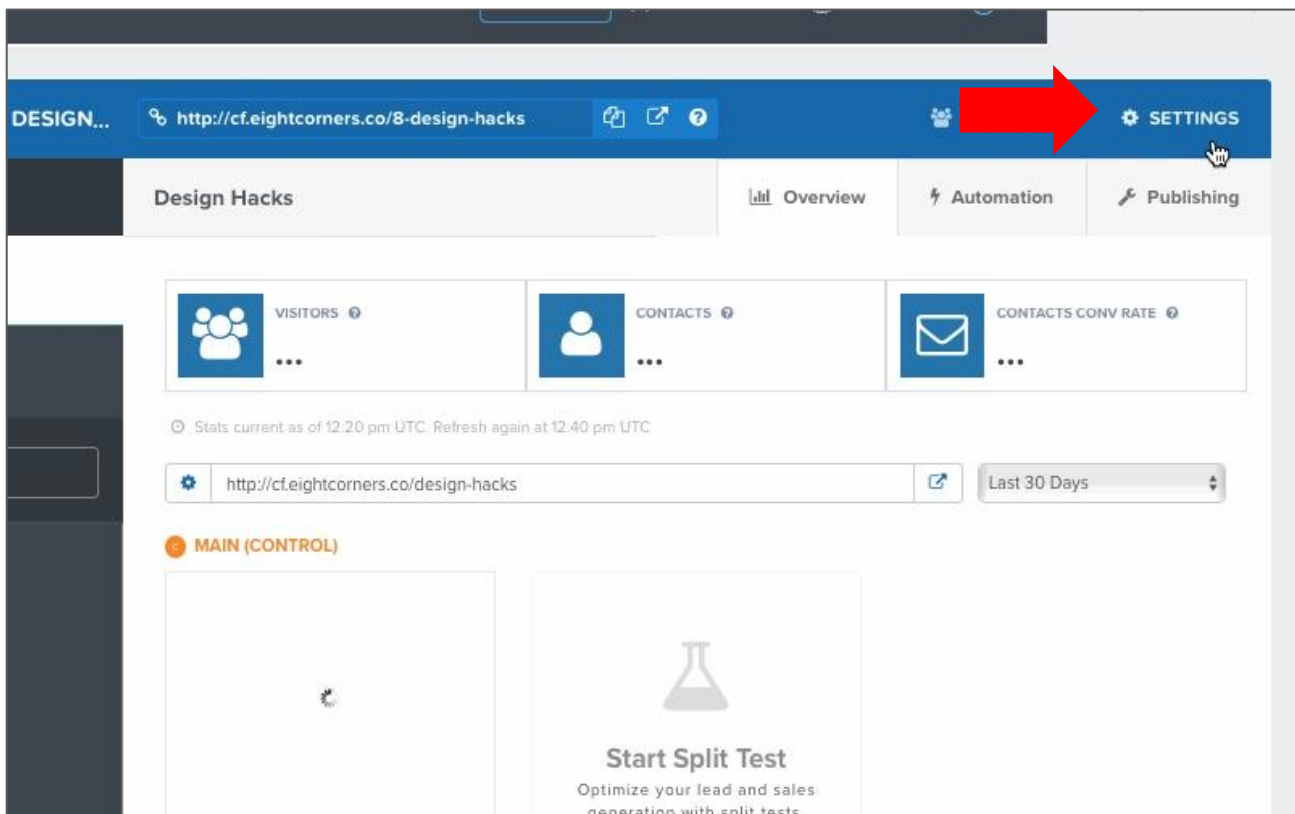
Now, your entire funnel has the Facebook pixel and you can do retargeting and custom pixels.





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HOW TO SET YOUR CUSTOM URLS (BONUS)





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There are three levels where you can set custom URLs:

- **Funnel** - this is the URL that takes you to the start of a funnel
- **Step** - where the funnel URL gets redirected to
- **Page (or Variant)** - This URL of the actual page/variant at each step.

FUNNEL URL

1. Go to your funnel > click the Edit button.
2. In your funnel editor, click Settings (top right).
3. Update your domain and path.
4. Click **Save and Update Settings**.

The screenshot shows the ClickFunnels dashboard with the 'Edit Settings For This Funnel' page open. The top navigation bar includes 'FUNNELS', 'ACTIONETICS', 'BACKPACK', 'ACCOUNT', and 'HELP'. The left sidebar shows 'FUNNEL STEPS' with 'Brand Design' at 100% and 'Thank You' at 0%. The main content area is divided into two columns. The left column contains fields for 'NAME' (8 Steps to Appealing Brand), 'DOMAIN' (cf.eightcorners.co), 'SMTP CONFIGURATION' (Sendgrid Integration), and 'HEAD TRACKING CODE'. The right column contains fields for 'GROUP TAG' (GO Funnels), 'PATH' (brand-design), 'FAVICON URL', and 'BODY TRACKING CODE'. Two red arrows point to the 'SETTINGS' tab in the top right and the 'PATH' field in the right column. At the bottom, there is a 'Share This Funnel URL' section with a shareable link.





