



# Conversion Tracking Getting Started Guide

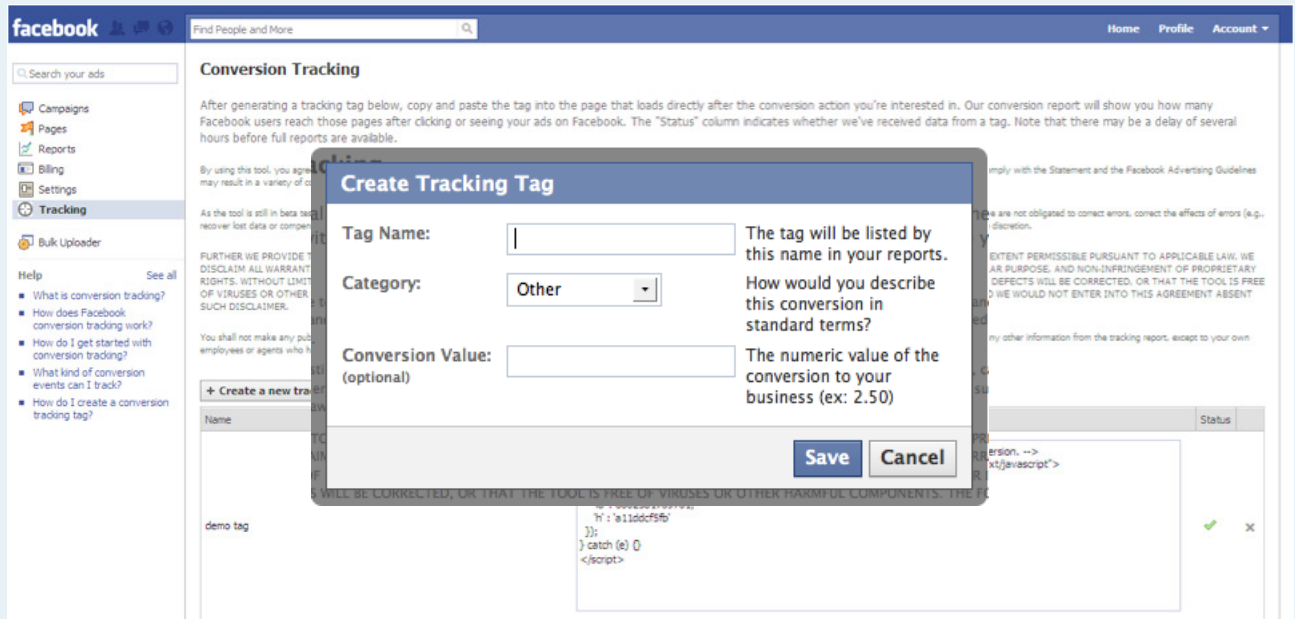


## Facebook Conversion Tracking

Conversion tracking allows you to track activity that happens on your website as a result of someone on Facebook seeing or clicking on your Facebook Ad. In combination with your ad statistics like impressions and clicks, conversion tracking will help you better understand the value of your Facebook ad campaign.

The following pages will help you get started using Facebook conversion tracking tags on your website, enabling you to more efficiently manage your Facebook advertising account.

# Getting Started



Tracking Page in Ads Manager

## Generating a conversion tracking tag

Your tracking tag is specific to your Facebook advertising account. To generate a new tag, simply go to your Ads Manager and click on the “Tracking” link in the left hand navigation. That will take you to the Tag Management page. From here, you can create a new tracking tag. Before your tag is generated, you have an opportunity to name the tag, choose the type of conversion event that you’ll track on your website and specify a value associated with the conversion. After you hit the “Save” button, you’ll be able to copy and paste the tag into your website code.

**Tag Name:** The Tag Name allows you to easily monitor your tags. Your tag is listed in your Reports by the name you specify here. You can name your tag according to the type of action you’re tracking on your site. For example if you’re tracking navigation or how visitors go through various pages on your site, you’ll want to include the page type in your Tag Name. If you’re tracking purchases, name your tag after the purchase type

**Category:** Choose a category that most describes the conversion type you’re tracking.

**Conversion value (optional):** Though the Conversion Value is optional, it allows you to identify your tag with a numerical value associated with a purchase, lead or other conversion action. For instance, if the conversion you’re tracking is a purchase of a product worth \$10, you would enter 10 in this field. If you include a Conversion Value, your Reports will show you the average return on your Facebook Ads investment.

