Integrate Facebook Conversion API with StealthSeminar Plugin

If you prefer StealthSeminar Support to help you integrate CAPI (Facebook Conversion API) with the StealthSeminar CAPI Plugin contact us [here](#).
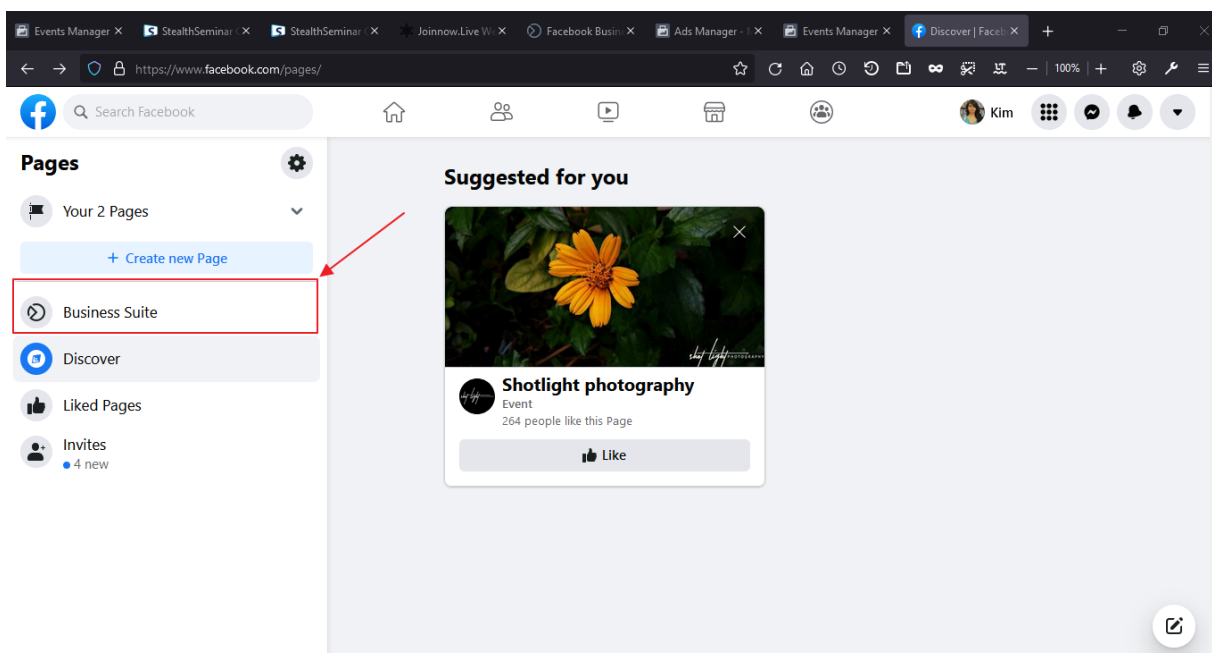
You need to access Facebook Business Suite to create Facebook Pixel/Conversions API.

Please follow the steps here to access your Facebook Business Suite to create Pixel/Conversions API:

Part 1:

1. Log in to your Facebook account.

2. Go to the [Facebook Pages section](#)

3. Now, select the "Business Suite "option from the navigation bar.
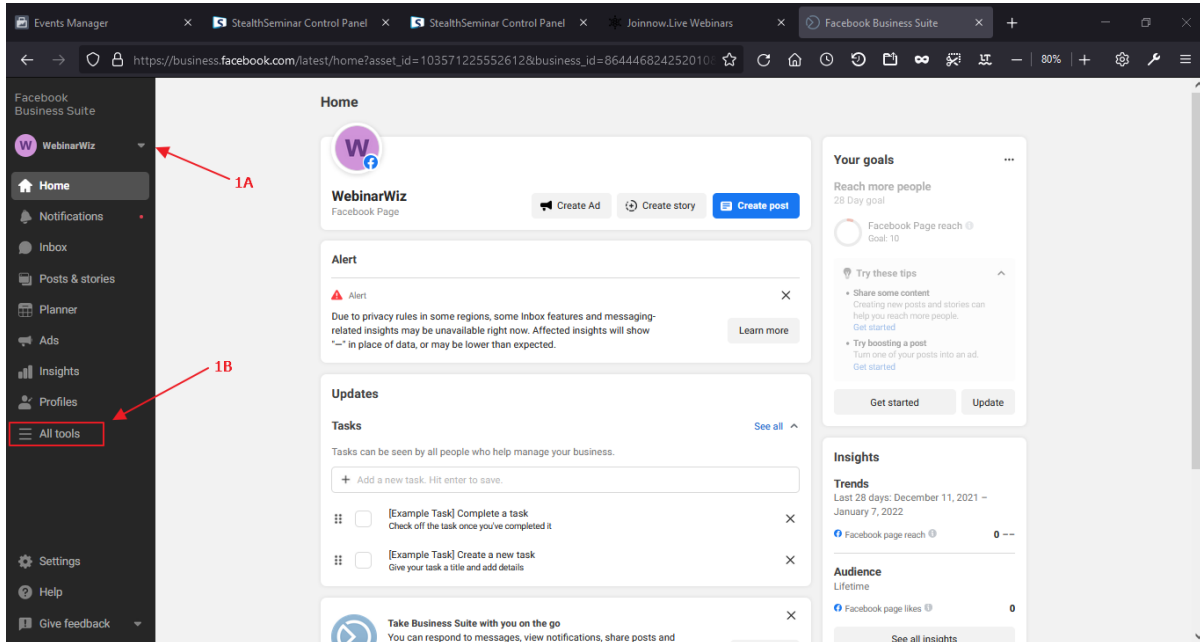
Check the image for reference:

Part 2:

You will be redirected to the Facebook Business Suite for the pages (if you have multiple pages, one of the pages will be selected by default.)

Please follow the steps here to select the correct page to create Pixel/Conversions API from that page.

1. Change the selected page if that is not the correct one from the page name (Ref. 1A)

2. After selecting the correct page, select "All tools" from the menu (Ref. 1B)
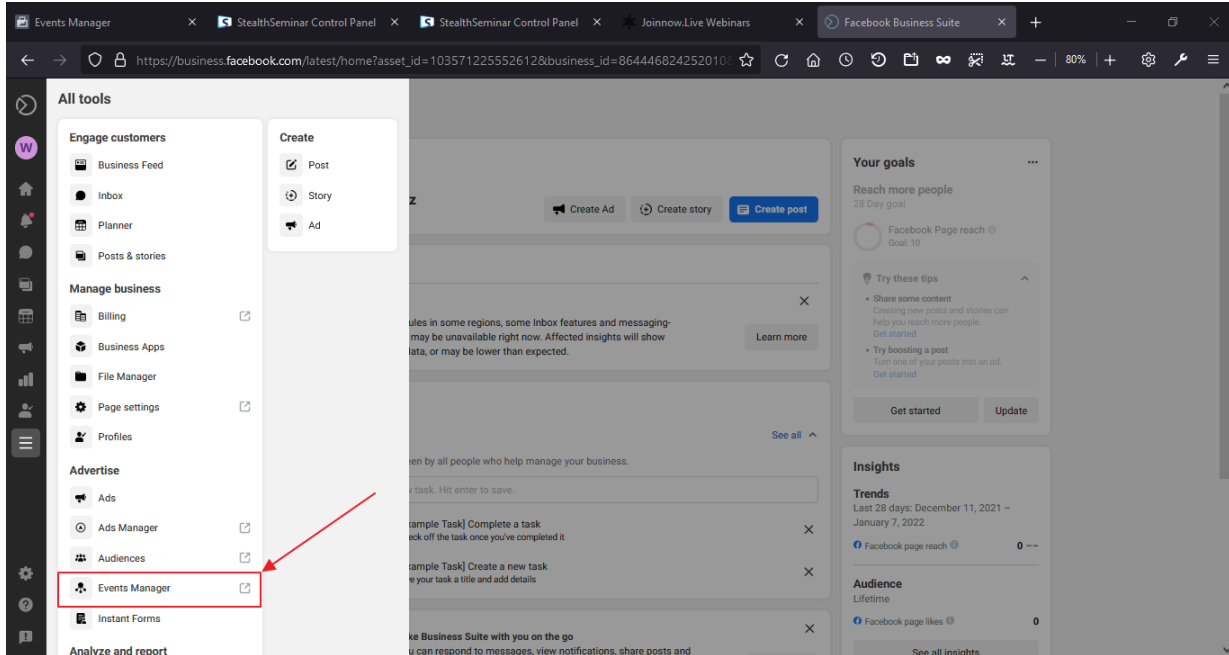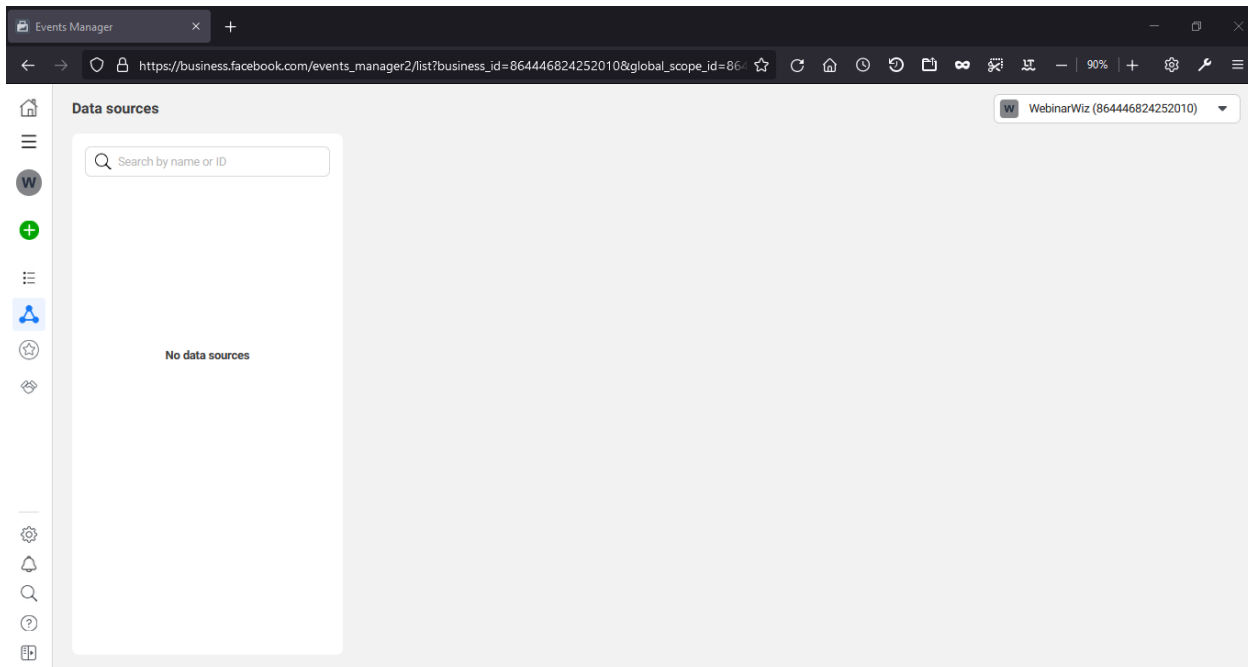
Check the image for reference:

Part 3:

You will see a **Detail** menu from the "All tools" option, from there select "Events manager".

