

## Facebook Ads Pixel Set - up - Ecommerce

<https://developers.facebook.com/docs/meta-pixel/reference>

<https://developers.facebook.com/docs/meta-pixel/advanced/advanced-matching>

**Step 1 to install FB Base Pixel : Send “pageview” for all pages.**

### ViewContent

Event Parameters	Type
currency	string
value	Integer or Float
content_ids	Array of integers or strings
content_category	String
content_name	String
content_type	String - Product
contents	Array Of Objects id = String quantity = Number item_price = Number

### AddToCart

Event Parameters	Type
currency	string
value	Integer or Float
content_ids	Array of integers or strings
content_category	String
content_name	String
content_type	String - Product
contents	Array Of Objects id = String quantity = Number item_price = Number

**initiateCheckout**

Event Parameters	Type
currency	string
value	Integer or Float
content_ids	Array of integers or strings
content_category	String
content_name	String
content_type	String - Product
contents	Array Of Objects id = String quantity = Number item_price = Number
num_items	integer

**Purchase**

Event Parameters	Type
currency	string
value	Integer or Float
content_ids	Array of integers or strings
content_category	String
content_name	String
content_type	String - Product
contents	Array Of Objects id = String quantity = Number item_price = Number
num_items	integer

### user\_data

Event Parameters	Type
Email (em)	Unhashed lowercase or hashed SHA-256 (String)
First Name (fn)	Lowercase letters (String)
Last Name (ln)	Lowercase letters (String)
Phone (ph)	Digits only including country code and area code (String)
External ID (external_id)	string
Gender (ge)	Single lowercase letter, f or m, (String)
Birthdate (db)	Digits only with birth year, month, then day (String) - 19920331
City (ct)	Lowercase with any spaces removed (String)
State or Province (st)	Lowercase two-letter state or province code (String)
Zip or Postal Code (zp)	(String)
Country (country)	Lowercase two-letter country code (String)

### FB-Content\_ids modified array

```
function(){  
  var items = {{fb-dlv-items}}; // Items Array  
  return items.map(function(item){  
    return item.item_id.toString();  
  })  
}
```

#### **FB- Contents modified array**

```
function(){  
var items = {{fb-dlv-items}}; // Items Array  
return items.map(function(item){  
return {  
id : item.item_id.toString(),  
item_price : parseFloat(item.price),  
quantity : item.quantity ? parseFloat(item.quantity) : 1  
}  
})  
}
```

#### **Fb phone to string**

```
function(){  
return {{fbph}}.toString();  
}
```

#### **TotalQuantity for num\_items**

```
function(){  
var items = {{Items Array}}; //Items Array  
return items.reduce(function(accumulator, currentValue)  
{ return accumulator + currentValue.quantity;  
},  
0);  
}
```

#### **Contentname**

```
function(){  
var items = {{fb_dlv - items}};
```

```
return items.map(function(item){
return item.item_name.toString()
})
.join();

}
```

### **Contentcategory**

```
function(){
var items = {{fb_dlv - items}};
return items.map(function(item){
return item.item_category;
})
.join();
}
```