# INTRODUCTION

FACEBOOK/INSTAGRAM DYNAMIC CAMPAIGN

Dynamic ads use machine learning to scale your ads when you have a broad range or large volume of products. Dynamic ads automatically deliver relevant services or offerings to people based on their interests, intent and actions.

FACEBOOK/INSTAGRAM DYNAMIC RETARGETING CAMPAIGN

Dynamic ads for retargeting reach consumers who have expressed interest in specific products on your website or app and encourage them to complete the action. With retargeting for dynamic ads, you can remind people about the products they've browsed on your website or in your mobile app but didn't purchase. When you retarget people with dynamic ads, people automatically see the products (or similar products) they saw on your website or in your app. with the help of Pixels and Standard Events.
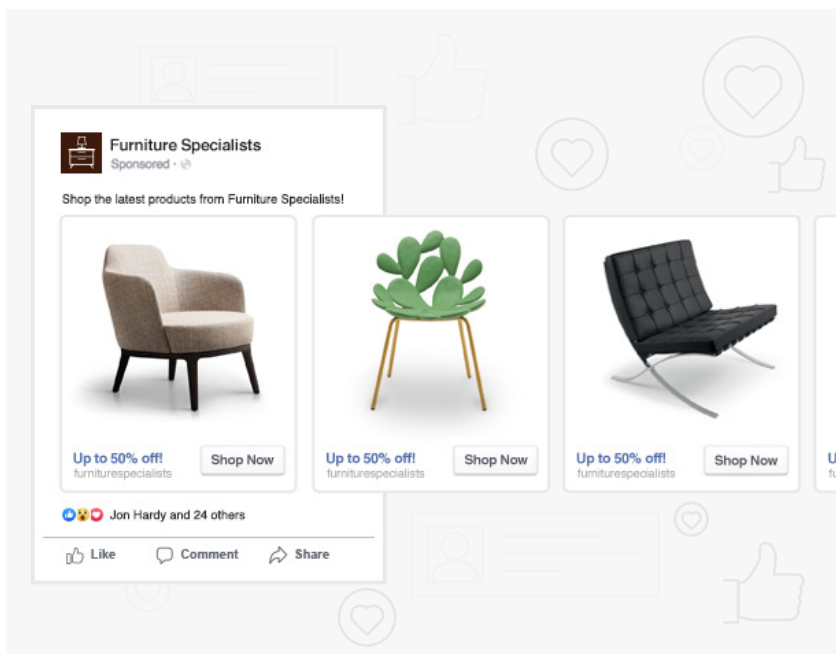
DIFFERENCE BETWEEN THE DYNAMIC AND DYNAMIC RETARGETING

Dynamic Ads and Dynamic Retargeting Ads both are created with the help of Catalog or Data Feed, the only difference between these two is the type of Targeted Audience.

- **Dynamic ads:** for broad audiences reach consumers who have not yet purchased from your business or visited your website but may have shown interest in the types of products or services you are offering.

- **Dynamic ads for retargeting:** reach consumers who have expressed interest in specific products on your website or app and encourage them to complete the action.

HOW FACEBOOK DYNAMIC/DYNAMIC RETARGETING ADS WORK?

Facebook gives you a pixel to set up on your website and Facebook SDK on your mobile app. The pixel and SDK help Facebook to track visitors and actions on your website and mobile app. After setting up the codes, Facebook allows you to upload your product catalog to the platform. This is a list of your products with information such as price, location, and availability.

Users that visit your website and view products but did not make any purchases will have their information sent to Facebook. The pixel and the catalog work together to tell Facebook who has seen which product on your website. The next thing is to create a Dynamic Ad for your products.

Facebook will add them to an audience, and when the user logs into Facebook, they will see ads on the same or similar products they saw on your website. They can click the ad to return to your website to make purchases.

It is also possible to target visitors who have never been to your website through their browsing history. For instance, if a user has never been to your product website but has viewed and purchased related products, Facebook can show them similar items or services from the catalog you uploaded to the platform.

WHAT DO YOU NEED TO RUN DYNAMIC/DYNAMIC RETARGETING ADS?

The requirements for setting up a **Dynamic Ads** are:

1. A PRODUCT CATALOG:

A catalog is a container that holds information about the items you want to advertise or sell across Facebook and Instagram. You can create catalogs for different types of inventory, like products (ecommerce), hotels, flights, destinations, home listings or vehicles.