Check the image reference:

You will be redirected to the "Events Manager" page.

The page will look something like this if you have not created any Pixel/Conversions API until now.
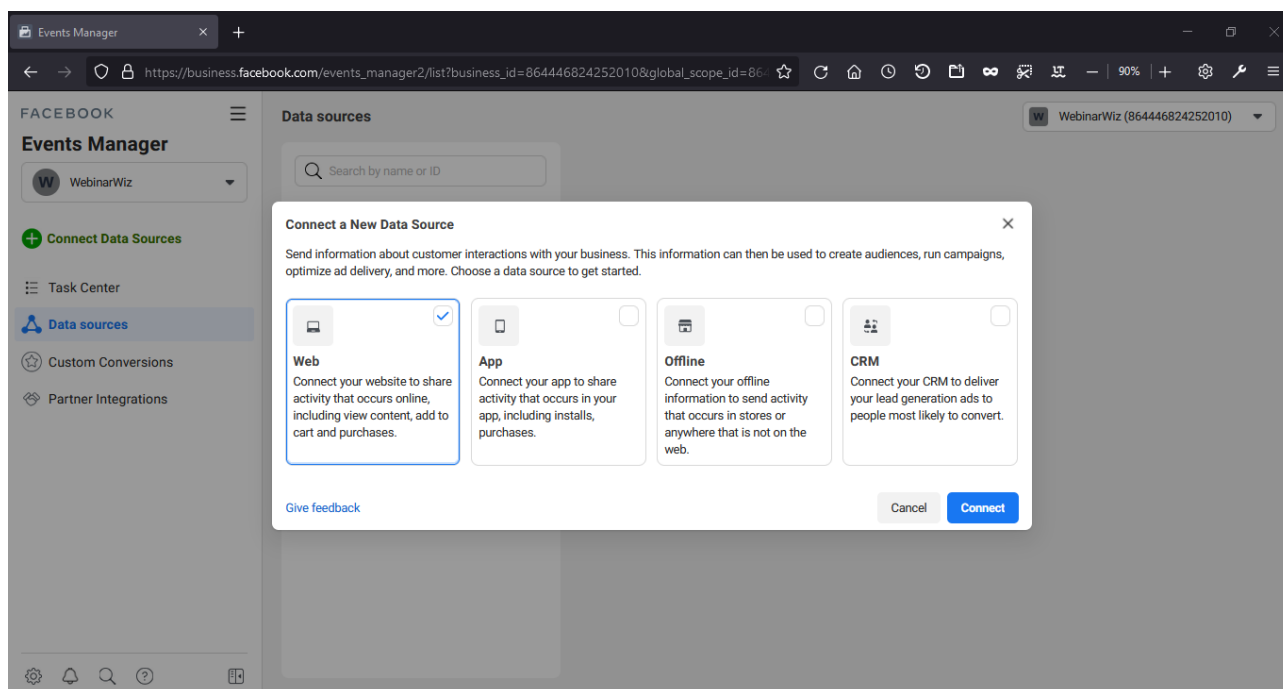
At the next step, select "Connect Data Sources."

Check the image reference:
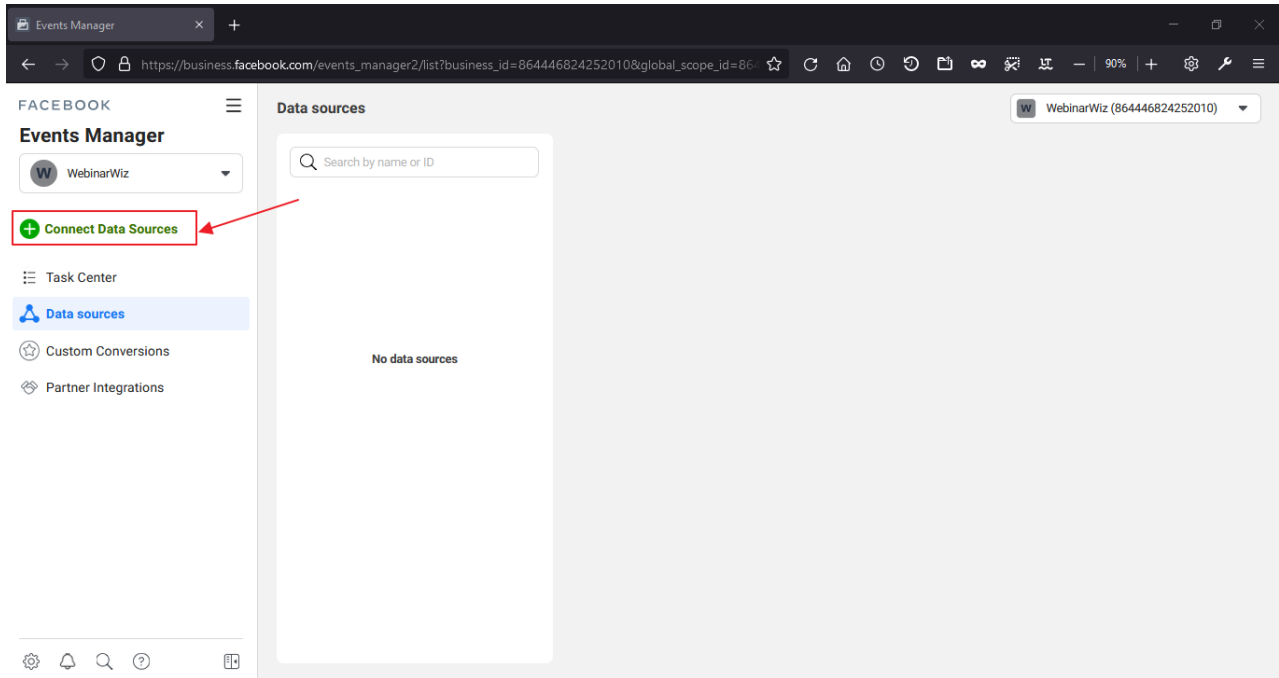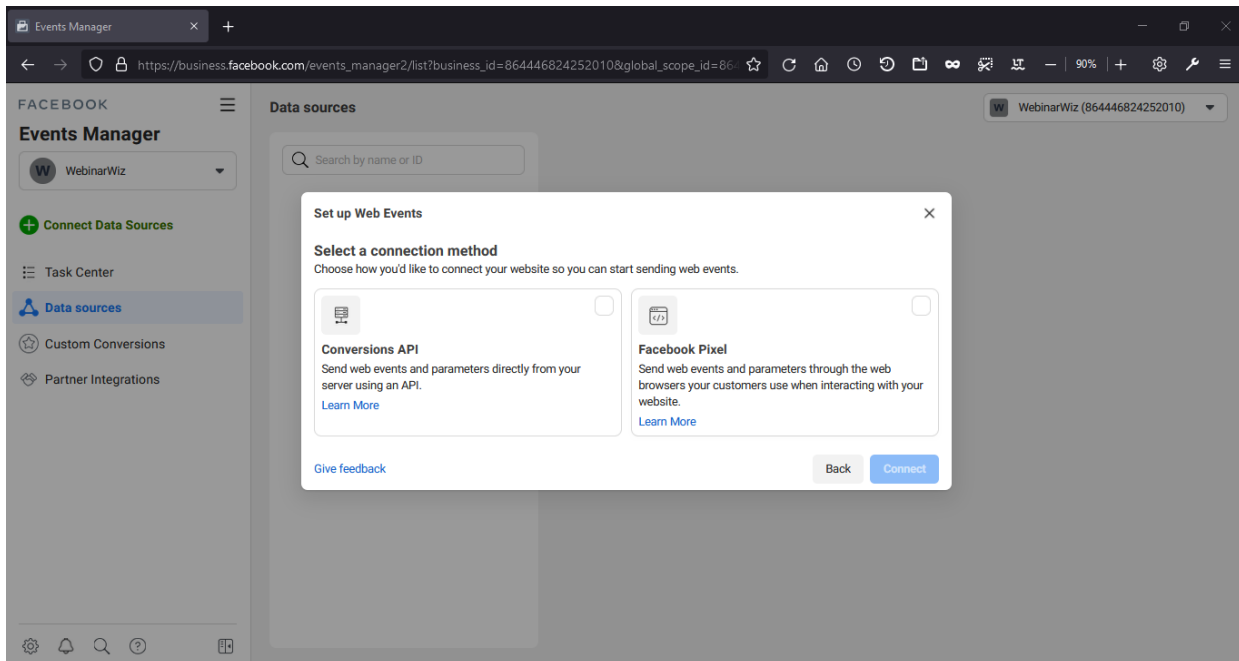
A popup will appear.

Check the image reference:

From there, select "Web" and press the "Connect" button.

You will see another popup with other options.

Check the image reference:

You can select any of these options.

Here we will demonstrate this process with Facebook Pixels since this is the most used option, and most of the users are already operating their Facebook Ads with Facebook Pixels. Select "Facebook Pixels" and press the "Connect" button.

Check the image reference:
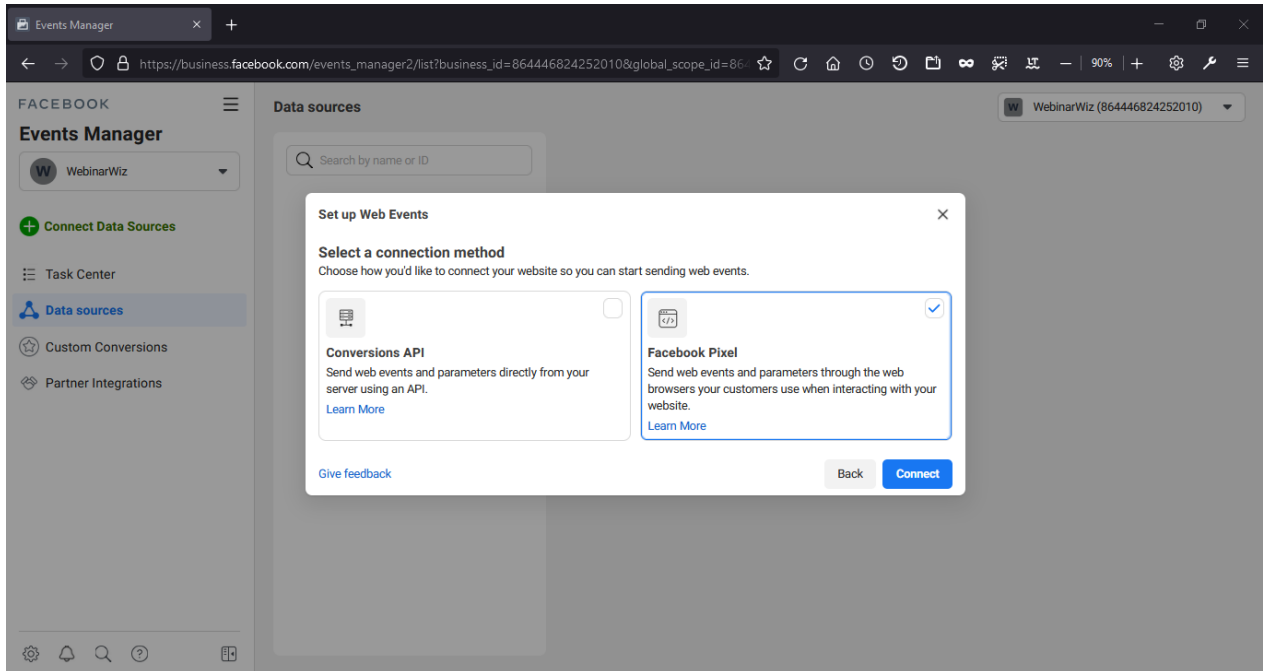
Another popup will appear with some information, select continue.

