



Checklist 8 - How To Setup Facebook Retargeting Pixel

Project
Name: _____

Date: _____

Yes No

Facebook re-targeting is an important step in getting traffic of audience to your site because by the help of it; you can engage and re-target those audience who clicked on your ad but didn't open your website and in return, didn't convert. Facebook re-targeting pixel can help you in this process, and if you don't know how to set it up, here is a step by step guide for you:

Starting From Campaign Centre:

- 1
The very first step is to go to the Campaign centre of your Facebook account by using the link Facebook.com/advertising. ☐ ☐
- 2
Now you'll see a page with the option of the audience mentioned on the left side of it. Choose it. ☐ ☐
- 3
Right after you'll click on the audience option; your process of re-targeting will be started. ☐ ☐

Audience and Retargeting:

- 4
In the next step, after clicking on the Audience option, you'll get to see many options to choose from. ☐ ☐
- 5
Tap on the create custom audience. This will be your audience for Retargeting. ☐ ☐

Notes



Checklist 8 - How To Setup Facebook Retargeting Pixel

- 6
This audience will be focused, and ads will be sent to them because they'll be visiting your website. ☐ ☐
- 7
You'll install the code on your website that will help you in targeting your audience to the website. ☐ ☐
- 8
After you choose the option of custom audience, a pop-up tab will appear asking you to choose to create a custom audience for your website. ☐ ☐
- 9
Tap on the option of creating a custom audience for your website now. ☐ ☐
- 10
Now getting done with all, you'll be asked to agree to Facebook's terms and conditions. ☐ ☐
- 11
Agree to these terms and conditions after reading these. ☐ ☐
- 12
After agreeing, you'll see a code that will be used to re-target your audience. ☐ ☐
- 13
Now use Wordpress to install this code and if you're not on Wordpress, get it and install it immediately and create an account on it. ☐ ☐
- 14
You can now install a plugin called header and footer scripts.

Notes



Checklist 8 - How To Setup Facebook Retargeting Pixel

☐ ☐

15

This plugin will let you copy code and paste it on header and footer of your website. This code will be used to re-target your audience.

☐ ☐

16

Now you'll be asked to name your campaign so name it clearly as your "website audience".

☐ ☐

17

This way your Retargeting list will be created and the audience wrote there would be sent your ads that they'll see and open.

☐ ☐

18

Now your new custom list containing new audience will be created and a code will be sent to them that will take them to your original website.

☐ ☐

Notes