



Google AdWords + Facebook Ads Conversion Tracking Codes

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1. Module Installation

In the back-office module section click "**Add new module**" and upload the .zip file and install the module as usual.

– OR –

Unzip the .zip file and upload the "**fsadconversion**" folder via FTP inside the "modules" folder on your server and install the module via the back-office as usual.

2. Requirements

Minimum PrestaShop version: 1.5

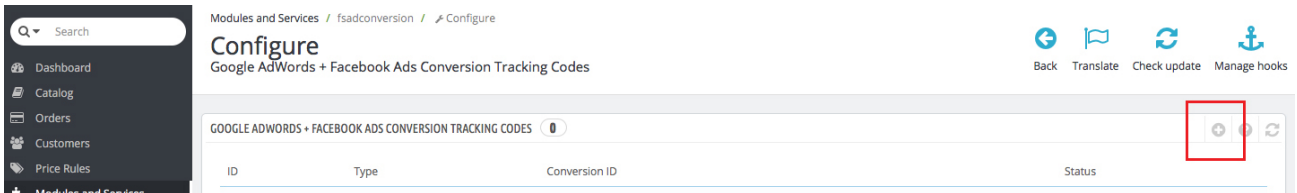
Disable the "**Minify HTML**" option in "Advanced Parameters" -> "Performance" -> "CCC (Combine, Compress and Cache)" panel.

Disable the "**Compress inline JavaScript in HTML**" option in "Advanced Parameters" -> "Performance" -> "CCC (Combine, Compress and Cache)" panel.

