OmniTrack User Guide

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wELCOME

As a shopify store owner, we all would like to drive more traffic to the website, boost awareness about our products, and increase the sales. It's certain we would come across with Facebook Ads, it's an excellent tool to leverage the scale of our business. With over 2 billion daily active user, it's a platform that both big and small companies are using to reach out to their target market. However, if you want to get the most out of Facebook Ads, get more control on the advertising strategy, we cannot do it without Facebook Pixel.

In this guide, we will teach you what exactly does Facebook pixel do, how to install your Facebook pixel in your Shopify store with OmniTrack, and how to use it for a better advertising performance.

What is Facebook Pixel?

It is actually a snippet of code that you place on your website, helping your business collect valuable data that you can use to optimize ads, track conversions, build curated audiences and remarket to people who have seen your ads or interacted with your website.

TRACK, OPTIMIZE, TARGET

You can use the Facebook Pixel code to track events on "page views", "time spent on the page", "scroll depth", "the number of customers that clicked", "Add to cart," "Purchase," and etc. It can create retargeting campaigns and remarket to people who have taken the desired action or visited a specific page on your website.

The Facebook Pixel helps you optimize your ads and make sure they are shown to the right audience. You can also use the pixel to improve your Facebook retargeting and remarket to people who have visited a specific page or taken a desired action on your website.

In short, the Facebook Pixel helps you better understand the impact of your ads by understanding what people do after they see them. So you can reach people more likely to take meaningful action, like purchasing a product.

However, with OmniTrack, you can maximize the usage of Facebook pixels and bring your advertising performance to another level. It allows you to use multiple pixels for tracking different events, you can customize and manage each pixel embedded on your website. It will help you target the precise audience on demand and create an audience based on your selections to improve your overall advertising performance.
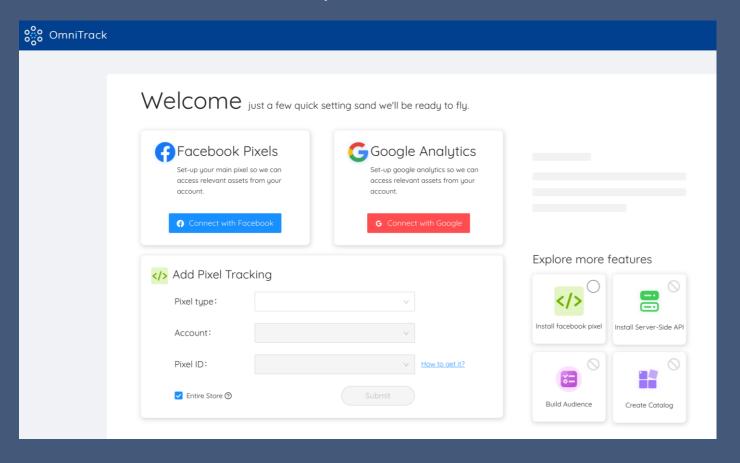
Now, let's start with OmniTrack and get your eCommerce business on the right path.

1ST STEP: account authorization

- This section will introduce the authorized entrance and how to manage your authorized account on OmniTrack.