There are three main ways to add items to your catalog in Commerce Manager:

- **Add items manually:** Add items one by one using a form.
- **Use a data feed file:** Create a data feed, which is a spreadsheet file that allows you to add items in bulk. You can upload a file once or set up scheduled uploads to happen hourly, daily or weekly. We support CSV, TSV and XML file formats as well as Google Sheets.

  Please find the Catalogue Templates for all verticals here:
  https://docs.google.com/spreadsheets/d/1itMfTmvPXSP0VXSeqMH7tGhgKa-zoCFWMpD_iNyrrJk/edit?usp=sharing

- **Use a Facebook pixel:** Import and update items automatically from your website. This method is more complex to set up. You may need help from a developer to install microdata tags on your website.

The best method depends on several factors, including how many items you have, the type of items you sell and how frequently your item information changes.

2. FACEBOOK PIXEL AND/OR FACEBOOK SDK:

The Facebook Pixel is a code you need to install on your website. It helps to track, measure, optimize and build audiences for your Facebook Ad campaigns. The Facebook SDK works on your mobile app ads.

REQUIRED FACEBOOK PIXEL EVENTS AND PARAMETERS FOR DYNAMIC ADS

You must set up certain Facebook pixel events and parameters in order to run dynamic ads for products. Learn more about using the pixel to run dynamic ads.

To run dynamic ads for products, your pixel must include the following standard events:

Event name	Description
ViewContent	Someone viewed an item in your catalog.
AddToCart	Someone added a catalog item to their cart on your website.
Purchase	Someone purchased a catalog item from your website.

These events must contain specific parameters to help us match items on your website to items in your catalog:

Parameter name	Description	Requirement	Value type	Example
content_type	Tells Facebook to receive either a specific product ID or a product group ID, which is for variants of the same product.	Required	Must be either product or product_group.	product

content_ids	Tells Facebook the specific content ID for a product or product group. The content ID must exactly match either the product ID or the product group ID for that item in your catalog, depending which content_type you entered. The match indicates it's the same product or group as the one in your catalog.	You must use either content_ids or contents. Remember to always include the letter 's' at the end of content_ids.	Can be either a single content ID or an array of content IDs (multiple IDs).	['123','456']
contents	Tells Facebook the specific content ID, which must match the product ID for that item in your catalog. If you use contents in your parameter, you must also include the following in a sub-object: the product id or ids, and the quantity (number of items added to cart or purchased).	You must use either content_ids or contents.	Must be an array of objects (content parameter, id sub-object and quantity sub-object).	[{id: '1234', quantity: 2}]

For example, if you want to know when someone adds items to their cart, you'd include the AddToCart event in your pixel code. The code will look like this:

```
fbq('track', 'AddToCart')
```

For example, if you want to know when someone adds items to their cart, you'd include the AddToCart event in your pixel code. The code will look like this:

```
fbq('track', 'AddToCart', {
  content_ids: ['1234','1853','9386'],
  content_type: 'product'
});
```

SPECIFICATIONS FOR FACEBOOK PIXEL STANDARD EVENTS

Events are actions that happen on your website. Standard events are predefined by Facebook and can be used to log conversions, optimize for conversions and build audiences. See below for a list of the standard events for the Facebook pixel. You can also visit our Facebook for Developers site to view a full list of standard events and the parameters they support.

STANDARD EVENTS

Website action	Description	Standard event code
Add payment info	The addition of customer payment information during a checkout process. For example, a person clicks on a button to save their billing information.	fbq('track', 'AddPaymentInfo');
Add to cart	The addition of an item to a shopping cart or basket. For example, clicking an Add to Cart button on a website.	fbq('track', 'AddToCart');
Add to wishlist	The addition of items to a wishlist. For example, clicking an Add to Wishlist button on a website.	fbq('track', 'AddToWishlist');
Complete registration	A submission of information by a customer in exchange for a service provided by your business. For example, signing up for an email subscription.	fbq('track', 'CompleteRegistration');
Contact	A telephone, SMS, email, chat or other type of contact between a customer and your business.	fbq('track', 'Contact');
Customize product	The customization of products through a configuration tool or other application your business owns.	fbq('track', 'CustomizeProduct');
Donate	The donation of funds to your organization or cause.	fbq('track', 'Donate');
Find location	When a person finds one of your locations via web, with an intention to visit. For example, searching for a product and finding it at one of your local stores.	fbq('track', 'FindLocation');
Initiate checkout	The start of a checkout process. For example, clicking a Checkout button.	fbq('track', 'InitiateCheckout');
Lead	A submission of information by a customer with the understanding that they may be contacted at a later date by your business. For example, submitting a form or signing up for a trial.	fbq('track', 'Lead');
Purchase	The completion of a purchase, usually signified by receiving order or purchase confirmation, or a transaction receipt. For example, landing on a Thank You or confirmation page.	fbq('track', 'Purchase', {value: 0.00, currency: 'USD'});
Schedule	The booking of an appointment to visit one of your locations.	fbq('track', 'Schedule');
Search	A search performed on your website, app or other property. For example, product or travel searches.	fbq('track', 'Search');
Start trial	The start of a free trial of a product or service you offer. For example, trial subscription.	fbq('track', 'StartTrial', {value: '0.00', currency: 'USD', predicted_ltv: '0.00'});

