



AUTOPILOT
CLIENT MACHINE

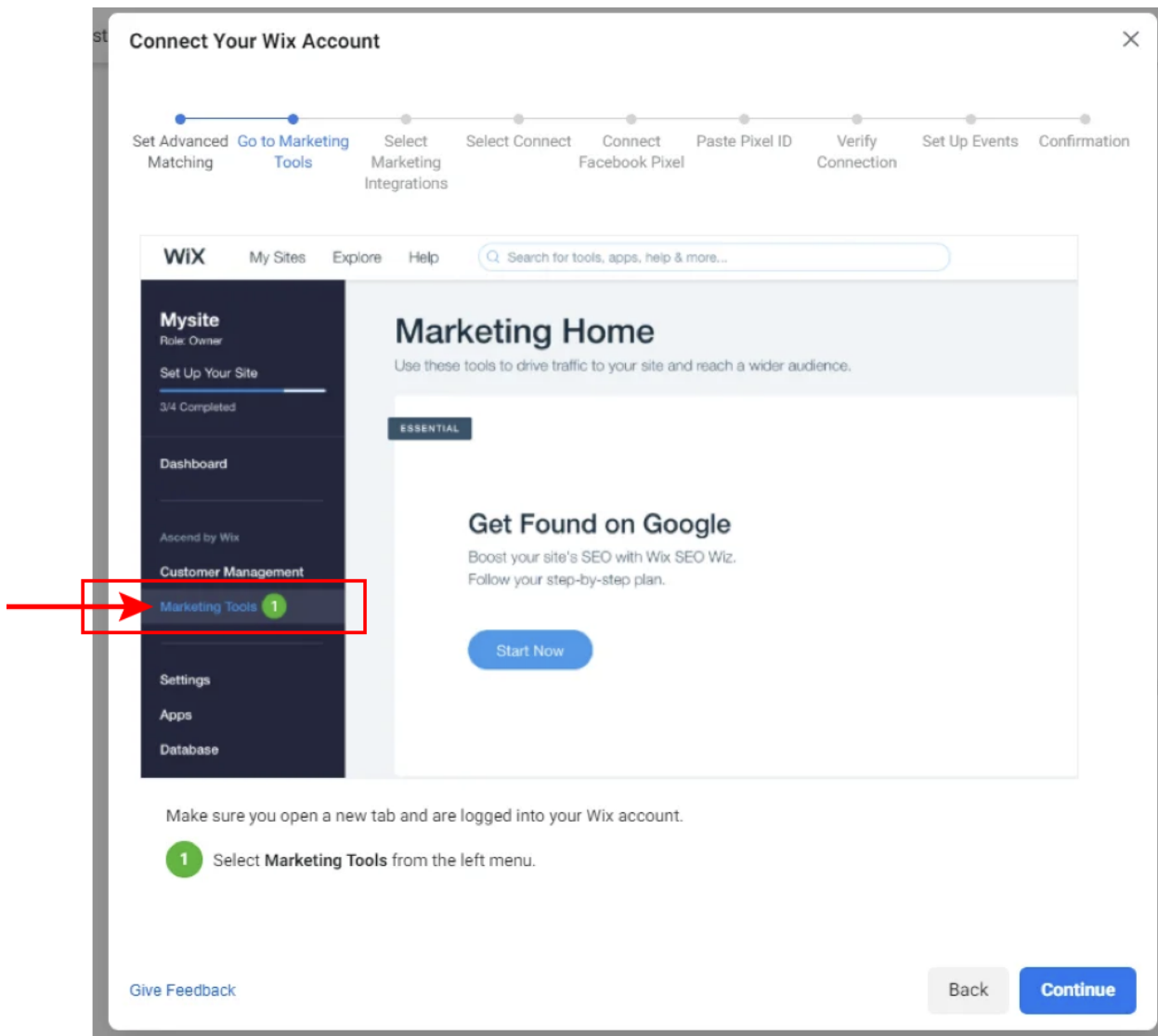
Installing Facebook Pixels to Wix Site

Last Updated / Reviewed: 15th June, 2022

Execution Time: 5-10 Minutes

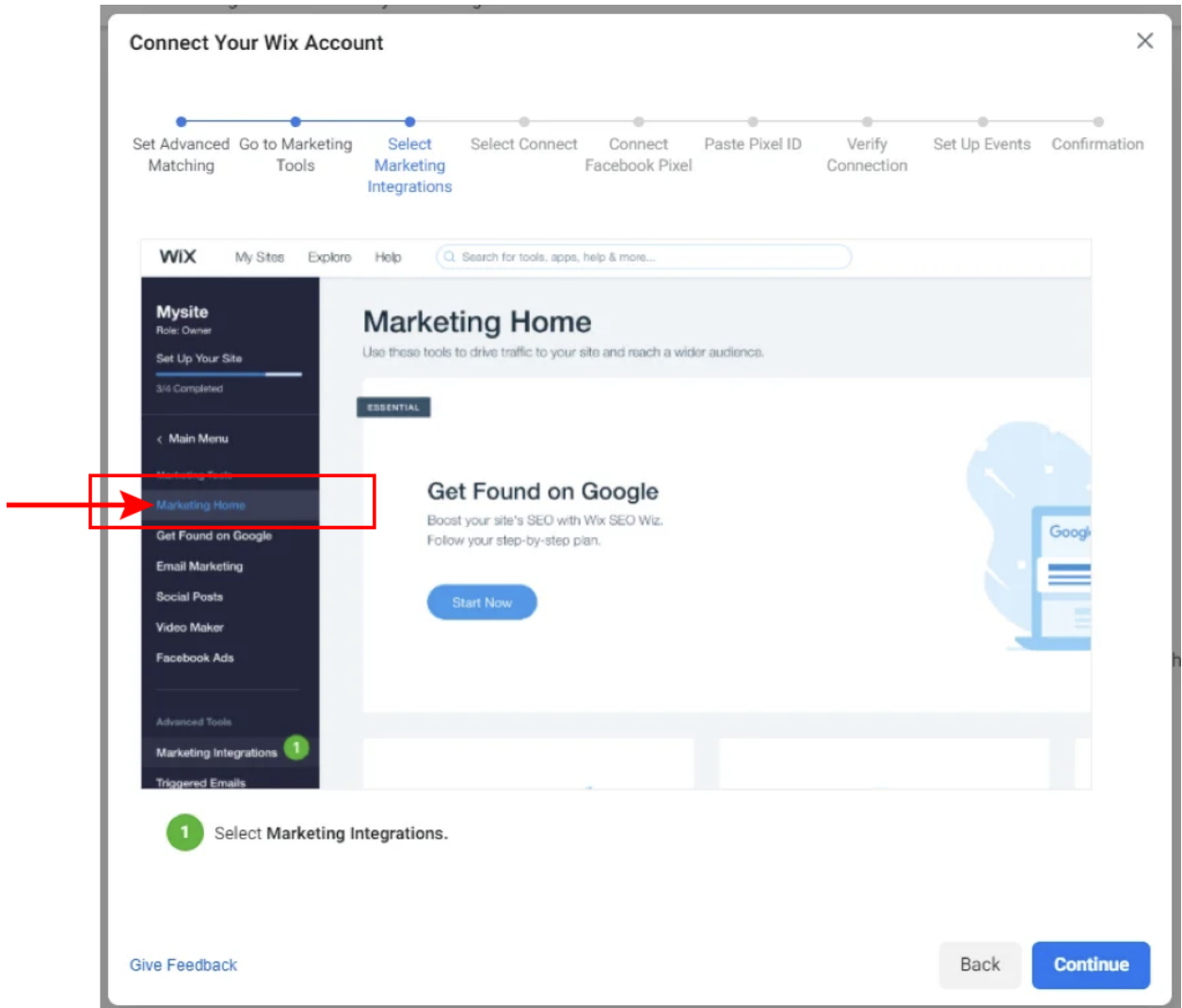


- **Step #1** – Select Marketing Tools from the left menu of your Wix dashboard.





- **Step #2** – Select Marketing Integrations.





- **Step #3** - Click Connect in the Facebook Pixel box.

The screenshot shows the 'Connect Your Wix Account' window with a progress bar at the top. The steps are: Set Advanced Matching, Go to Marketing Tools, Select Marketing Integrations, **Select Connect** (current step), Connect Facebook Pixel, Paste Pixel ID, Verify Connection, Set Up Events, and Confirmation. Below the progress bar is a preview of the Wix 'Marketing Integrations' page. The 'Facebook Pixel' tile is highlighted with a red box and a red arrow pointing to its 'Connect' button, which has a green '1' next to it. Below the preview, a numbered instruction reads: '1 Select **Connect** in the Facebook Pixel tile.' At the bottom right are 'Back' and 'Continue' buttons.

Connect Your Wix Account

Set Advanced Matching Go to Marketing Tools Select Marketing Integrations **Select Connect** Connect Facebook Pixel Paste Pixel ID Verify Connection Set Up Events Confirmation

WIX My Sites Explore Help Search for tools, apps, help & more...