Check the image reference:
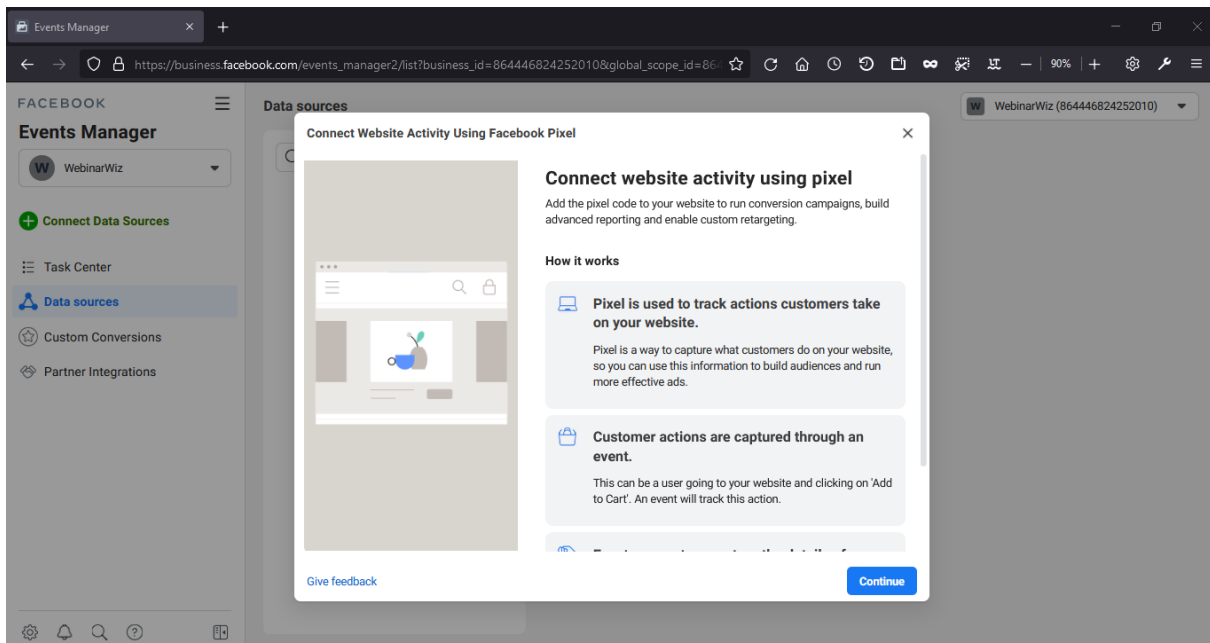
Now, you need to submit some essential information to create the Facebook Pixel/Conversions API.

Check the image reference:
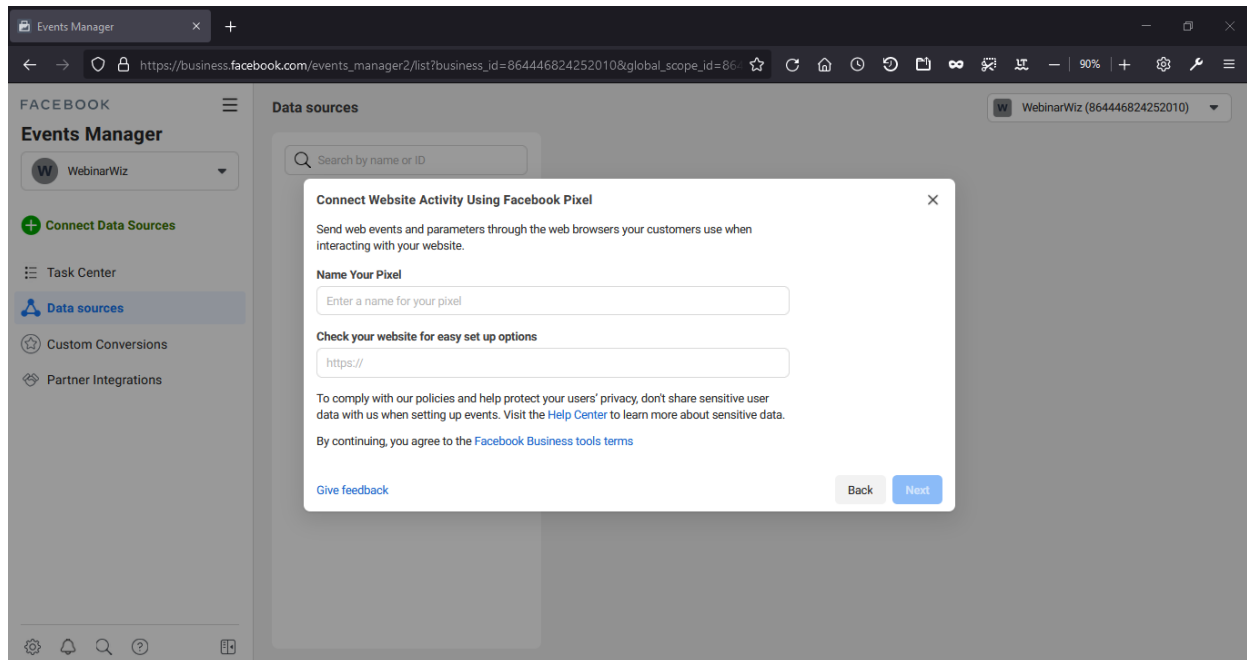
Give a name to your pixel and place the URL from your verified domain on Facebook.

Check the image reference:
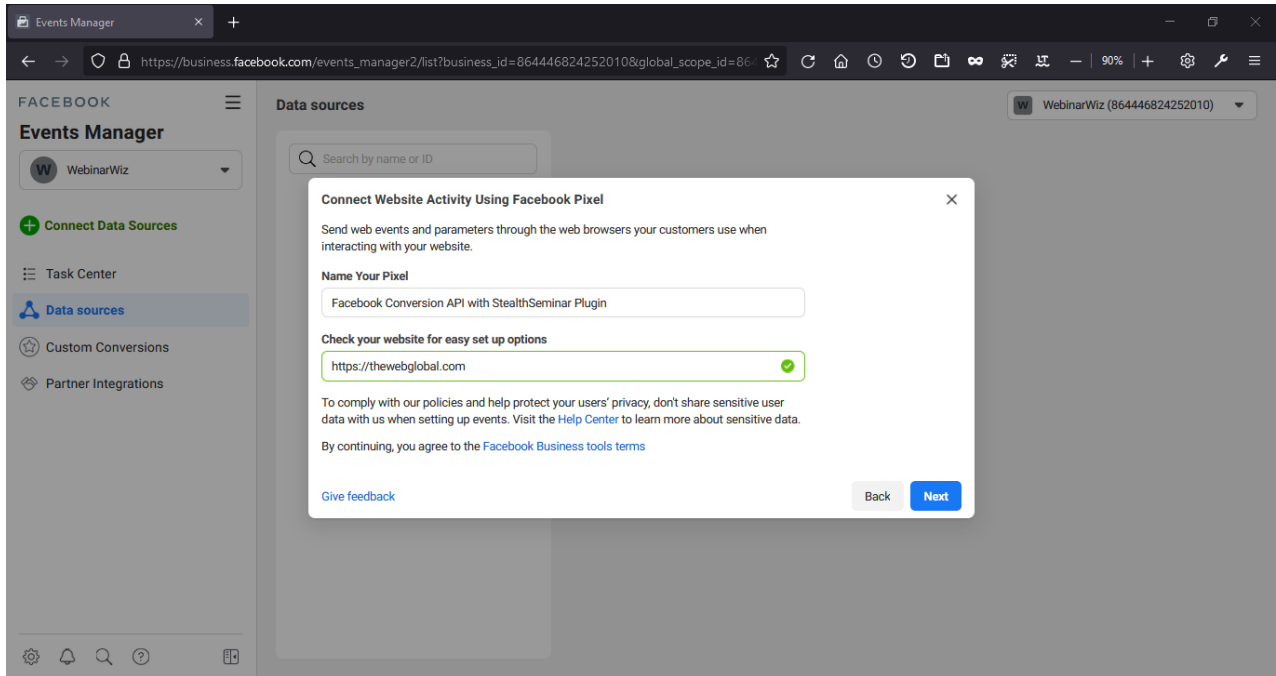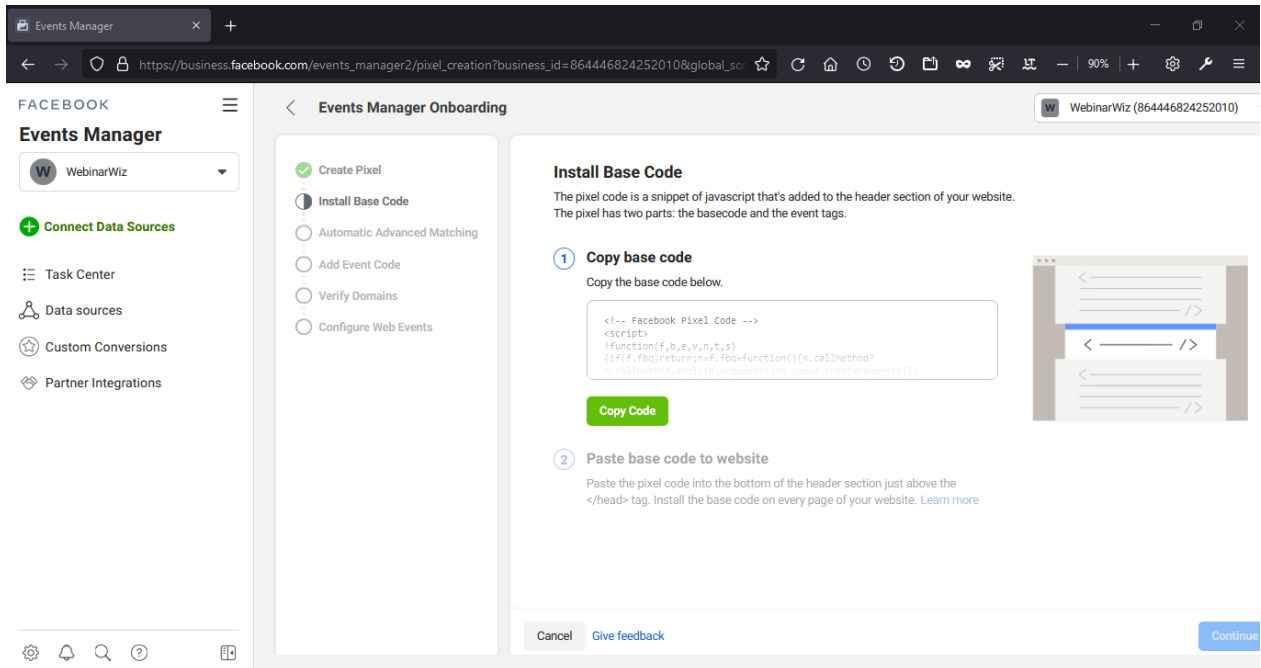
Select the "Next" button, and another popup will appear.

