



# 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](#).

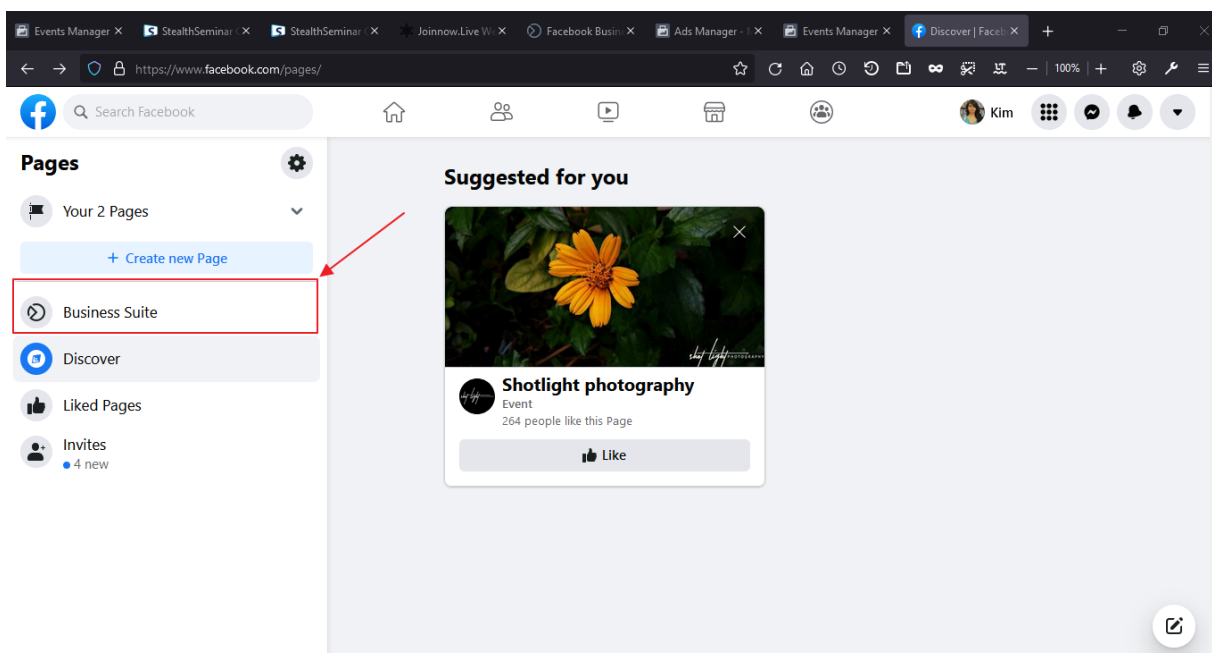
You need to access Facebook Business Suite to create Facebook Pixel/Conversions API.

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:



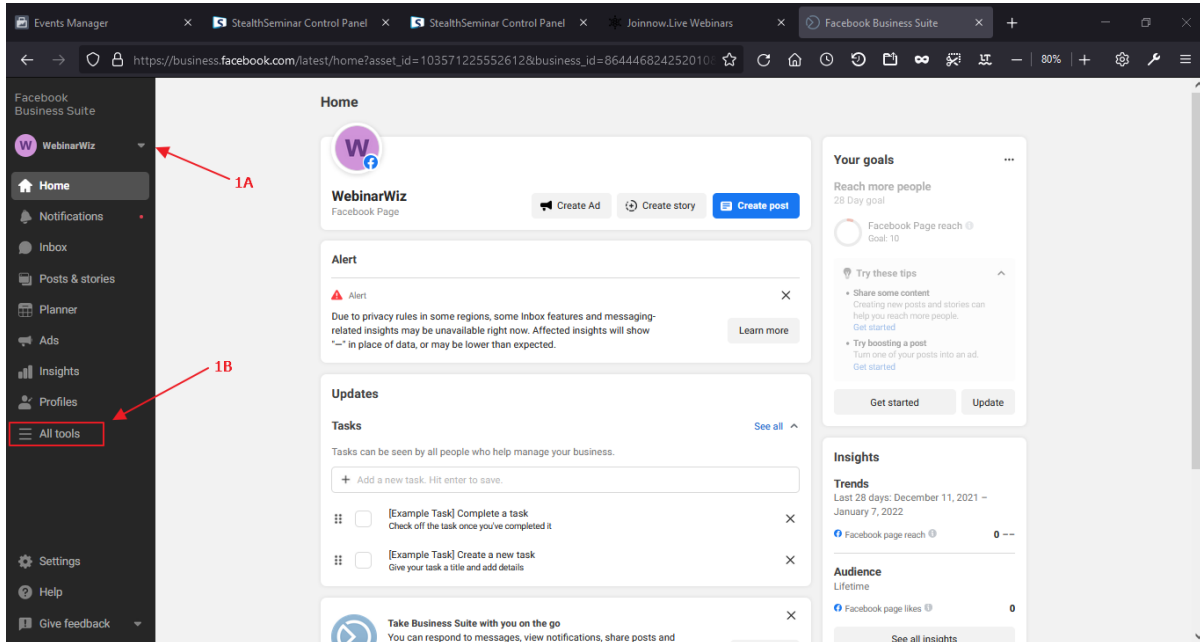
## Part 2:

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)

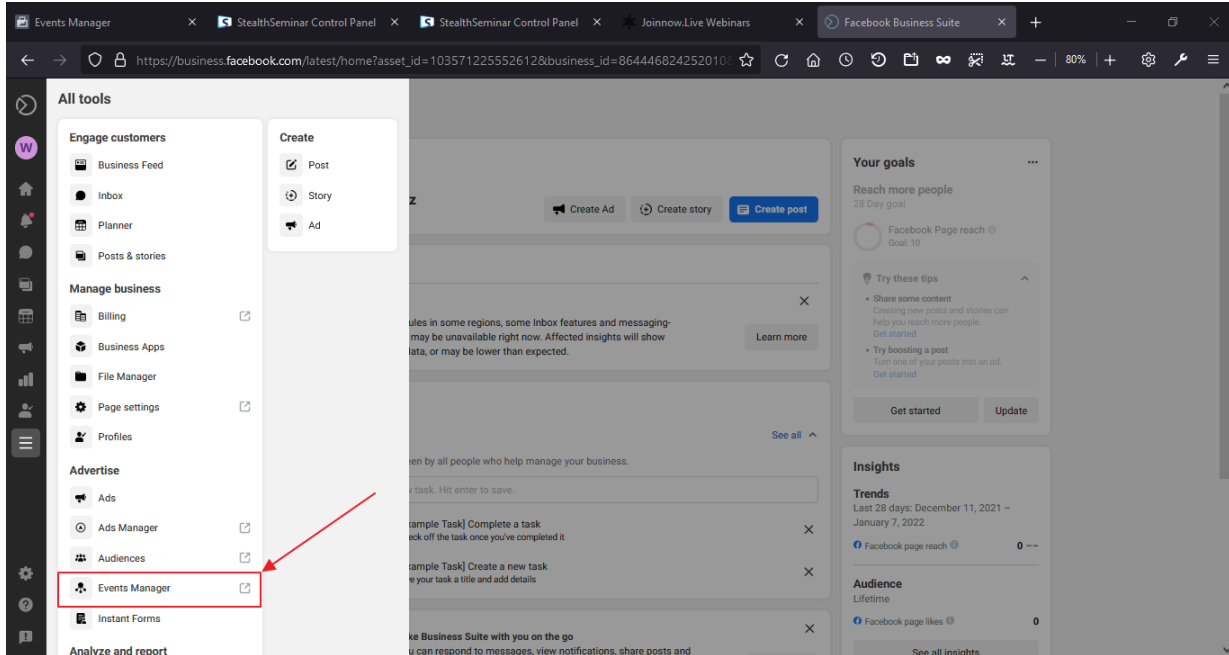
Check the image for reference:



### Part 3:

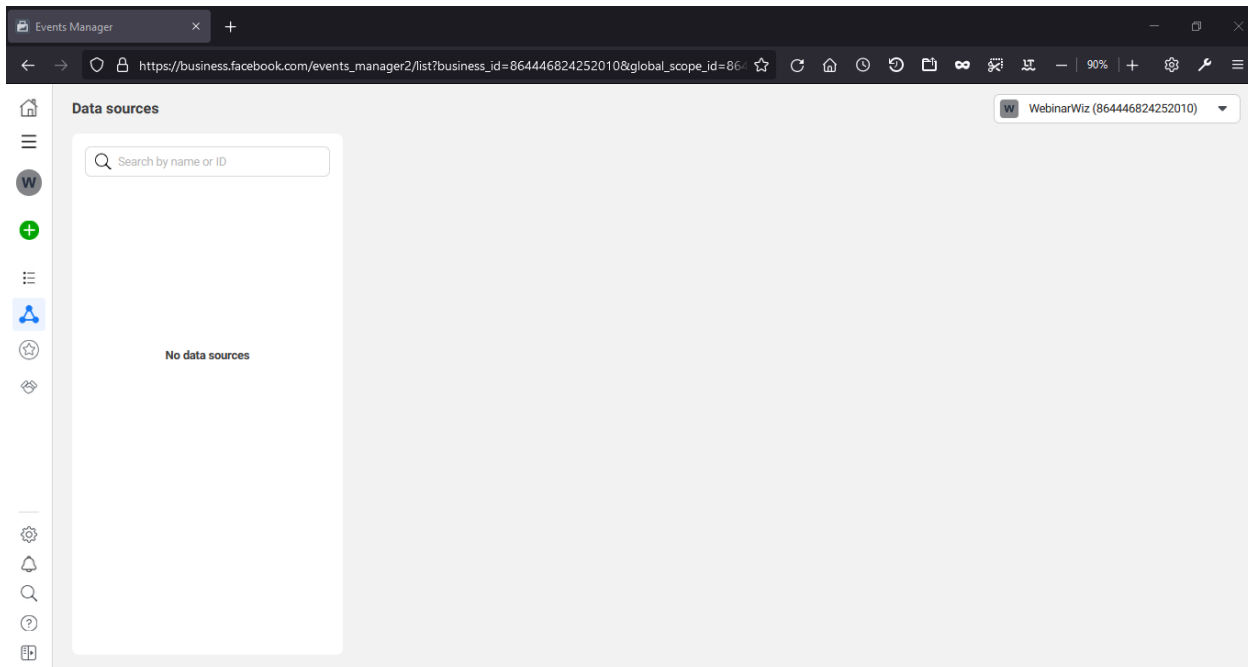
You will see a **Detail** menu from the “All tools” option, from there select “Events manager”.

