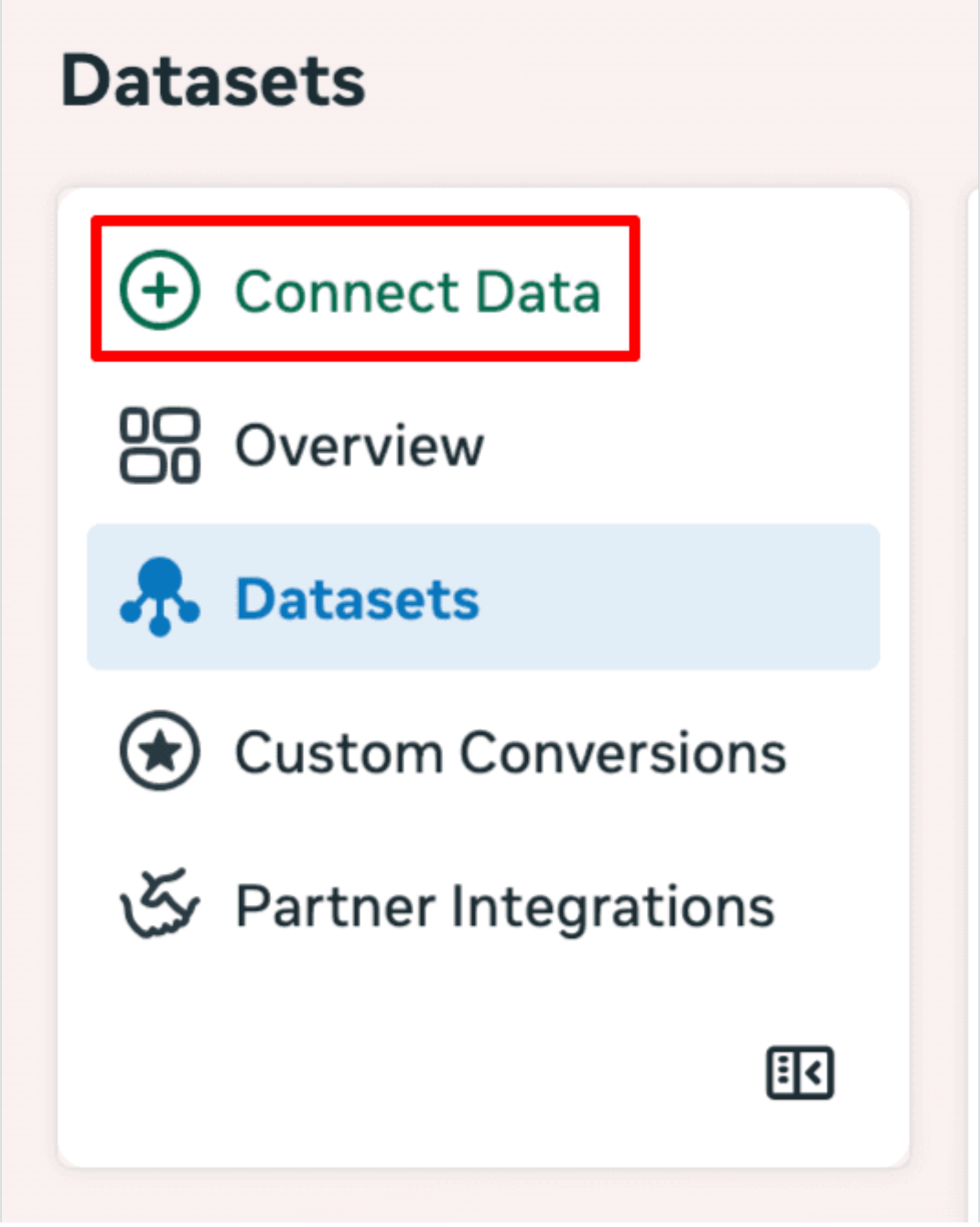
Meta Web-to-App Setup

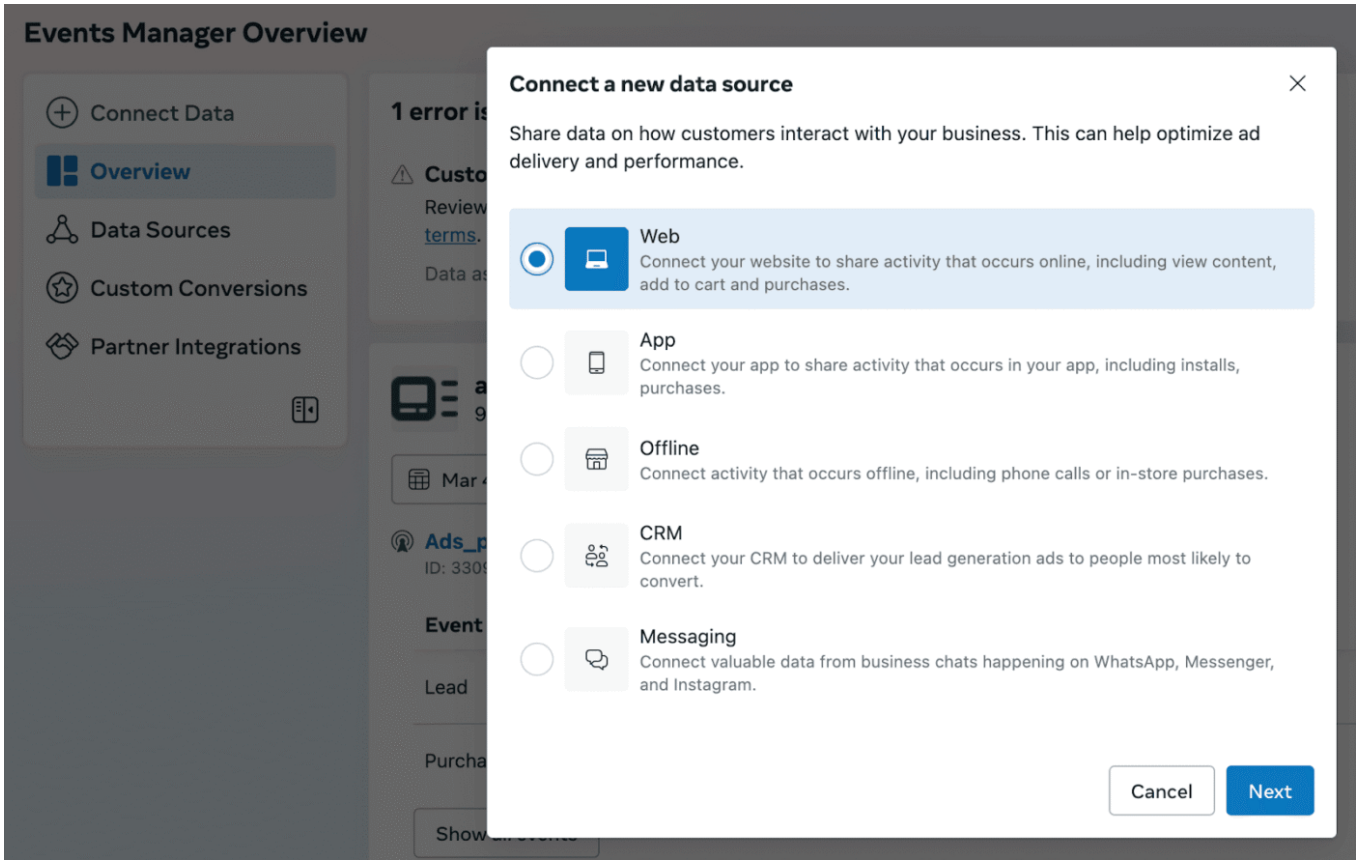
Channel Setup · https://tenjin.com/tr/docs/web-to-app-meta-pixel-setup/