Check the image reference:
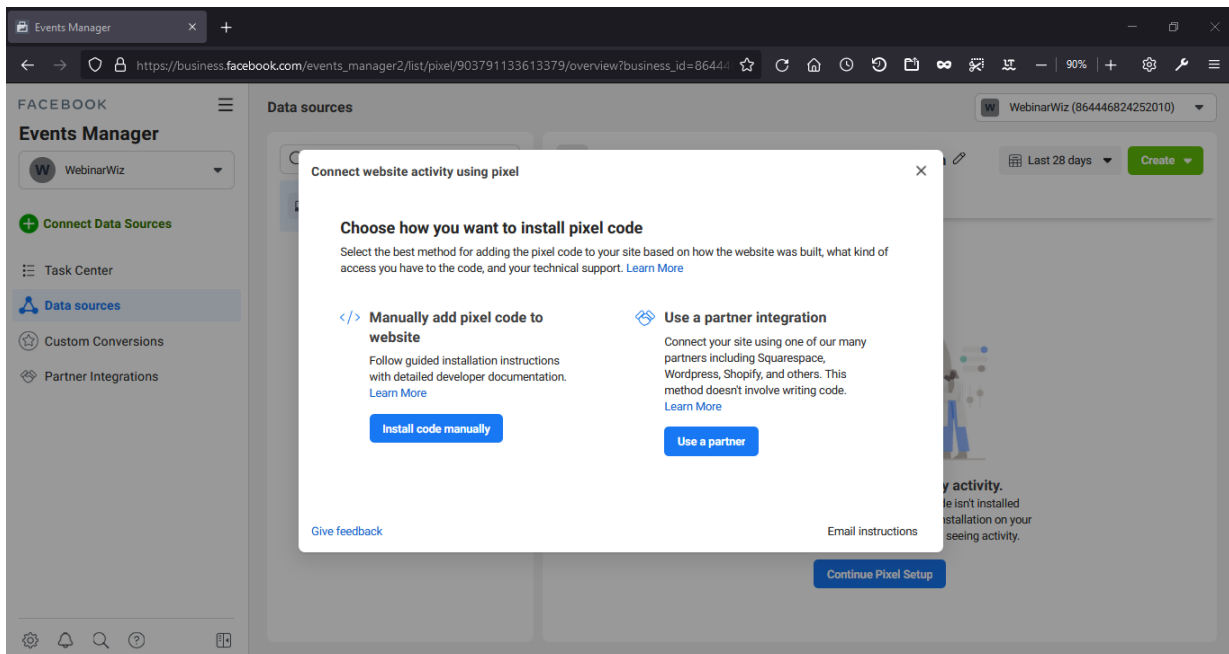
Select "Install Code Manually," and it will redirect you to the following window:

From here, select the "Copy Code" button, and paste the code into a text file for your convenience, you can access the code later from the setup, so you can go to the next step without copying the code too. Select the "Continue" button and go for the next step:

Select the "Continue" button again for the next step:

From here, you can turn on the "Automatic Advanced Matching" option:

Select the "Continue" button for the next step:

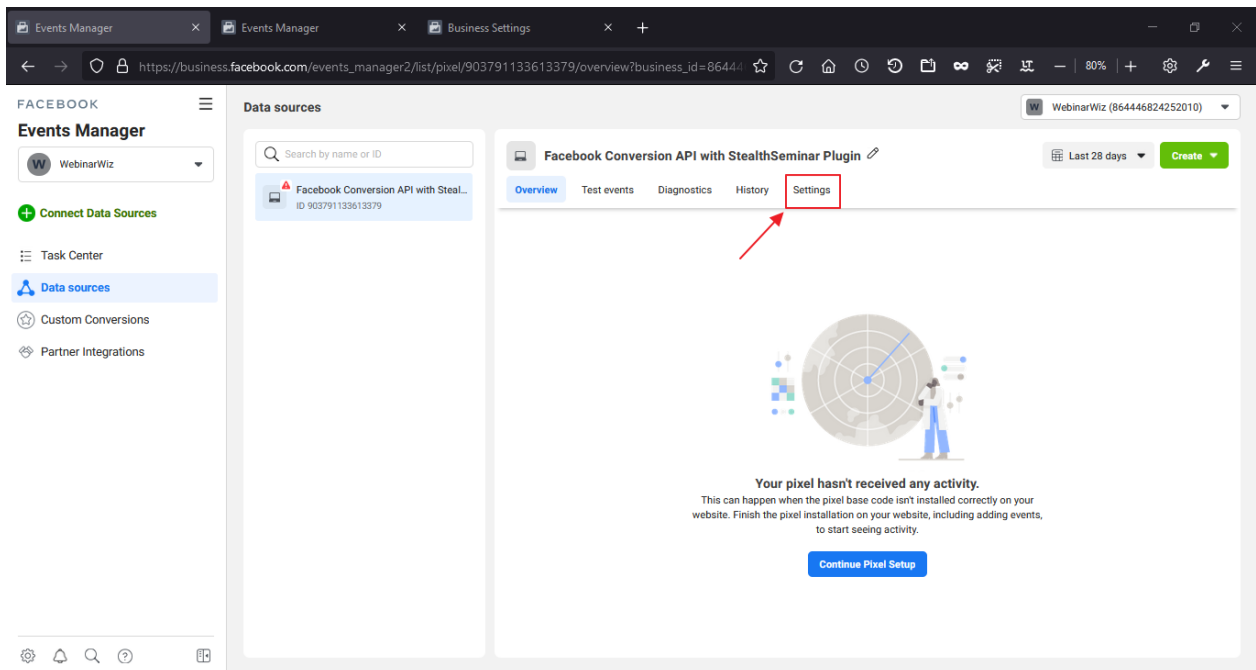We can do these steps later, and adequately, for now, select the "Continue" button:
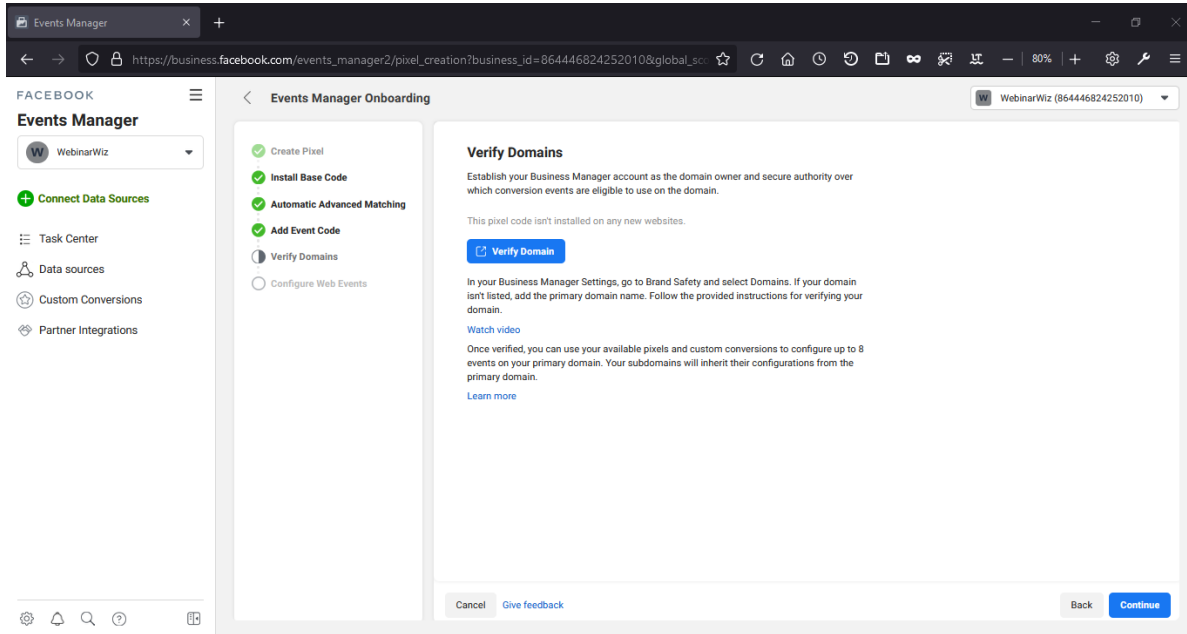
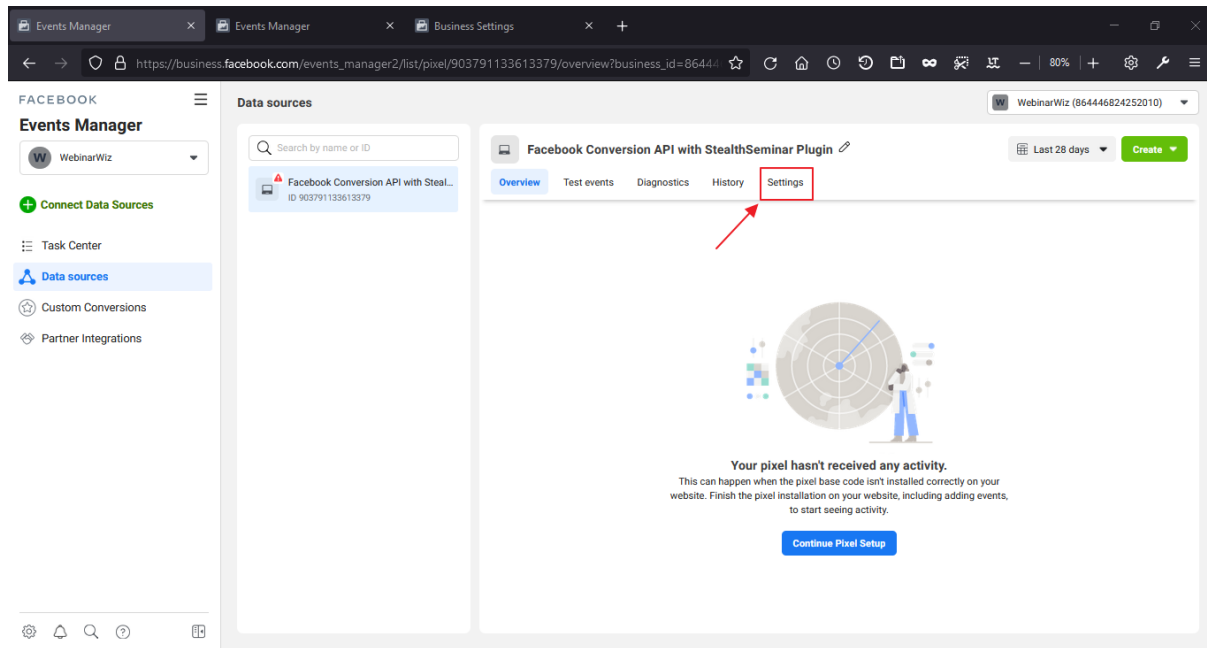