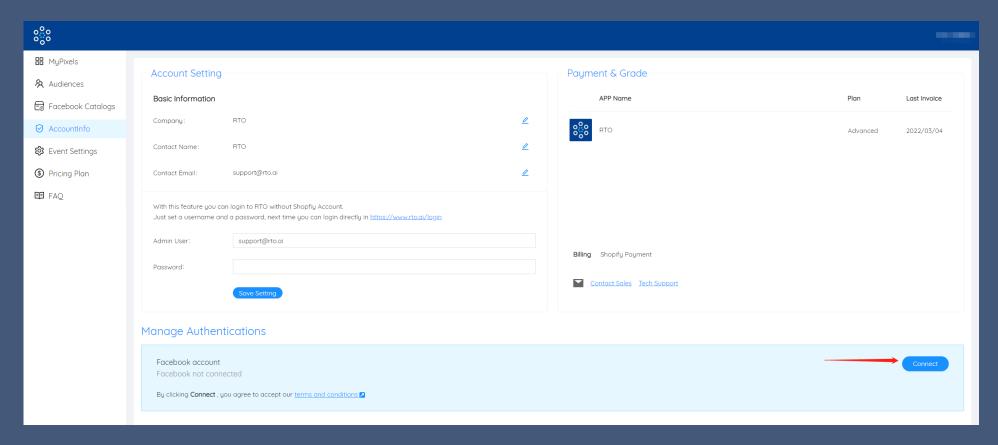# Facebook&Google account authorization

First Step:Authorization

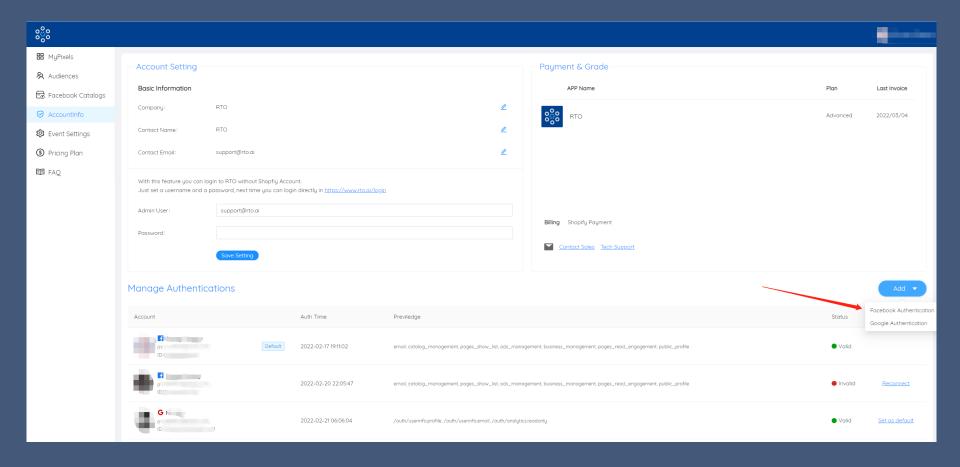When you enter the APP for the first time, you can see the Facebook and Google account authorization entry on the welcome page.

Account Re-authorization

- If you skip the authorization, you can still reauthorize your Facebook account or Google account in the "**Account Info**" page later. But for the first authorization, we only provide authorization for Facebook account.
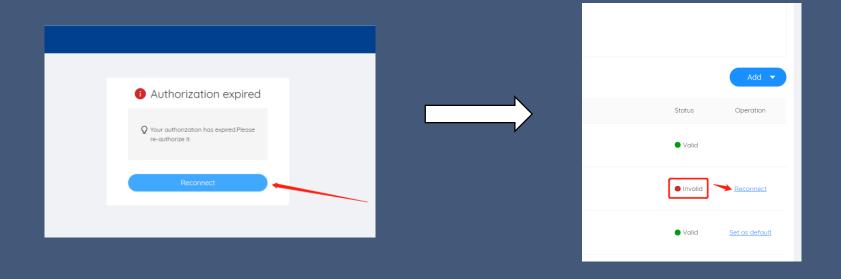
Add New Facebook Accounts

- After completing the Facebook account authorization, you can continue to add **other Facebook accounts** and add multiple Google accounts. We support managing multiple Facebook and Google, so you can manage accounts on multiple platforms at the same time.

Authorization Expired

- When the account authorization expires, the system will automatically detect and prompt you. When you click the Reconnect button, you will enter the **Account Info page**. You can click the Reconnect button corresponding to the account that needs to be re-authorized to re-authorize.

Facebook&Google account authorization

Set Your Default Account

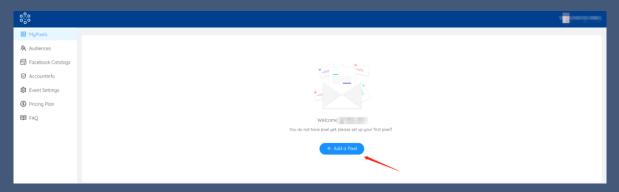- You can select an account as the default account, so that when using some functions, the system will display related information based on the default account.

