



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](https://www.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