



The document on about the portfolio of Setup Facebook pixel and Conversion API:

Facebook Pixel Tags:

<input type="checkbox"/>	fb about pages tag	Facebook Pixel	About Pages trigger
<input type="checkbox"/>	fb base code all the pages	Facebook Pixel	All Pages
<input type="checkbox"/>	fb Out Bound Click tag	Facebook Pixel	Out bound play store
<input type="checkbox"/>	Fb Purchase Tag	Facebook Pixel	Fb-purchase-Trigger
<input type="checkbox"/>	fb scroll tag	Facebook Pixel	scroll trigger
<input type="checkbox"/>	fb search tag	Facebook Pixel	Search trigger
<input type="checkbox"/>	fb Shop Now tag	Facebook Pixel	shop now trigger
<input type="checkbox"/>	fb timer tag	Facebook Pixel	10 sec timer trigger
<input type="checkbox"/>	fb view content tag	Facebook Pixel	fb view content trigger
<input type="checkbox"/>	fb Website Video tag	Facebook Pixel	video trigger
<input type="checkbox"/>	Fb-Add-to- cart-Tag	Facebook Pixel	FB-Add-To-Cart-Trigger
<input type="checkbox"/>	Fb-Check Out Tag	Facebook Pixel	Fb-Checkout Trigger

Server side tracking :

New Container

Container name *
How you want to call your container?

Container configuration
This config is provided by Google when you are setting up your tagging server. If you really really want, you can leave this blank to create a dummy container. Just don't forget to add a real ID when you're ready.
[Learn more](#)

Servers location *
Choose your server location based on the location of most of your clients. Location can not be changed later.
[Learn more](#)

Google analytics 4 Tags:

Ga4 about pages tag	Google Analytics: GA4 Event	About Pages trigger
Ga4 page view all the pages	Google Analytics: GA4 Configuration	All Pages
GA4 Video TAG	Google Analytics: GA4 Event	video trigger
Google Analytics GA4 Configuration	Google Analytics: GA4 Configuration	All Pages
SS GA4 add to cart TAG	Google Analytics: GA4 Event	FB-Add-To-Cart-Trigger
SS GA4 check out TAG	Google Analytics: GA4 Event	Fb-Checkout Trigger
SS GA4 Out Bound Link Clicks TAG	Google Analytics: GA4 Event	Out bound play store
SS GA4 Purchase TAG	Google Analytics: GA4 Event	Fb-purchase-Trigger
SS GA4 scroll TAG	Google Analytics: GA4 Event	scroll trigger
SS GA4 Search TAG	Google Analytics: GA4 Event	Search trigger
SS GA4 Shop Now TAG	Google Analytics: GA4 Event	shop now trigger
SS GA4 Timer TAG	Google Analytics: GA4 Event	10 sec timer trigger
SS GA4 View Item TAG	Google Analytics: GA4 Event	fb view content trigger

Event Deduplication:

The screenshot shows a list of 'View content' events. The first three events are marked as 'Processed' and have a 'value' of 1. The fourth event is marked as 'Deduplicated' and has a 'value' of 0. A red box highlights the deduplicated event. Below the list, a detailed event log is shown for the deduplicated event, including the URL, event ID, parameters (value: 0, category: BOT, context: [168]), and action source (website).

The screenshot shows two sections of event lists. The first section is for 'Purchase' events, where the first three are 'Processed' (value: 1) and the fourth is 'Deduplicated' (value: 0). A red box highlights the deduplicated event, and a detailed event log below shows the URL, event ID, parameters (value: 0, category: BOT, context: [168]), and action source (website). The second section shows 'PageView' events, with the first two 'Processed' (value: 1) and the third 'Deduplicated' (value: 0). Below this, there are lists for 'Out Bound Link Clicks' and 'Timer' events, each with 'Processed' and 'Deduplicated' entries.