# Tag variables

```
<!-- Paste this code just above the closing </body> to record every pageload as a conversion. -->
<script src="//ah8.facebook.com/js/conversions/tracking.js"></script><script type="text/javascript">
try {
  FB.trackConversion({
    'id' : 6002581769761,
    'h' : 'a11ddcf5fb'
  });
} catch (e) {}
</script>
```

Basic tag

```
<!-- Paste this code just above the closing </body> to record every pageload as a conversion. -->
<script src="//ah8.facebook.com/js/conversions/tracking.js"></script><script type="text/javascript">
try {
  FB.trackConversion({
    'id' : 6002580921761,
    'h' : '26adf5776a',
    'value' : 10 // you can change this dynamically
  });
} catch (e) {}
</script>
```

Tag with Conversion Value (optional)

```
<!-- Paste this code just above the closing </body> to record every pageload as a conversion. -->
<script src="//ah8.facebook.com/js/conversions/tracking.js"></script><script type="text/javascript">
try {
  FB.trackConversion({
    'id' : 6002574898961,
    'h' : 'd0a1fc4c76',
    'value' : 2 // you can change this dynamically
    'SKU' : "cellPhoneSale" // you can change this dynamically
  });
} catch (e) {}
</script>
```

Tag with Conversion Value (optional) and SKU (optional)

## Basic tag

The basic tag has no Value or SKU defined. It is important to leave the 'id' and 'h' fields the way they are generated in the Tag Management page as they identify the tag to Facebook.

## Tag with Conversion Value (optional)

If you enter a Conversion Value when you create a new tracking tag, it will be added to your tracking code. It is important to not adjust the 'id' and 'h' fields as they identify the tag to Facebook. If you choose, you can also change the Conversion Value variable dynamically. Follow the instructions in the Help Center at <http://www.facebook.com/help/?page=994> for more information.

## Tag with Conversion Value (optional) and SKU (optional)

You can also add additional information in your tag by defining an optional SKU variable in the tracking tag code. The SKU variable can be used to specify product SKUs, information about the tag placement, or any other information you want to associate with the conversion event. Simply add the following line of code below the 'value' specification in your tag after your code is created per the screenshot above:

'SKU' : "Y" // you can change this dynamically, and Y can be any string (in quotes)

If you choose, you can also change the SKU variable dynamically by following the instructions in the Help Center at <http://www.facebook.com/help/?page=994>.

# Implementing your Tracking Tag

## Simple as copy and paste

Implementing your Facebook tracking tag is as simple as copying and pasting your tag into your website code. Facebook will record a conversion every time a tracking tag is loaded. A tag is loaded when a person initiates the conversion event as defined by you and where you put the code on your site. There are a number of different places you could insert your tag(s) depending on the action on your website that you would like to track.

By generating a conversion tracking tag on Facebook and copying and pasting it into the appropriate code on your website, you can track things like individual page views, purchases, registrations or downloads. You could even track a series of page views to determine the path someone takes to these conversion events.

## Types of conversion events (examples)

**Tracking page views:** By placing the tracking tag before the closing HTML `</body>` tag on a web page, you are telling Facebook to track visits to that page.

**Tracking purchases, downloads and registrations:** To track individual purchases, downloads and registrations, you can paste the tracking tag into the page on your website that only loads directly after the action. This is usually a confirmation or thank you page. You can paste the tag in your HTML code right before the closing `</body>` text. If you'd like to track multiple purchases of various products on a single page, you can use the Value field and the SKU field to specify more information about the price and SKU. This information will be reflected in your Reports in their respective columns.

**Tracking a series of page views leading to conversions:** You can also track a series of page views that lead to a conversion. As an example, let's say you are an e-commerce business selling digital cameras and you're interested in finding out where on your site people are dropping out prior to purchase. To track these actions, you could generate a tracking tag to be placed at all pages along the path to purchase and simply specify different SKU variables for your home page, product page, shopping cart page and confirmation page.

# Ensuring Success

**Conversion Tracking**

After generating a tracking tag below, copy and paste the tag into the page that loads directly after the conversion action you're interested in. Our conversion report will show you how many Facebook users reach those pages after clicking or seeing your ads on Facebook. The "Status" column indicates whether we've received data from a tag. Note that there may be a delay of several hours before full reports are available.