Select the "Continue" button again:
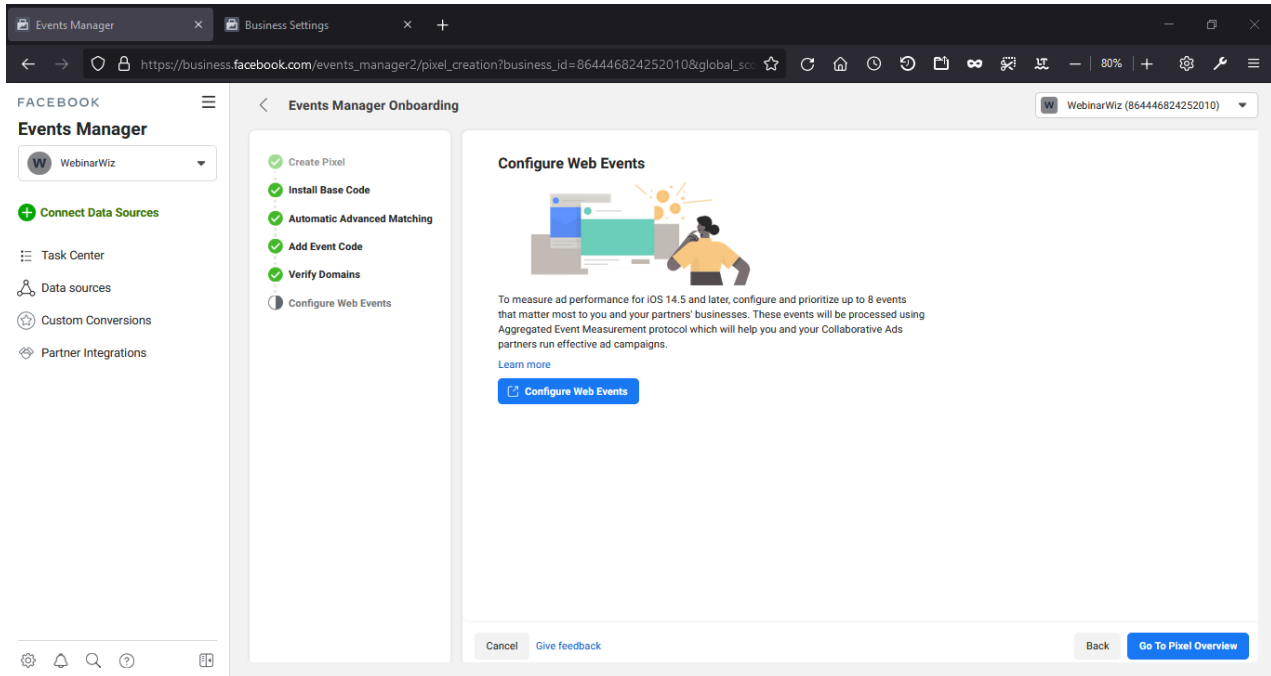
Now, select the "Go To Pixel Overview" button, and it will redirect you to the following window:

This is the window where we can get all the resources to set up the Facebook Pixel/Conversions API.

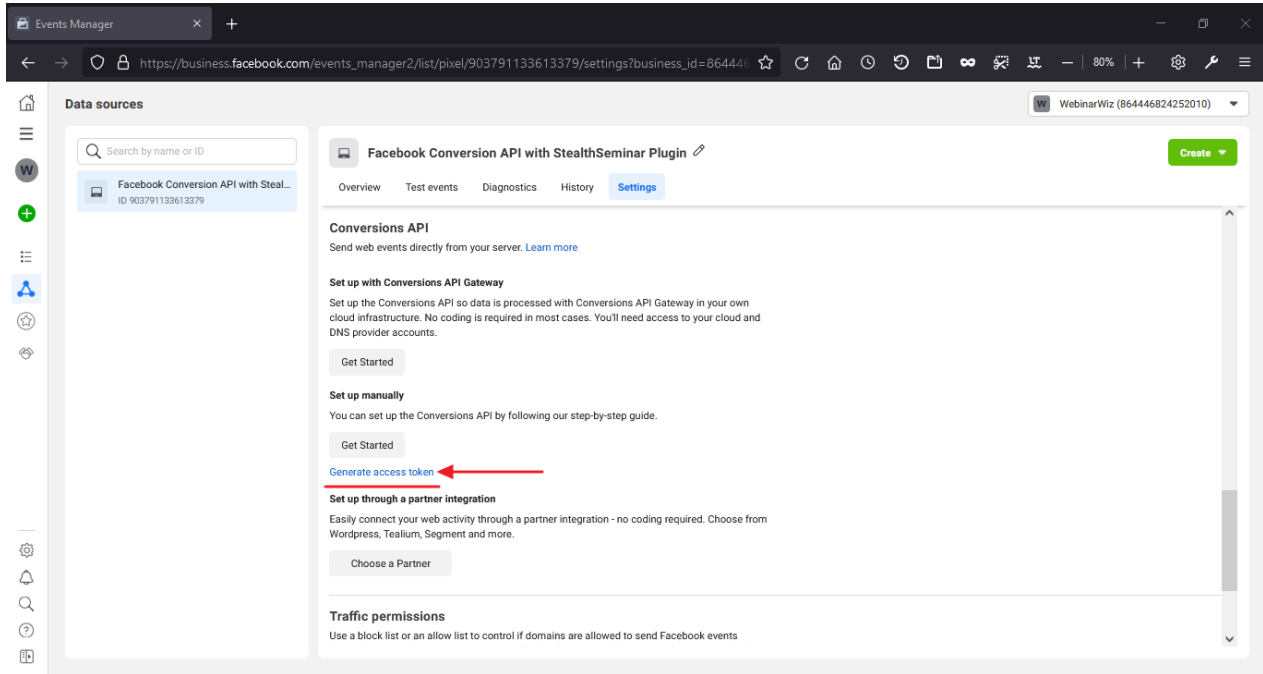Select the "Settings" button from here:

The page will look something like this:

From here we will get the "Pixel ID," please scroll down until you see "Conversions API."
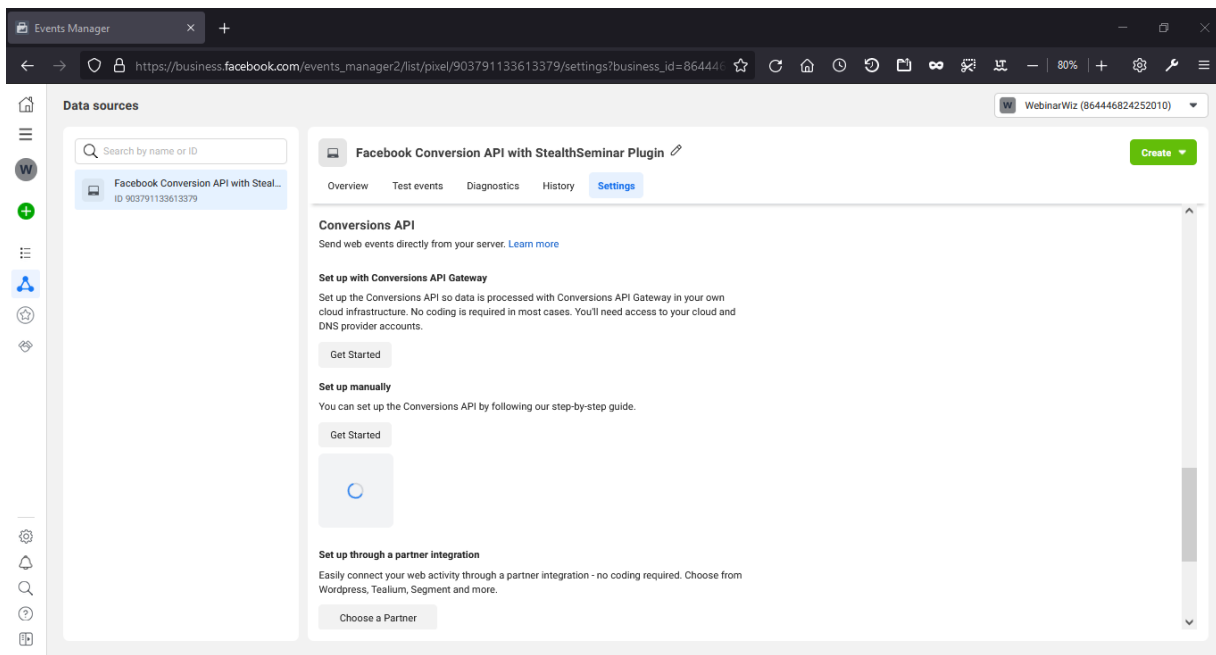
Check the image reference:

Click the link here to generate an ; itaccess token:

You will see a process is processing here:

After a few moments, the code will be generated.

