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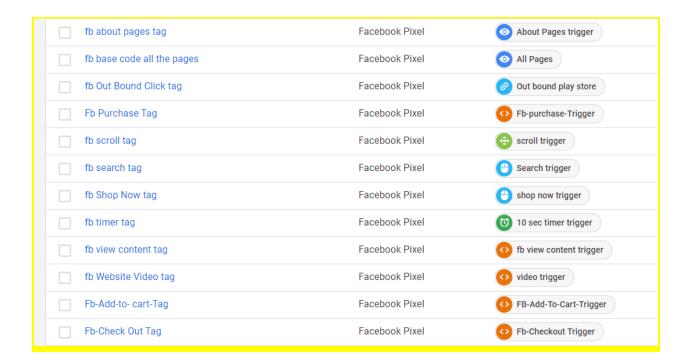
Facebook Pixel Tags:

☐	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

Server side tracking :

New Container

Container name *	skin care server
	How you want to call your container?
Container configuration	aWQ9R1RNLVQyRlhDMlA1JmVudj0xJmF1dGg9RGxoaXlz
	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 *	AP East (Singapore)
	Choose your server location based on the location of most of your clients. Location can not be changed later.
	Learn more

Discard   **Create Container**

Google analytics 4 Tags:

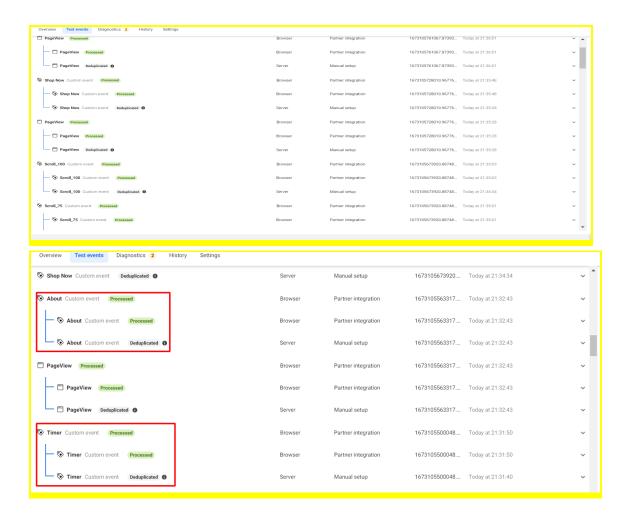|		
Ga4 about pages tag	Google Analytics: GA4 Event	👁 About Pages trigger
Ga4 page view all the pages	Google Analytics: GA4 Configuration	👁 All Pages
GA4 Video TAG	Google Analytics: GA4 Event	<> video trigger
Google Analytics GA4 Configuration	Google Analytics: GA4 Configuration	👁 All Pages
SS GA4 add 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 Purchse 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:

PageView **Processed**	Browser	Partner integration	1673105761067.87393...	Today at 21:36:01
└ PageView **Processed**	Browser	Partner integration	1673105761067.87393...	Today at 21:36:01
└ PageView **Deduplicated** ⓘ	Server	Manual setup	1673105761067.87393...	Today at 21:36:01
Shop Now Custom event **Processed**	Browser	Partner integration	1673105728010.96776...	Today at 21:35:48
└ Shop Now Custom event **Processed**	Browser	Partner integration	1673105728010.96776...	Today at 21:35:48
└ Shop Now Custom event **Deduplicated** ⓘ	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 **Processed**	Browser	Partner integration	1673105673920.88748...	Today at 21:35:03
└ Scroll_100 Custom event **Processed**	Browser	Partner integration	1673105673920.88748...	Today at 21:35:03
└ Scroll_100 Custom event **Deduplicated** ⓘ	Server	Manual setup	1673105673920.88748...	Today at 21:34:34
Scroll_75 Custom event **Processed**	Browser	Partner integration	1673105673920.88748...	Today at 21:35:01
└ Scroll_75 Custom event **Processed**	Browser	Partner integration	1673105673920.88748...	Today at 21:35:01

Shop Now Custom event **Deduplicated** ⓘ	Server	Manual setup	1673105673920...	Today at 21:34:34
About Custom event **Processed**	Browser	Partner integration	1673105563317...	Today at 21:32:43
└ About Custom event **Processed**	Browser	Partner integration	1673105563317...	Today at 21:32:43
└ About Custom event **Deduplicated** ⓘ	Server	Manual setup	1673105563317...	Today at 21:32:43
PageView **Processed**	Browser	Partner integration	1673105563317...	Today at 21:32:43
└ PageView **Processed**	Browser	Partner integration	1673105563317...	Today at 21:32:43
└ PageView **Deduplicated** ⓘ	Server	Manual setup	1673105563317...	Today at 21:32:43
Timer Custom event **Processed**	Browser	Partner integration	1673105500048...	Today at 21:31:50
└ Timer Custom event **Processed**	Browser	Partner integration	1673105500048...	Today at 21:31:50
└ Timer Custom event **Deduplicated** ⓘ	Server	Manual setup	1673105500048...	Today at 21:31:40

Conversion API All Tags:

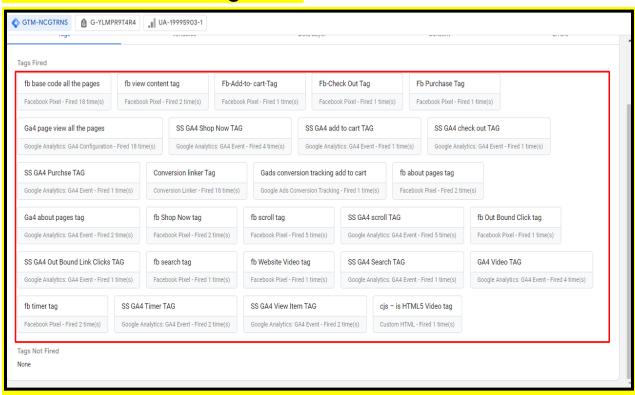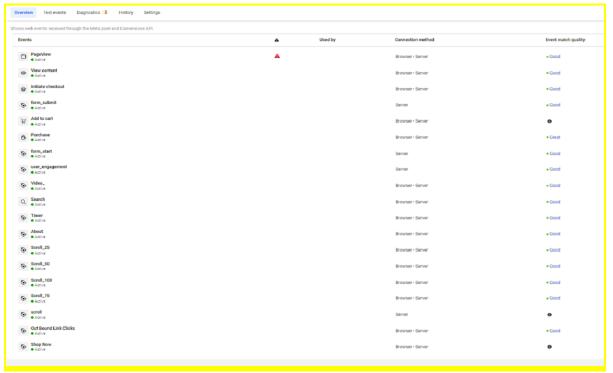|			
fb about pages tag	Facebook Pixel	About Pages trigger
fb base code all the pages	Facebook Pixel	All Pages
fb Out Bound Click tag	Facebook Pixel	Out bound play store
Fb Purchase Tag	Facebook Pixel	Fb-purchase-Trigger
fb scroll tag	Facebook Pixel	scroll trigger
fb search tag	Facebook Pixel	Search 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 Purchse 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:

GTM-NCGTRNS   G-YLMPR9T4R4   UA-19995903-1

Tags Fired

fb base code all the pages	fb view content tag	Fb-Add-to- cart-Tag	Fb-Check Out Tag	Fb Purchase Tag
Facebook Pixel - Fired 18 time(s)	Facebook Pixel - Fired 2 time(s)	Facebook Pixel - Fired 1 time(s)	Facebook Pixel - Fired 1 time(s)	Facebook Pixel - Fired 1 time(s)

Ga4 page view all the pages	SS GA4 Shop Now TAG	SS GA4 add to cart TAG	SS GA4 check out TAG
Google Analytics: GA4 Configuration - Fired 18 time(s)	Google Analytics: GA4 Event - Fired 4 time(s)	Google Analytics: GA4 Event - Fired 1 time(s)	Google Analytics: GA4 Event - Fired 1 time(s)

SS GA4 Purchse TAG	Conversion linker Tag	Gads conversion tracking add to cart	fb about pages tag
Google Analytics: GA4 Event - Fired 1 time(s)	Conversion Linker - Fired 18 time(s)	Google Ads Conversion Tracking - Fired 1 time(s)	Facebook Pixel - Fired 2 time(s)

Ga4 about pages tag	fb Shop Now tag	fb scroll tag	SS GA4 scroll TAG	fb Out Bound Click tag
Google Analytics: GA4 Event - Fired 2 time(s)	Facebook Pixel - Fired 2 time(s)	Facebook Pixel - Fired 5 time(s)	Google Analytics: GA4 Event - Fired 5 time(s)	Facebook Pixel - Fired 1 time(s)

SS GA4 Out Bound Link Clicks TAG	fb search tag	fb Website Video tag	SS GA4 Search TAG	GA4 Video TAG
Google Analytics: GA4 Event - Fired 1 time(s)	Facebook Pixel - Fired 1 time(s)	Facebook Pixel - Fired 1 time(s)	Google Analytics: GA4 Event - Fired 1 time(s)	Google Analytics: GA4 Event - Fired 4 time(s)

fb timer tag	SS GA4 Timer TAG	SS GA4 View Item TAG	cjs – is HTML5 Video tag
Facebook Pixel - Fired 2 time(s)	Google Analytics: GA4 Event - Fired 2 time(s)	Google Analytics: GA4 Event - Fired 2 time(s)	Custom HTML - Fired 1 time(s)

Tags Not Fired

None

Event Matches scores quality:

Overview   Test events   Diagnostics 2   History   Settings

Shows web events received through the Meta pixel and Conversions API.

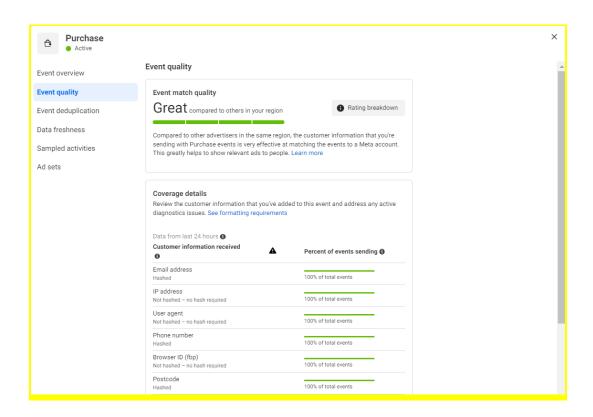| Events	⚠	Used by	Connection method	Event match quality
PageView · Active	⚠		Browser · Server	● Good
View content · Active			Browser · Server	● Good
Initiate checkout · Active			Browser · Server	● Good
form_submit · Active			Server	● Good
Add to cart · Active			Browser · Server	●
Purchase · Active	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

Purchase event quality:

Tag assistant Connected:

THANK YOU SO MUCH.
M.TAMIM
DATA DRIVEN EXPERT