PIXEL INSTALLATION AND SETUP

- This section will introduce how to automatically install Facebook Pixel & Google Analytics into your Shopify store.
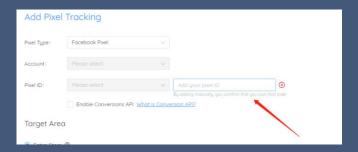
PIXEL INSTALLATION AND SETUP

Add Your Pixel On OminiTrack

Step1: Enter the **Add Pixel Tracking** page by clicking **Add a Pixel** button.
(You can get your Facebook/Meta Pixel from the "Events Manger" in Meta)

Step2: You can choose Facebook Pixel or Google Analytics by selecting dropdown list **Pixel Type.** Then, you can choose your authorized account and Pixel ID.
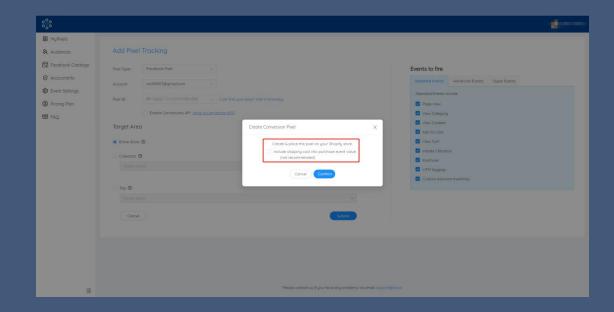

You can choose to **manually enter** the Pixel ID to install the tracking code into your store.

PIXEL INSTALLATION AND SETUP

Set Target Location

Step1:choose the target location of the tracking code installation, and you can choose to install it in Entire Store/Collection/Tag.

Step2:After clicking the Submit button, the system will prompt you whether you need to include shipping cost in the purchase event value. After clicking the Confirm button, the system will automatically install the tracking code into your store.
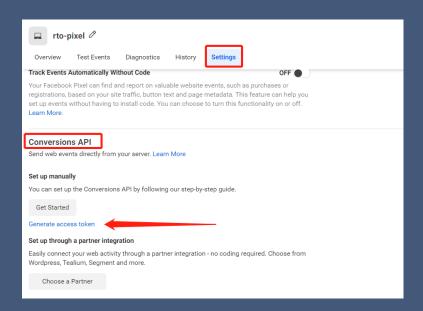
About Conversion API

Step 1: Go to Facebook Events Manager, make sure you log in and choose your business account

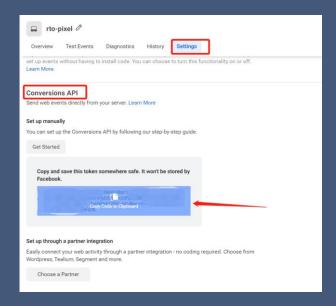**Step 2**: Choose the Pixel ID you want to set up conversion API

About Conversion API

Step 3: Go to **Settings,** scroll down and click Generate access token under **Conversions API** section

Step 4: Copy the token appearing, make sure you save it somewhere else as Facebook won't store it.
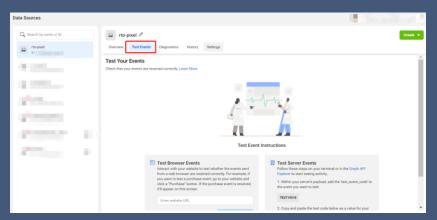
Step 5: Paste the token access into our app

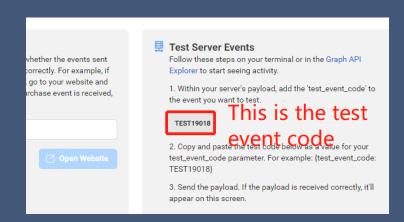## How To Get Test Event Code

After you set up server events using the Conversions API, you can use test event code to test events sent from your server through the Conversions API. Here's how you can find test event code.

Step 1: Go to <u>Facebook Events Manager</u>, make sure you have logged in and chose your business account

Step 2: Select the pixel ID you want to test event and choose Test Events

Step 3: Copy the test event code and paste into the app:

This is the test event code

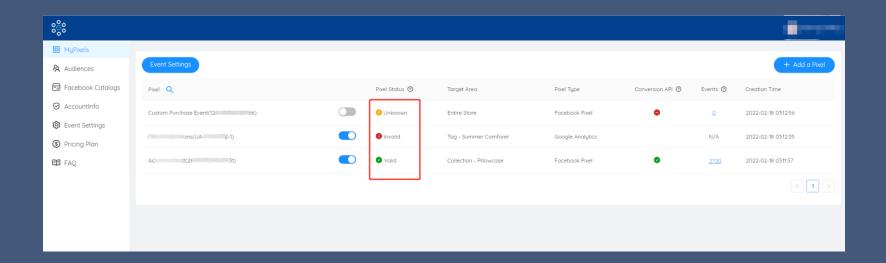**How to test an event with event test code for Facebook Conversion API?*
Use your test event code in RTO app to test the events you've already set up. Your interactions will appear in the Test Events tab within 10 seconds.
Please follow the instructions here to get test event code
Tutorial video:
https://youtu.be/kLXdUtFQyfU