Check the image reference:



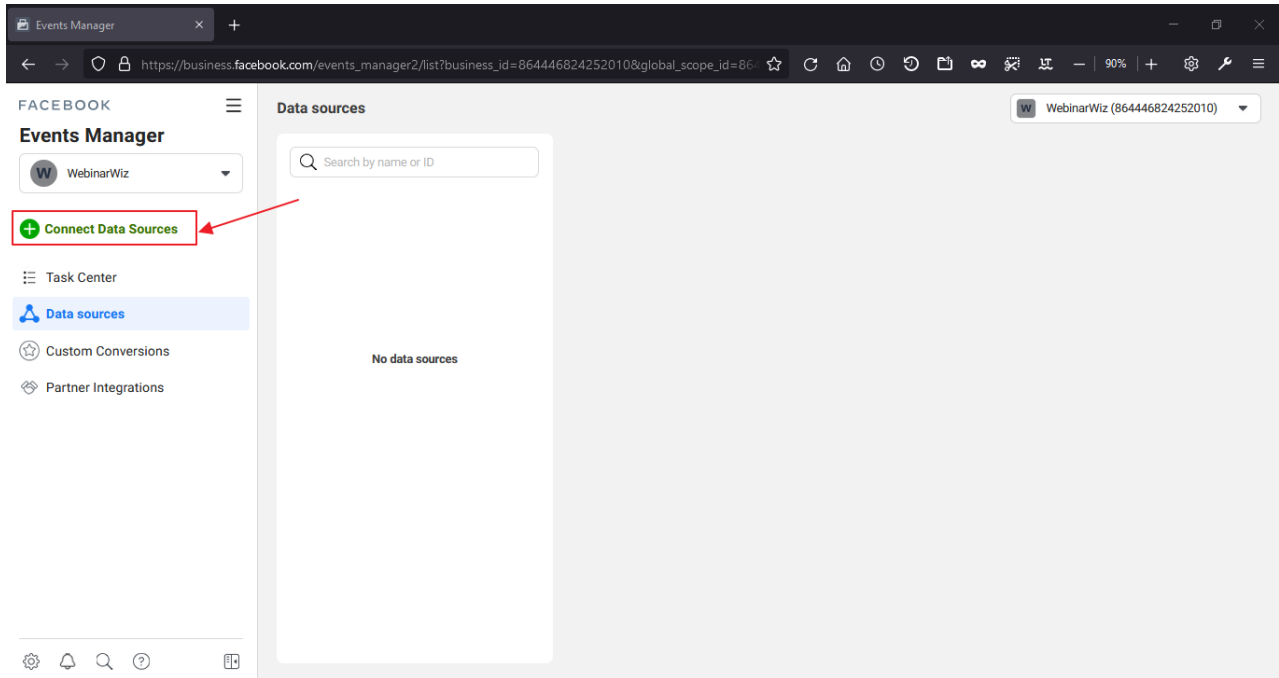
You will be redirected to the “Events Manager” page.

The page will look something like this if you have not created any Pixel/Conversions API until now.



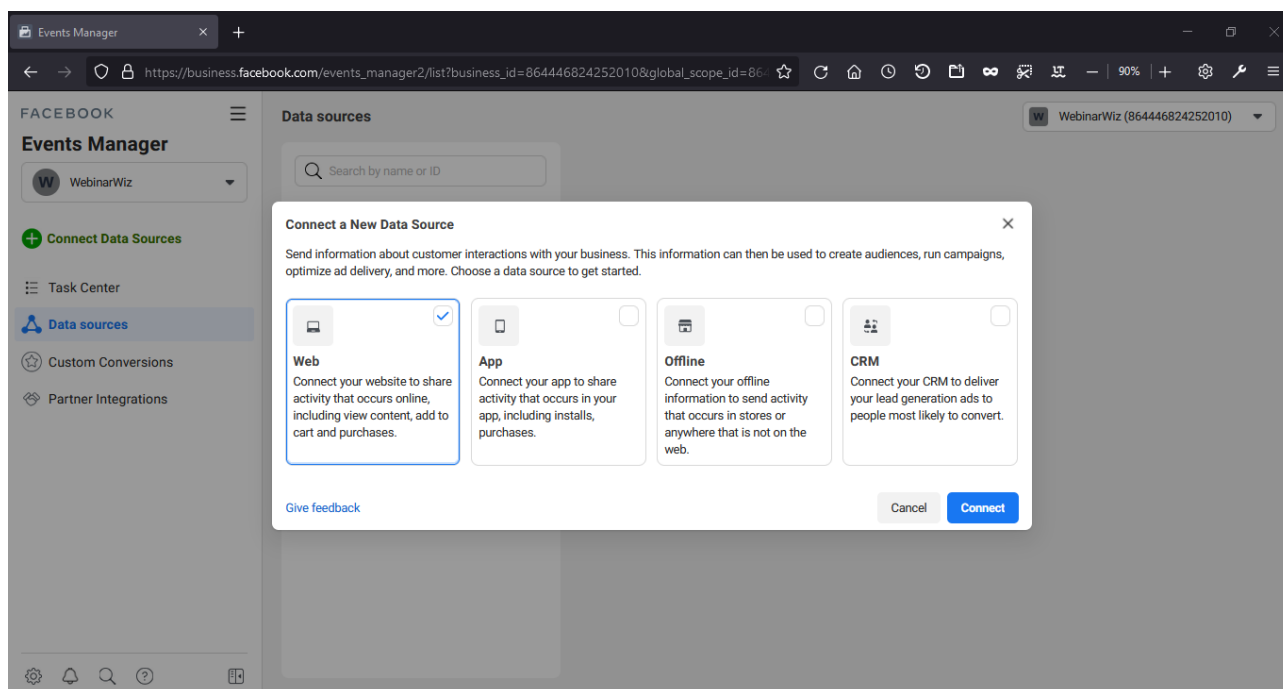
At the next step, select “Connect Data Sources.”

Check the image reference:



A popup will appear.

Check the image reference:

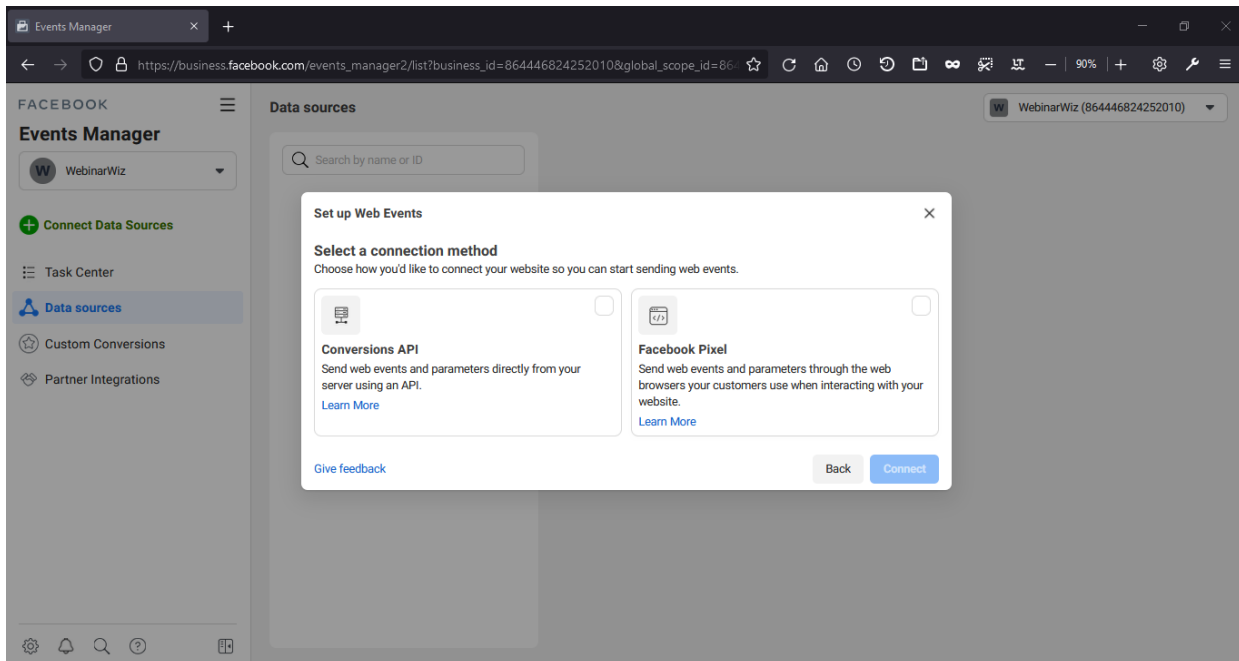


From there, select “Web” and press the “Connect” button.

You will see another popup with other options.

Check the image reference:

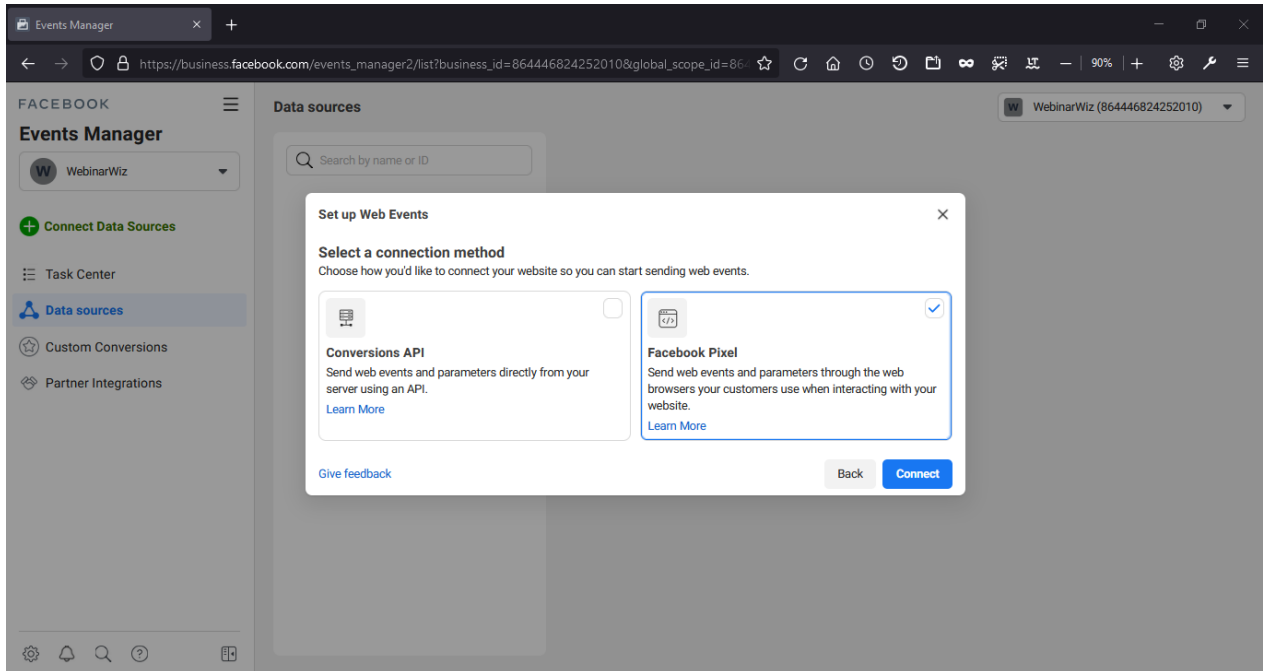




You can select any of these options.

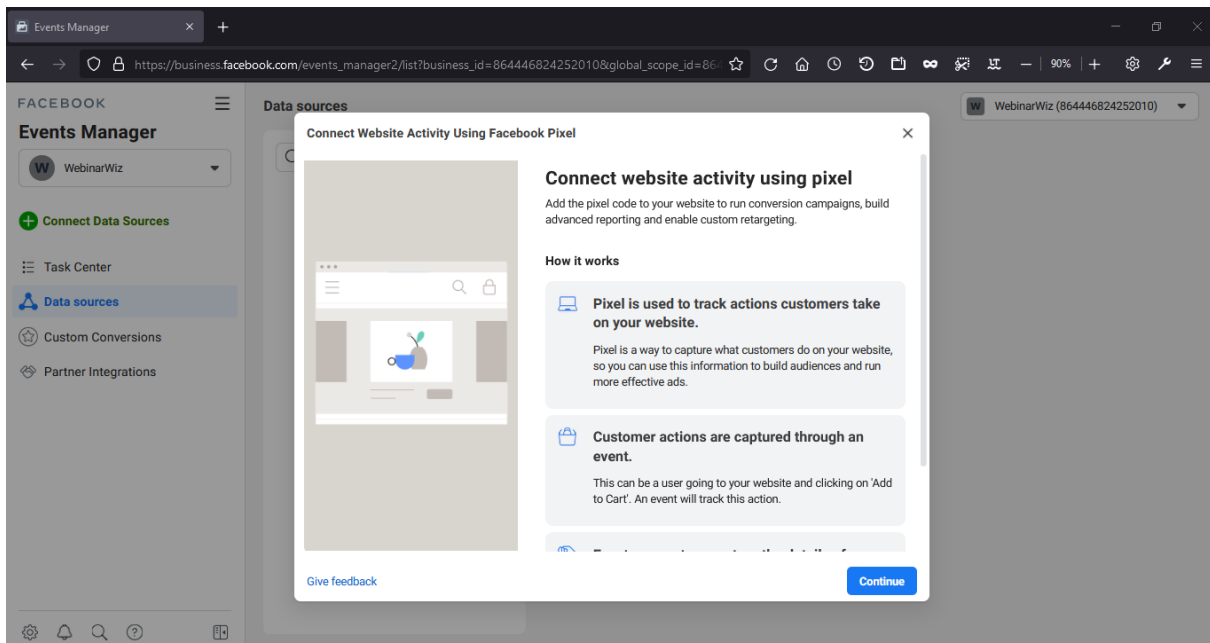
Here we will demonstrate this process with Facebook Pixels since this is the most used option, and most of the users are already operating their Facebook Ads with Facebook Pixels. Select “Facebook Pixels” and press the “Connect” button.