By using this tool, you agree to the Statement of Rights and Responsibilities (the "Statement"), the Facebook Advertising Guidelines and any other applicable policies. You understand that failure to comply with the Statement and the Facebook Advertising Guidelines may result in a variety of consequences, including but not limited to the cancellation of any advertisements you have placed and termination of your account.

As the tool is still in beta testing phase, it is likely that it will contain errors, including errors that may cause the tool to malfunction, cause a loss of data, or provide inaccurate reports. You agree that we are not obligated to correct errors, correct the effects of errors (e.g., recover lost data or compensate you), or provide any technical support related to use of the tool. Further, you understand and agree that we may change, withdraw, or discontinue the tool in our sole discretion.

FURTHER WE PROVIDE THIS TOOL TO YOU ON AN "AS IS" AND "AS AVAILABLE" BASIS WITHOUT WARRANTIES OF ANY KIND EITHER EXPRESS OR IMPLIED, TO THE FULLEST EXTENT PERMISSIBLE PURSUANT TO APPLICABLE LAW, WE DISCLAIM ALL WARRANTIES, STATUTORY, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT OF PROPRIETARY RIGHTS. WITHOUT LIMITING THE FOREGOING, WE DO NOT WARRANT THAT THE TOOL OR ITS FUNCTIONALITY WILL BE AVAILABLE, UNINTERRUPTED OR ERROR-FREE, THAT DEFECTS WILL BE CORRECTED, OR THAT THE TOOL IS FREE OF VIRUSES OR OTHER HARMFUL COMPONENTS. THE FOREGOING DISCLAIMER OF WARRANTY IS A FUNDAMENTAL PART OF THE BASIS OF THE BARGAIN HEREUNDER, AND WE WOULD NOT ENTER INTO THIS AGREEMENT ABSENT SUCH DISCLAIMER.

You shall not make any public statements or press releases with respect to this tool, these terms, or Facebook without our prior written consent. Further, you will not disclose any conversion data or any other information from the tracking report, except to your own employees or agents who have a need to know such information.

[+ Create a new tracking tag](#) [View conversion report](#)

Name	Tag	Status
demo tag	<pre>&lt;!-- Paste this code just above the closing &lt;/body&gt; to record every page load as a conversion. --&gt; &lt;script src="//fb3.facebook.com/js/conversions/tracking.js"&gt;&lt;/script&gt;&lt;script type="text/javascript"&gt;   try {     FB.trackConversion({       'id': 6002381769761,       'tr': 1166cf5fb     });   } catch (e) {} &lt;/script&gt;</pre>	

Home page (tight view on real-time stats)

## Is your tracking tag working?

After creating a new tracking tag, you'll see an exclamation in a yellow triangle icon under the "Status" column associated with your new tag. When we start receiving conversion data from that tag, the yellow exclamation icon will change to a green checkmark. Since Reports do not immediately show conversion data, use this status to determine if your tag is set up properly. The yellow exclamation icon signifies that no data has ever been received for that tag.

After you implement your tag on your site, trigger the tracking tag to test it (for instance, by loading the page that the tag is on). Double check the status of that tag on the Tracking page in Ads Manager (<http://www.facebook.com/ads/manage/tracking.php>). You'll want to see it change to the green checkmark, which indicates that the tag was correctly implemented. If you are still seeing a yellow exclamation icon next to the tag, you'll need to troubleshoot potential issues in the implementation phase. Check the Help Center (<http://www.facebook.com/help/?page=994>) for more information.

# Reports

## Reports

These reports provide the insights you need to optimize and manage your advertising on Facebook. In addition to providing all the data about your account, campaign or ad performance, Facebook Ad Reports help you learn much more about who is engaging with your ads.

Report Type:

Time Summary:

Date Range:  to

Format:

Show Internal Only Columns

### Conversions by Conversion Time

This report shows conversions data organized by the time of the conversion event. For example, if a conversion occurred on February 12, 2010 from an ad that was shown to a user on January 31, 2010, that conversion would show up under the "8-28 day" column on the 2/12/10 row. Use this report to understand the total conversions generated by Facebook Ads for a particular date or date range. Conversions are listed in two categories: post-impression conversions are from users who have seen but not clicked on one of your ads; post-click conversions are from users who have clicked on one of your ads. If you specified a conversion value in your tracking tag, the report will also show aggregate return on investment. Conversions are also categorized by the length of time between a user's interactions with an ad and the resultant conversion.