Check the image reference:
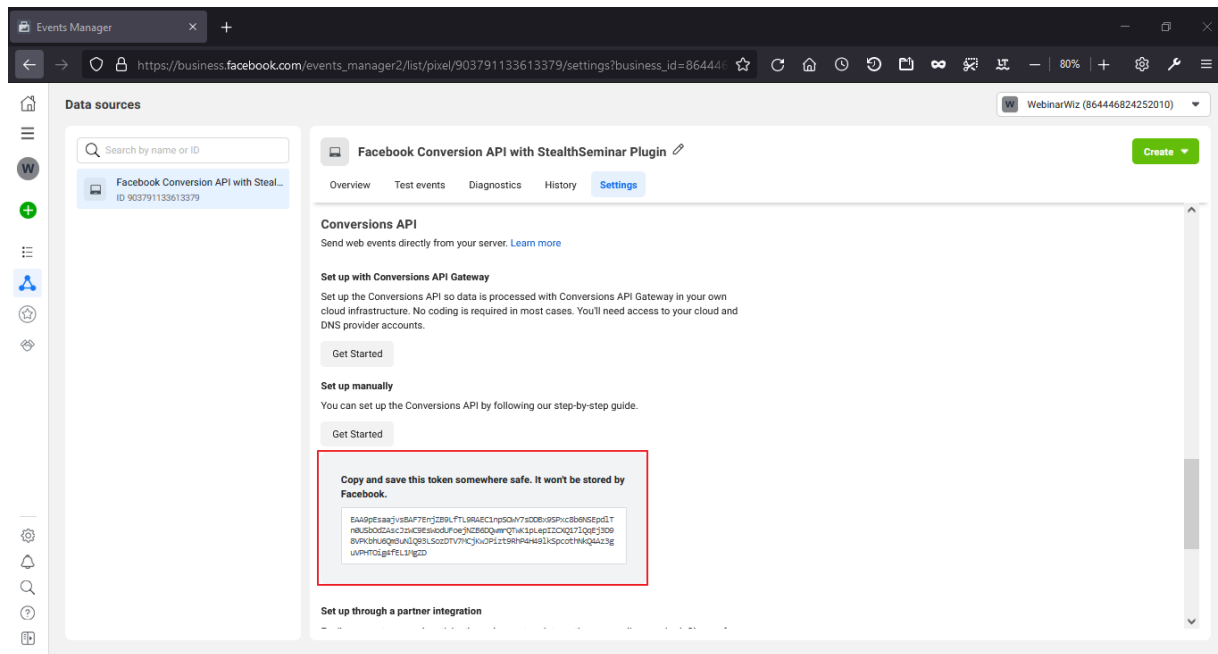
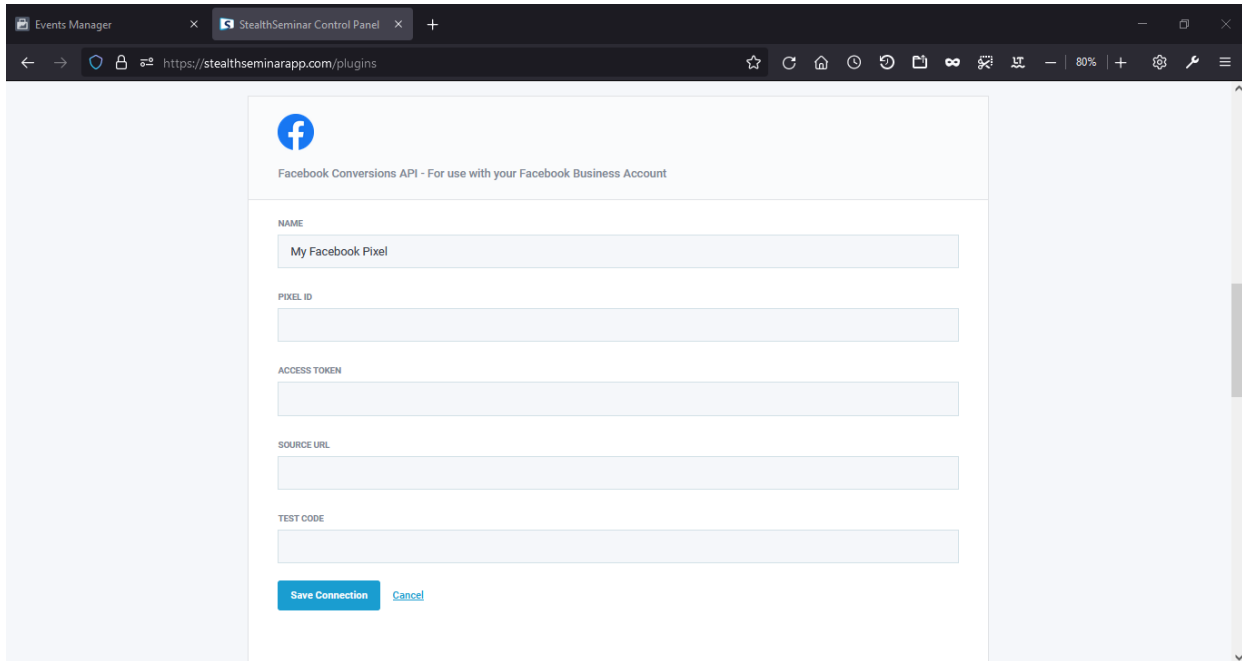Please go to your StealthSeminar Account's [Plugin Page](#).

Check the image reference:

From there, scroll down to the "Facebook Conversions API – For use with your Facebook Business Account" Plugin:
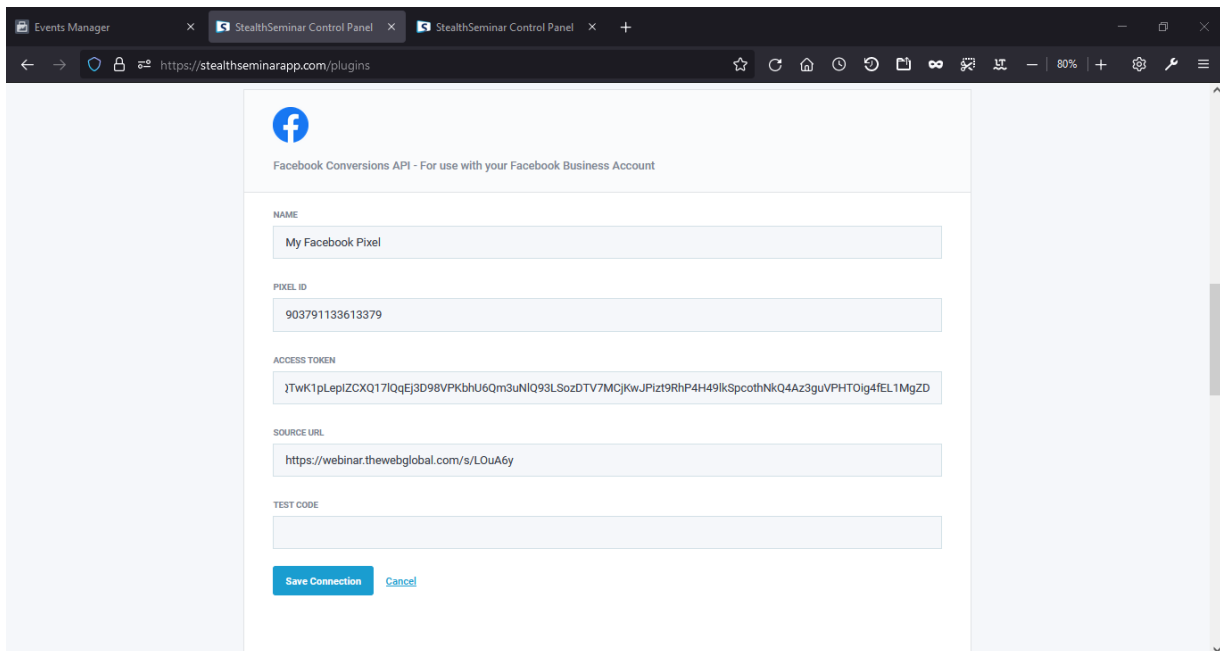

Select the "Add Connection" button, it will open the options to connect:

From. From the Events Manager we will place the Pixel ID and Access Token here. The Source URL will be the full URL of the registration page.

Check the image reference here:

Test Code is something for a quick test of the Conversions API, it is not essential for the setup, but we will do that later. For now, we are going to save the connection and go for the next step.