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STEP URL

1. Go to your funnel > click the Edit button.
2. In your funnel editor, click the step you'd like to edit.
3. Click the Publishing button.
4. Update your domain and path.
5. Click **Save and Update Settings**.

The screenshot shows the Click Funnels dashboard. The top navigation bar includes 'FUNNELS', 'ACTIONETICS', 'BACKPACK', 'ACCOUNT', and 'HELP'. The main content area is titled '8 STEPS TO APPEALING ...' and shows a funnel named 'Brand Design' with a URL 'http://cf.eightcorners.co/brand-design'. The 'Publishing' tab is selected, showing fields for 'FUNNEL STEP NAME' (Brand Design), 'DOMAIN' (cf.eightcorners.co), and 'PATH' (vid-brand-design). A green 'Update Funnel Step' button is visible. Below these fields are several integration options: 'Get ClickPop Code', 'Get ClickOptin Link', 'WordPress Plugin', 'Add to Facebook', 'Embed Code', and 'Download HTML'. At the bottom, there is a 'Text Optins' section with an 'Add Text Optin' button. Two red arrows point to the 'Update Funnel Step' button and the 'Publishing' tab.



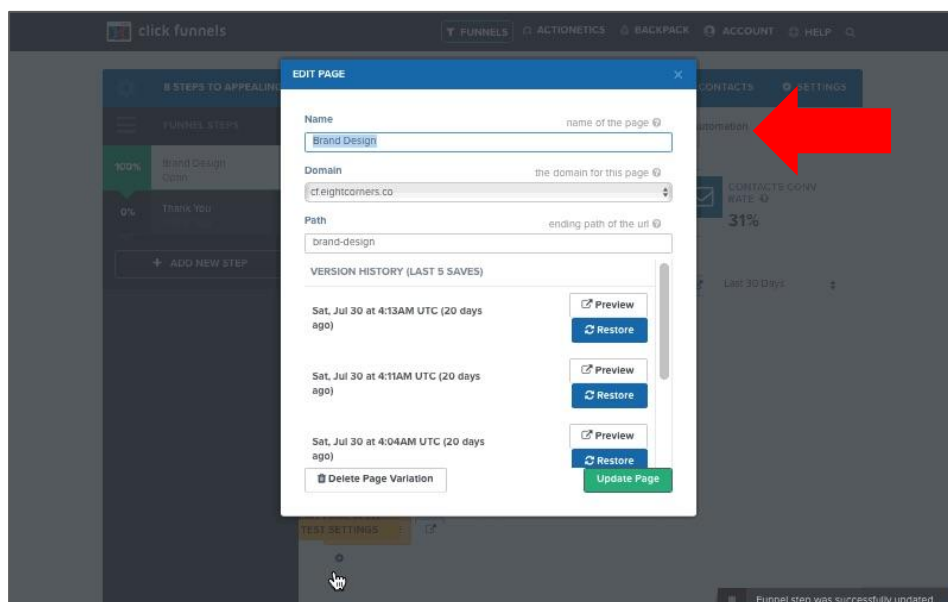
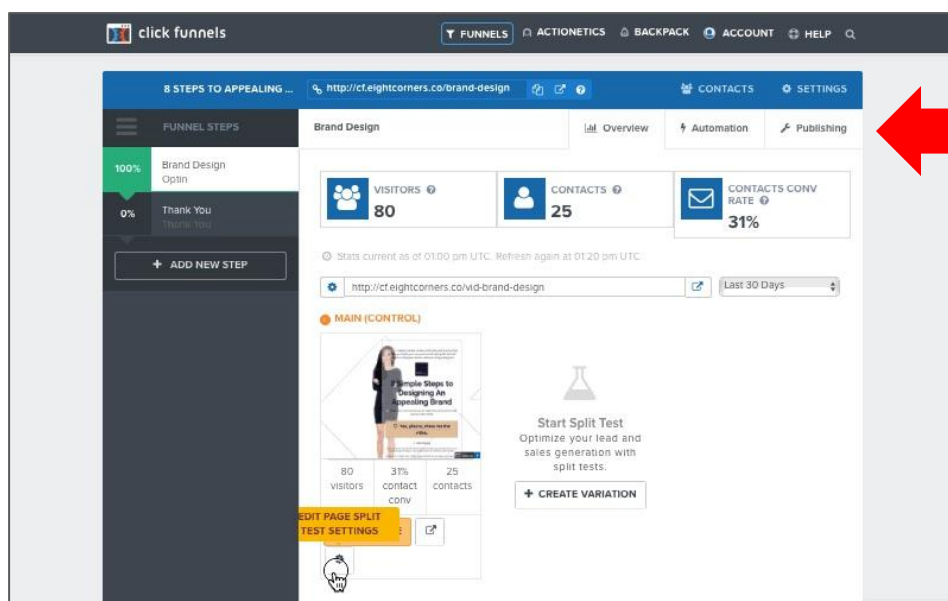


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PAGE URL

1. Go to your funnel > click the Edit button.
2. In your funnel editor, click the page you'd like to edit.
3. Click the Publishing button.
4. Update your domain and path.
5. Click **Save and Update Settings**.