Meta Event Manager Configurations

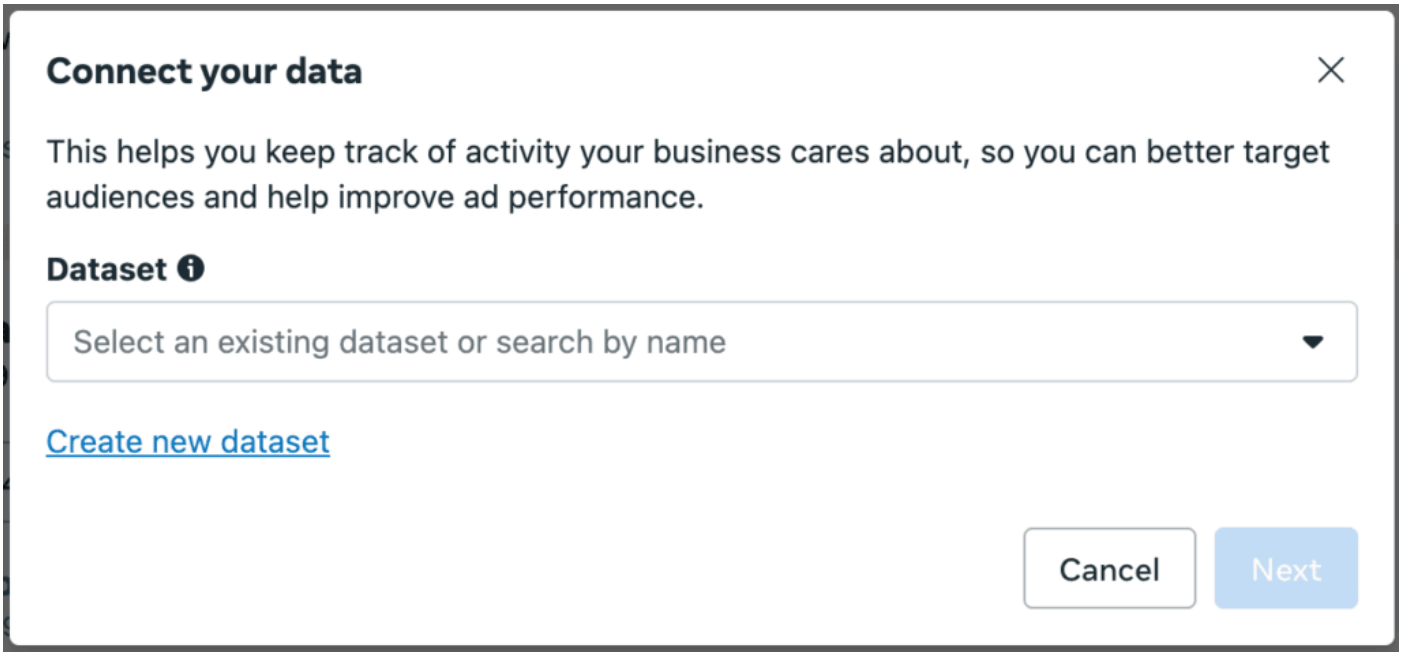
- Login to your Meta event manager.
- Click "Connect Data" to connect a new data source.



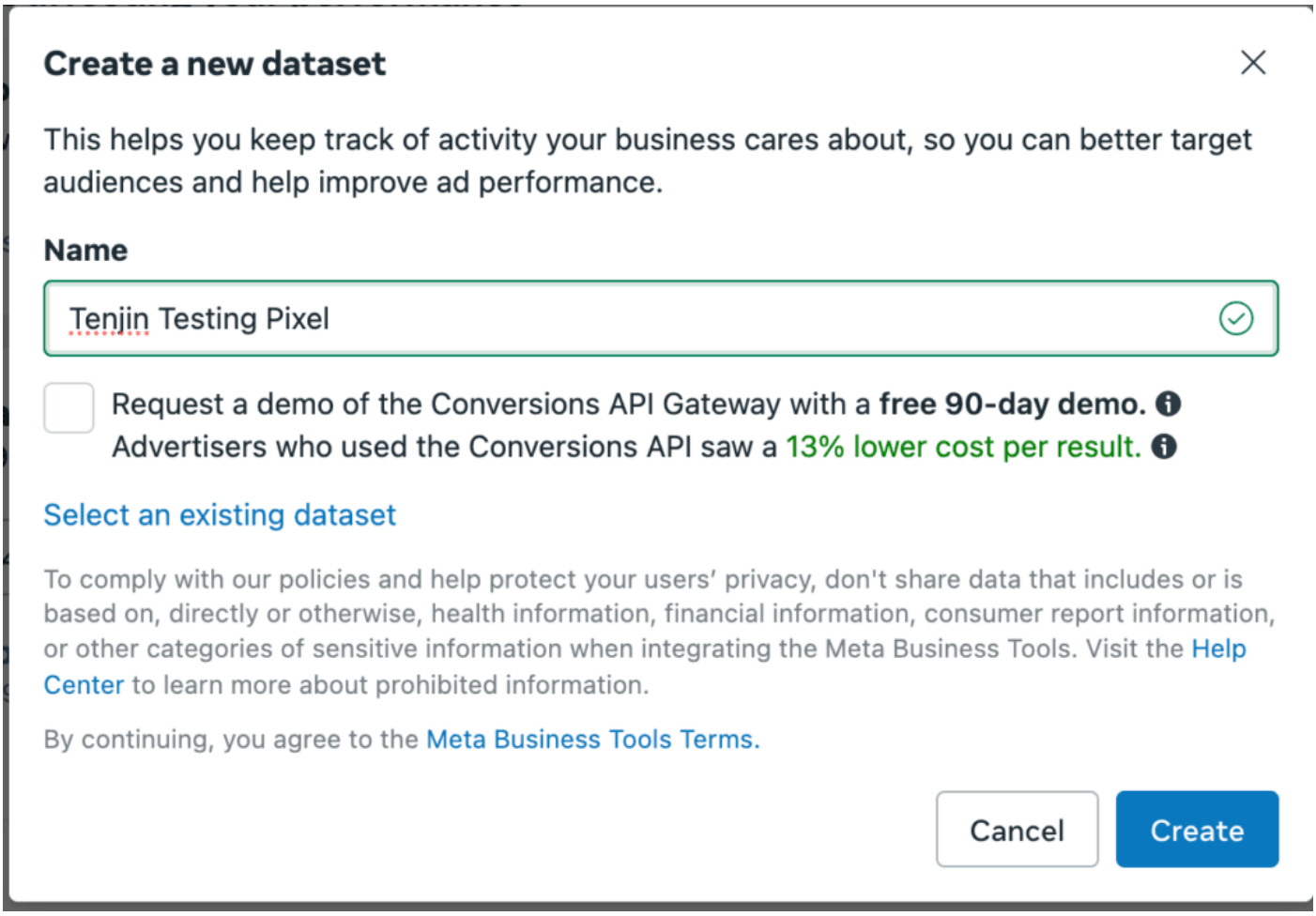
- Choose the "Web" option.