Now, if we check the webinar editor's "Plugin" section, we will see that the plugin is added.
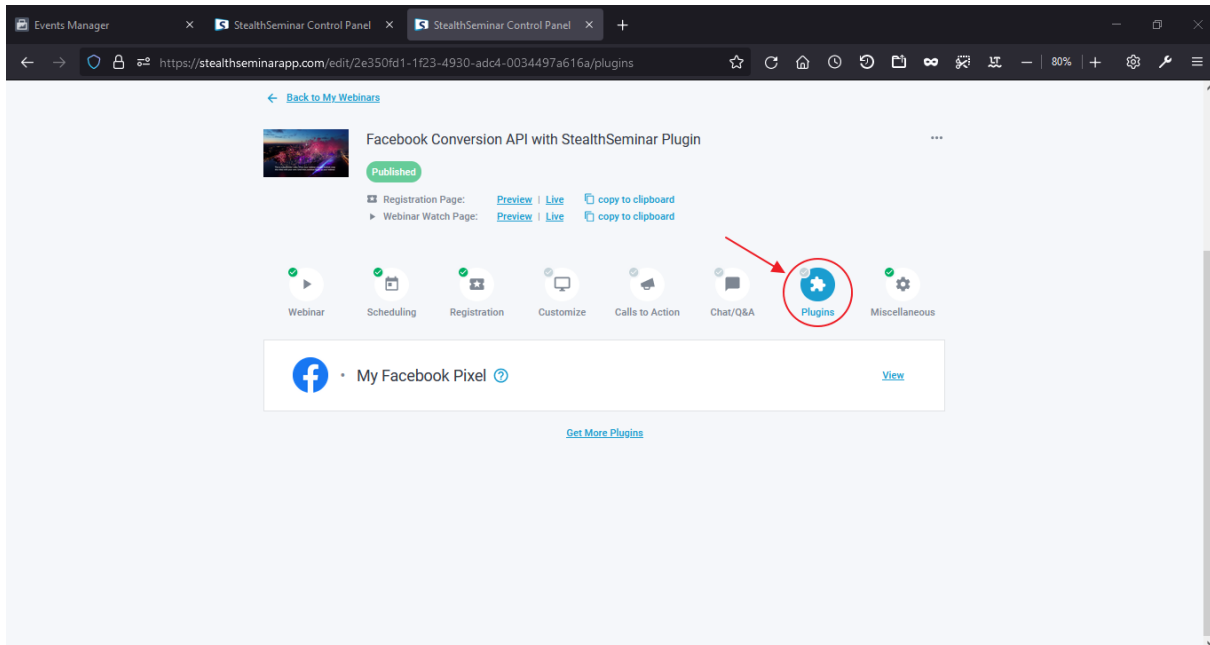
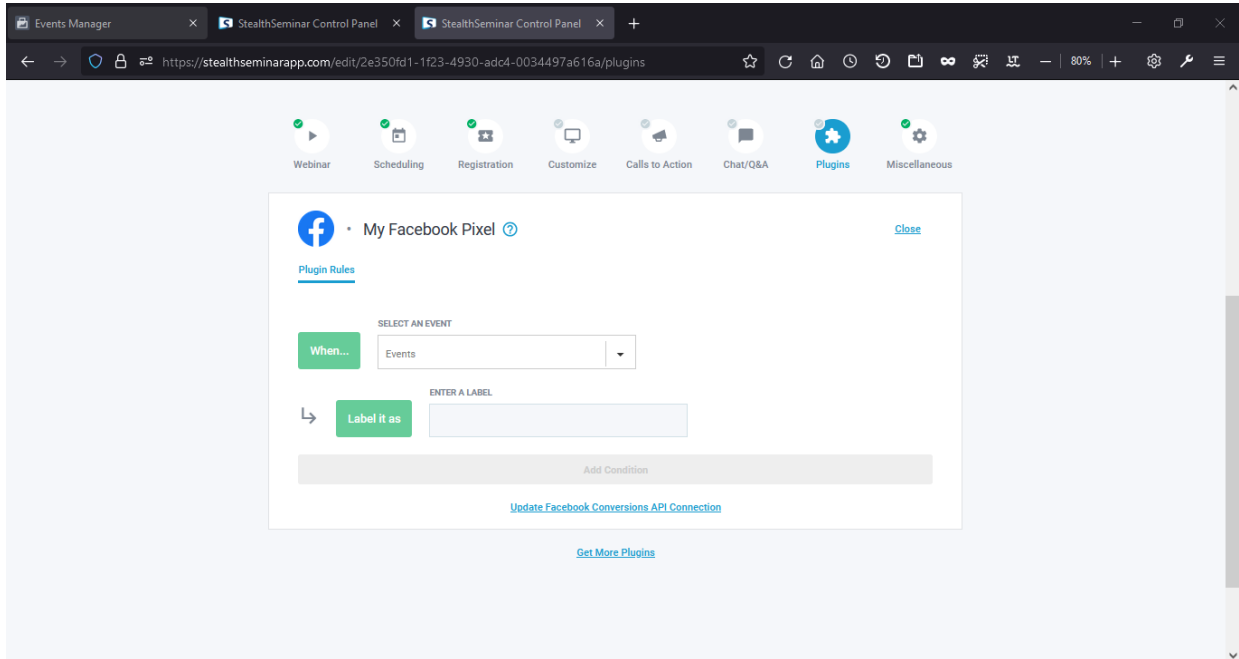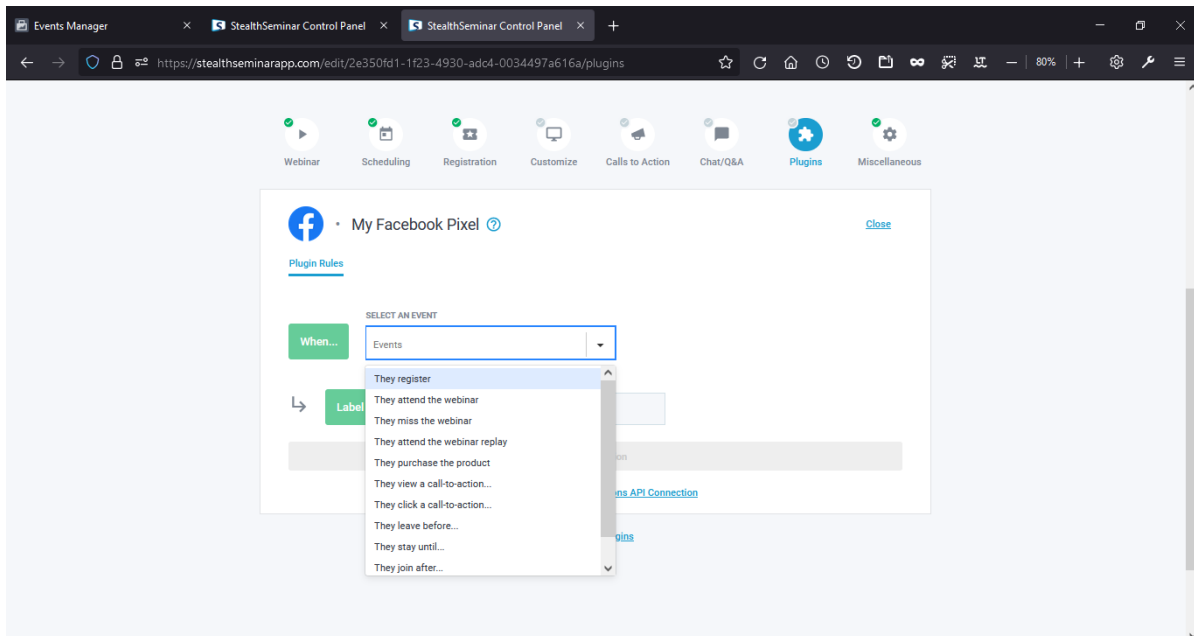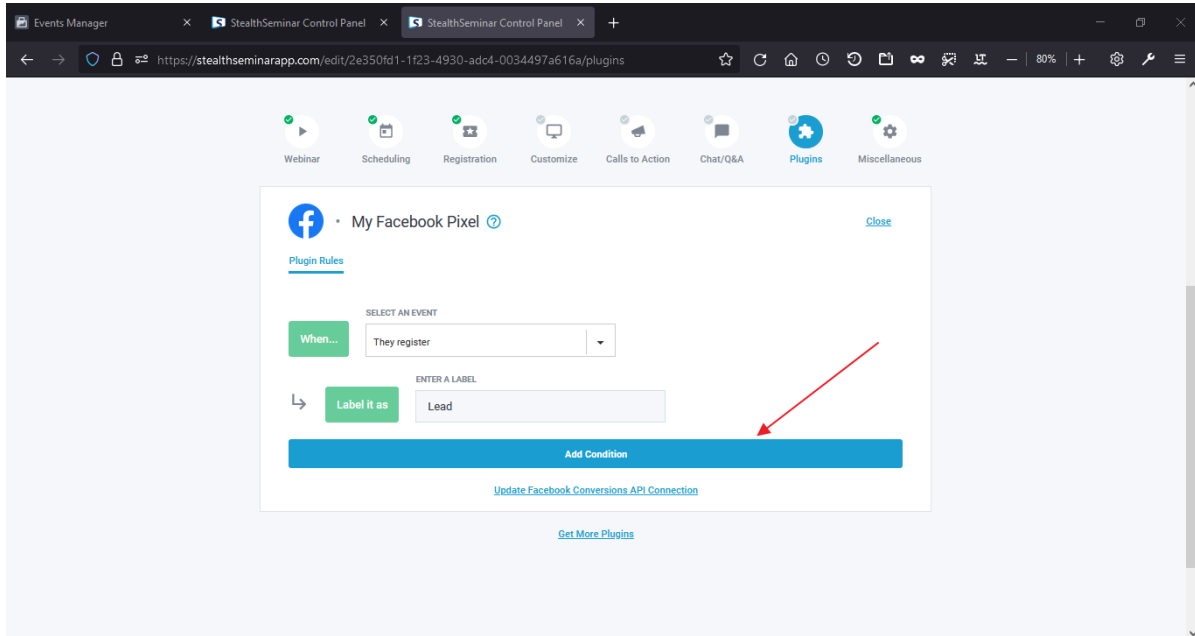If we select the view link from here, we will see something like this:

From here, you will be able to add or select an event and enter a label that you want to use.
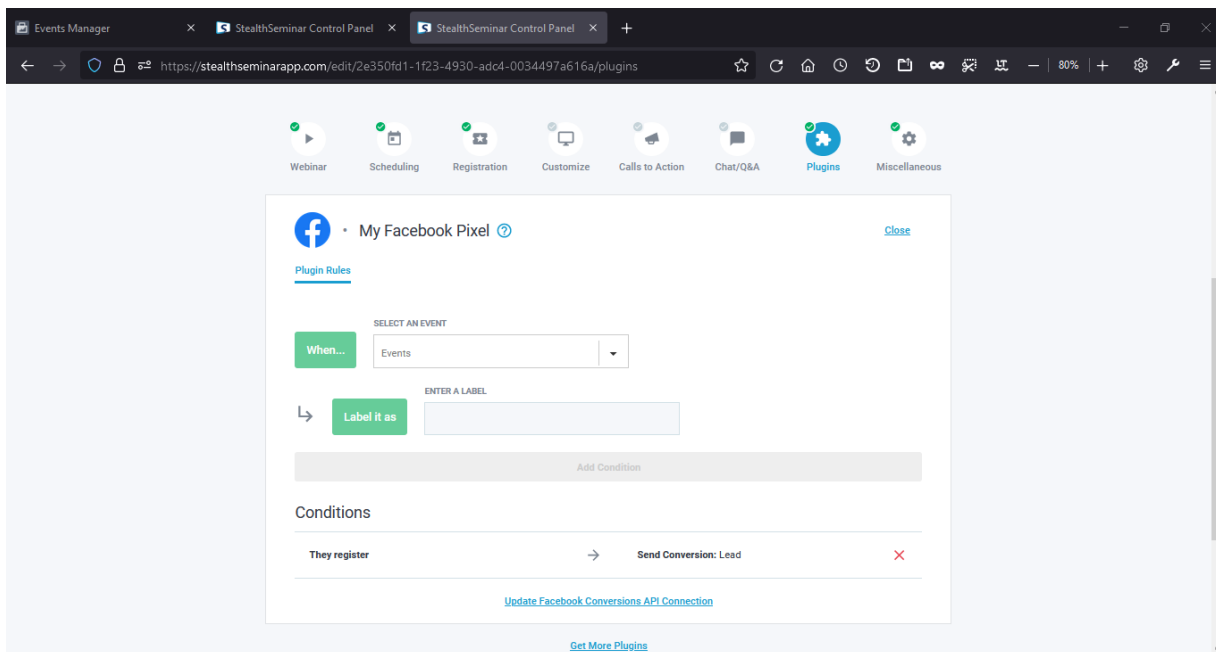
Check the image reference:
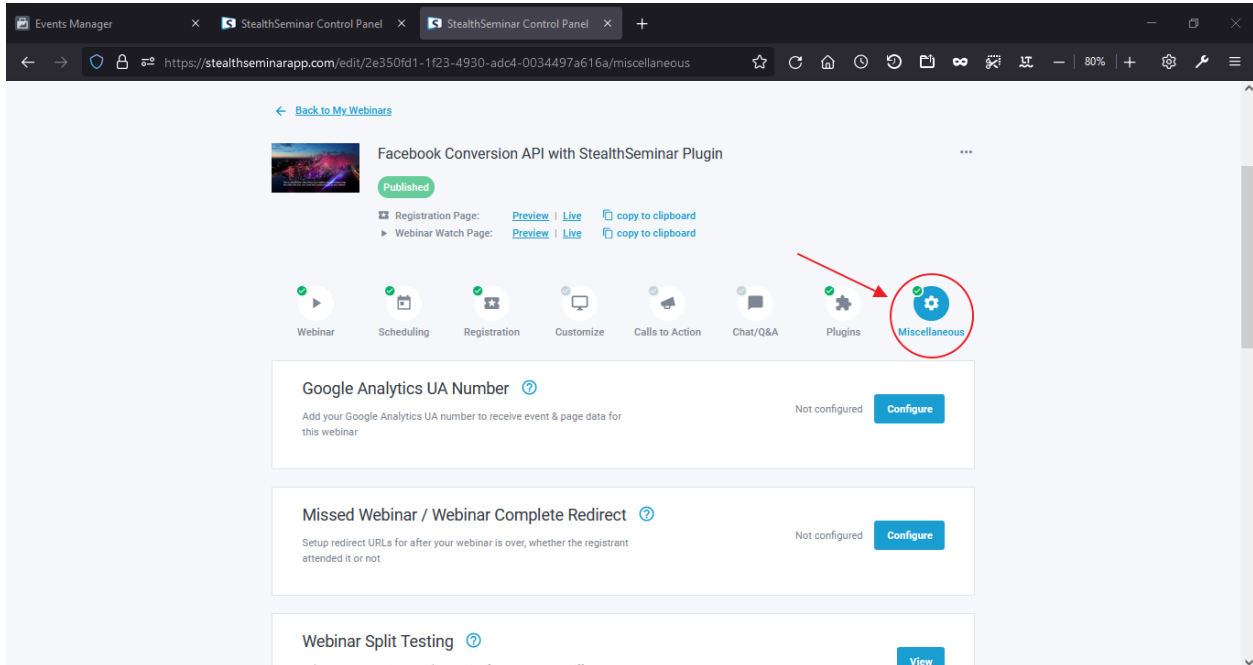

