Spectrum Net Designs
CREATING WEB SOLUTIONS

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Ephesians 4:22-24 "You were taught, with regard to your former way of life, to put off your old self, which is being corrupted by its deceitful desires; to be made new in the attitude of your minds; and to put on the new self, created to be like God in true righteousness and holiness."

The Facebook Pixel

If you are using Facebook Ads, there is one critical tool you should be utilizing right away to get the most out of your social ad budget: the Facebook pixel.

The Facebook pixel is a snippet of code that you place on your website. It will collect data that helps you track conversions from Facebook ads, optimize ads, build targeted audiences for future ads and remarket to people who have previously taken some type of action on your website.

How the Facebook Pixel Works

When someone visits your website and takes an action like buying something, signing up for a trial, adding a product to their cart, etc., the Facebook pixel is then triggered and will report this action. Allowing you to know when a customer took an action after seeing your Facebook ad. You'll be able to use this information later by creating a custom audience. When more and more

conversions happen on your website, Facebook learns how to deliver your ads to people who are more likely to take certain actions. This is called conversion optimization.

Benefits of the Facebook Pixel

1. Measure Cross-Device Conversions- Understand how your cross-device ads help influence conversions.

2. Optimize Delivery to People Likely to Take Action- Ensure your ads are shown to the people who are most likely to complete an event.

3. Create Custom Audiences from Website Visitors- Dynamic ads help you automatically show website visitors the products they have previously expressed interest in or related ones.

4. Learn About Your Website Traffic - Get valuable insights about how people navigate your website from your Facebook pixel dashboard.

Standard Events the Pixel Monitors

·   **Purchase:** Someone completes a purchase on your website
·   **Lead**: Someone signs up for a newsletter, trial, or otherwise identifies themselves as a lead on your site
·   **Complete Registration**: Someone completes a registration form on your site, such as a subscription.
·   **Adds Payment Info**: Someone inputs their payment information in the purchase process on your website.
·   **Add to Cart**: Someone adds a product from your website to their shopping cart.
·   **Add to Wishlist**: Someone adds a product to their wishlist on your site.
·   **Initiate Checkout**: Someone starts the checkout process to purchase something.
·   **Search**: someone uses the search bar to look for something on your site.
·   **View Content:** Someone lands on a specific page on your website.
·   **Contact**: Someone submits the contact form to get in touch with your business.
·   **Customize products**: Someone selects a specific version of a product, such as choosing a size or a certain color.
·   **Find Location:** Someone searches for your business's physical location.

·   **Schedule:** Someone books an appointment with you.

·   **Start Trial:** Someone signs up for a free trial of your product.

·   **Submit Application**: Someone applies for your product, service, or program, such as a credit card.

·   **Subscribe**: Someone subscribes to a paid product or service.

Making use of the Facebook Pixel should provide you with more advantages and pleasure than disadvantages and anxiety. To get started with the Facebook Pixel, log into your Facebook Business Manager account, then navigate to the Pixels tab at the top. You can easily create your own pixel with one click. Then, you can view instructions on how to install the pixel base code and event codes on your website.

If you need assistance setting-up your Facebook Pixel or help with getting started with Facebook Ads- Contact Spectrum Net Designs Today!

In Case You Missed It!

Guide to Facebook Ads Manager

So you're on Facebook and have a business Page that represents your company, but you're not seeing the results you thought you would with organic social posts? That's where paid ads come in! Advertising with Paid Ads on Facebook is a great way to expand your reach and potentially discover new audiences! While Facebook Ads are simple to create and implement, it can be a bit tricky at first to navigate the intimidating world that is Facebook Ads. Read on to discover our helpful guide to Facebook Ads Manager.

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Why Good Graphic Design is Important

What do you think of when you hear the words "graphic design"? Is it an elaborate, artsy piece or something simple and abstract? Most people tend to think their businesses are too small for graphic design or that they cannot benefit from graphic design. Some only think that graphic design is for large companies with huge budgets. But the truth is, graphic design is for everyone. No matter if your business is big or small, with thousands of employees or just one, you can benefit from good graphic design.

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