Manage Your Pixels
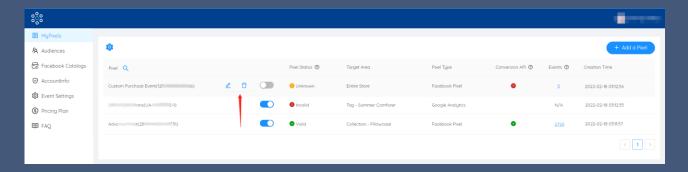
On the MyPixels page, you can see the status of the Pixel.

Valid means the Pixel state is normally available.
Unknown means the manually added Pixel or the status of the Facebook/Google account authorization expired.
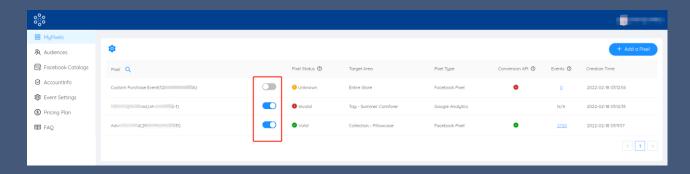*Invalid* means that the Pixel status is unavailable.

Manage Your Pixels

When you move into a Pixel line, the Edit and Delete icon will be shown, you could click them to Edit or Delete the Pixel.
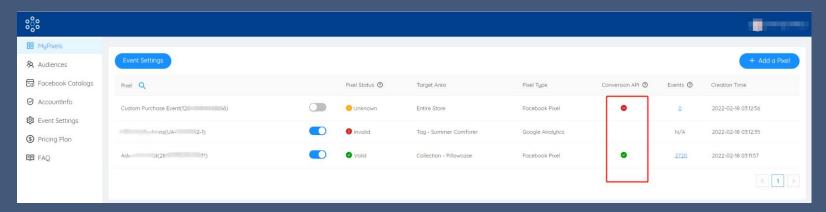

After a Pixel was added successfully, the tracking code is disabled by default. You can choose to enable the tracking code. At this point, the tracking code will track the behavior of all buyers in your shopify store and trigger related events.
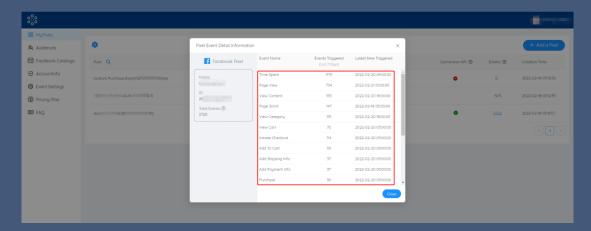
If you haven't added Facebook Access Token for the pixel, the Conversion API will be displayed as ✅

If added, it will be displayed as ⛔
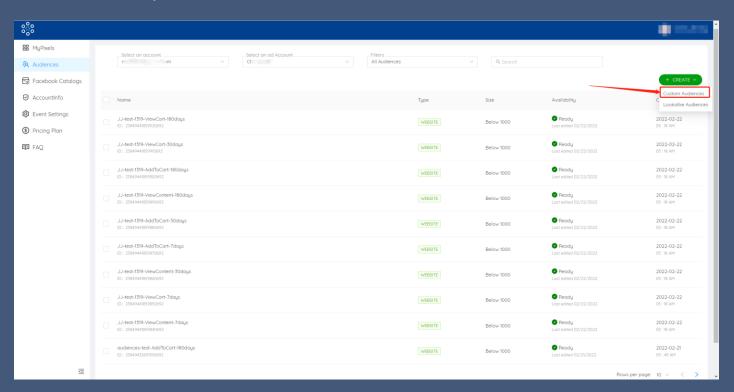

Only valid authorized Facebook Pixel can get the details of each event.