Mysite
Role: Owner
Set Up Your Site
3/4 Completed

< Main Menu

Marketing Tools
Marketing Home
Get Found on Google
Email Marketing
Social Posts
Video Maker
Facebook Ads

Advanced Tools
Marketing Integrations
Triggered Emails

Marketing Integrations
Use these tools to make your marketing more effective.

Google Analytics
Discover where your visitors come from and what they do on your site.
[Connect](#)

Facebook Pixel
Track your Facebook campaigns, see conversion rates and more.
[Connect](#) ¹

MailChimp
Connect Wix Contacts to your MailChimp account and send targeted campaigns.

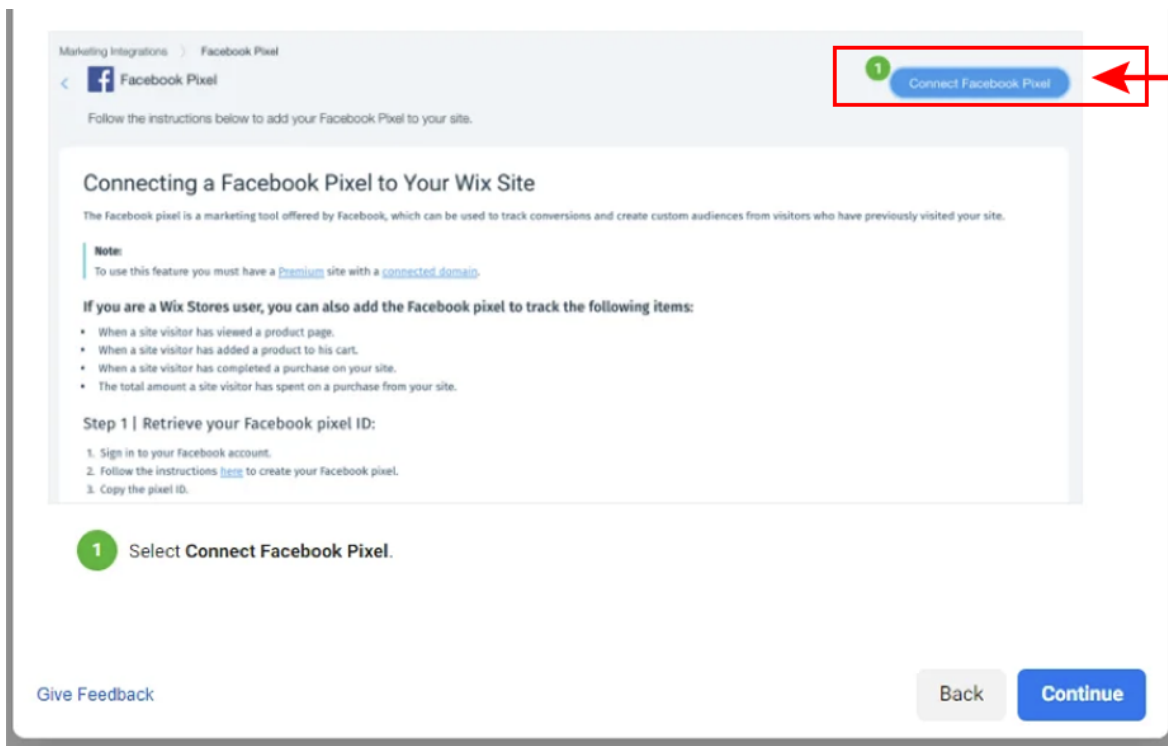
Google Ads
Drive traffic back to your site with targeted remarketing ad campaigns.

1 Select **Connect** in the Facebook Pixel tile.

[Give Feedback](#) [Back](#) [Continue](#)



- **Step #4** – Select Connect Facebook Pixel in the top right.





- **Step #5** - Copy and paste your unique Facebook pixel ID into the field and click save.

The screenshot shows a web form titled "Add Your Facebook Pixel ID". Below the title is the instruction "Add your Facebook pixel ID below to track your Facebook campaigns." There is a text input field containing the placeholder text "e.g., 123456789012345" and a green circle with the number "1" next to it. A red rectangle highlights the input field, and a red arrow points to it from the right. Below the input field is a blue "Save" button with a green circle and the number "2" next to it. At the bottom of the form are three buttons: "Give Feedback", "Back", and "Continue".

Add Your Facebook Pixel ID

Add your Facebook pixel ID below to track your Facebook campaigns.

e.g., 123456789012345 1

Save 2

1 Copy and paste your pixel ID 222615212414151.

2 Click Save.

Give Feedback Back Continue