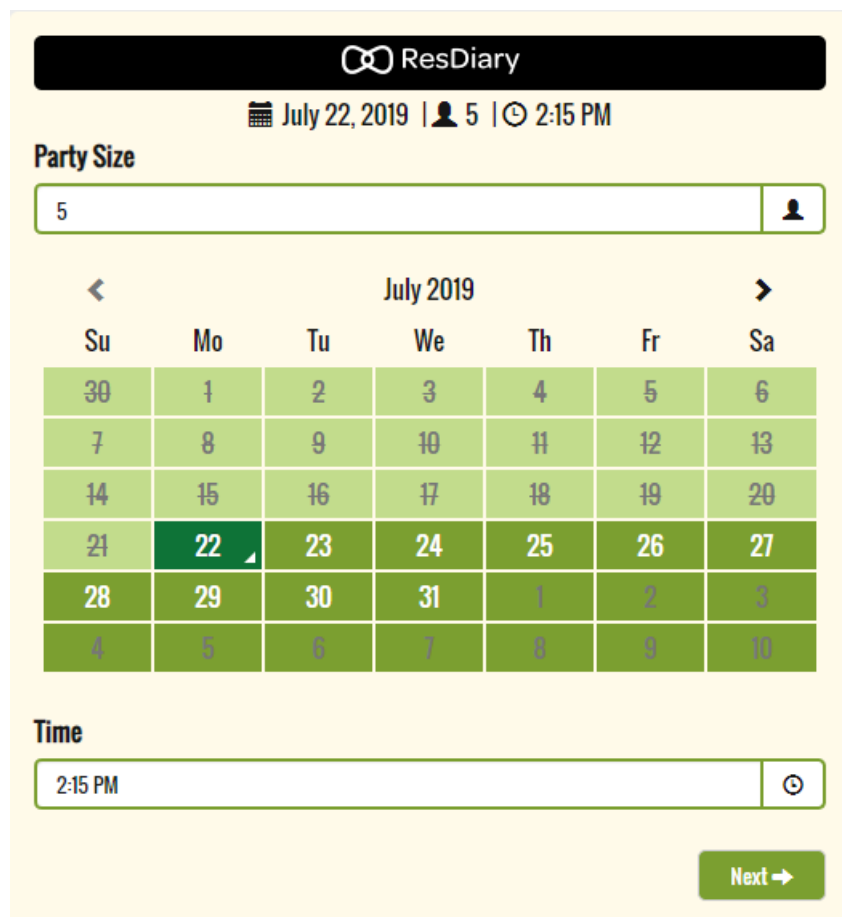


How can we help you today?

Analytics | How to track widget conversions using Facebook pixel?

Modified on: Thu, 25 Jul, 2019 at 10:04 PM

This article goes through the process of setting up conversion tracking (bookings) using Facebook Pixel for the Widget Configurator.



The image shows the ResDiary Widget Configurator interface. At the top, there's a black header with the ResDiary logo. Below it, a status bar shows 'July 22, 2019 | 5 | 2:15 PM'. The 'Party Size' section has a dropdown menu set to '5'. The date selection calendar for July 2019 is displayed, with the 22nd highlighted. The 'Time' section has a dropdown menu set to '2:15 PM'. A 'Next' button with a right arrow is at the bottom right.

ResDiary

July 22, 2019 | 5 | 2:15 PM

Party Size

5

July 2019

Su	Mo	Tu	We	Th	Fr	Sa
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

Time

2:15 PM

Next →

The conversion tracking for the widget works by redirecting the user to a confirmation page. This page only gets visited by people who complete a booking and, in turn, it can be used for conversion tracking.

All of the tracking will be done through your website, which means you have complete control over it.

Whilst this article covers the full process, you can also watch the below video which also goes through the steps. The video covers the process for Google Analytics, however it's very similar for Facebook Pixel as well.

Diary set-up: Tracking bookings with Google Analytics



Before we start...

It is important that your widget is embedded in a standard way. If it uses the IFrame method (more on this in the video above) you won't get correct sources for bookings and your booking success step won't look correct to the users.