Submit application	The submission of an application for a product, service or program you offer. For example, a credit card, educational program or job.	fbq('track', 'SubmitApplication');
Subscribe	The start of a paid subscription for a product or service you offer.	fbq('track', 'Subscribe', {value: '0.00', currency: 'USD', predicted_ltv: '0.00'});
View content	A visit to a web page you care about. For example, a product or landing page. View content tells you if someone visits a web page's URL, but not what they do or see on that web page.	fbq('track', 'ViewContent');

Note: The page view event is included as part of your pixel base code. Page view tells you when someone lands on a web page with the pixel base code installed.

STANDARD EVENT EXAMPLE

Here's an example of what your website code will look like with standard events installed:

1. Your website's original code: Paste the Facebook pixel code between the <head> and </head> tags of your web page. You may already have other existing code between the head tags, so just place the pixel code underneath that, but above </head>.

2. Your Facebook pixel base code: Your Facebook pixel code will look like the diagram above, except your pixel ID will be different from 1234567890.

3. Your standard event code: Within your Facebook pixel code, above the </script> tag, paste the standard event code that's relevant to your page, such as the Add To Cart code. You'll need to do this for every page you want to track.

The key here is that every page of your website should have everything that's enclosed in section 2 (the base code), but different pages will have different snippets of code for section 3 (standard event code). See below for another example.

After you add the required standard events and parameters to your website, you'll need to connect your pixel to a catalog. This connection allows you to create dynamic ads that show people relevant items from your catalog.

Note: The parameters above are to run dynamic ads for products. You'll need to include different pixel event parameters for hotels, flights, destinations, autos or real estate ads.

BEST PRACTICES FOR FACEBOOK PIXEL SETUP

You can use these best practices during and after Facebook pixel setup to check that you successfully installed your pixel and events.

DURING PIXEL SETUP

- Check that your pixel base code is accurate. If you installed the pixel using code on your website, make sure that everything between the <script> and </script> tags exactly matches your pixel base code. If you installed the pixel using a tag manager, then you won't see the code on the actual web page so you'll have to troubleshoot within your tag manager.

- Check that you added the event code in the correct place. Here's an example of what your website code might look like with the add to cart event installed:

1. Your website's original code.
2. Your pixel base code.
3. Your standard event code.

- Make sure that your standard events are spelled correctly in code. Events are case sensitive, so if you accidentally add fbq('track', 'viewcontent'); to one of your web pages instead of the correct standard event code fbq('track', 'ViewContent'); you'll see an event called viewcontent appear as a custom event in the events table.

AFTER PIXEL SETUP

- Use the Test Events tool to check that you've set up your standard or custom events correctly. If you see any unusual activity, you can also use the Test Events tool to debug your events.

- Check the Diagnostics tab in Events Manager to find and resolve problems related to your event setup. You'll also see recommendations to improve your event setup if we detect a problem.

- If you can't access the ad account with the pixel you want to test, download the Facebook Pixel Helper. A pop-up tells you what pixels and events were found on the page, and if they loaded successfully. If the page view event (which is automatically included as part of your pixel base code) loads on every web page, and each standard event loads successfully (only on the pages you added them to), then you can start using your pixel.

- Go to a web page where you've installed the entire pixel base code, including the page view event. The page view event is automatically included as part of your pixel base code. If your pixel is working correctly, it will send the page view event back to Facebook. The Page view event will appear on your pixel's Page in Events Manager. Your pixel's status will also be set to Active.

If you've successfully set up your pixel, you're ready to use the pixel for advertising.

Note: You can use one pixel across your whole website, including multiple pages of your website. However, there may be a need to use two pixels on one website. For example, if two different agencies run ads for your business, they may each need to set up a separate pixel on your website. Learn more about using multiple pixels on Facebook for Developers.