Check the image reference:



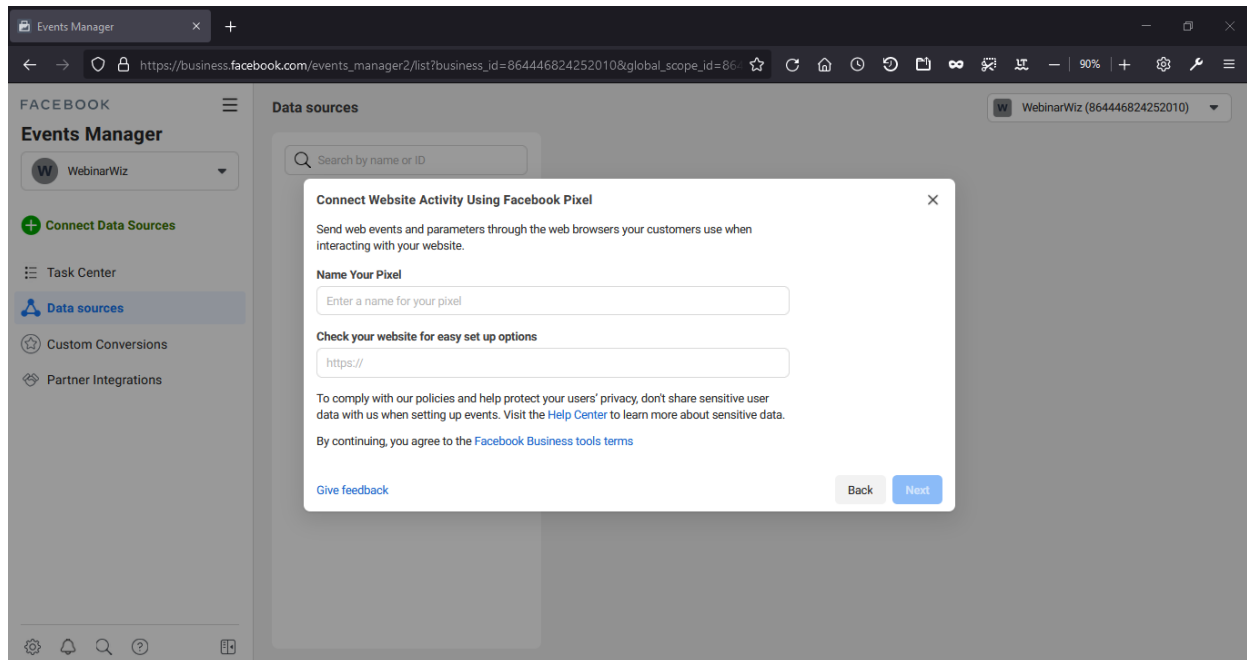
Another popup will appear with some information, select continue.

Check the image reference:



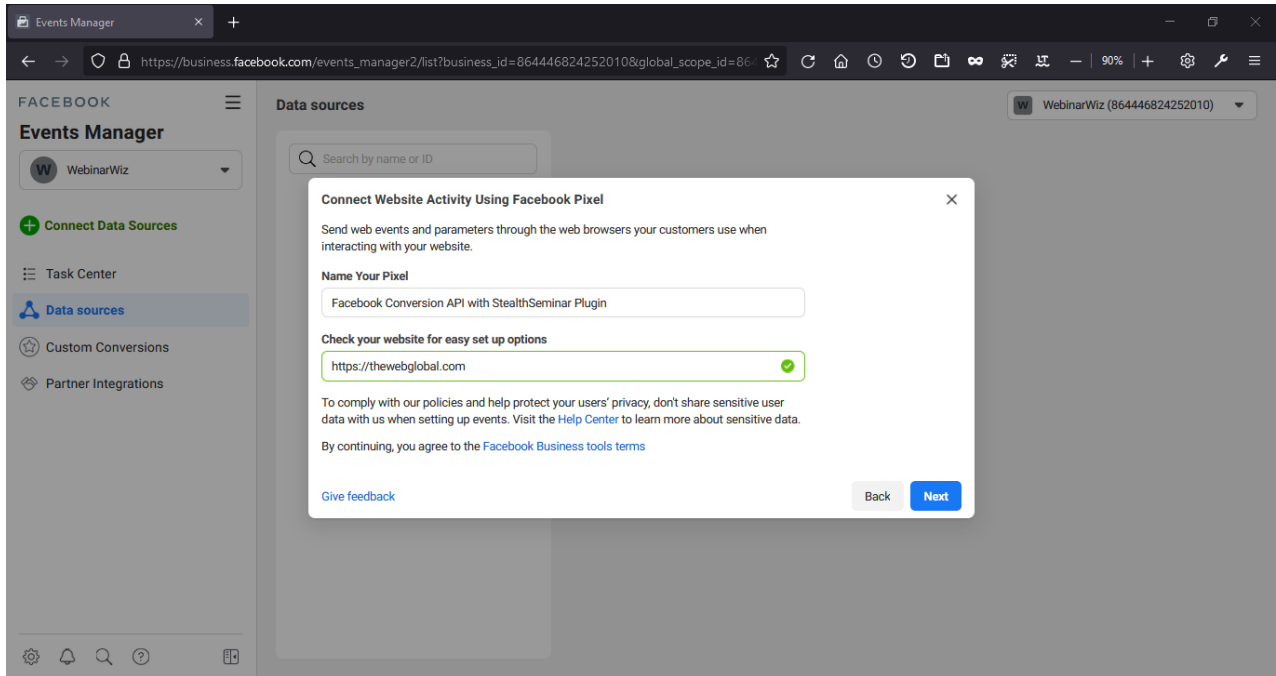
Now, you need to submit some essential information to create the Facebook Pixel/Conversions API.

Check the image reference:



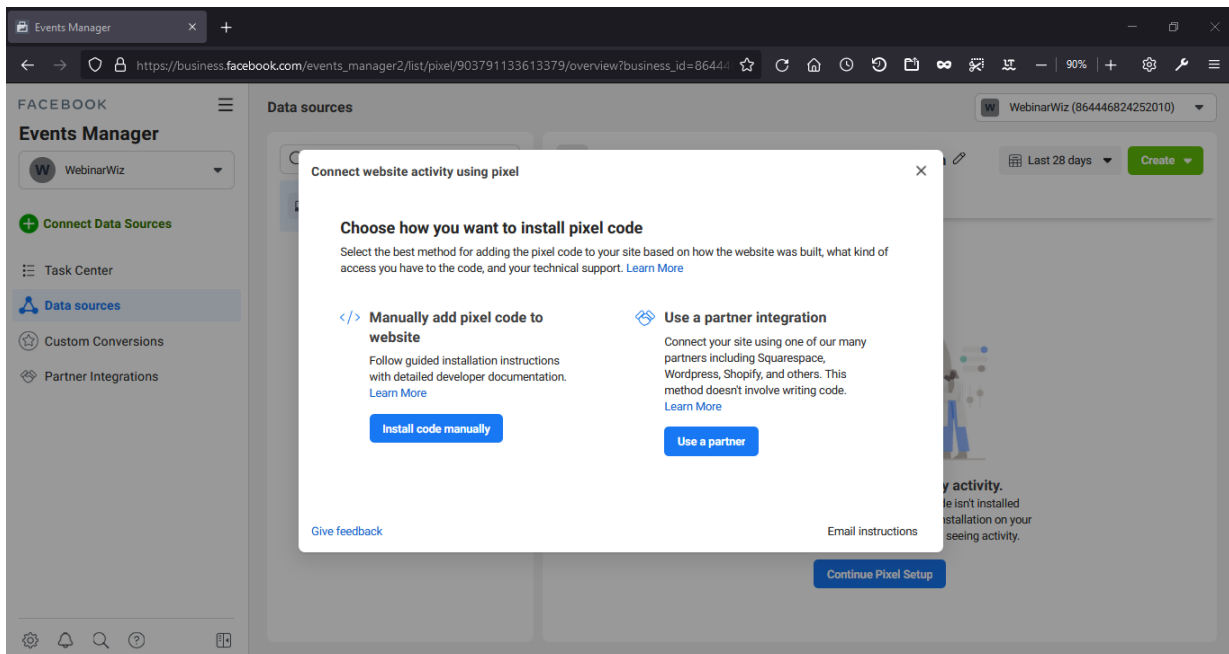
Give a name to your pixel and place the URL from your verified domain on Facebook.

Check the image reference:

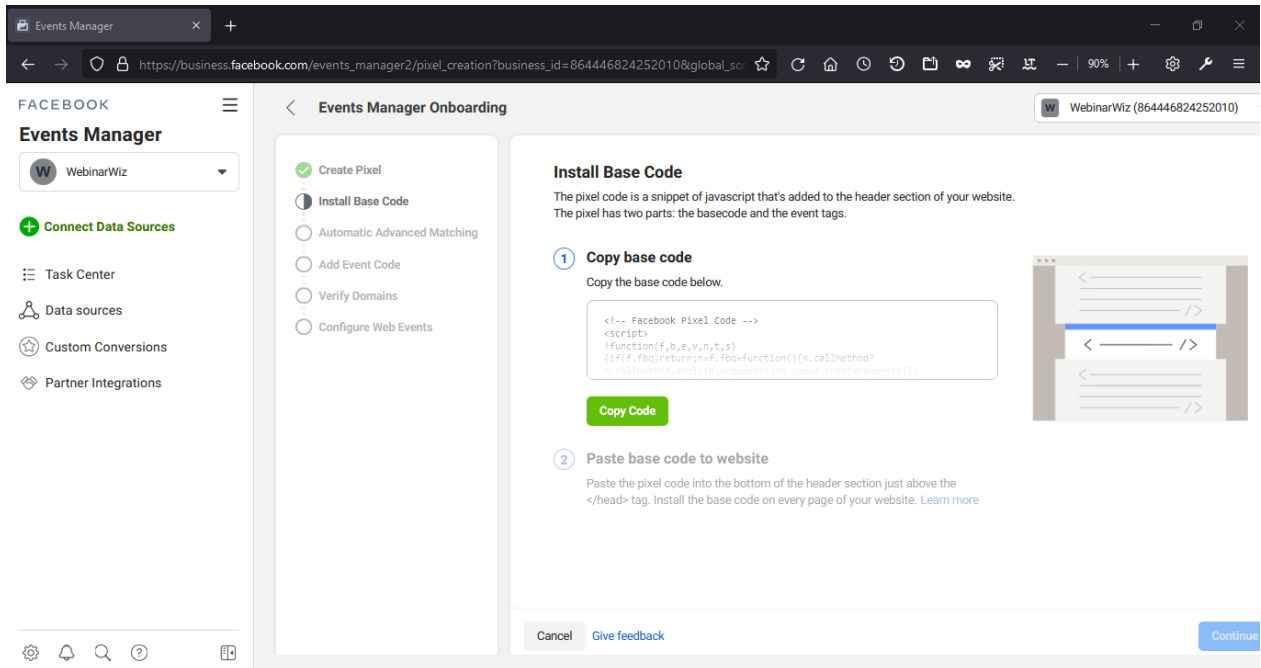


Select the “Next” button, and another popup will appear.

