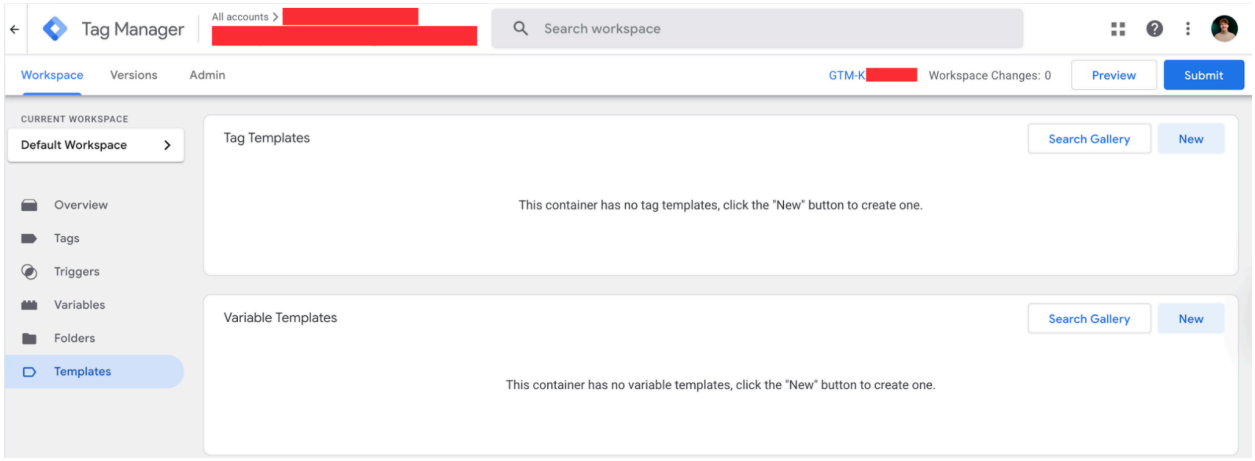
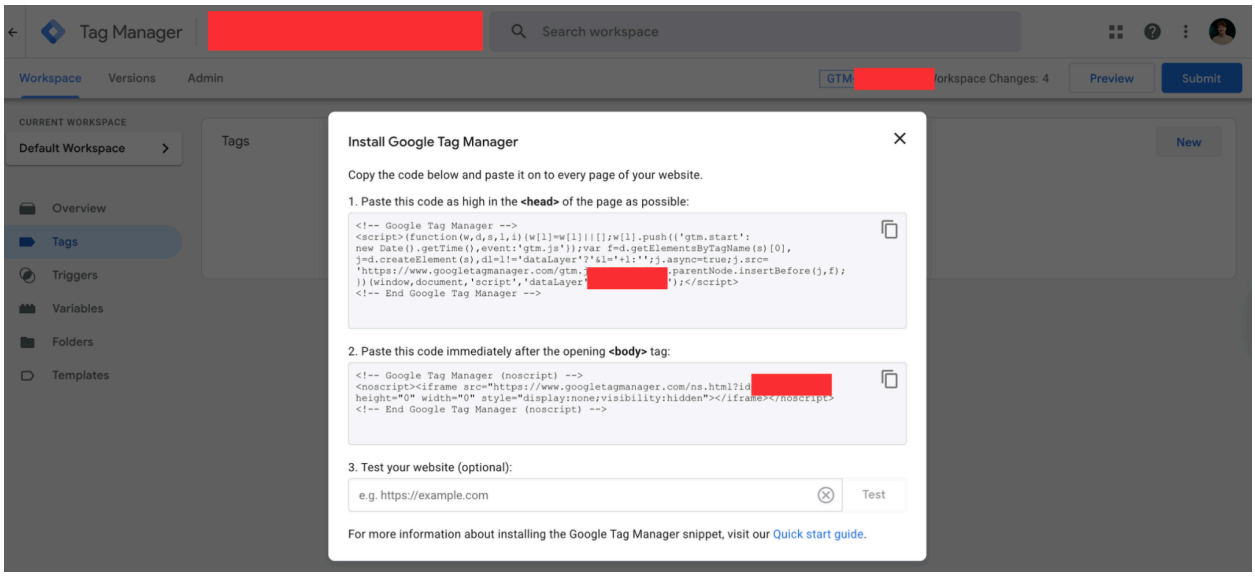
GTM Pixel and CAPI Setup