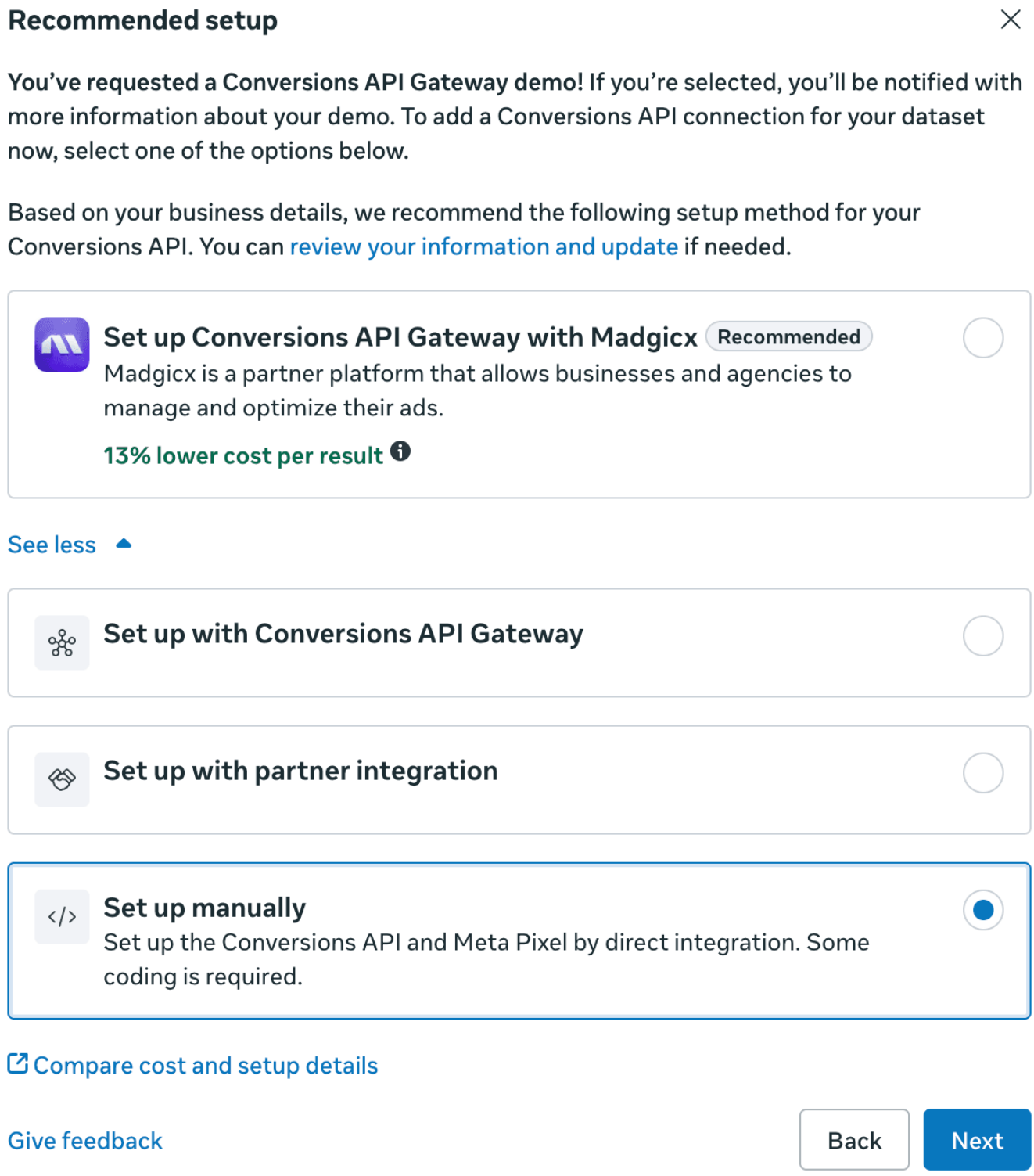
- Create or select your existing dataset (If you have created a pixel already).



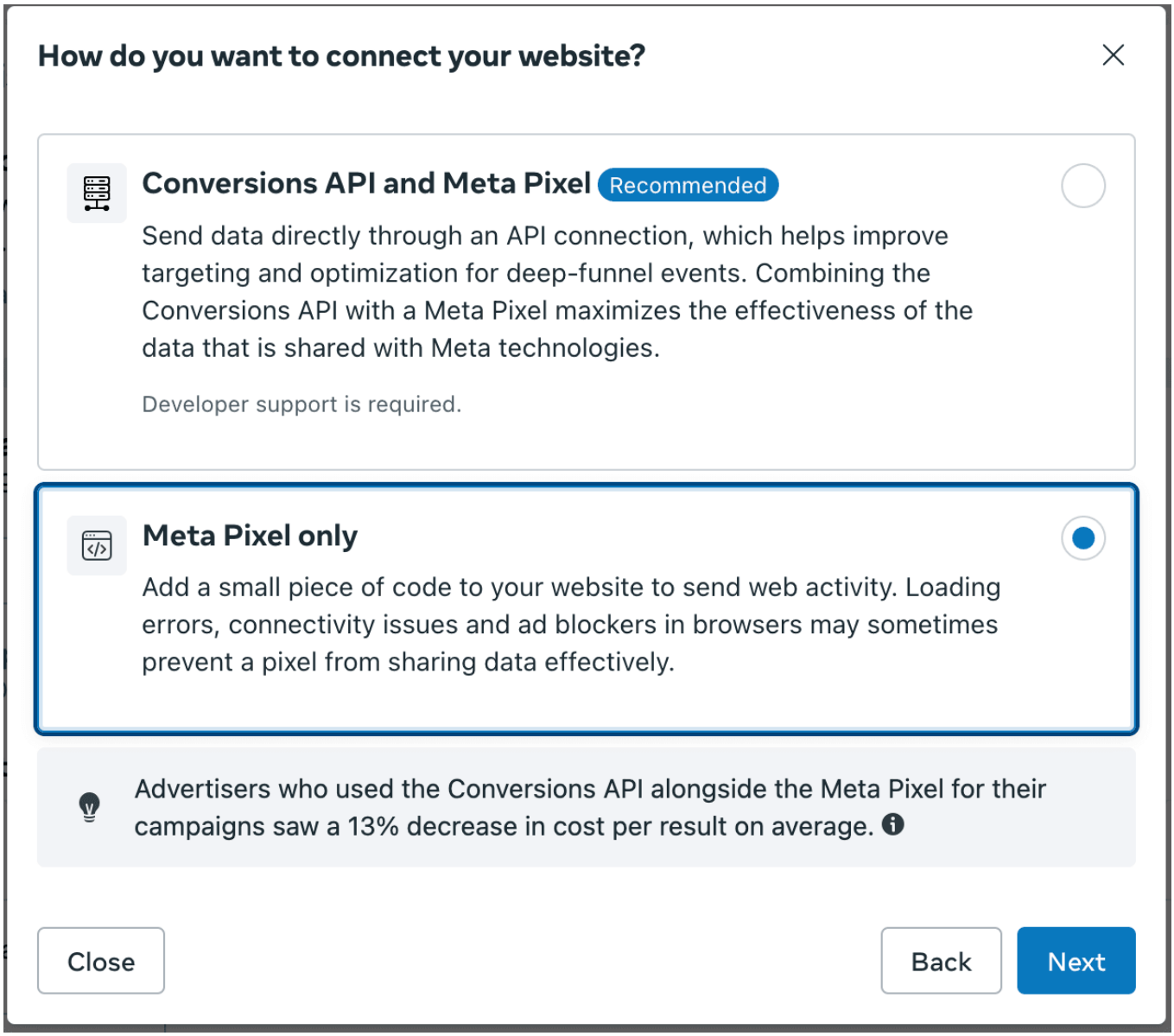
- If you choose to create a new dataset, define a name first.