Check the image reference:



Select “Install Code Manually,” and it will redirect you to the following window:



The screenshot shows the Facebook Events Manager Onboarding interface. The left sidebar contains navigation options: Events Manager, WebinarWiz, Connect Data Sources, Task Center, Data sources, Custom Conversions, and Partner Integrations. The main content area is titled "Events Manager Onboarding" and features a progress list on the left with the following items: Create Pixel (checked), Install Base Code (selected), Automatic Advanced Matching, Add Event Code, Verify Domains, and Configure Web Events. The "Install Base Code" section includes the following text: "The pixel code is a snippet of javascript that's added to the header section of your website. The pixel has two parts: the basecode and the event tags." It then presents two steps: 1. "Copy base code" with a "Copy Code" button and a code snippet in a text area. 2. "Paste base code to website" with instructions to paste the code into the header section. At the bottom, there are "Cancel", "Give feedback", and "Continue" buttons.

**Install Base Code**

The pixel code is a snippet of javascript that's added to the header section of your website. The pixel has two parts: the basecode and the event tags.

1 **Copy base code**

Copy the base code below.

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s)
{if(!f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};

```

**Copy Code**

2 **Paste base code to website**

Paste the pixel code into the bottom of the header section just above the </head> tag. Install the base code on every page of your website. [Learn more](#)

Cancel Give feedback Continue

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:

The screenshot shows the Facebook Events Manager Onboarding interface. The left sidebar contains navigation options: Events Manager, Connect Data Sources, Task Center, Data sources, Custom Conversions, and Partner Integrations. The main content area is titled 'Events Manager Onboarding' and shows a progress list on the left with 'Install Base Code' selected. The main panel displays the 'Install Base Code' step, which includes a description of the pixel code and a 'Copy base code' button. Below this is a 'Paste base code to website' step with instructions on where to place the code. At the bottom right, there is a 'Continue' button.

Select the “Continue” button again for the next step:

The screenshot shows the Facebook Events Manager Onboarding interface at the 'Automatic Advanced Matching' step. The progress list on the left now shows 'Automatic Advanced Matching' as the current step, with 'Install Base Code' completed. The main panel provides information about using customer data for matching and includes a toggle switch for 'Turn on Automatic Advanced Matching'. At the bottom right, there is a 'Continue' button.

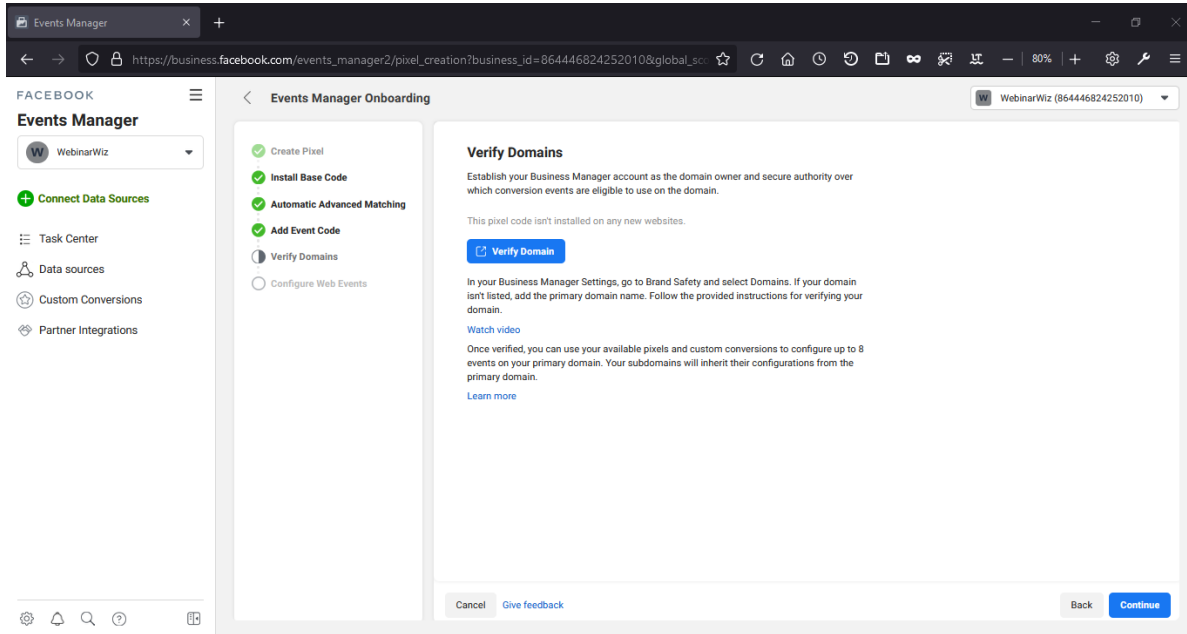
From here, you can turn on the “Automatic Advanced Matching” option:

The screenshot shows the Facebook Events Manager Onboarding interface. The left sidebar contains navigation options: Events Manager, Connect Data Sources, Task Center, Data sources, Custom Conversions, and Partner Integrations. The main content area is titled 'Events Manager Onboarding' and shows a progress list on the left with 'Automatic Advanced Matching' selected. The main panel is titled 'Automatic Advanced Matching' and includes a toggle for 'Turn on Automatic Advanced Matching' which is turned on. Below this is a section 'Verify the customer information you want to send' with several toggle options: City, State, ZIP/Postal Code, Country, Date of birth, Email, External id, Gender, First and last name, and Phone number. All these toggles are turned on. A note at the bottom states: 'This information will be hashed to better protect user privacy before it is sent to Facebook. Sensitive information, such as financial, health and government ID data will not be sent. Learn more'. At the bottom right, there are 'Back' and 'Continue' buttons.

Select the “Continue” button for the next step:

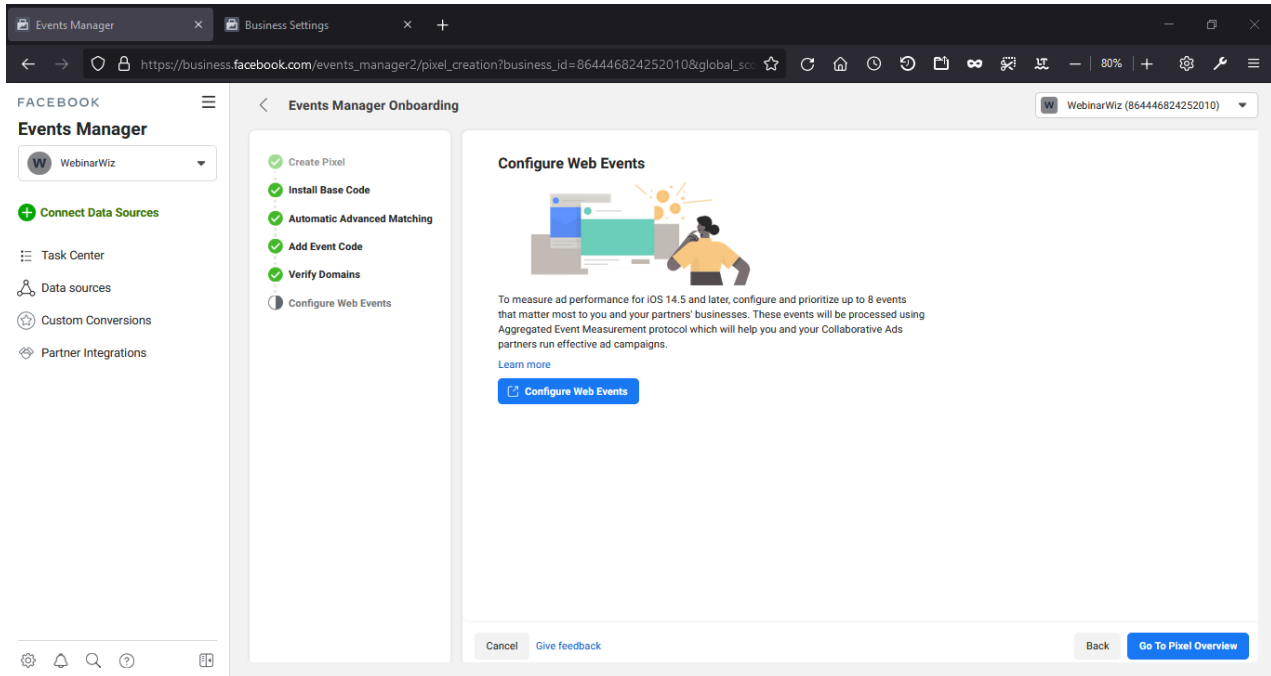
The screenshot shows the Facebook Events Manager Onboarding interface at the next step. The progress list on the left now shows 'Automatic Advanced Matching' as completed and 'Add Event Code' as the current step. The main panel is titled 'Add events using event setup tool' and includes a blue button 'Open Event Setup Tool'. Below this is a note: 'Please make sure your pixel has been installed properly before using the event setup tool'. At the bottom right, there are 'Back' and 'Continue' buttons.

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

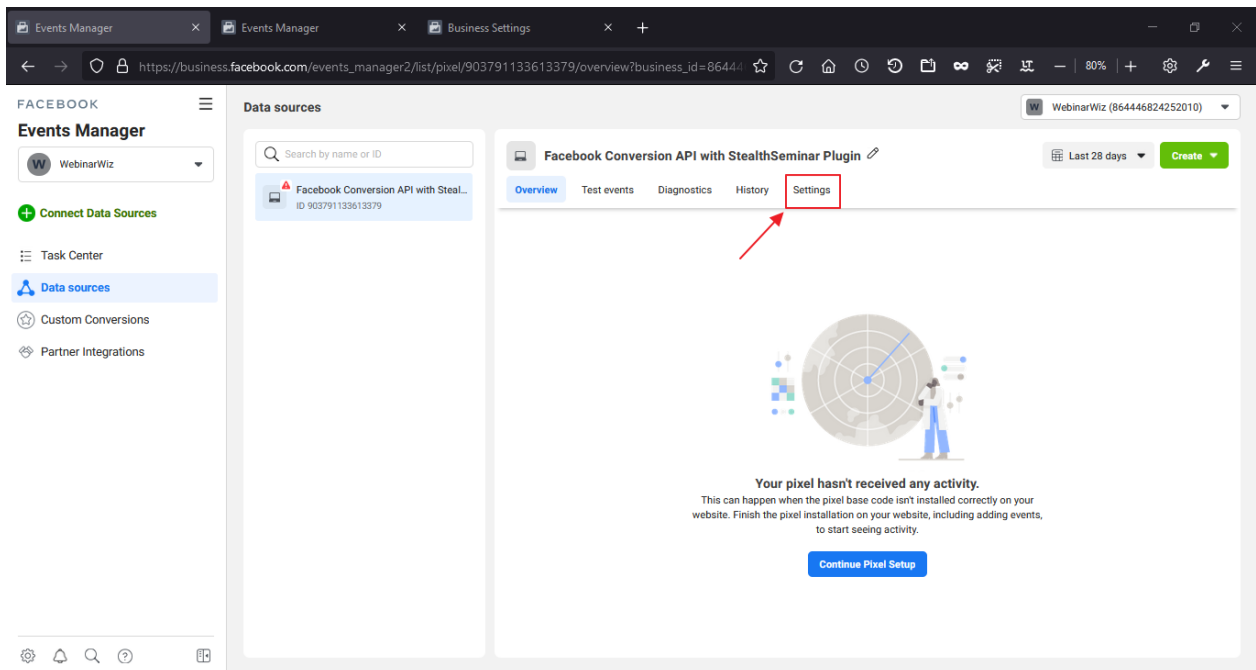


Select the “Continue” button again:



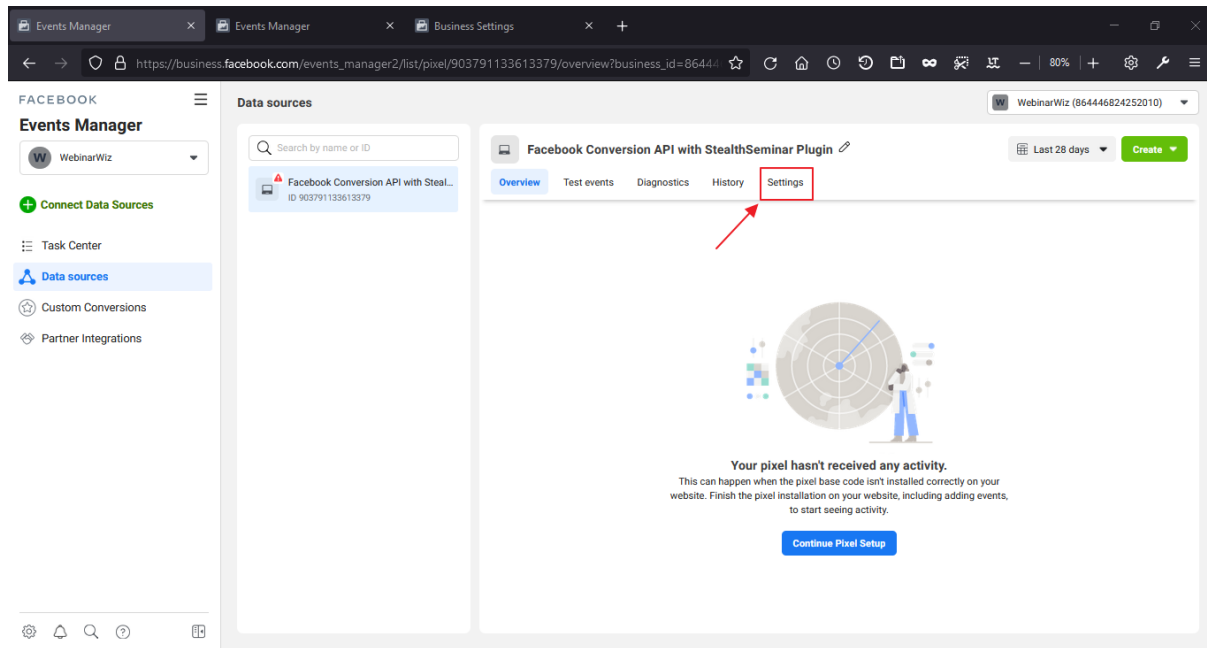


Now, select the “Go To Pixel Overview” button, and it will redirect you to the following window:



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:

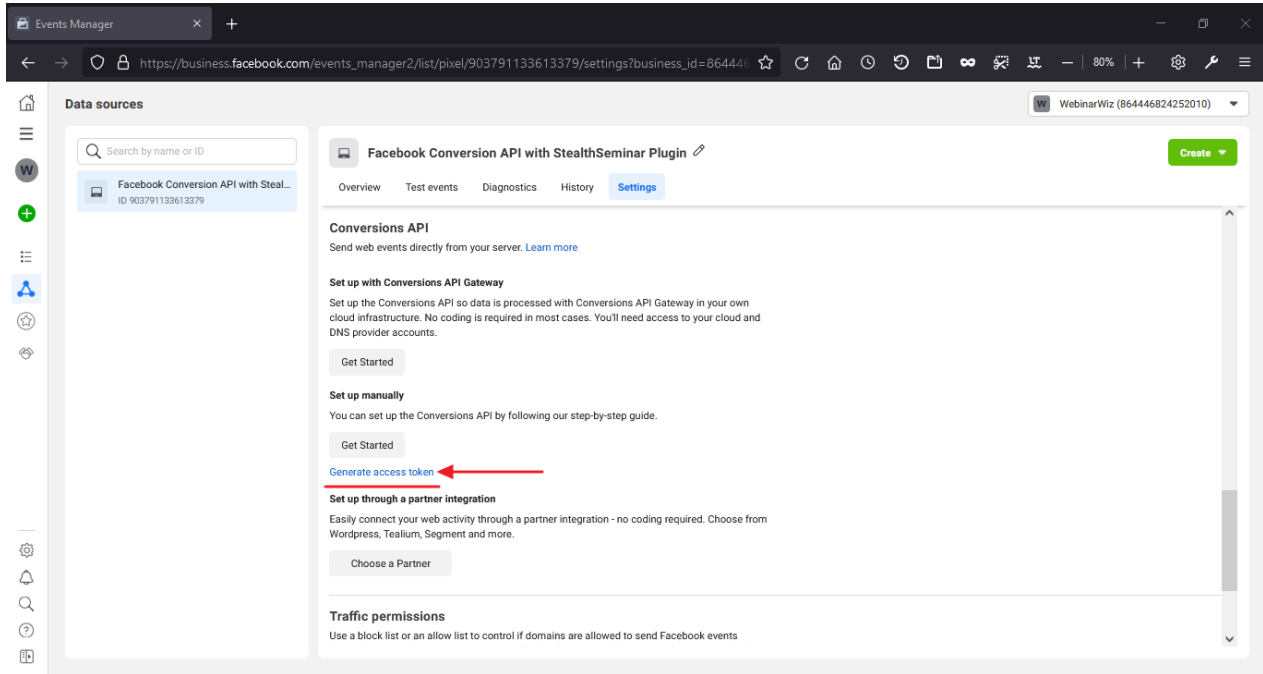


The page will look something like this:

The screenshot shows the Facebook Events Manager interface. On the left, there is a sidebar with navigation icons. The main content area is titled "Data sources" and contains a search bar and a list of data sources. One data source is selected: "Facebook Conversion API with StealthSeminar Plugin" with ID 903791133613379. The "Settings" tab is active, showing the "Details" section. The "Pixel ID" is displayed as 903791133613379, which is highlighted with a red box and a red arrow. Below this, the "Creator" is listed as Kim Pearce, created on Jan 8, 2022. The "Owner" is WebinarWiz with ID 864446824252010. The "Sharing" section includes options for "Business Manager accounts" and "Ad accounts".

From here we will get the “Pixel ID,” please scroll down until you see “Conversions API.”

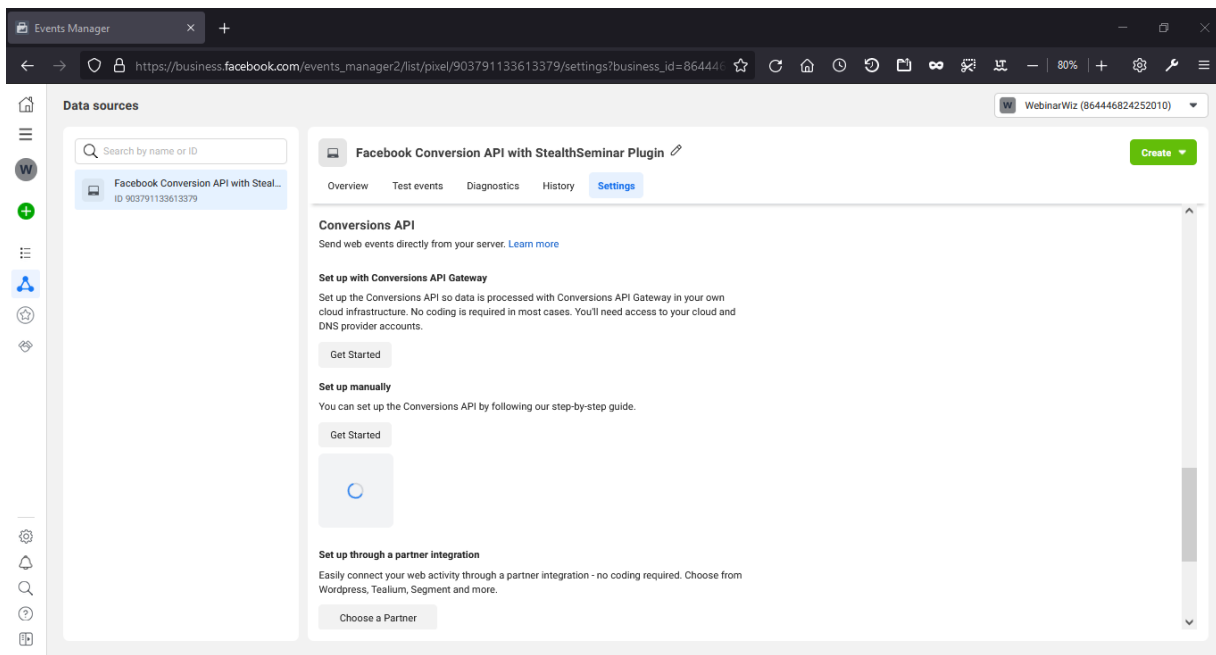
Check the image reference:



The screenshot shows the Facebook Events Manager interface. The main content area is titled "Facebook Conversion API with StealthSeminar Plugin" and has tabs for Overview, Test events, Diagnostics, History, and Settings. The "Settings" tab is active. Under the "Conversions API" section, there are three setup options: "Set up with Conversions API Gateway", "Set up manually", and "Set up through a partner integration". A red arrow points to the "Generate access token" link under the "Set up manually" section.

Click the link here to generate an ; itaccess token:

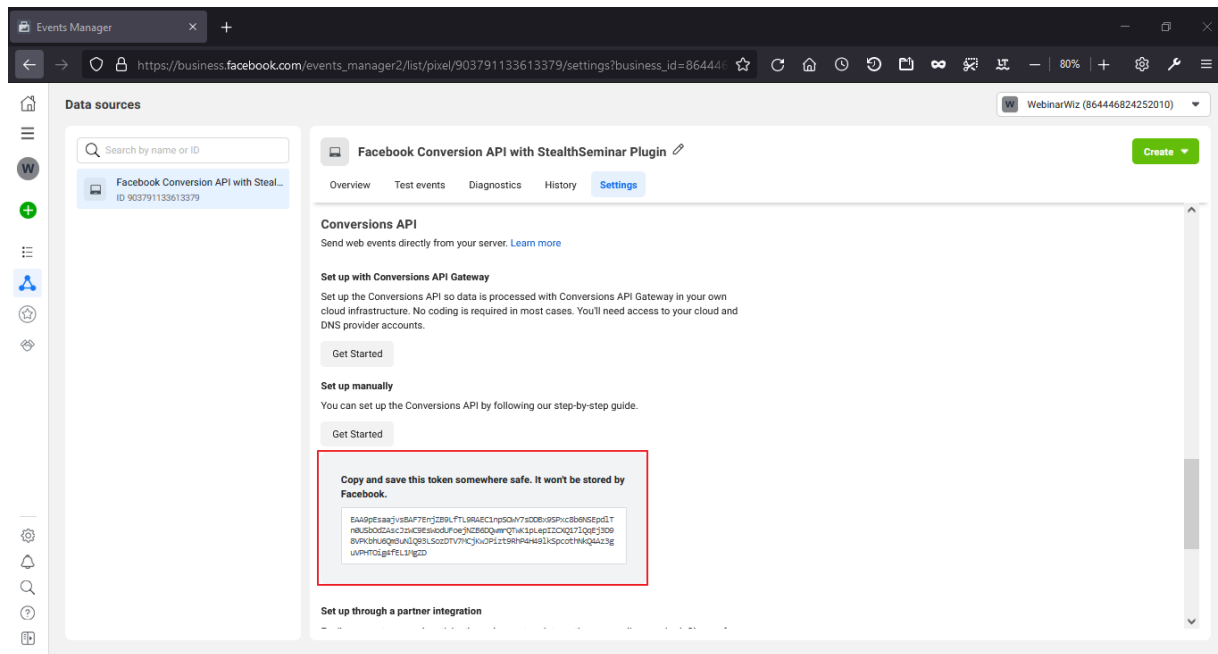
You will see a process is processing here:



The screenshot shows the same Facebook Events Manager interface as the previous one, but now a loading spinner is visible under the "Set up manually" section, indicating that the process of generating the access token is in progress.

After a few moments, the code will be generated.

Check the image reference:



Please go to your StealthSeminar Account's [Plugin Page](#).

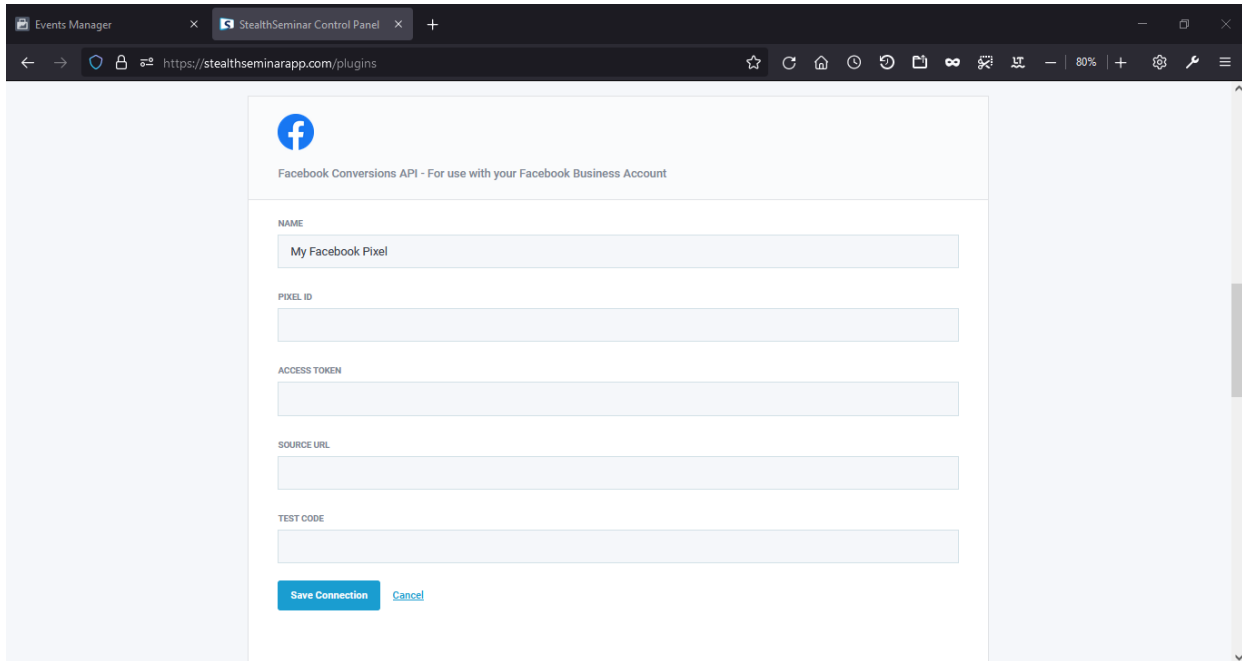
Check the image reference:

The screenshot shows the StealthSeminar Control Panel interface. At the top, there is a navigation bar with "My Webinars", "My Library", "Resources & Tools", and "Customer Support". A user profile dropdown menu is open, showing options: "New Webinar", "User Billing", "Marketing Plugins" (highlighted with a red box), "Custom Domains", "End Impersonation", and "StealthSeminar v5.46.2". A red arrow points to the "Marketing Plugins" option. Below the navigation bar, a blue banner indicates "Your StealthSeminar Professional Plan trial ends on: February 7th, 2022". A yellow warning box states: "There is no