In addition, we are assuming you have Facebook Pixel created. If you need guidance on it, please use this resource:

<https://www.facebook.com/business/help/952192354843755> (<https://www.facebook.com/business/help/952192354843755>)

1. Make sure your website has Facebook Pixel embedded on all pages.

Tracking all of your website pages ensures that Facebook can provide you with as accurate data as possible.

You can check the tag yourself or ask your web developer to confirm that you have Facebook Pixel tracking across your website.

2. Create a booking confirmation landing page.

You will need to create a page that people will land on once the booking has been completed. The page can be called or contain any information you want (e.g. www.restaurant.com/booking-successful/ (<http://www.restaurant.com/booking-successful/>)). The only requirement is to have your Facebook Pixel tracking code embedded on it.

If your website is managed by a web developer, please ask them to create this landing page and making sure it has Facebook Pixel code embedded on it.

3. Add the custom landing page to the widget

Navigate to your diary -> Promote -> Widget Configurator -> Edit your theme -> Theme Settings tab

Make sure to tick "Use customer success page" and specify the landing page you made in the last section.

Booking Success Screen

If you wish to replace the standard booking success screen with your own custom page then specify the url to your custom page in the text box below. The following query string parameters will be passed in the url for use in the booking confirm screen: bookingReference, date, time and partySize.

☒ Use custom success page

Custom success page url

Make sure to click Continue to save your changes.

4. Set up a Custom Conversion on Facebook

Next, you need to create a Custom Conversion so that Facebook knows what actions should count as conversions towards your ads. Facebook will count all of the visits to the Custom Conversion page as conversions, however, only the people who interact with the ad are attributed to your campaign ad conversions.

Navigate to Facebook ads manager -> Events Manager

Manage business

-  Billing
-  Brand safety
-  Business locations
-  Business settings
-  **Events Manager**
-  Images and videos

Select "Custom conversions"

-  Data sources
-  **Custom conversions**
-  Partner integrations

[+ Add New Data Source](#)

If you don't have any conversions you should see a screen similar to this:

Get started with custom conversions

Customise an event by adding rules and parameters that define specific customer actions.



Learn from custom conversions

See the details of how customers interact with your business, such as the price and style of the shoes they view on your website, app or in a physical shop.



Optimise for custom conversions

Use custom conversions to show ads to people who are most likely to take specific actions. You can use this feature once you've recorded at least 50 conversions for a custom conversion.



Share custom conversions

Collaborate on a campaign by sharing custom conversions with other ad or business accounts on Facebook or third-party agencies.

Create Custom Conversion

If you would like to reach people who have a relationship with your business, create a Custom Audience.

On the URL field specify your success page's path URL you made before. Path URL means that you don't need to specify the hostname e.g. "www.restaurant.com/booking-sccessful/" would be just "booking-successful".

Give it a Name, Category and click Create.

Create a custom conversion



Custom conversions allow you to measure unique activities and optimise your ads for the events that matter most to your business. Create a custom conversion by applying rules to existing events.

Include events that meet the following criteria

ResDiary's Pixel

Website event

All URL traffic



Include All URL traffic events that meet the following criteria:



Rule 1

URL

contains

booking-successful

or

Add Another Rule



Name

Booking successful

32

Add a description

Category



Purchase



Value



Enter a conversion value (optional)

Set the value that each of these conversions is worth to you to track your return on advertising spend. [Learn more](#)

Cancel

Create

You should get a message that your conversion has been created.



Your custom conversion Booking successful has been successfully created.

5. Check the results

To check whether the conversion is working, go to the same “Custom conversions” page as in the last section. Now, the screen should show your custom conversions.

Custom conversions

Tailor your events by adding rules and parameters. [Learn more](#)

Name	Status	Activity ⓘ	Source(s)	Conversions received (last 7 days) ⓘ
Booking successful ID: 495198901249383	● No activity yet	Low volume	Pixel	0

You have 99 custom conversions remaining ⓘ

If you just created the Pixel, it will most likely show “No activity yet” under the Status column. However, if you give it a day or two (and you get people/yourself visit the booking success page), the Status should change to “Active”.

Status

● **Active**
Last received 19 minutes ago

The conversions should also start to be attribute to your campaigns, just make sure to assign your newly created conversion as the campaign's goal.