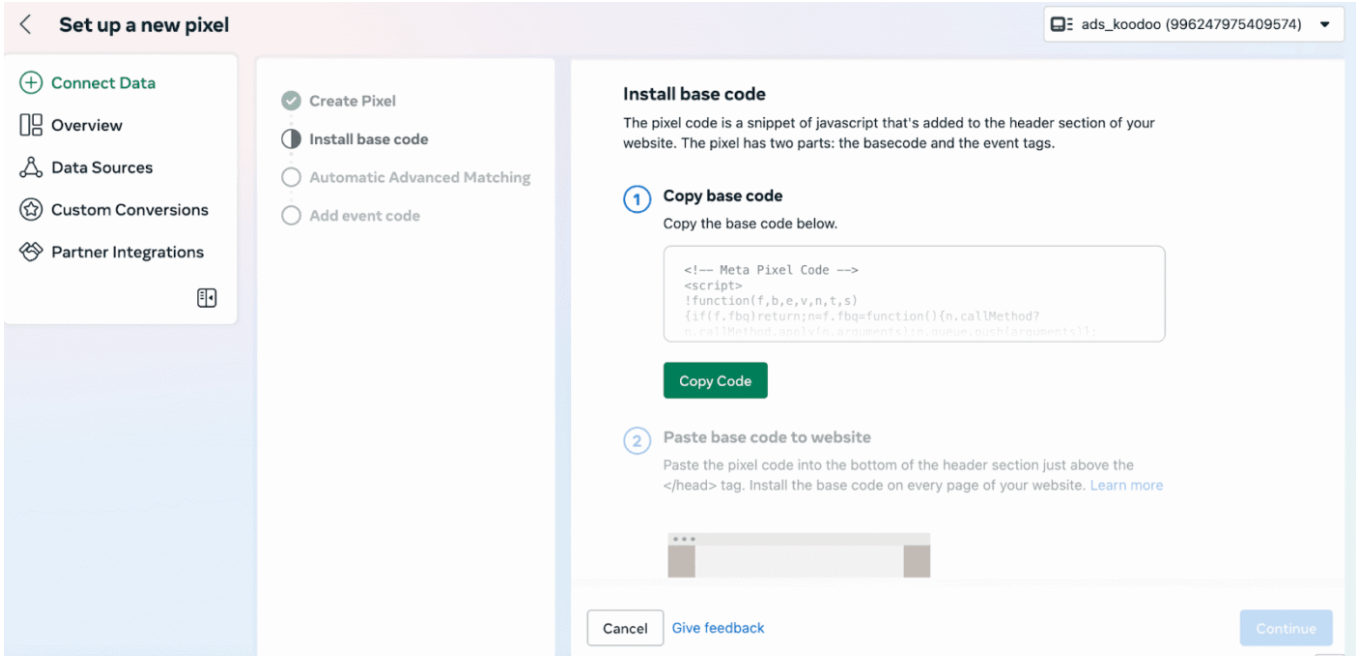
- Choose "Setup manually".



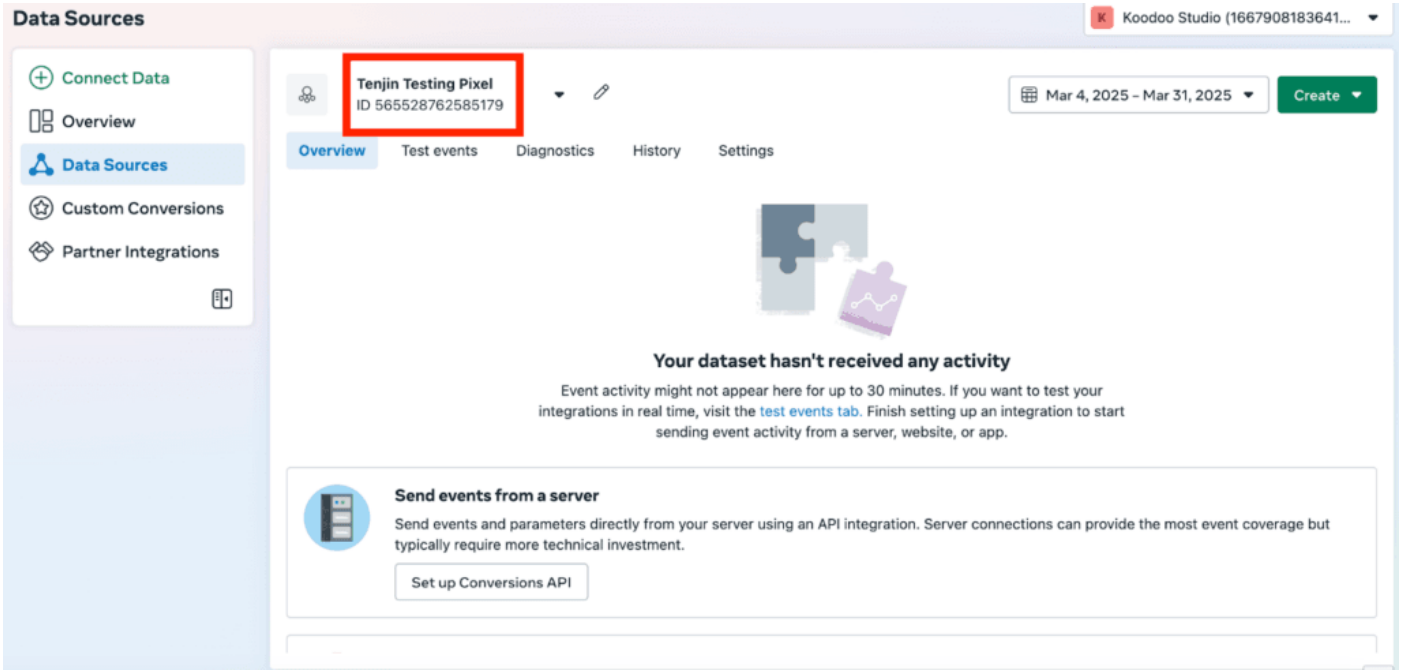
- Choose "Meta Pixel only" option.