[Reports Page](#)

## Accessing your Conversion Details in Reports

After you've set up conversion tracking by generating your conversion tag and pasting it into your website to be triggered by the right conversion events, you can track your conversions in the Reports section in Ads Manager ([www.facebook.com/ads/manage/reports.php](http://www.facebook.com/ads/manage/reports.php)), just as you currently use Reports to track clicks, impressions and click thru rate. You can summarize reports at the Account, Campaign, or Ad level.

In your reports, if a converting user clicked on an ad associated with the tracking tag's advertiser account, the conversion is attributed to the last ad the user clicked; if the converting user never clicked on an associated ad but simply saw an associated ad, the conversion is attributed to the most recent ad the user saw. Note that reports may be delayed up to one day.

# Reports (cont'd)

Date	Tracking Name	Conversions	Post-Imp (0-24 hours)	Post-Imp (1-7 days)	Post-Imp (8-28 days)	Post-Click (0-24 hours)	Post-Click (1-7 days)
02/01/2010	Emu	194	148	46	0	35	3
02/02/2010	Emu	199	158	41	0	47	0
02/03/2010	Emu	182	118	57	7	24	0
02/04/2010	Emu	108	23	82	3	10	0
02/05/2010	Emu	61	10	50	1	2	0

Report example

## Post-Impression and Post-Click data

There are two types of conversions reported: Post-Impression and Post-Click. Post-Click conversions are from users who have clicked on an ad associated with a tracking tag. Post-Impression conversions are from users who have seen associated ads but didn't click on them. The ability to track Post-Impression as well as Post-Click numbers enables you to measure conversions from users who saw your ads without clicking them and so gives you insight into the true value of your ads.

## Time between seeing or clicking on an ad and a conversion

Conversions are also categorized by the length of time between a user's interaction with an ad (by viewing or clicking on it) and the associated conversion events. The report is organized by the time of the conversion event. It is then divided into Post-Impression and Post-Click conversion numbers associated with three time periods: 0 - 24 hours, 1 - 7 days, and 8 - 28 days.

## Value and SKU data

If you included optional Value and SKU information in your tracking tag, the Conversion reports (by Conversion or Impression Time) will also include an Average Value and a SKU column. If you set a Value when you created your tag or generated a Value dynamically in the tag, the Average Value column shows the average associated with all the tracking tags triggered. If you chose to set a SKU variable in a tag, the SKU column will show you the SKU variable associated with the conversions triggered.

You may also see SKU columns if you're running Facebook Ads with Inline Actions such as "Become a Fan" or "RSVP to this Event." The conversion tracking system automatically counts when users become a fan or RSVP, and includes those numbers in a new line of your reports with the name of the Page or the Event as the Tag Name and "fan\_page" or "RSVP\_yes," "RSVP\_maybe" as the name of the SKU. These conversion numbers are in addition to any conversions from the tracking tag you've independently set up.

# Types of Reports

## Conversions by Conversion Time Report

Select the “Conversions by Conversion Time” report from the Report Type drop down menu. Use this report to understand the total conversions for a particular date range that were generated by Facebook Ads. Conversions by Conversion Time shows the conversions during a given time period for a given tracking tag. This report is organized by the time of the conversion event. For example, if a conversion occurred on February 12, 2010 from an ad that was seen by a user on January 31, 2010, that conversion would show up under the “Post-Imp (8 - 28 day)” column on February 12, 2010.

## Conversions by Impression Time Report

The “Conversions by Impression Time” report helps you understand the conversions generated by specific Facebook Ads delivered during a particular date range. The report is organized by the time of the ad impression that motivated a conversion (the impression that the conversion was attributed to). For example, if a conversion occurred on February 12, 2010 from an ad that was seen by a user on January 31, 2010, that conversion would be listed under the “Post-Imp (8 - 28 day)” column on January 31, 2010. You can expect the numbers in the Conversion by Impression Time report to change over time as more conversions are attributed to ads already delivered. For instance, if a user clicked on an ad on February 1 and didn't convert until February 9, that conversion would be reported in the Conversion by Impression Time report listed under the February 1 date, but wouldn't show up in the report until February 10.

Note that the Conversions by Conversion Time and Conversions by Impression Time reports will not show the same number of conversions for any given day since one report is listing conversions by the time of the conversion and the other is listing them by the time of the motivating impression.