Event Name	Event Type	Source	Integration	Event ID	Timestamp
PageView	Processed	Browser	Partner integration	1673105761067.87399...	Today at 21:36:01
PageView	Processed	Browser	Partner integration	1673105761067.87399...	Today at 21:36:01
PageView	Deduplicated	Server	Manual setup	1673105761067.87399...	Today at 21:36:01
Shop Now	Custom event	Browser	Partner integration	1673105728010.96776...	Today at 21:35:48
Shop Now	Custom event	Browser	Partner integration	1673105728010.96776...	Today at 21:35:48
Shop Now	Custom event	Server	Manual setup	1673105728010.96776...	Today at 21:35:28
PageView	Processed	Browser	Partner integration	1673105728010.96776...	Today at 21:35:28
PageView	Processed	Browser	Partner integration	1673105728010.96776...	Today at 21:35:28
PageView	Deduplicated	Server	Manual setup	1673105728010.96776...	Today at 21:35:28
Scroll_100	Custom event	Browser	Partner integration	1673105673920.88748...	Today at 21:35:03
Scroll_100	Custom event	Browser	Partner integration	1673105673920.88748...	Today at 21:35:03
Scroll_100	Custom event	Server	Manual setup	1673105673920.88748...	Today at 21:34:34
Scroll_75	Custom event	Browser	Partner integration	1673105673920.88748...	Today at 21:35:01
Scroll_75	Custom event	Browser	Partner integration	1673105673920.88748...	Today at 21:35:01

Event Name	Event Type	Source	Integration	Event ID	Timestamp
Shop Now	Custom event	Server	Manual setup	1673105673920.88748...	Today at 21:34:34
About	Custom event	Browser	Partner integration	1673105563317.1...	Today at 21:32:43
About	Custom event	Browser	Partner integration	1673105563317.1...	Today at 21:32:43
About	Custom event	Server	Manual setup	1673105563317.1...	Today at 21:32:43
PageView	Processed	Browser	Partner integration	1673105563317.1...	Today at 21:32:43
PageView	Processed	Browser	Partner integration	1673105563317.1...	Today at 21:32:43
PageView	Deduplicated	Server	Manual setup	1673105563317.1...	Today at 21:32:43
Timer	Custom event	Browser	Partner integration	1673105500048.1...	Today at 21:31:50
Timer	Custom event	Browser	Partner integration	1673105500048.1...	Today at 21:31:50
Timer	Custom event	Server	Manual setup	1673105500048.1...	Today at 21:31:40

Conversion API All Tags:

Tag Name	Integration	Trigger
fb about pages tag	Facebook Pixel	About Pages trigger
fb base code all the pages	Facebook Pixel	All Pages
fb Out Bound Click tag	Facebook Pixel	Out bound play store
Fb Purchase Tag	Facebook Pixel	Fb-purchase-Trigger
fb scroll tag	Facebook Pixel	scroll trigger
fb search tag	Facebook Pixel	Search trigger
fb Shop Now tag	Facebook Pixel	shop now trigger
fb timer tag	Facebook Pixel	10 sec timer trigger
fb view content tag	Facebook Pixel	fb view content trigger
fb Website Video tag	Facebook Pixel	video trigger
Fb-Add-to- cart-Tag	Facebook Pixel	FB-Add-To-Cart-Trigger
Fb-Check Out Tag	Facebook Pixel	Fb-Checkout Trigger
Ga4 about pages tag	Google Analytics: GA4 Event	About Pages trigger
Ga4 page view all the pages	Google Analytics: GA4 Configuration	All Pages
GA4 Video TAG	Google Analytics: GA4 Event	video trigger
Google Analytics GA4 Configuration	Google Analytics: GA4 Configuration	All Pages
SS GA4 add to cart TAG	Google Analytics: GA4 Event	FB-Add-To-Cart-Trigger
SS GA4 check out TAG	Google Analytics: GA4 Event	Fb-Checkout Trigger
SS GA4 Out Bound Link Clicks TAG	Google Analytics: GA4 Event	Out bound play store
SS GA4 Purchase TAG	Google Analytics: GA4 Event	Fb-purchase-Trigger
SS GA4 scroll TAG	Google Analytics: GA4 Event	scroll trigger
SS GA4 Search TAG	Google Analytics: GA4 Event	Search trigger
SS GA4 Shop Now TAG	Google Analytics: GA4 Event	shop now trigger
SS GA4 Timer TAG	Google Analytics: GA4 Event	10 sec timer trigger
SS GA4 View Item TAG	Google Analytics: GA4 Event	fb view content trigger

Conversion API all tag fired:

The screenshot shows a 'Tags Fired' report from Google Tag Manager. The report is organized into a grid of boxes, each representing a fired tag. A red border highlights the entire 'Tags Fired' section. Below the grid, it indicates 'Tags Not Fired: None'.