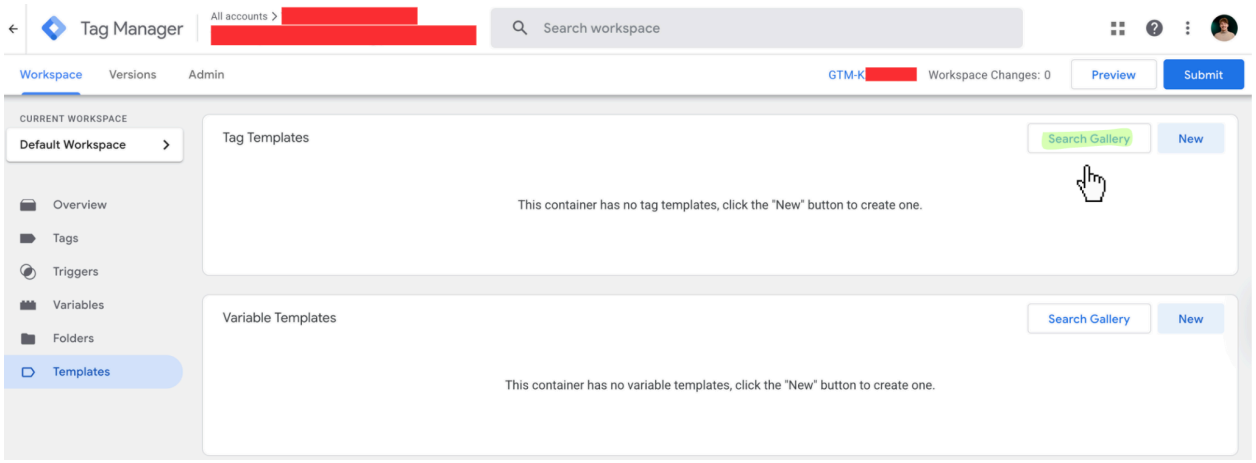
1) Create a GTM container with your site's information