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HOW TO CREATE A CUSTOM CONVERSION



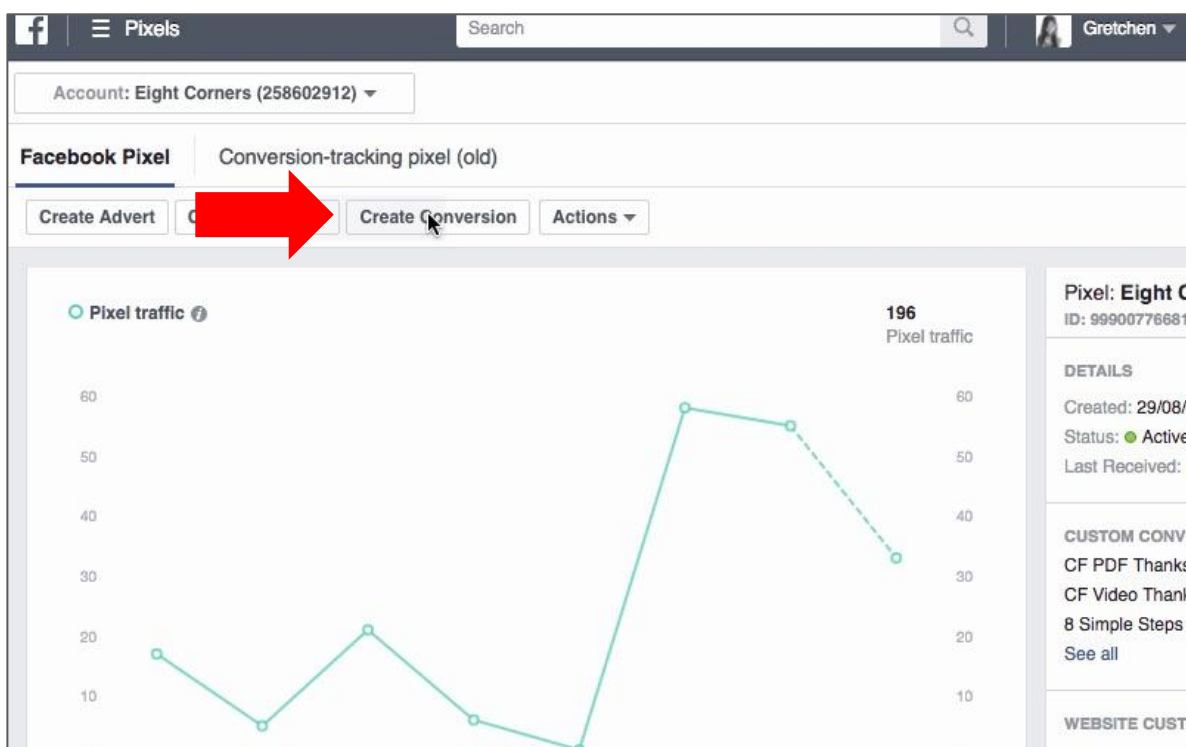


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Create Custom Conversion for Thank You Page

1. Go to your Ads Manager > click Create Conversion
2. Choose **Track Custom Conversions**
3. Enter the **URL of the Thank You Page** in your funnel
4. Enter a name for the conversion, follow the prompts and you're all set!





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Set up conversion tracking

Choose a tracking method

You can use the Facebook pixel to track valuable actions that people take on your website and optimise your adverts for those actions.

Track conversions with standard events
Track conversions and optimise adverts for them using one of our 9 standard events. You'll need to modify the Facebook pixel code that you add to your website. [Learn more.](#)

Track custom conversions
Track and optimise adverts for customised actions without adding anything to your Facebook pixel code. You can also use custom conversions to apply rules to standard event traffic. [Learn more.](#)

Create a Custom Conversion

Pixel **Eight Corners**
Pixel ID: 999007766816091

Rule **Include traffic that meets the following**

URL contains

<http://cf.eightcorners.co/vid-thanks> Add URL keywords and

Complete Registration

Choose the category that best describes the rule that you're defining. Selecting a category helps Facebook learn how to optimise advert delivery for the custom conversion that you're creating.

Back **Cancel** **Next**

