

 facebook

Pixel & Conversions API Configuration

Facebook & Meta Marketing Suite for Magento 2

Complete reference for Facebook Pixel and Conversions API (CAPI) settings. Use both for optimal tracking accuracy.

Location: Stores → Configuration → Magmodules → Meta - Pixel & CAPI

Overview

The module supports two tracking methods:

Method	Type	Description
Facebook Pixel	Client-side (browser)	JavaScript-based tracking on your website
Conversions API	Server-side	Direct server-to-Facebook communication

Recommendation: Enable both for maximum accuracy. CAPI captures events that Pixel might miss due to ad blockers or browser restrictions.

Pixel Configuration

Enable

Enable Facebook Pixel tracking on your store.

Pixel ID

Your unique Facebook Pixel identifier.

Where to find it:

1. Go to Facebook Events Manager
2. Select your Pixel
3. Copy the Pixel ID from Settings

Events

Select which events to track via Pixel:

Event	Triggers when
PageView	Any page is viewed
ViewContent	Product page is viewed

Event	Triggers when
AddToCart	Product added to cart
ViewCart	Cart page is viewed
InitiateCheckout	Checkout is started
AddToWishlist	Product added to wishlist
Search	Search is performed
CompleteRegistration	Customer account is created
Purchase	Order is completed

Recommendation: Enable all events for complete funnel tracking.

Conversions API Configuration

Enable

Enable server-side event tracking via Conversions API.

Access Token

Your Facebook Conversions API access token (stored encrypted).

Where to find it:

1. Go to Facebook Events Manager
2. Select your Pixel
3. Go to Settings → Conversions API
4. Click "Generate Access Token"

Events

Select which events to track via CAPI:

Event	Triggers when
ViewContent	Product page is viewed
AddToCart	Product added to cart

Event	Triggers when
AddToWishlist	Product added to wishlist
Search	Search is performed
InitiateCheckout	Checkout is started
AddPaymentInfo	Payment method is selected
CompleteRegistration	Customer account is created
Subscribe	Newsletter subscription
Lead	Contact form submission
Purchase	Order is completed

How Events Are Tracked

Pixel Events (Client-Side)

Events fire via JavaScript when the action occurs in the browser:

Customer action → Browser JavaScript → Facebook Pixel → Facebook

Pros: Real-time, captures client data **Cons:** Blocked by ad blockers, affected by browser privacy settings

CAPI Events (Server-Side)

Events are queued and sent from your server:

Customer action → Magento Observer → Processing Queue → Cron → Facebook API

Pros: Not affected by ad blockers, more reliable **Cons:** Slight delay (queue processed every 5 minutes)

Event Deduplication

When both Pixel and CAPI are enabled, Facebook uses event_id to deduplicate events, ensuring each action is counted only once.

Data Captured

User Data (Hashed)

The following user data is captured and SHA-256 hashed before sending:

Data	Source
Email	Customer account or checkout
Phone	Billing address
First name	Customer account or billing
Last name	Customer account or billing
City	Billing address
State	Billing address
Zip code	Billing address
Country	Billing address

Technical Data

Data	Purpose
IP Address	Geo-targeting
User Agent	Device targeting
_fbp cookie	Cross-device tracking
External ID	Customer ID matching

Processing Queue

CAPI events are processed via a queue for reliability:

1. Event occurs → Added to queue (status: pending)
2. Cron runs every 5 minutes → Processes pending events
3. Success → Status updated to "success"
4. Failure → Retried up to 3 times, then marked "failed"

Monitor the queue at: **Marketing → Magmodules Meta → Processing Queue**

Best Practices

Enable Both Pixel and CAPI

For maximum event capture rate:

- Pixel catches immediate interactions
- CAPI provides backup for blocked/missed events
- Facebook deduplicates automatically

Select Same Events for Both

Enable the same events in both Pixel and CAPI settings to ensure complete coverage.

Monitor the Processing Queue

Regularly check the queue for failed events:

1. Go to **Marketing → Magmodules Meta → Processing Queue**
2. Filter by Status = Failed
3. Check error messages
4. Fix configuration issues if needed

Verify in Events Manager

After setup, verify events in Facebook:

1. Go to Events Manager
2. Select your Pixel
3. Check "Overview" for recent events
4. Use "Test Events" for real-time debugging

Need More Help?

Documentation:

- [All Help Articles](#) - Complete documentation overview

Support:

- [Contact Support](#) - Get help from our team

For a complete overview of features and configuration options, see the Facebook & Meta Marketing Suite extension on magmodules.eu

All articles for Facebook & Meta Marketing Suite

Installation

1	Installation using Composer (recommended)
2	Installation using the Adobe Marketplace
3	Install through FTP and SSH

Configuration

1	Quick Start Guide
2	Feed Configuration
3	Pixel & Conversions API Configuration (current)

Troubleshooting

1	Troubleshooting
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Grids

1	Data Feed Logs
2	Processing Queue

Background

1	CLI Commands
2	Supported Checkouts