Custom Audience
Lookalike Audience

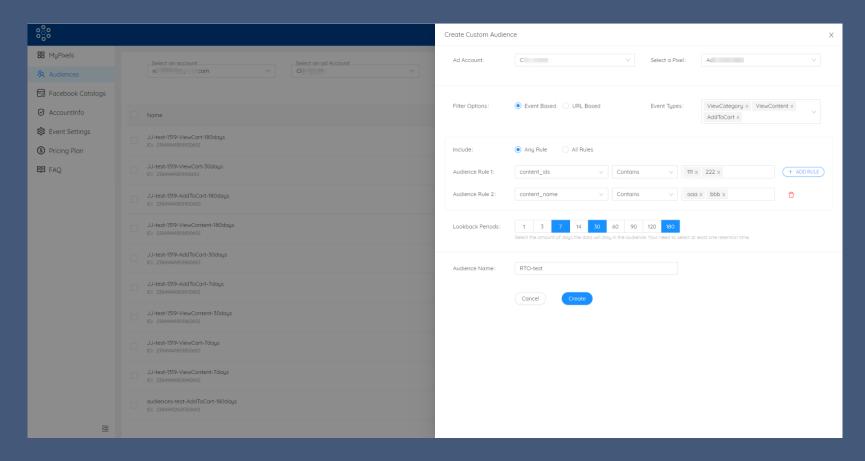- This part will introduce how to create Custom Audiences and Lookalike Audiences, and how to manage Audiences.

Create A Custom Audience

Step1:Click the **CREATE** button on the audience page, and then click Custom Audiences in dropdown list.
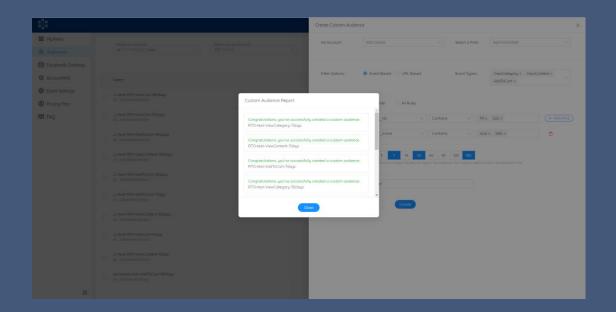
Step2:select "Event Based" in Filter Options, you can add multiple events by selecting or searching. Add up to 5 Audience Rules.
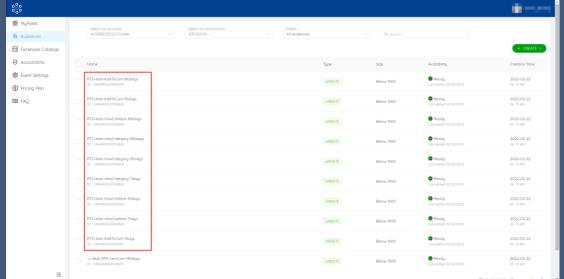
- The final number of Custom Audiences is related to Event Types and Lookback Periods.
- As shown in the figure below, 9 Custom Audiences will be generated.

Step3:After clicking the Create button, the system will generate Custom Audience and upload it to Facebook. You can see the upload results in the Custom Audience Report.

Since there are up to 4 results displayed, you can scroll up and down to view all the results uploaded by Custom Audience.
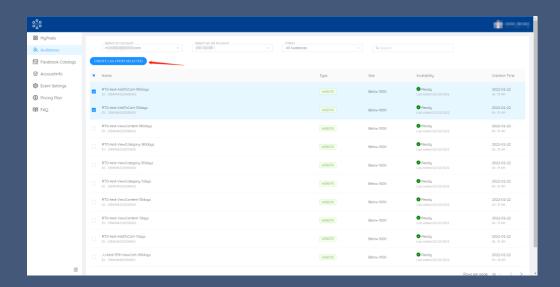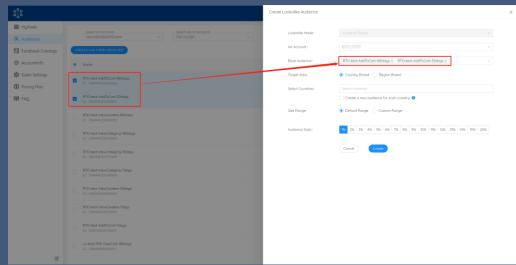
Create A Lookalike Custom Audience

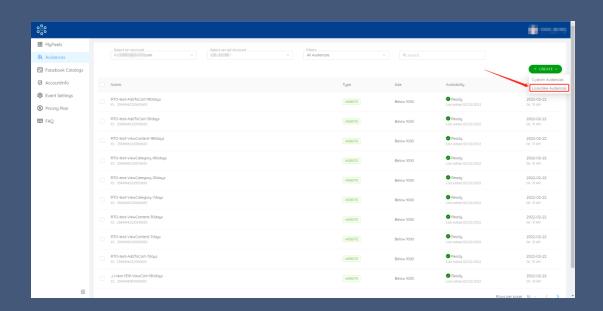There are three ways to create Lookalike Audiences:

:

1. *By checking multiple Custom Audiences and clicking the CREATE LAA FROM SELECTED button, the selected Custom Audiences will be automatically filled in Base Audience.*
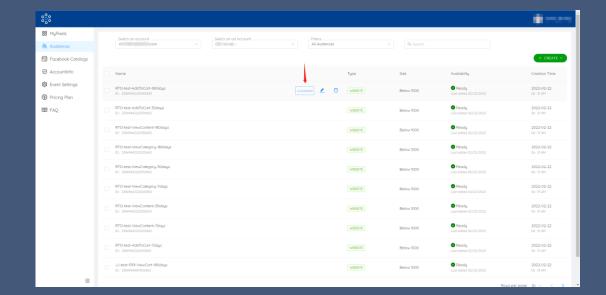
Create A LookalikeCustom Audience

2.   *Click the CREATE button, and then click Lookalike Audiences in dropdown list.*
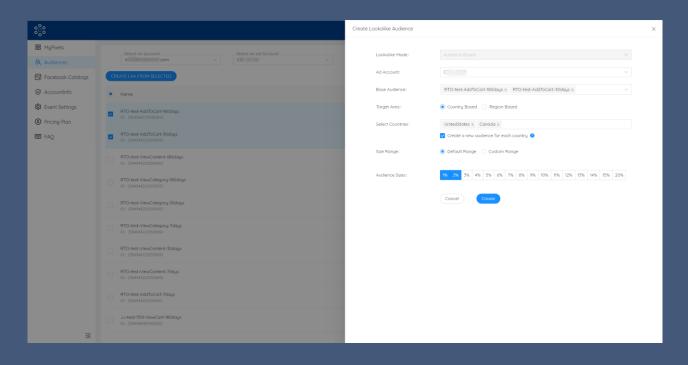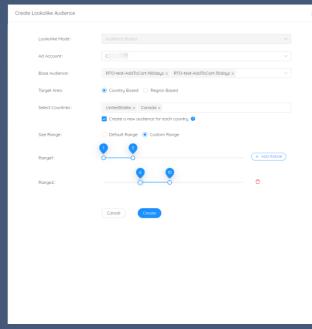
3.   *Create Lookalike Audiences for a single Custom Audiences.*

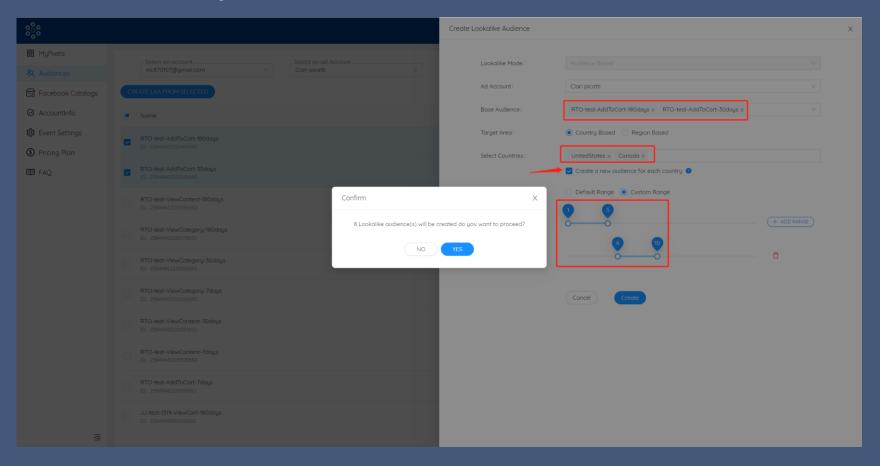Base Audience supports selecting and searching multiple Custom Audiences.