phone number associated with this account. Please add one in your User Account." The main section is titled "My Webinars" and includes filters for "VIEW: ALL ACTIVE" and "SORT BY: CREATED DATE". A single webinar is listed: "Facebook Conversion API with StealthSeminar Plugin", which is "Published" and was created on 01/08/2022. It includes links for "Registration Page" and "Webinar Watch Page", both with "Preview" and "Live" options. Below the webinar details, a table shows performance metrics: MONEY EARNED (Not Setup), REGISTERED (0), VIEWS (0), REPLAYS (0), and ENGAGEMENT (0). A "View Stats" link is also present.

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

The screenshot shows the "Marketing Plugins" section of the StealthSeminar Control Panel. It lists several plugins: "ConvertKit Tracking & Sequence Profiteer - For use with your ConvertKit Account", "Drip Webinar Tracking & Sequence Profiteer - For use with your Drip Account", "Facebook Conversions API - For use with your Facebook Business Account" (highlighted with a red box), and "Facebook Messenger Reminders - For use with your Facebook Page". The "Facebook Conversions API" plugin has a "Connect" button. Below it, a light blue informational box contains the text: "Please visit our helpful knowledge base article on how to integrate with the Facebook Conversions API: [Knowledge Base](#)".

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



Facebook Conversions API - For use with your Facebook Business Account

NAME  
My Facebook Pixel

PIXEL ID

ACCESS TOKEN

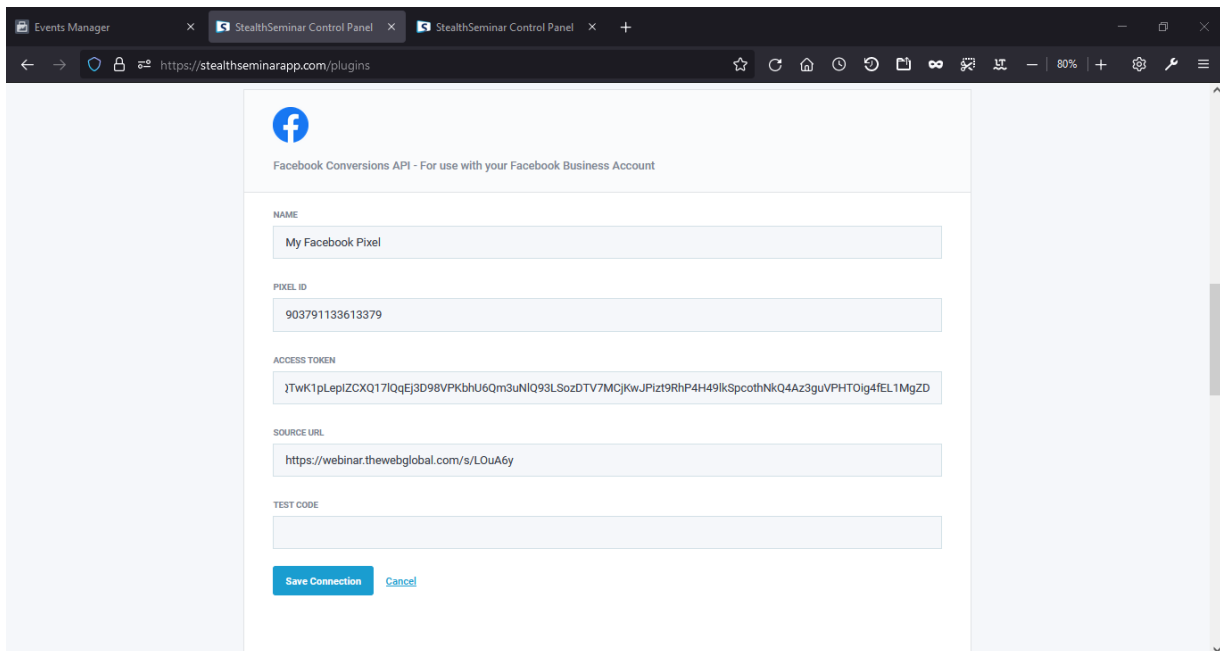
SOURCE URL

TEST CODE

Save Connection Cancel

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:



Facebook Conversions API - For use with your Facebook Business Account

NAME  
My Facebook Pixel

PIXEL ID  
903791133613379

ACCESS TOKEN  
jTwk1pLepIZCXQ17lQqEj3D98VPkbuH6Qm3uNIQ93LSozDTV7MCjKwJPIz19RhP4H49lkSpcothNkQ4Aa3guVPHTOig4fEL1MgZD

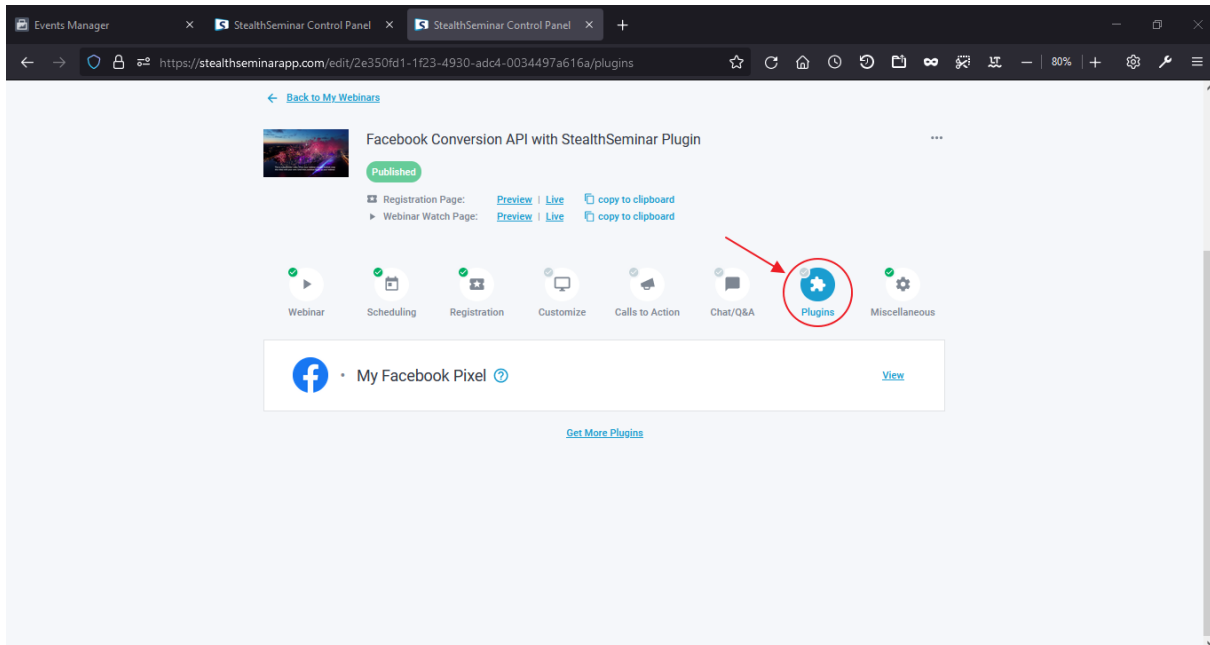
SOURCE URL  
https://webinar.thewebglobal.com/s/LOuA6y

TEST CODE

Save Connection Cancel

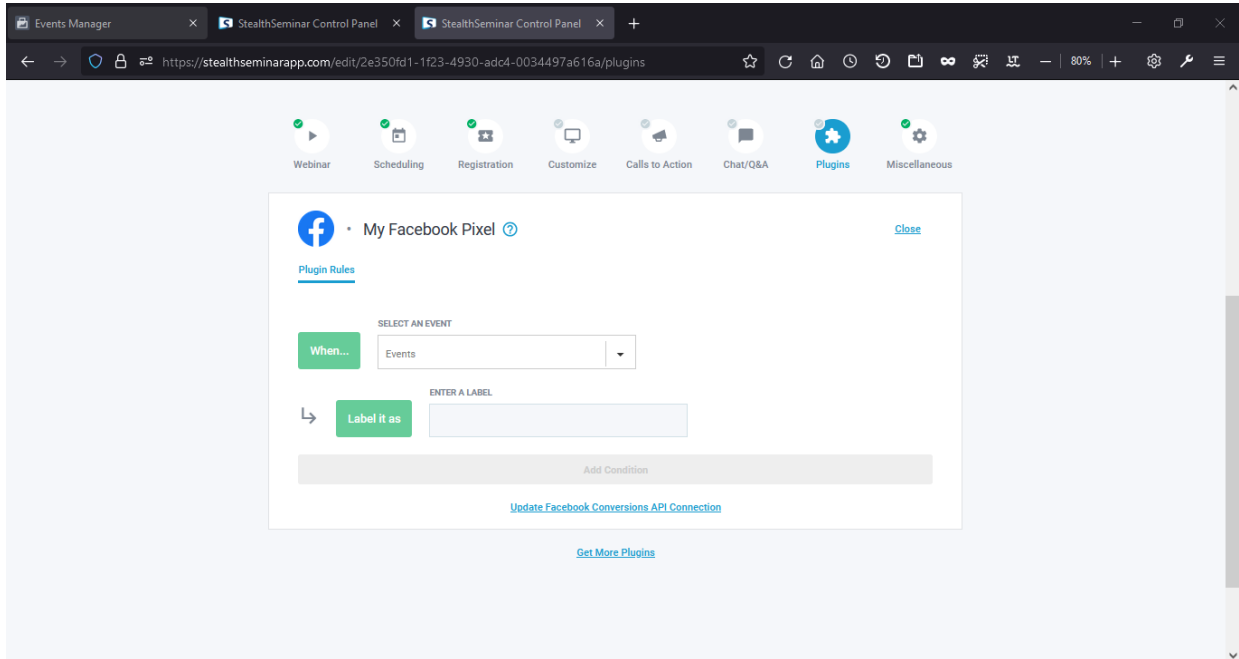
Test Code is something for a quick test of the Conversions API, it is not essential for the setup, but we will do that later. For now, we are going to save the connection and go for the next step.

Now, if we check the webinar editor's "Plugin" section, we will see that the plugin is added.



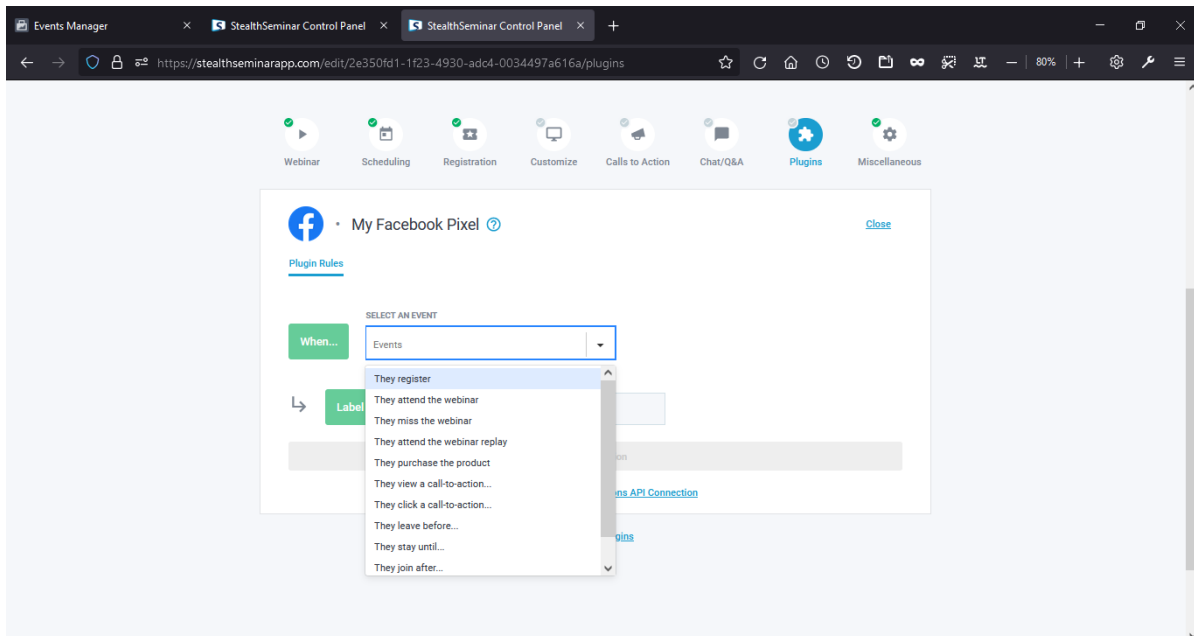
If we select the view link from here, we will see something like this:



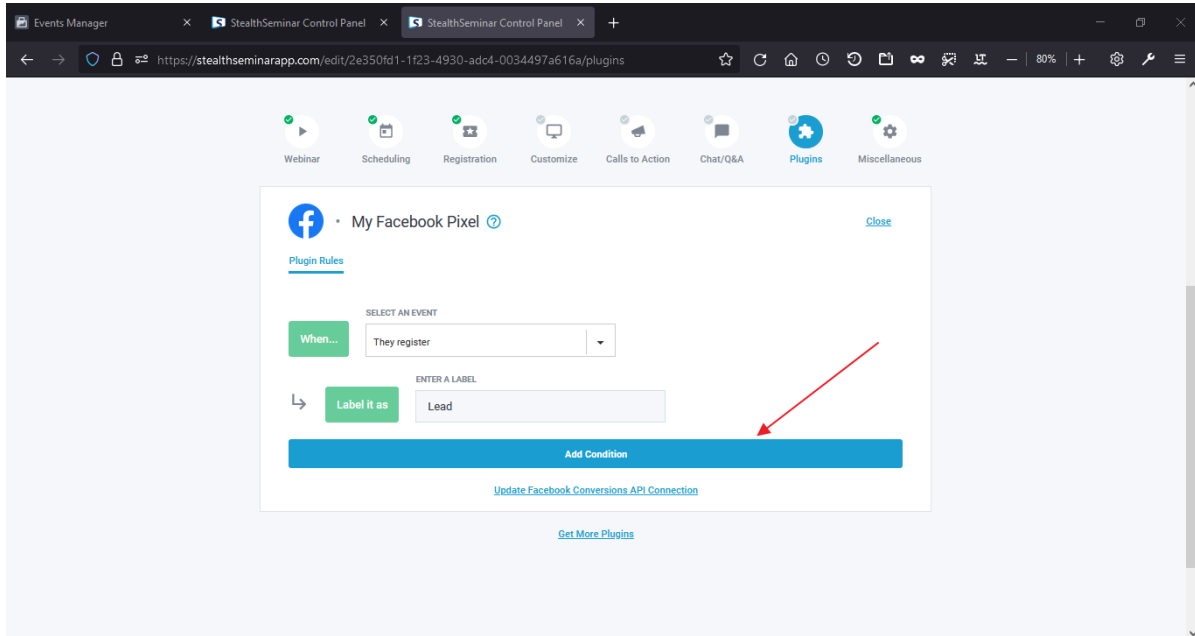