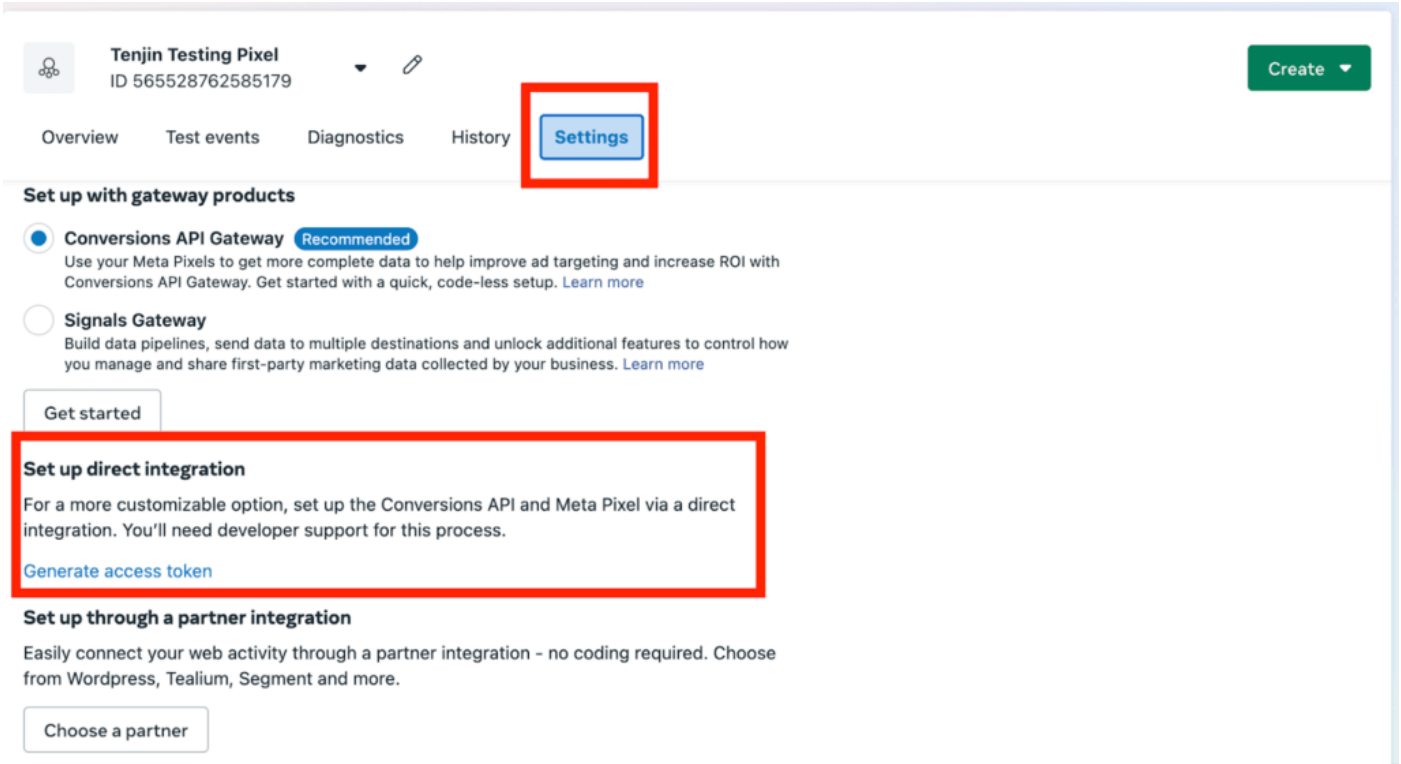
- Then you will be redirected to the Pixel installation page, as shown below:



- Follow each step, just click "Continue", then you will find your Pixel created with ID listed as below:



- You can then generate your access token under the "Settings" tab, as shown below:



- After you click "Generate Access Token", you will see your token as shown below.

Set up direct integration

For a more customizable option, set up the Conversions API and Meta Pixel via a direct integration. You'll need developer support for this process.

Copy and save this token somewhere safe. It won't be stored by Facebook.

```
EAAQJr9fIgcEBO117N9jhTcmqgyD5NBaDMWjmX4RHHjgtFcZCvZ
AnfVqt19Gf5sAi7GfLVU2Aqe6tQCrAFTllMoZBwRV4FaBkn4Fzk
HLZBMcqNpnIymXBLPZCNQjCqMy48fp300ZCkAK6XZB4R7IbCrpw
N8GnGulKCvJLJP19ez9nYRNP1Ph4vZBoKAtj8NjVlvAf4wZDZD
```

Please save your Pixel ID and access token for further configuration.