- When Country Based is selected for Target Area, multiple countries are allowed to be added.
- When selecting Region Baseds, multiple selection is not supported.
- When Create a new audience for each country is checked, it will be split according to the selected countries to generate more Lookalike Audiences.
- Size Range can choose Default Range or Custom Range, support adding multiple Audience Sizes or Ranges
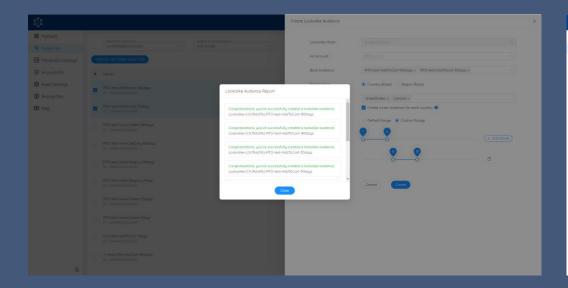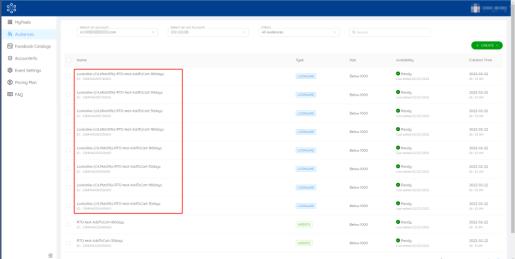
After clicking the Create button, the estimated number of Lookalike Audiences will be prompted. This quantity is related to the following 3 conditions:
- Base Audience quantity
- When there are multiple countries, whether Create a new audience for each country is checked
- Audience Sizes or Range selected number
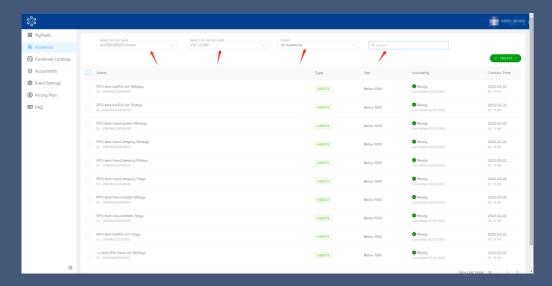
Custom Audience&Lookalike Audience

 After clicking the YES button, the system will upload Lookalike Audience to Facebook. You can see the upload results in Lookalike Audience Report. Since up to 4 results are currently displayed, you can scroll up and down to view all the results uploaded by Lookalike Audience.
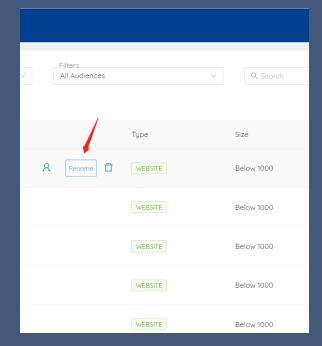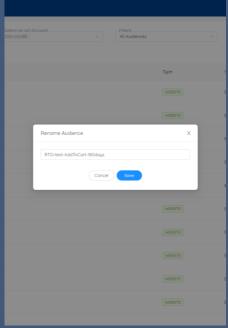
Mange Audience

In the Audiences management page, you can view all the Custom Audiences and Lookalike Audiences under the advertising account by first selecting the Facebook account and then the advertising account. You can also use Filters to filter whether to view only Custom Audiences or Lookalike Audiences. The default is to view All Audiences. The Search function supports searching by Name.

You can edit the audience name by clicking Rename.

Facebook Catalogs

- This section will introduce how to upload products from your Shopify store to Facebook and create Catalogs.

Facebook Catalogs

With the Catalog created by RTO, when the items in your Shopify store are updated, our APP will have 3 ways to notify Facebook to update the product data in the Catalog:

1.Daily update
The system will notify Facebook to update all feeds in full at 23:50 (GMT-8) every day

2.Force Update Feed
It is the same as the daily update function, but more flexible. You can immediately see the result of the product data updated.
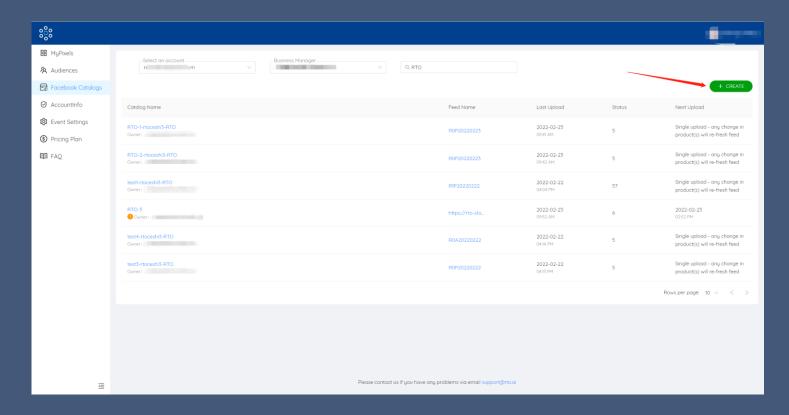
3.Realtime Sync
When the product is updated, Facebook will be notified immediately to update the feed.