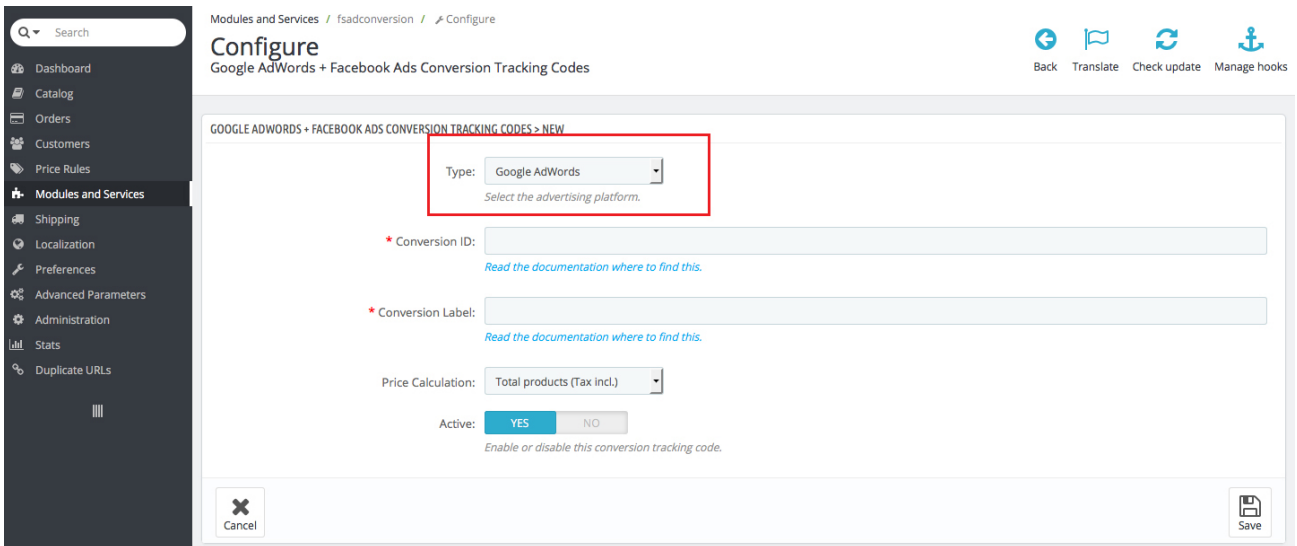


3. Add Google AdWords Conversion Tracking Code

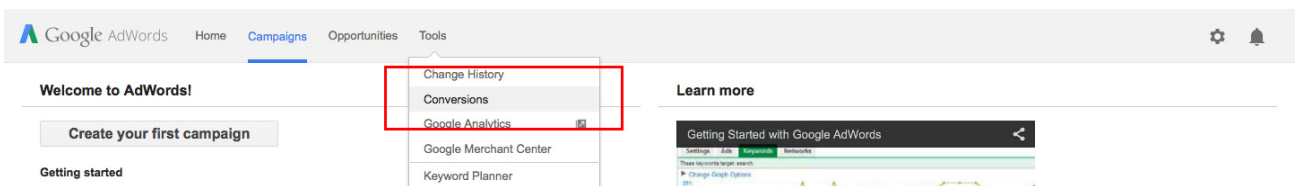
In the module configuration click "Add new"



Select "Google Adwords" type



To find the Conversion ID and Conversion Label, in your AdWords account, navigate to "Tools" -> "Conversions".



Click on "+ CONVERSION"

Select "Website"

Enter a "Name" and click "Done"

For "Value" select "The value of this conversion action may vary (for instance, by purchase price)" and click "Done"

For "Category" select "Purchase/Sale" and click "Done"

Click "Save and continue"

The screenshot shows the Google AdWords interface for setting up a conversion action. The top navigation bar includes 'Home', 'Campaigns', 'Opportunities', and 'Tools'. Below the navigation bar, there are three steps: 'Conversion source', 'Settings', and 'Review & install'. The 'Settings' step is currently active. The main content area is titled 'Let's start with some basic information about this conversion action, including how much it's worth to your business.' It contains six rows of settings, each with a label, a value, and an edit icon:

Label	Value
Name	Demo
Value	Each conversion has a different value. If there's no value, use €1.00
Count	All conversions
Conversion windows	30-day conversion window, 30-day view-through conversion window
Category	Purchase/Sale
Optimization	Allow bid optimization for this conversion action

In the code box, the number after "var google_conversion_id =" is the Conversion ID, and the number after "var google_conversion_label =" is the Conversion Label.

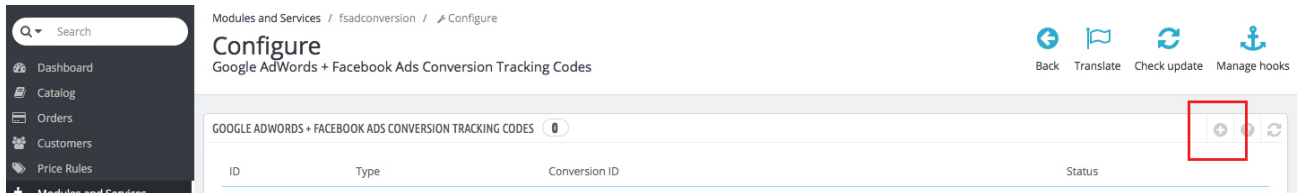
The screenshot shows the 'Tag for Demo' section of the Google AdWords interface. It provides instructions on how to install the tag and includes a code box with the following JavaScript code:

```
<!-- Google Code for Demo Conversion Page -->
<script type="text/javascript">
/*  */
var google_conversion_id = 955235859;
var google_conversion_label = "Purchase/Sale";
var google_conversion_format = "3";
var google_conversion_color = "#000000";
var google_conversion_label = "s2y2CILD4VoQk_y-xwM";
]]&gt;
</pre><p>The code box also includes buttons for 'Save instructions and tag' and 'Email instructions and tag'.</p></div><div data-bbox="88 661 819 691" data-label="Text"><p>If you already created the conversion tag click on the conversion name and you will find the informations in the code box.</p></div><div data-bbox="88 704 721 721" data-label="Text"><p>Copy the Conversion ID and Conversion Label to the input fields and click save.</p></div><div data-bbox="90 731 908 854" data-label="Form"><img alt="Screenshot of the 'Configure' page for Google AdWords + Facebook Ads Conversion Tracking Codes."/><p>The screenshot shows the 'Configure' page for Google AdWords + Facebook Ads Conversion Tracking Codes. The page has a sidebar with navigation links: 'Dashboard', 'Catalog', 'Orders', 'Customers', 'Price Rules', 'Modules and Services', 'Shipping', 'Localization', and 'Preferences'. The main content area is titled 'Configure Google AdWords + Facebook Ads Conversion Tracking Codes'. It features a green success message 'Creation successful' and a table with the following data:</p><table border="1"><thead><tr><th>ID</th><th>Type</th><th>Conversion ID</th><th>Status</th></tr></thead><tbody><tr><td>1</td><td>Google AdWords</td><td>955235859</td><td>✓</td></tr></tbody></table><p>The table also includes an 'Edit' button for each row.</p></div><div data-bbox="88 870 704 887" data-label="Text"><p>Now you are successfully added a Google AdWords conversion tracking code.</p></div>
```