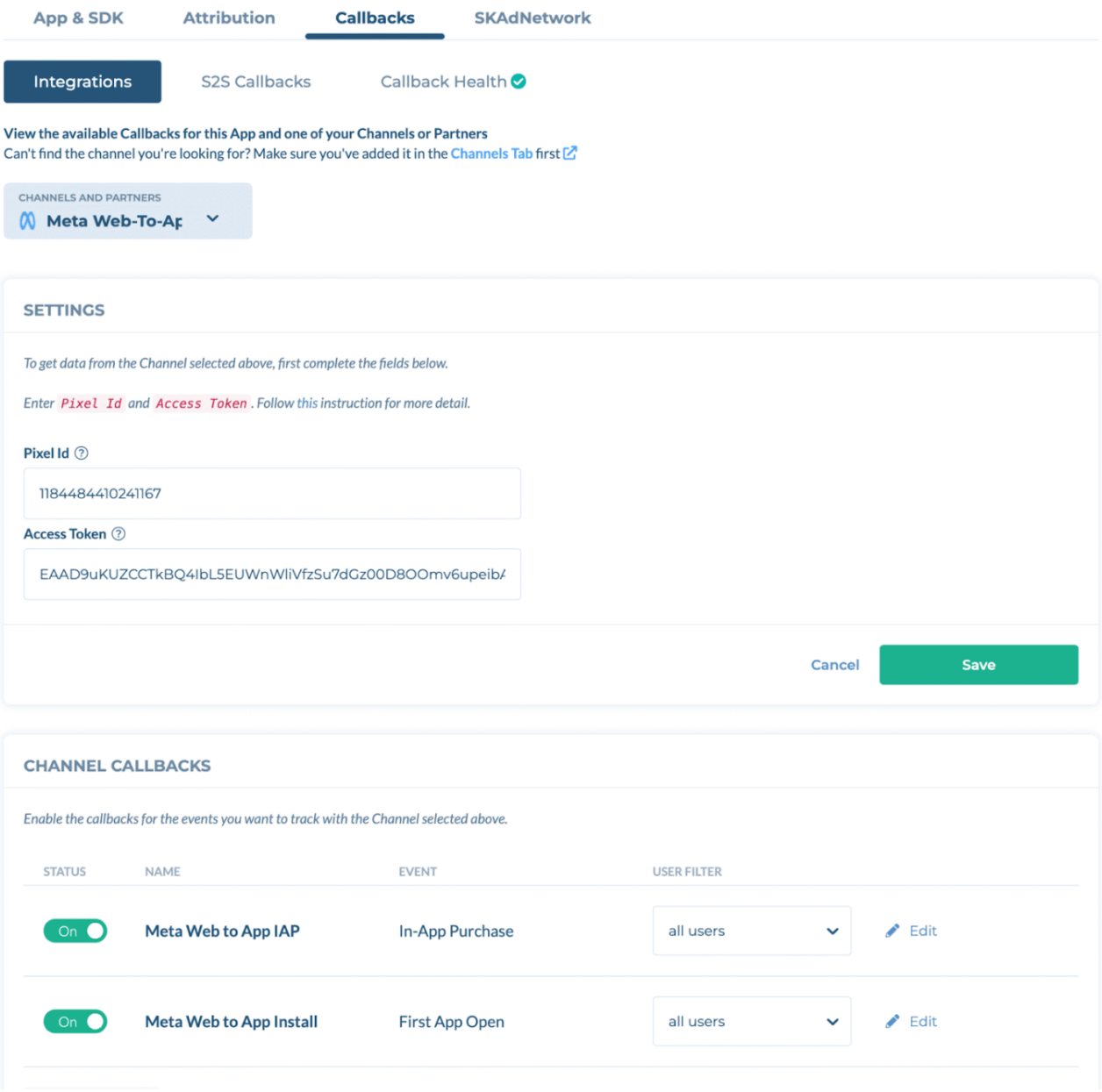
Configuration on Tenjin dashboard

- Add Meta Web-to-App channel to Tenjin.
- Create a campaign in the campaigns page and copy the tracking link as below. bFpF2uljcAyfPCzwUJ0tuZ in the URL will be a unique ID for your Tenjin account.



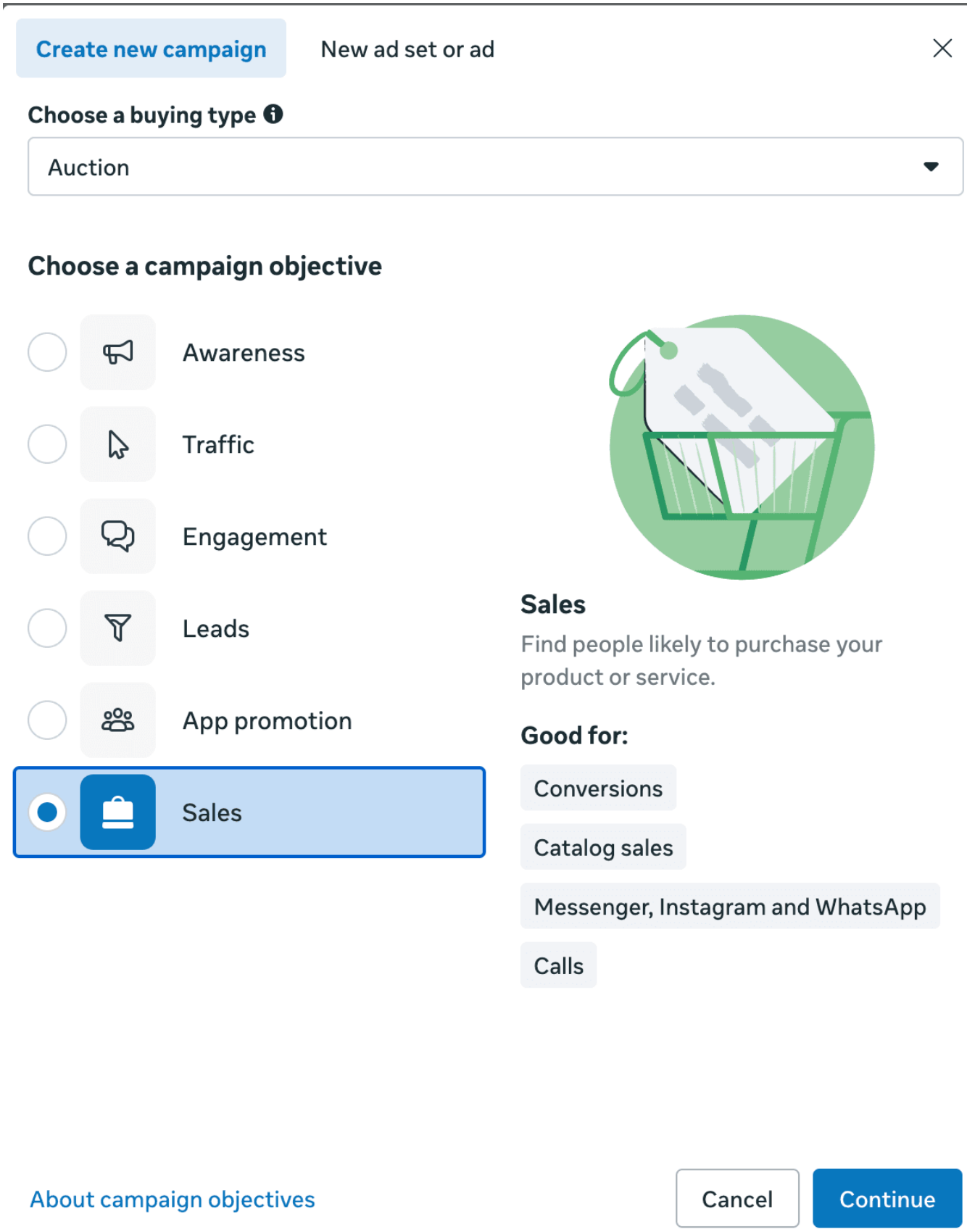
- Turn on the Meta Web-to-App Callback:
  - Meta Web to App IAP

- Meta Web to App Install (optional)
- Meta Web to App Custom Event (optional)