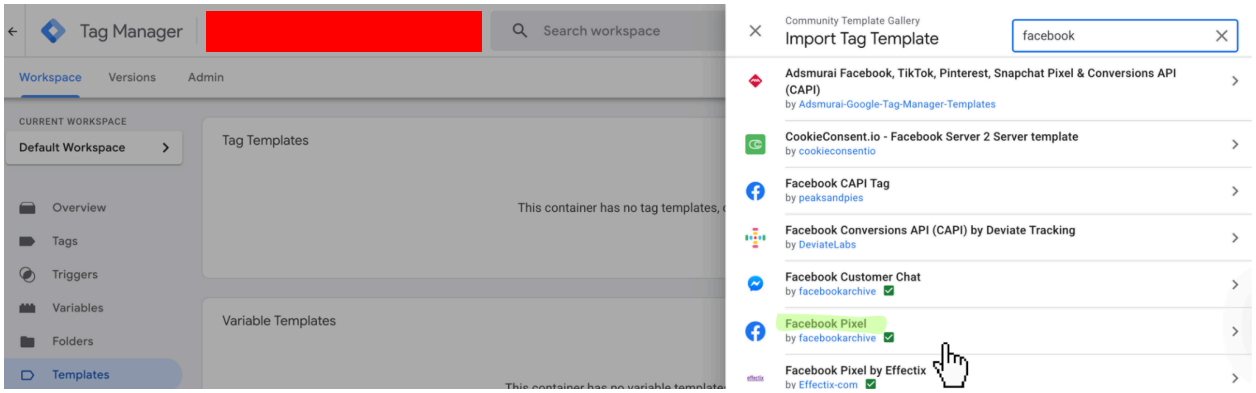
2) Add the GTM code to your site



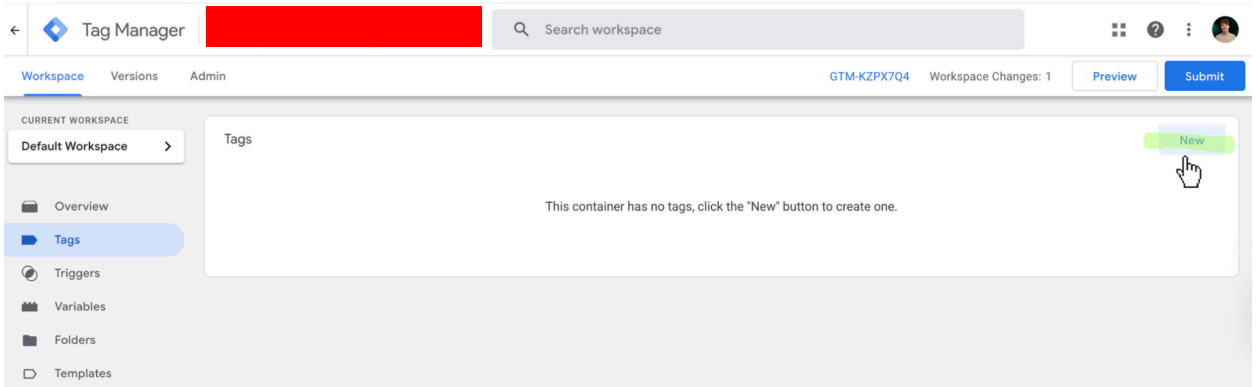
3) Click Search Gallery under Tag Templates



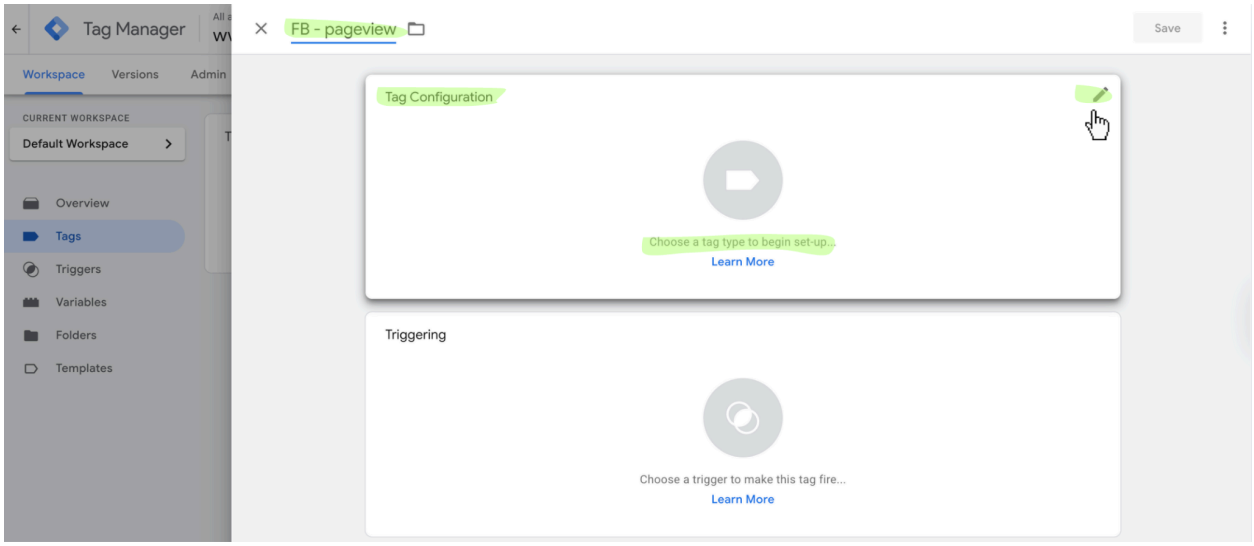
4) Search and select Facebook Pixel and select Add to Workspace