## Advertising Performance Report

You will also see conversion information in the Advertising Performance report. In this report, you can see two new columns for “Conversions” and “Conversion Rate.” The Conversions column lists the total number of conversions attributed to the impressions shown on a given date, and the Conversion Rate column shows the total number of conversions divided by the total number of impressions in basis points (1/10,000 ratio). Note that, as in the Conversions by Impression Time report, the Conversions and Conversion Rate numbers will increase over time as more conversions are attributed to a previously delivered impression.

Date	Impressions	Clicks	Clicks Rate	Actions Rate	Conversions	Conversion Rate	CPC	CPM	Spent (USD)	Unique Impressions	Unique Clicks	Unique Clicks Rate
02/14/2010	176,815,731	49,213	0.028%	0.000%	109	0.006%	0.18	0.05	8,828.71	30,823,647	48,266	0.157%
02/15/2010	176,396,134	46,199	0.026%	0.000%	109	0.006%	0.14	0.04	6,425.26	27,518,774	45,229	0.164%

Advertising Performance Report example

# How it works



We're excited to offer you not only conversion information from the Facebook users who click on your ad but also those who see your ad. This is how it works:

**Step 1:** Go to [www.facebook.com/ads/manage/tracking.php](http://www.facebook.com/ads/manage/tracking.php) and create a new tracking tag.

**Step 2:** Copy and paste your tracking tag onto your website using the instructions in this guide.

**Step 3:** When a Facebook user who has seen or clicked on your ad visits the page where you have implemented the Facebook tag, the action triggers the tag and a conversion is recorded by Facebook. The conversion event is attributed to the last ad the Facebook user clicked on or if the user never clicked on an ad, the last ad the user saw before visiting your web page.

**Step 4:** Go to [www.facebook.com/ads/manage/reports.php](http://www.facebook.com/ads/manage/reports.php) to see your Conversion Reports alongside your advertising performance statistics.



## More Resources

**Feedback:** At this stage in our development of the Conversion Tracking product, we'd like to test our efforts with a select group of advertisers. As with all beta testing, your participation signifies that you agree to use a product that is still in development and provide feedback about your experience using the tool. This means that you could experience bugs affecting specific features of the tool including tag creation and reporting. To ensure the success of Conversion Tracking, we'll need you to surface your experience to your Account Manager.

**FAQ:** There is also a robust frequently asked questions Help Center created for the Conversion Tracking tool. You can find this link in the left-hand navigation on the Tracking page or at <http://www.facebook.com/help/?page=994>

The screenshot shows the Facebook Help Center interface. At the top, there is a search bar and a 'Search' button. On the left, a navigation menu includes 'Using Facebook', 'Added Applications', 'Help Discussions', 'Getting Started', and 'Safety'. The main content area is titled 'Ads: Conversion Tracking' with an 'Expand All' link. Below this, a list of frequently asked questions is displayed, each with a right-pointing arrow icon and a brief description of the question's content.

**Help Center**  **Search**

**Using Facebook**

- Added Applications
- Help Discussions
- Getting Started
- Safety

**Ads: Conversion Tracking** [Expand All](#)

- ▶ **What is conversion tracking?**  
Conversion tracking allows you to track activity that happens on your...
- ▶ **How does Facebook conversion tracking work?**  
With Facebook's conversion tracking product, you create a tracking tag...
- ▶ **How do I get access to conversion tracking?**  
Facebook conversion tracking is currently available through a limited...
- ▶ **What kind of conversion events can I track?**  
You can track registrations, sales, or anything else that makes sense...
- ▶ **How do I create a new tracking tag? What fields can I specify in my tag?**  
You can create a tracking tag from the Tracking Tag Settings page. Jus...
- ▶ **How many tracking tags should I create?**  
Most advertisers will set up one tag and vary the parameters tracked w...
- ▶ **Can the tracking tags be updated dynamically?**  
Yes, you can dynamically update the values of the 'value' and 'SKU' va...
- ▶ **Where should I put tracking tags in the html code of my webpage?**  
We record a conversion every time a tracking tag is loaded. You shoul...
- ▶ **What does "Status" mean in the tracking tag management console?**  
After creating a new tracking tag, you'll see a yellow triangular excl...
- ▶ **How can I see the results of my conversion tracking?**