It will look like this:

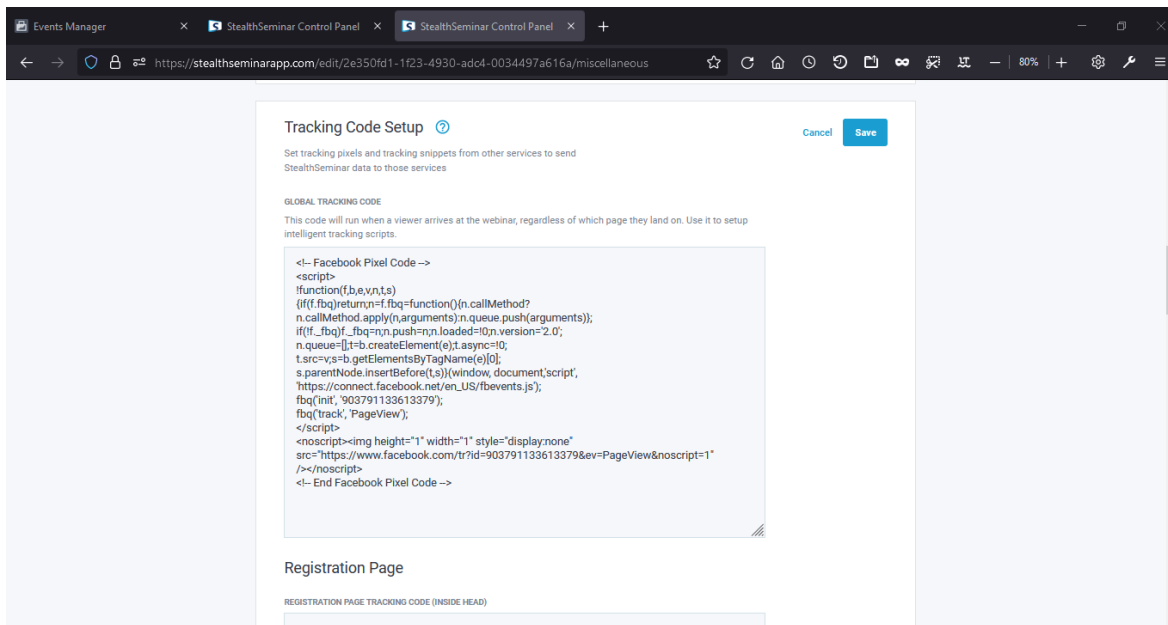After configuring the setup with labeling the event, select "Add Condition."

The configuration will be saved and will look like this:

Please make sure you have placed the Base Pixel on the "Tracking Code Setup" section, from "Miscellaneous."

Check the reference image:

Now that we have completed the setup, we will test the setup.

At first, go to the events manager from Facebook:

From here, we will copy the Code for text:

Now, we will place the code on, Miscellaneous > Facebook Conversions API –
For use with your Facebook Business Account > Test Code

Check reference image:
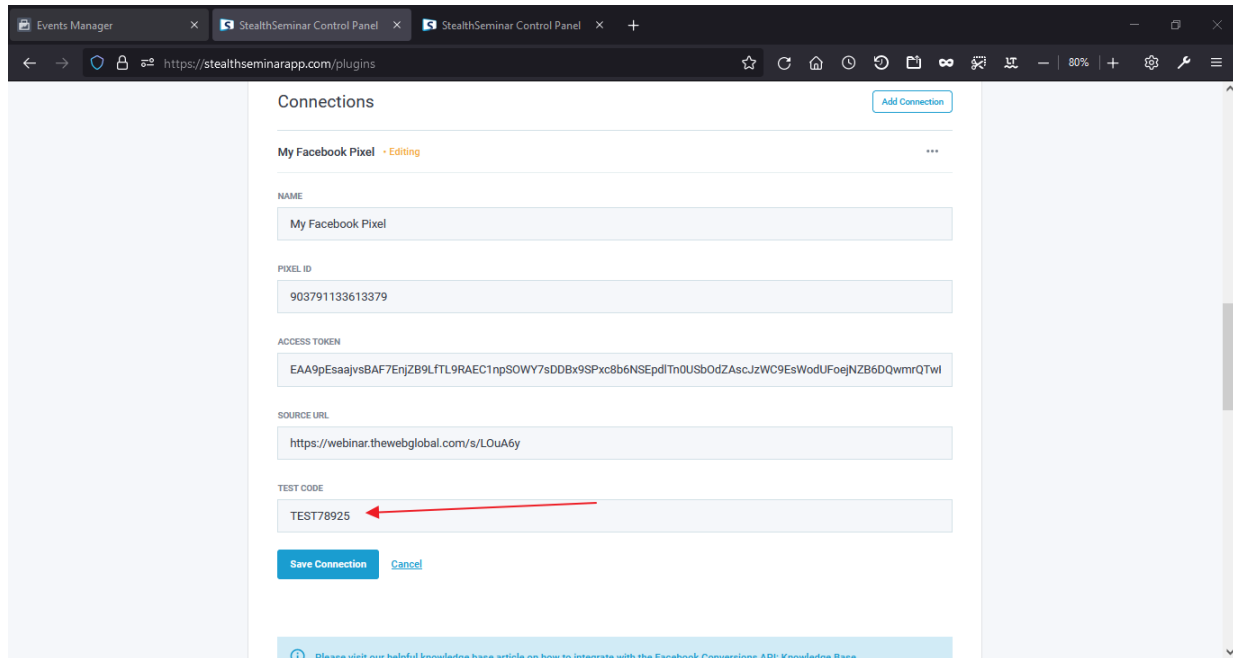
Afterward, save the configuration from here.

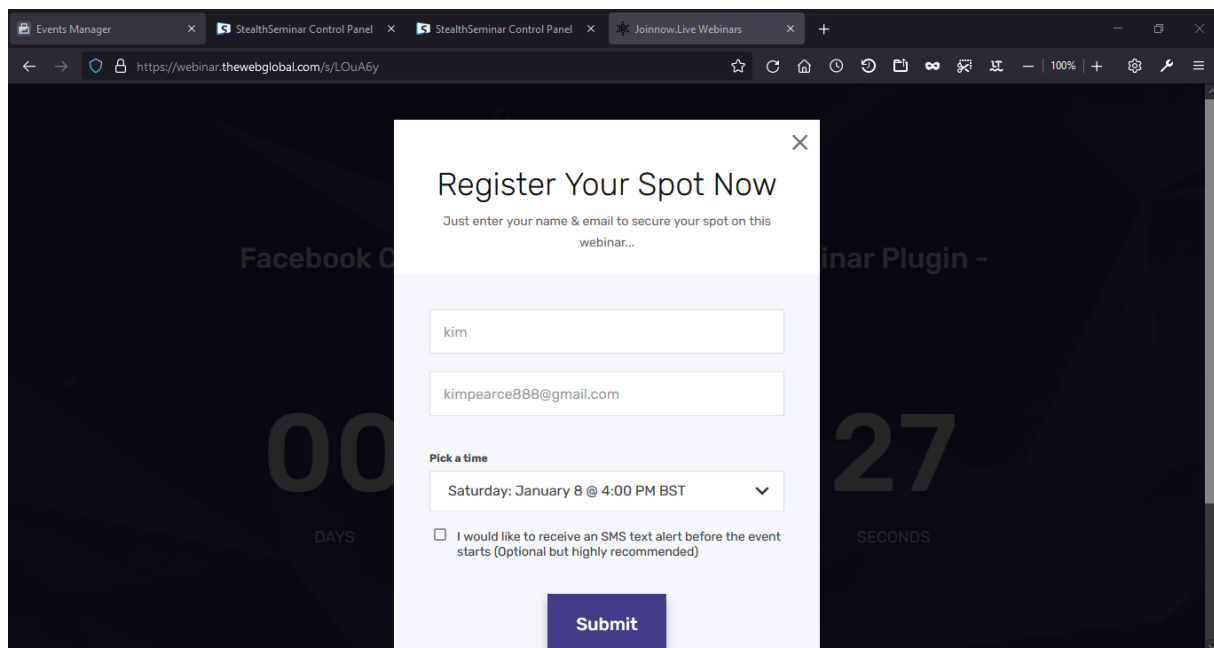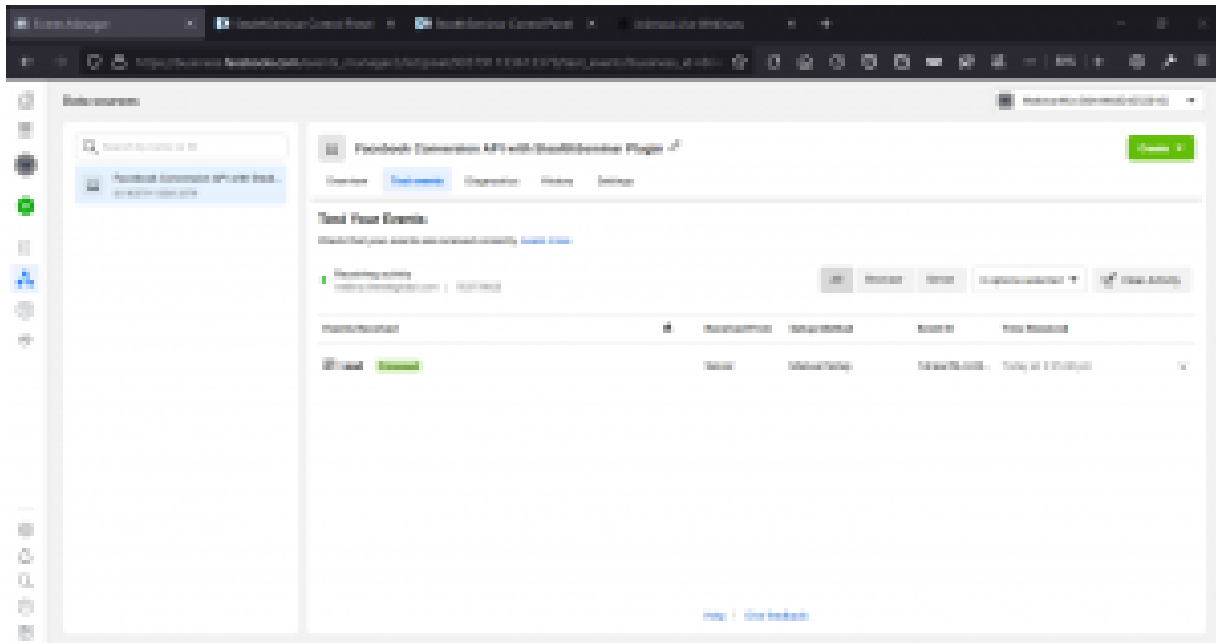We need to register for the webinar from the live registration page:

After completing the registration, if we check the events manager test page, we will see the event triggered:

It will probably take a couple of seconds. If we go to overview and then test events, you will see that the test event is added here. It might take up to 24 hours for the activities to show up in your account. We could immediately test and see that everything is working just fine. I hope this helps. If you have any questions regarding the setup, just let support know, and we'll be happy to help.