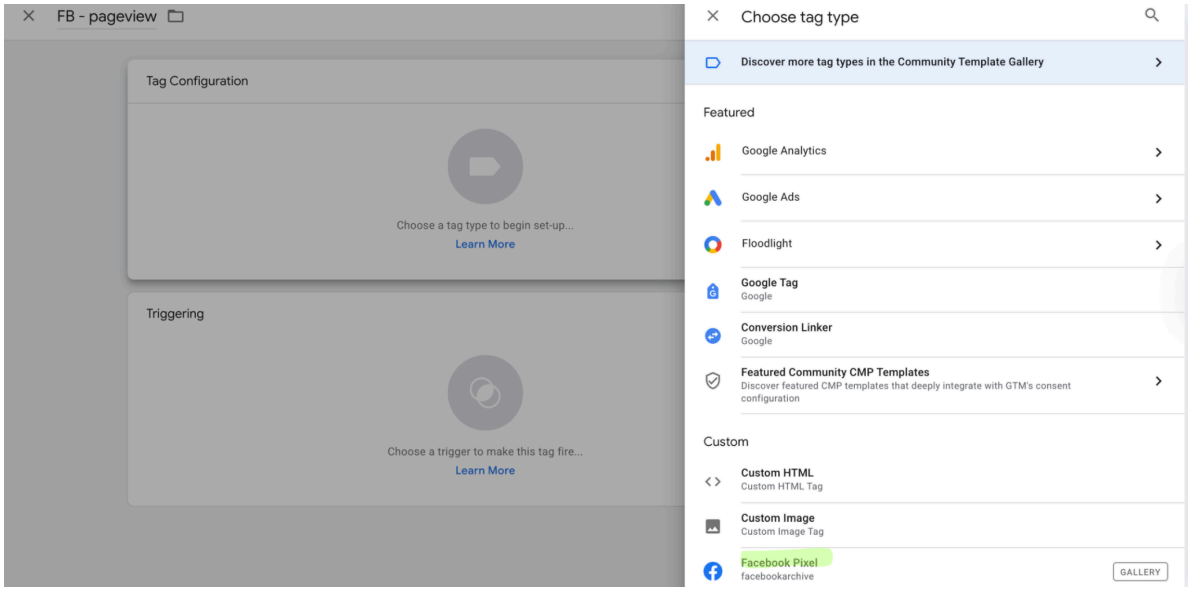


5) Now navigate to the Tags section and create a New tag and name it FB - pageview