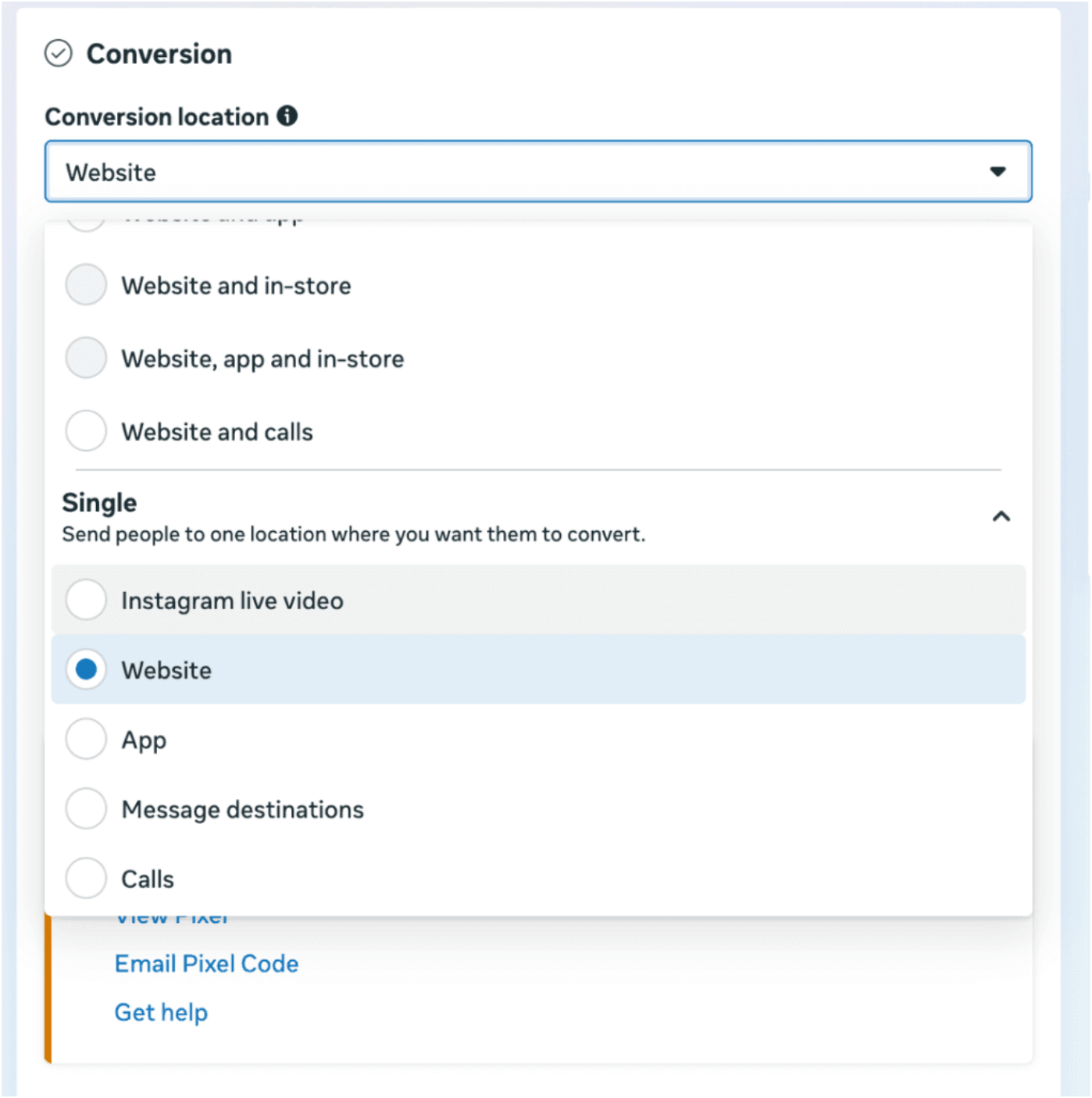


Meta Ads Manager

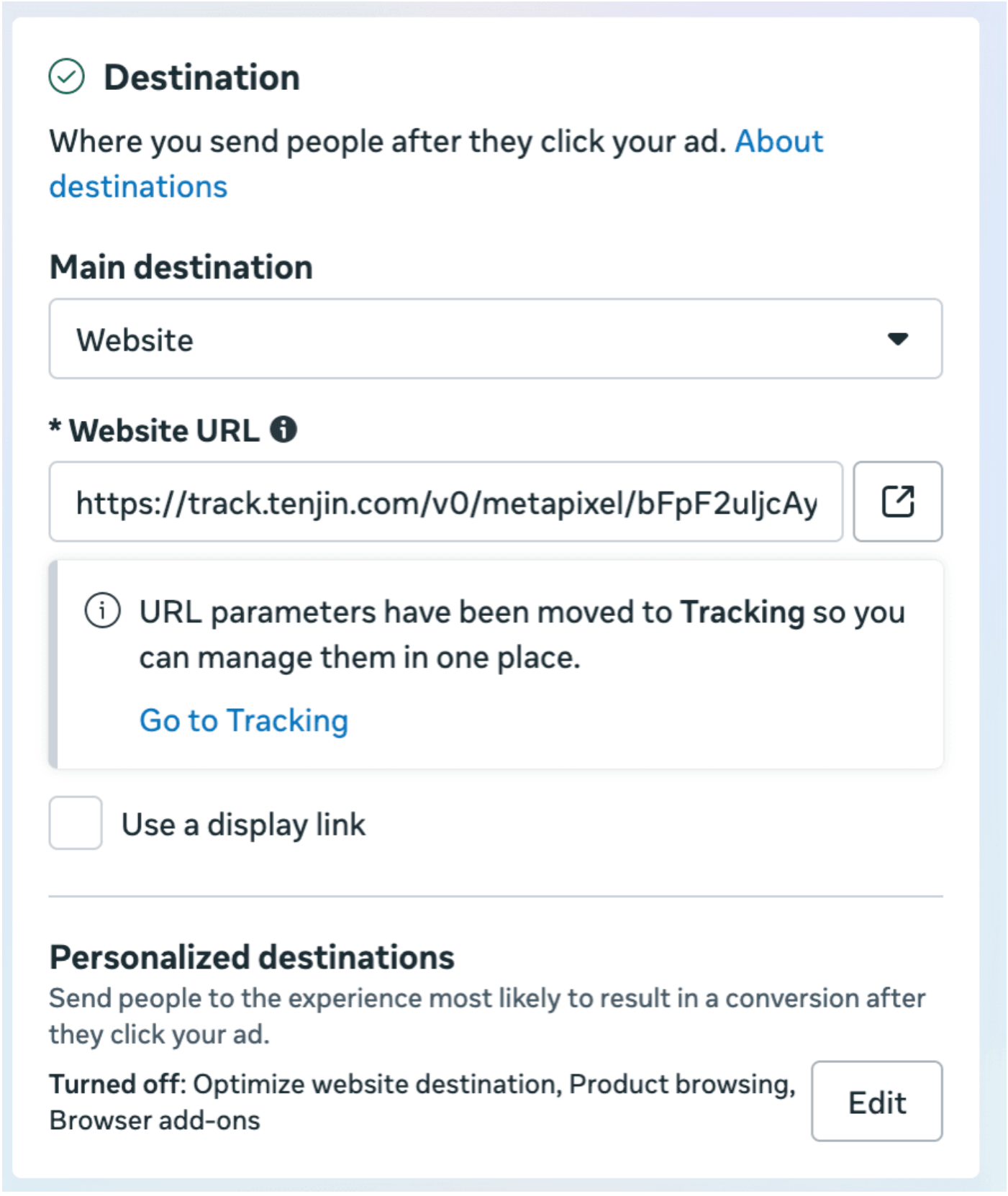
- Choose a "Sales" objective when you create a campaign on Meta Ads Manager.



- At the ad-set level, please choose "Conversion" → "Website".



- At the ad level, enter the tracking URL that you generated in the previous section in "Website URL" field.



- Click "Build a URL parameter" link, and follow the setup below to add campaign_id, campaign_name and creative_name mapped to proper params as shown below:

Tracking

Choose conversion events to track. This ad account's selected conversion dataset will be tracked by default.

Website events

Test pixel
Pixel ID: 456525225378779

Your Meta Pixel is not active

There have been no events on this pixel for the last 7 days. As website events cannot be tracked without an active Meta Pixel, please check your account's data sources in Events Manager to make sure that you've set it up correctly.

Learn more

Go to Events Manager

App events

Offline events

Edit tracked offline event sets

URL parameters

campaign_name={{adset.name}}&campaign_id={{adset.id}

Values previously set

Name-based URL parameters will be set to the names provided for your campaign, ad set or ad when they are first published. We'll use those names as the parameter values during replacement. You can still edit your URL and campaign, ad set or ad names, but s will always refer to the original names.