Note: If a variant is added to or deleted from the product, Realtime Sync cannot be updated for this situation. But you can choose Force Update Feed.
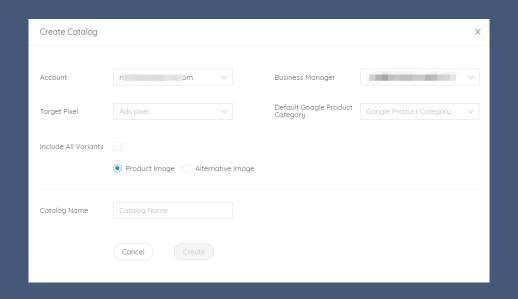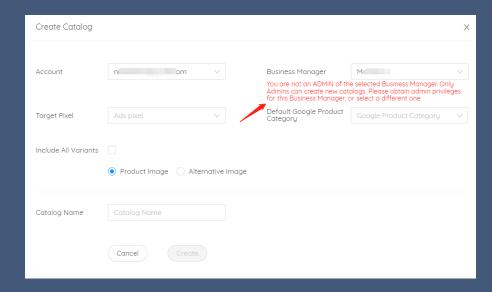
Here is Facebook Catalogs manual:
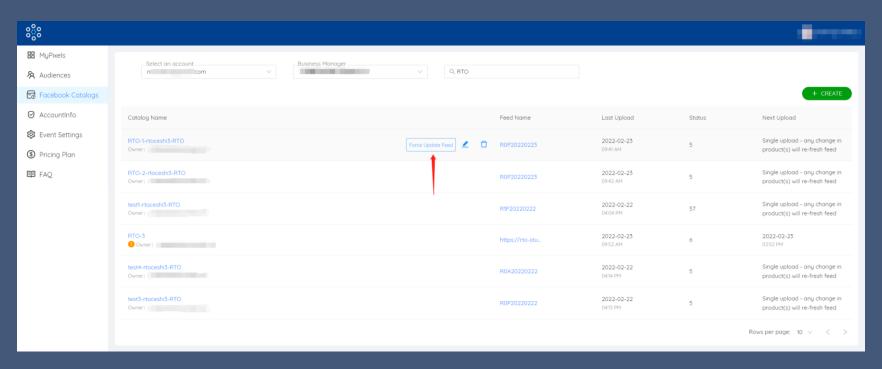On the Facebook Catalogs page, click the ADD button and the Add Catalog window will be popped up.

Select Account -> Business Manager -> Traget Pixel -> Default Google Product Category , and then enable or disable Include all variants according to your needs, select Product Image or Alternative Image, and finally enter Catalog Name to create Facebook Catalogs.

Facebook Catalogs

Please note that if your account does not have Admin permissions for Business Manager, you will fail to create a catalog.
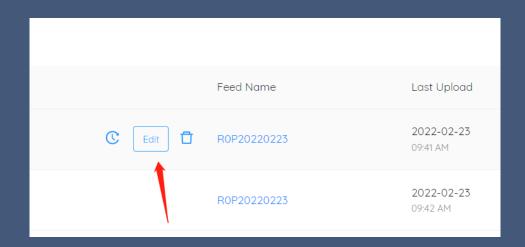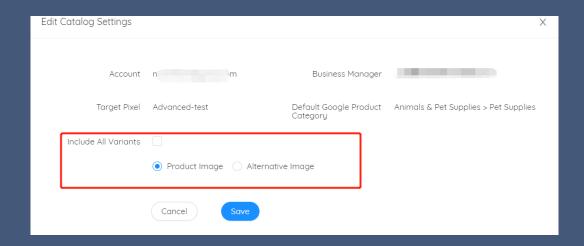
Facebook Catalogs

When there are any changes to your products, you can click the Force Update Feed button, and the products in Facebook's Catalogs will be updated immediately. If a variant is added to or deleted from your product, we recommend to use this method to update it or you can also wait for the daily update.

Facebook Catalogs

You can edit Feed by clicking the Edit button, but Account, Business Manager, Target Pixel and Default Google Product Category cannot be edited.

Please be noted that if a catalog is not created via RTO, the Force Update Feed and Edit functions cannot be used, and there will be corresponding prompts under Catalog Name.