Tag Name	Platform	Fired Time(s)
fb base code all the pages	Facebook Pixel	18
fb view content tag	Facebook Pixel	2
Fb-Add-to- cart-Tag	Facebook Pixel	1
Fb-Check Out Tag	Facebook Pixel	1
Fb Purchase Tag	Facebook Pixel	1
Ga4 page view all the pages	Google Analytics: GA4 Configuration	18
SS GA4 Shop Now TAG	Google Analytics: GA4 Event	4
SS GA4 add to cart TAG	Google Analytics: GA4 Event	1
SS GA4 check out TAG	Google Analytics: GA4 Event	1
SS GA4 Purchase TAG	Google Analytics: GA4 Event	1
Conversion linker Tag	Conversion Linker	18
Gads conversion tracking add to cart	Google Ads Conversion Tracking	1
fb about pages tag	Facebook Pixel	2
Ga4 about pages tag	Google Analytics: GA4 Event	2
fb Shop Now tag	Facebook Pixel	2
fb scroll tag	Facebook Pixel	5
SS GA4 scroll TAG	Google Analytics: GA4 Event	5
fb Out Bound Click tag	Facebook Pixel	1
SS GA4 Out Bound Link Clicks TAG	Google Analytics: GA4 Event	1
fb search tag	Facebook Pixel	1
fb Website Video tag	Facebook Pixel	1
SS GA4 Search TAG	Google Analytics: GA4 Event	1
GA4 Video TAG	Google Analytics: GA4 Event	4
fb timer tag	Facebook Pixel	2
SS GA4 Timer TAG	Google Analytics: GA4 Event	2
SS GA4 View Item TAG	Google Analytics: GA4 Event	2
cjs - is HTML5 Video tag	Custom HTML	1

Event Matches scores quality:

The screenshot shows a table of event matches from Google Tag Manager. The table lists various events, their connection methods, and their event match quality scores. A red triangle icon is visible next to the 'PageView' event.

Event	Used by	Connection method	Event match quality
PageView		Browser • Server	Good
View content		Browser • Server	Good
Initiate checkout		Browser • Server	Good
form_submit		Server	Good
Add to cart		Browser • Server	Good
Purchase		Browser • Server	Great
form_start		Server	Good
user_engagement		Server	Good
Video_		Browser • Server	Good
Search		Browser • Server	Good
Timer		Browser • Server	Good
About		Browser • Server	Good
Scroll_25		Browser • Server	Good
Scroll_50		Browser • Server	Good
Scroll_100		Browser • Server	Good
Scroll_75		Browser • Server	Good
scroll		Server	Good
Out Bound Link Clicks		Browser • Server	Good
Shop Now		Browser • Server	Good

Purchase event quality:

Purchase Active

Event overview
Event quality
Event deduplication
Data freshness
Sampled activities
Ad sets

Event quality

Event match quality
Great compared to others in your region Rating breakdown

Compared to other advertisers in the same region, the customer information that you're sending with Purchase events is very effective at matching the events to a Meta account. This greatly helps to show relevant ads to people. [Learn more](#)

Coverage details

Review the customer information that you've added to this event and address any active diagnostics issues. [See formatting requirements](#)

Data from last 24 hours

Customer information received	Percent of events sending
Email address Hashed	100% of total events
IP address Not hashed - no hash required	100% of total events
User agent Not hashed - no hash required	100% of total events
Phone number Hashed	100% of total events
Browser ID (fbp) Not hashed - no hash required	100% of total events
Postcode Hashed	100% of total events

Tag assistant Connected:

Quick Links

Tag Assistant

Tag Assistant Connected

Debug information for this page is viewable in the Tag Assistant window [Learn more](#)

Finish

THANK YOU SO MUCH.
M.TAMIM
DATA DRIVEN EXPERT