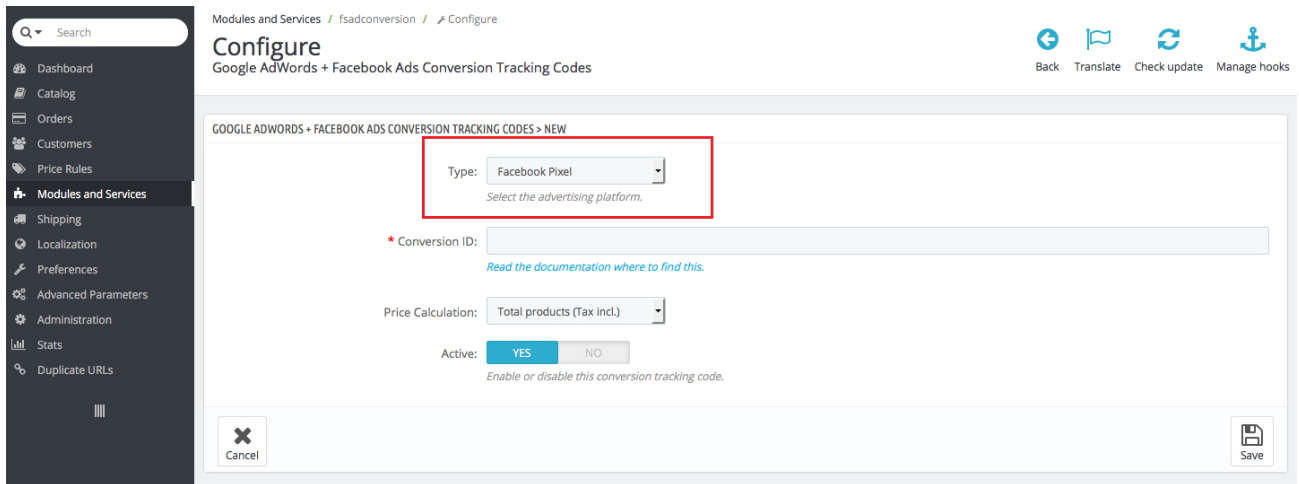


4. Add Facebook Ads Conversion Tracking Code

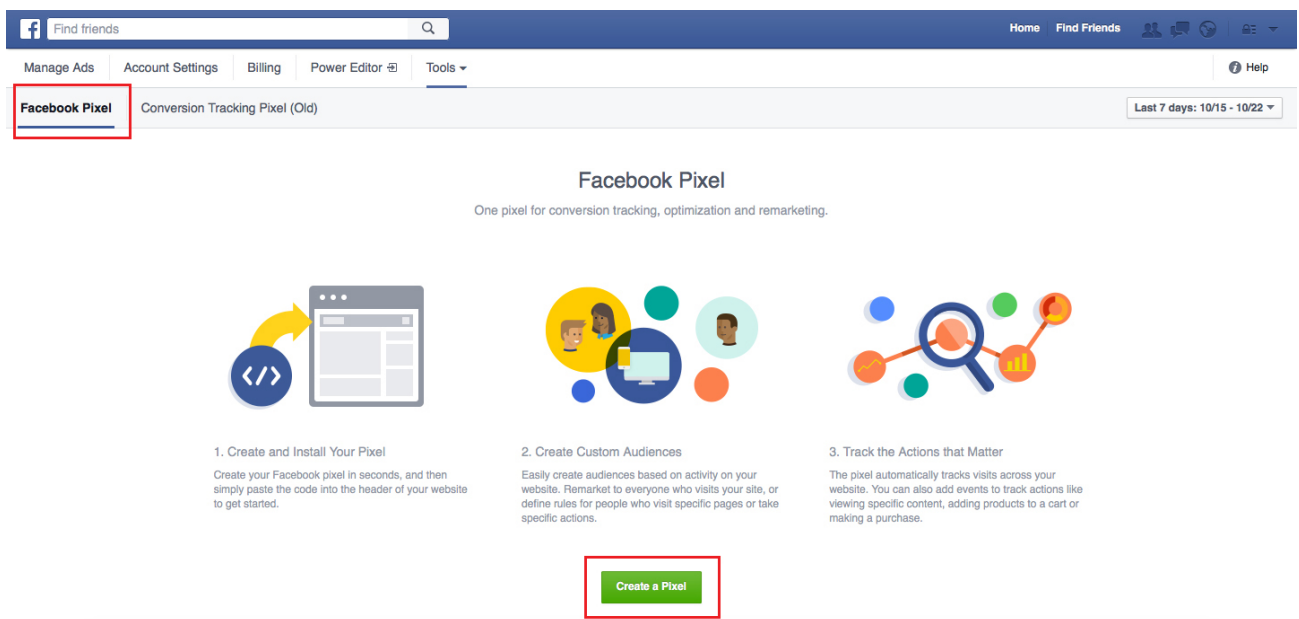
In the module configuration click "Add new"



Select "Facebook Pixel" type

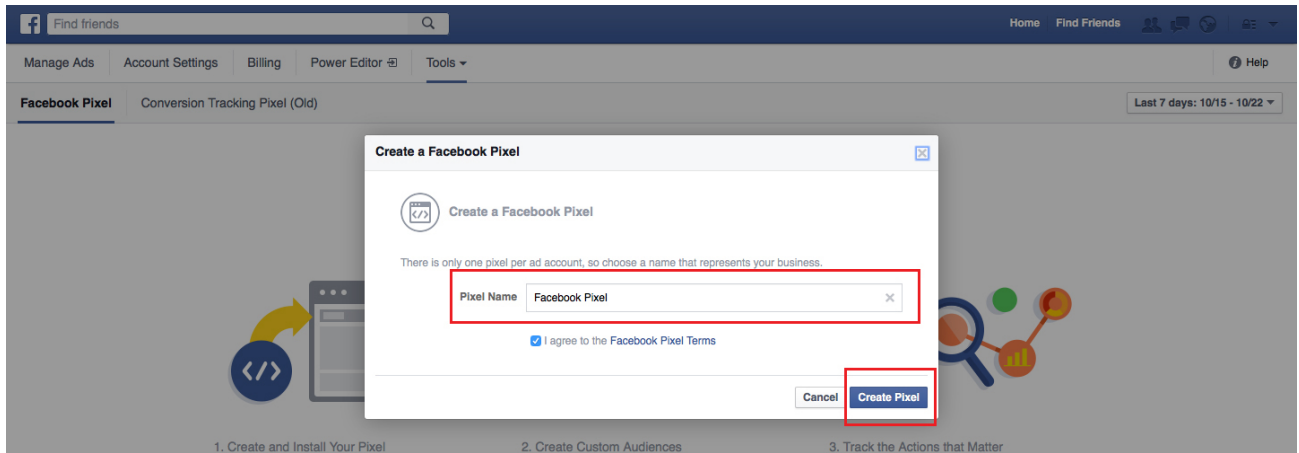


To find the Conversion ID in your Facebook Ads Manager, navigate to "Tools" -> "Pixels", then select "Facebook Pixel".