From here, you will be able to add or select an event and enter a label that you want to use.

Check the image reference:

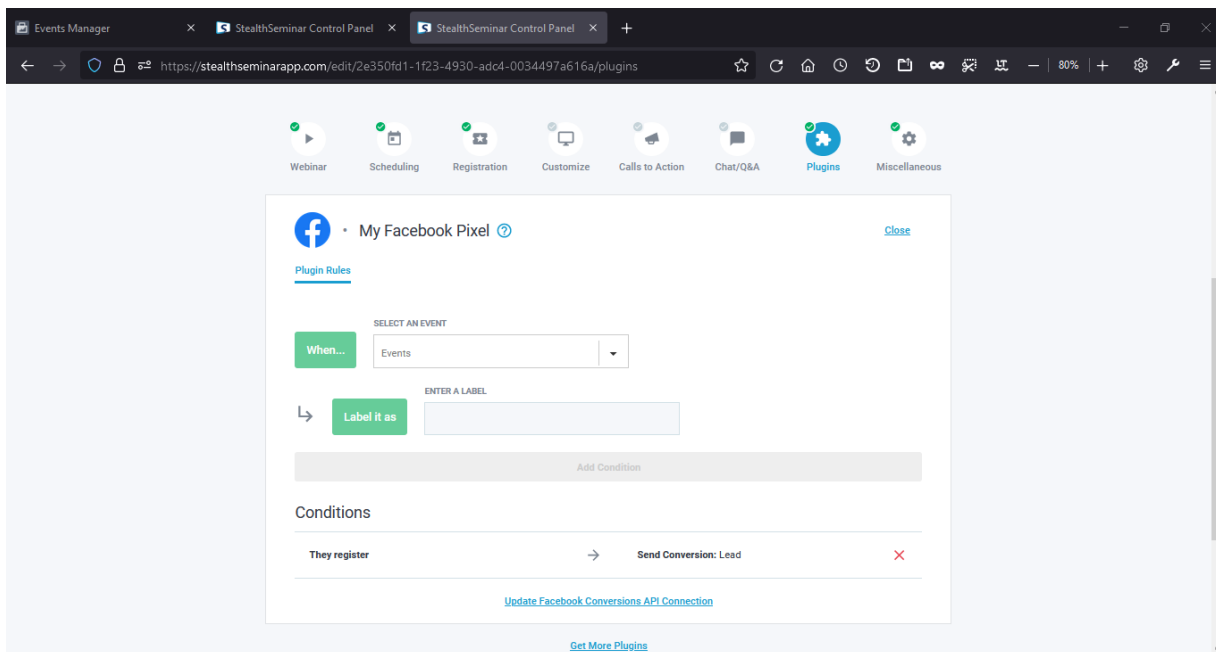


It will look like this:

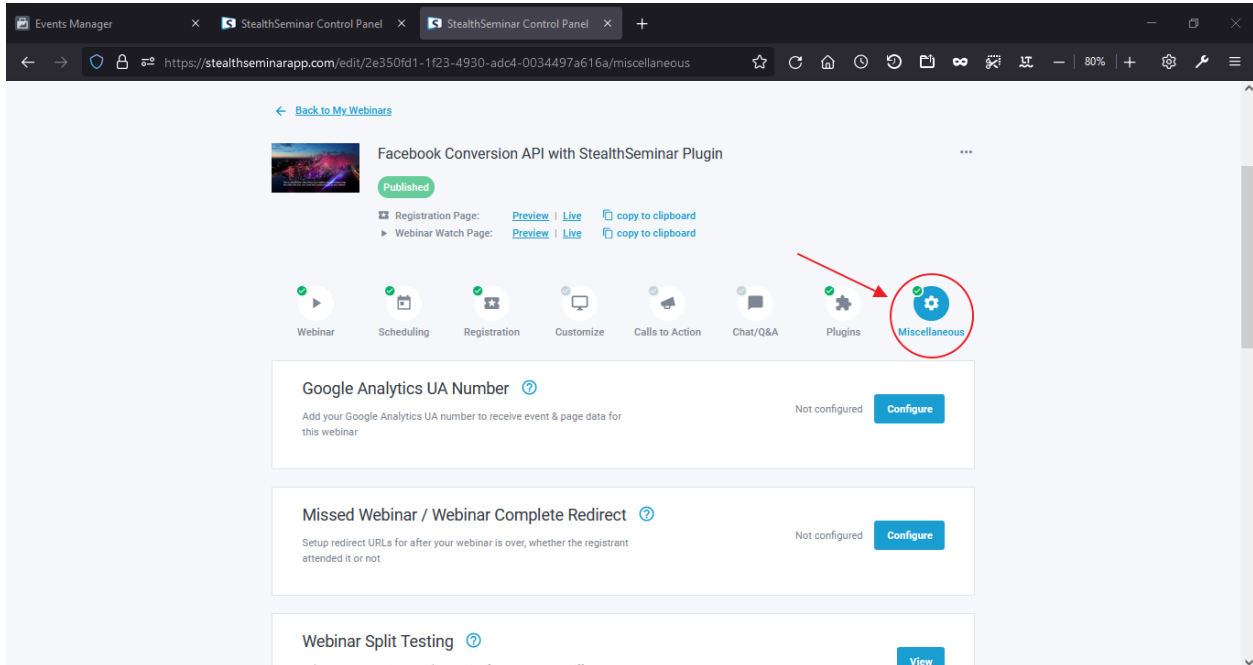


After configuring the setup with labeling the event, select “Add Condition.”

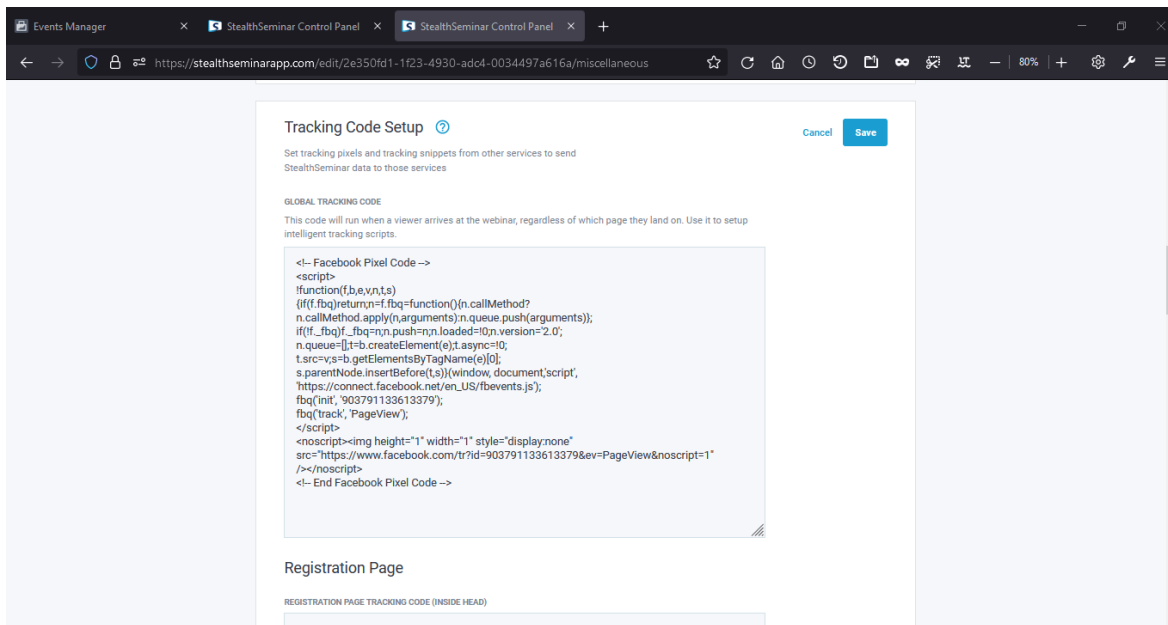
The configuration will be saved and will look like this:



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:

The screenshot shows the Facebook Events Manager interface. The main heading is "Facebook Conversion API with StealthSeminar Plugin". Below this, there are tabs for "Overview", "Test events", "Diagnostics", "History", and "Settings". The "Test events" tab is selected, and a red arrow points to it. The section is titled "Test Your Events" with the instruction "Check that your events are received correctly. [Learn more](#)". Below this is an illustration of two people in lab coats looking at a screen. Underneath is the "Test Event Instructions" section, which contains two sub-sections: "Test Browser Events" and "Test Server Events". The "Test Browser Events" section has a text box for "Enter website URL" and an "Open website" button. The "Test Server Events" section lists steps for testing on a server and includes a red box around the test code "TEST78925" with a red arrow pointing to it.

From here, we will copy the Code for text:

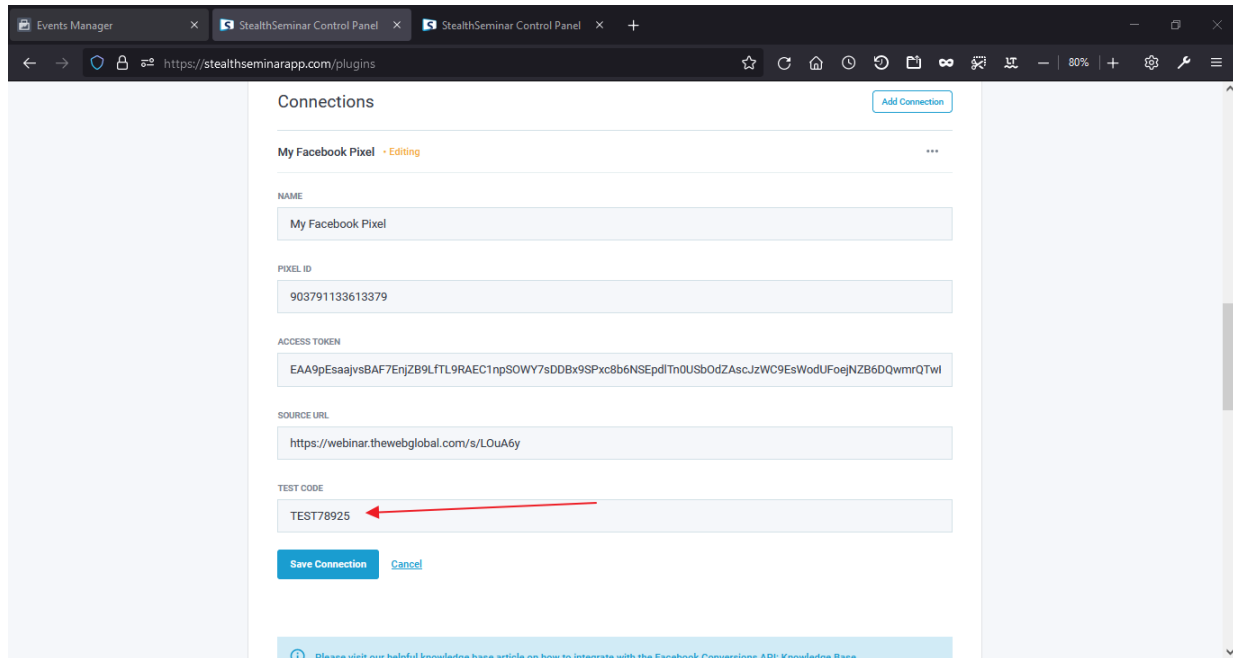
This screenshot is a closer view of the "Test Server Events" section. It shows the following text: "Follow these steps on your terminal or in the [Graph API Explorer](#) to start seeing activity." followed by a numbered list:
 

1. Within your server's payload, add the 'test\_event\_code' to the event you want to test.
2. Copy and paste the test code below as a value for your test\_event\_code parameter. For example: (test\_event\_code: TEST78925)
3. Send the payload. If the payload is received correctly, it'll appear on this screen.

 A red box highlights the code "TEST78925" in the second step, with a red arrow pointing to it from the right. At the bottom of the section, there is a "Help" link and a "Give feedback" link.

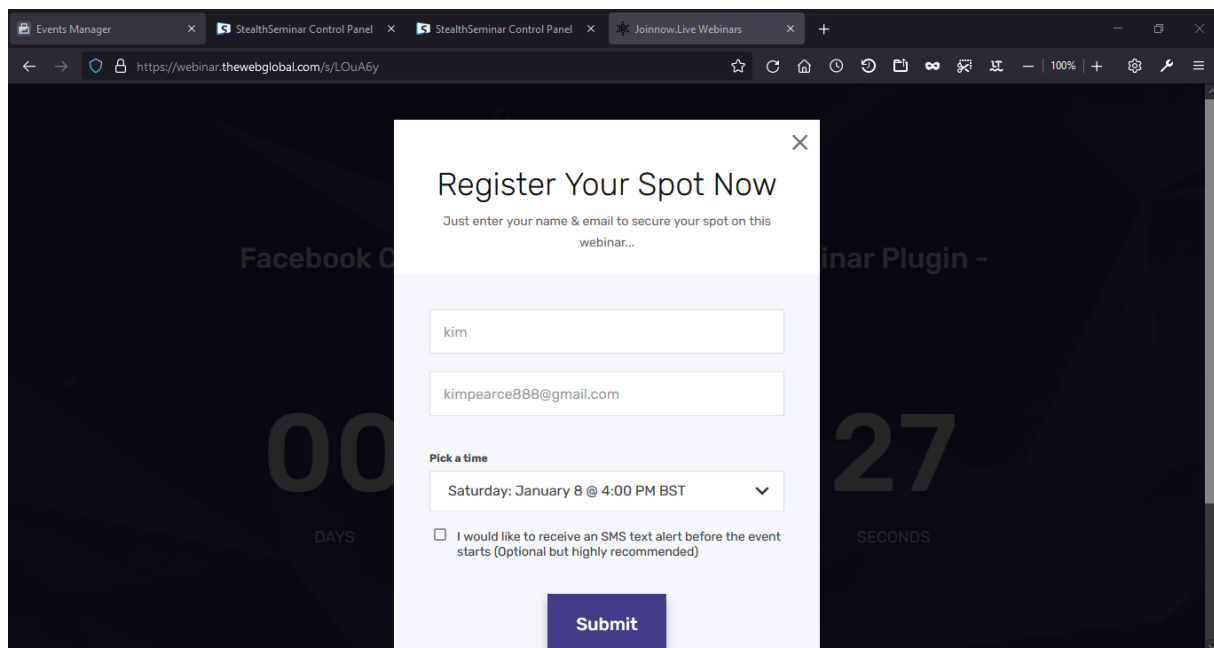
Now, we will place the code on, Miscellaneous > Facebook Conversions API –  
For use with your Facebook Business Account > Test Code

Check reference image:

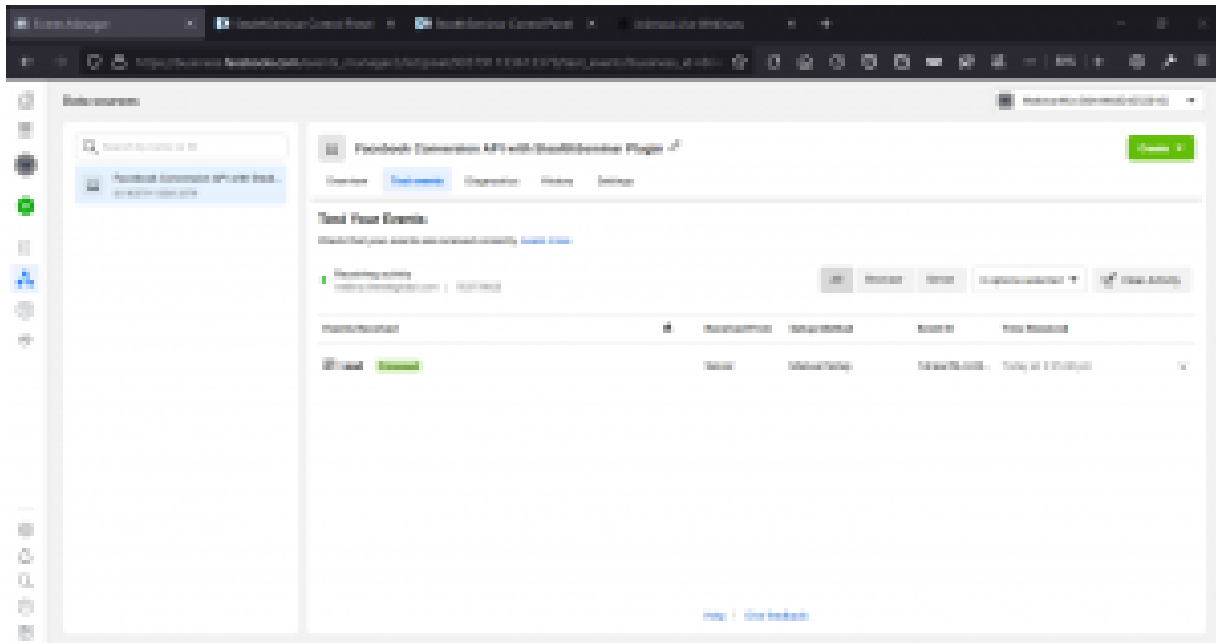


Afterward, save the configuration from here.

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.