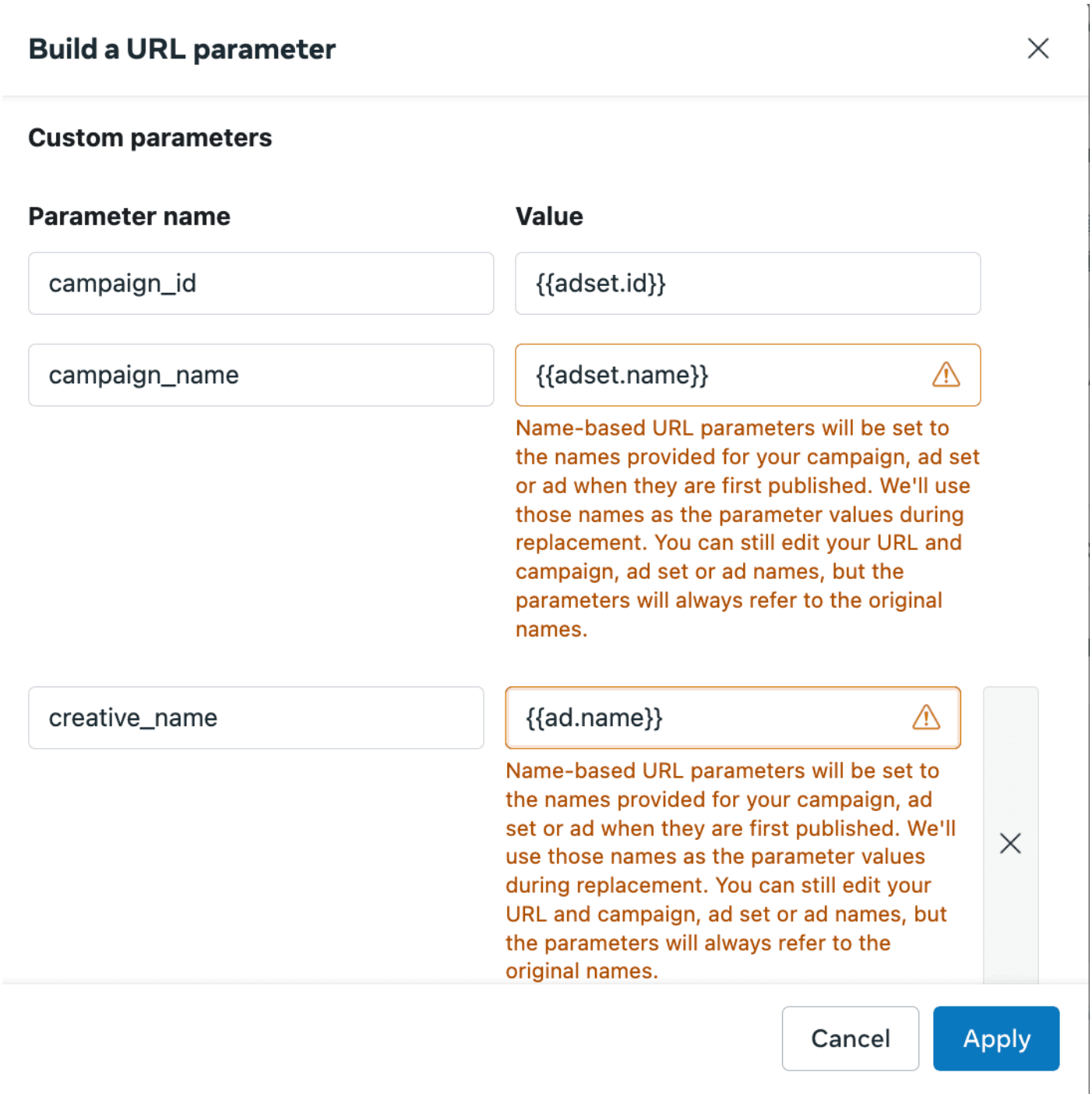
Ask Meta AI

Build a URL parameter

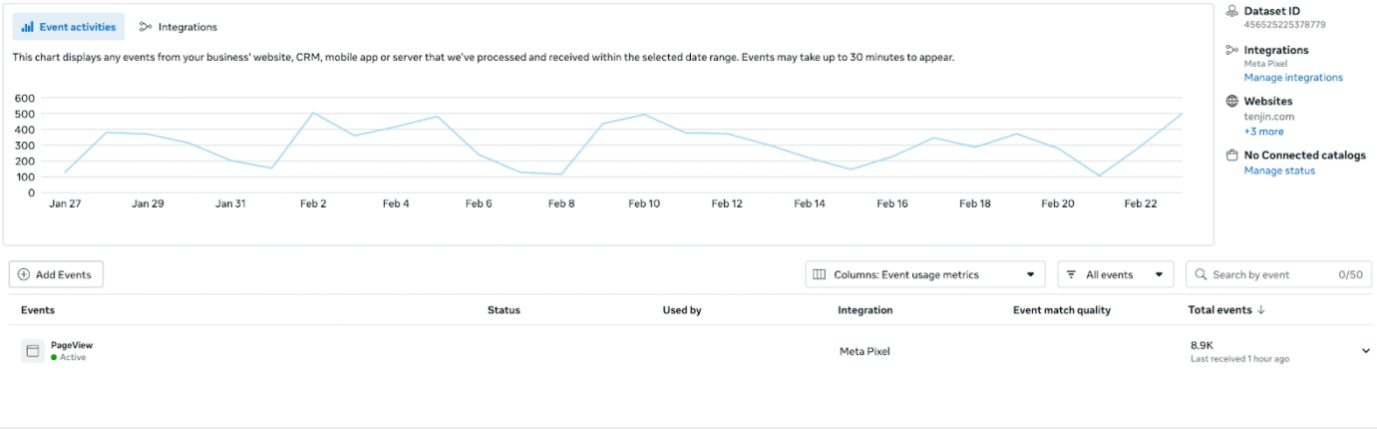
Third-party reporting tools

Meta purchases may not be included in your Google reporting. Connect your account to measure actions on ads that send people to your website or shop. Learn more

Connect



- Please make sure you have already triggered the event to Pixel after all above configuration is completed, you can verify if you have received those events under "Datasets" -> "Overview" in the Meta event manager.


Event activities
Integrations
This chart displays any events from your business' website, CRM, mobile app or server that we've processed and received within the selected date range. Events may take up to 30 minutes to appear.
600
500
400
300
200
100
0
Jan 27
Jan 29
Jan 31
Feb 2
Feb 4
Feb 6
Feb 8
Feb 10
Feb 12
Feb 14
Feb 16
Feb 18
Feb 20
Feb 22
Dataset ID
456525225378779
Integrations
Meta Pixel
Manage integrations
Websites
tenjin.com
+3 more
No Connected catalogs
Manage status
Add Events
Columns: Event usage metrics
All events
Search by event
0/50
Events
Status
Used by
Integration
Event match quality
Total events
PageView
Active
Meta Pixel
8.9K
Last received 1 hour ago