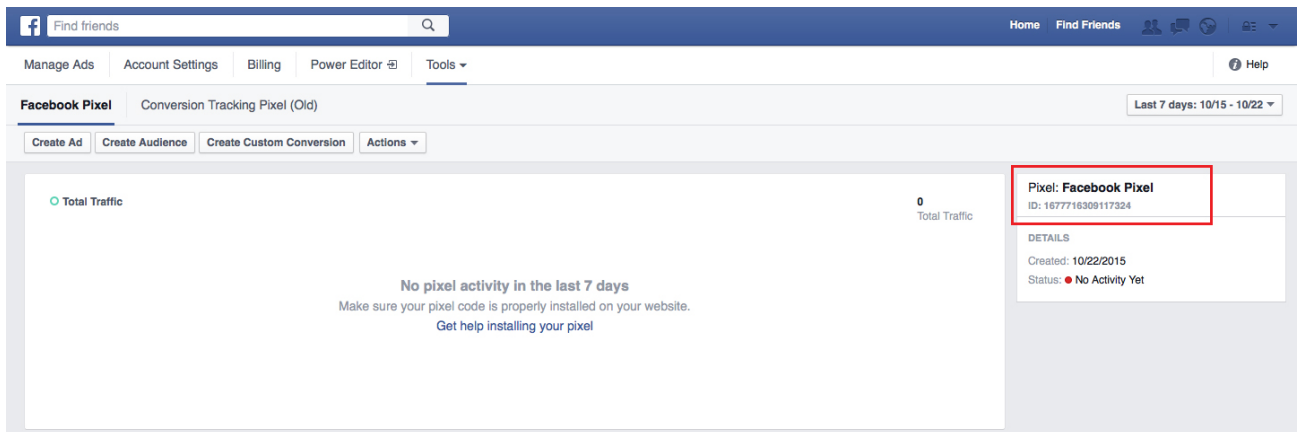


Click on "Create Pixel"

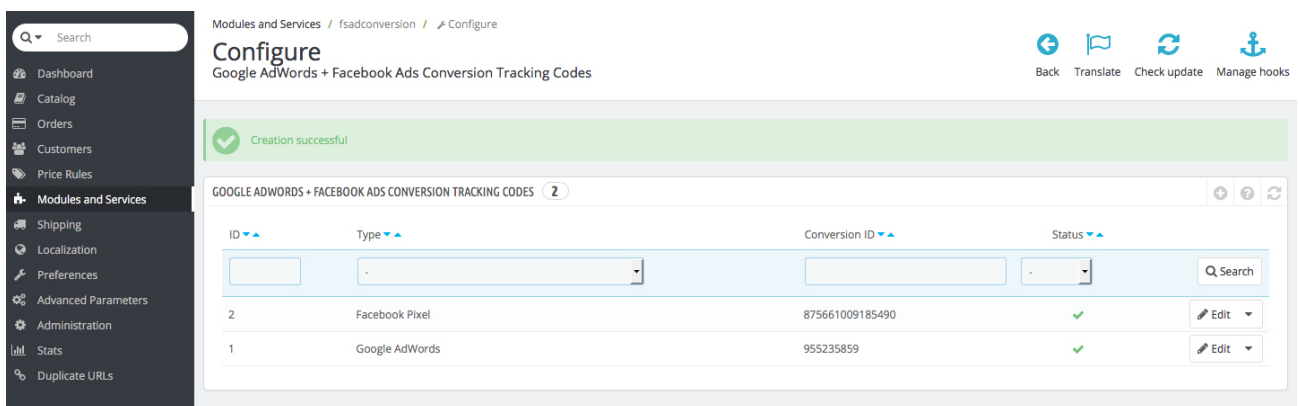
Enter a "Pixel Name" and click "Create Pixel"



When you finish, close the popup layer and you will find the Conversion ID (Pixel ID) in the upper right box.



Copy the Conversion ID (Pixel ID) to the input field and click save.



Now you are successfully added a Facebook Ads conversion tracking code.