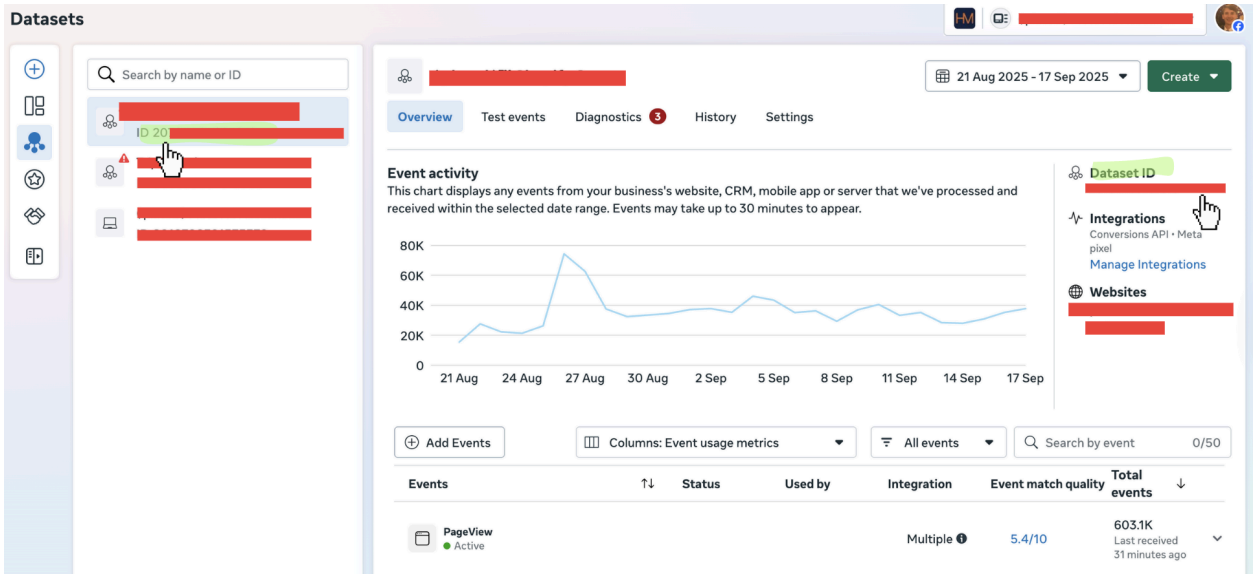


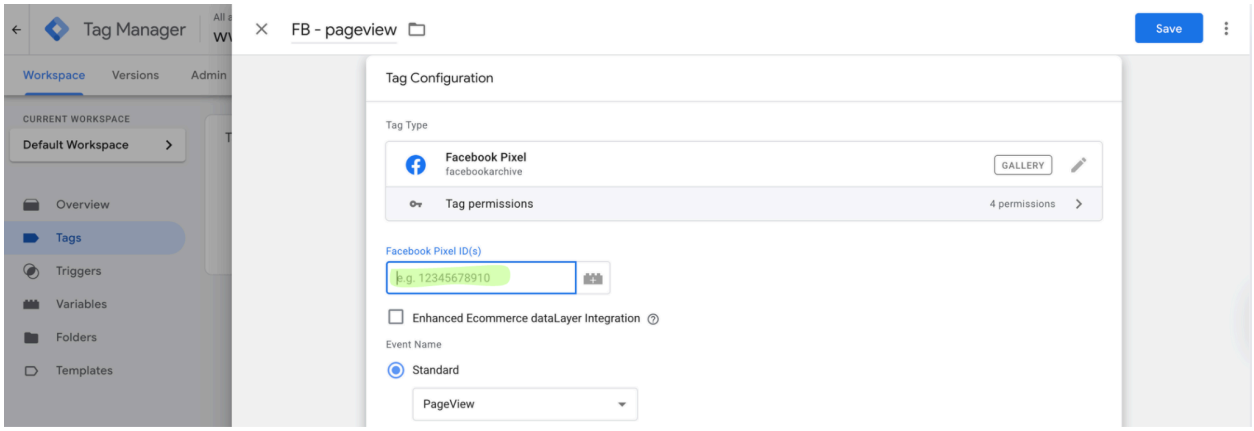
6) Under Tag Configuration select Facebook Pixel





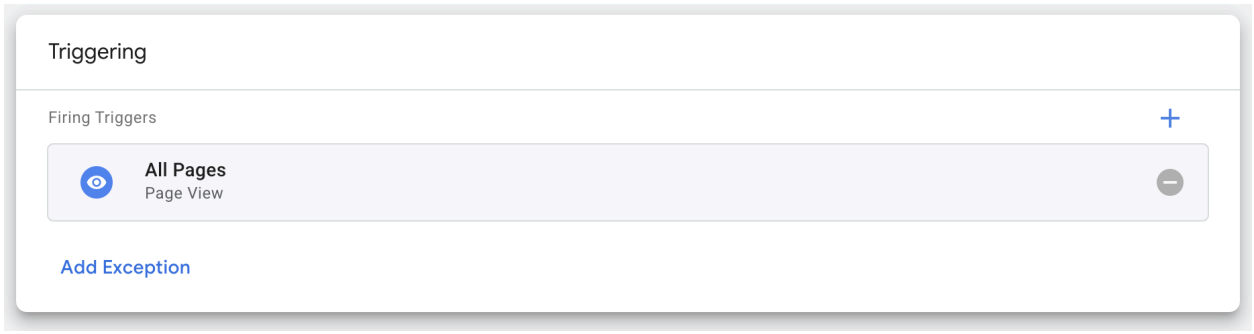
7) Under Facebook Pixel ID put your Pixel ID (you can find this on the Events Manager).





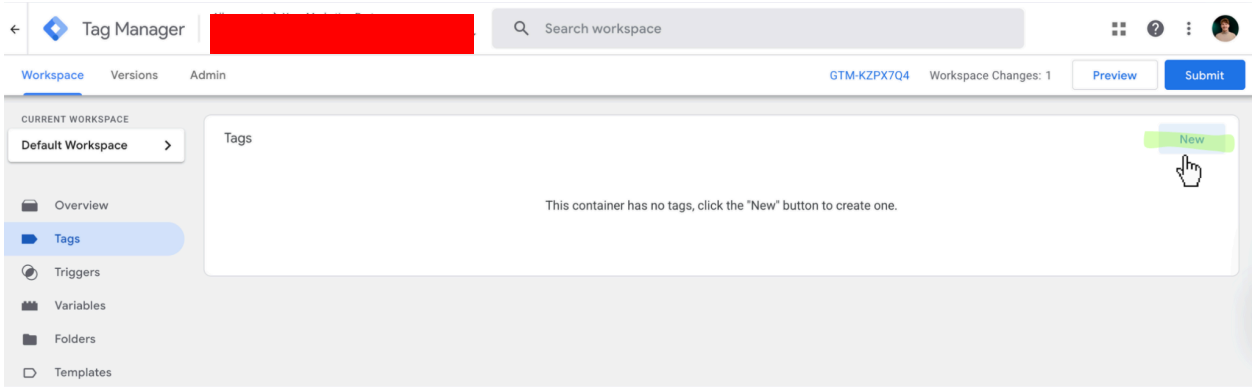
8) Ensure that the event is set at Standard > PageView

9) Scroll down to the Triggering section and select All Pages

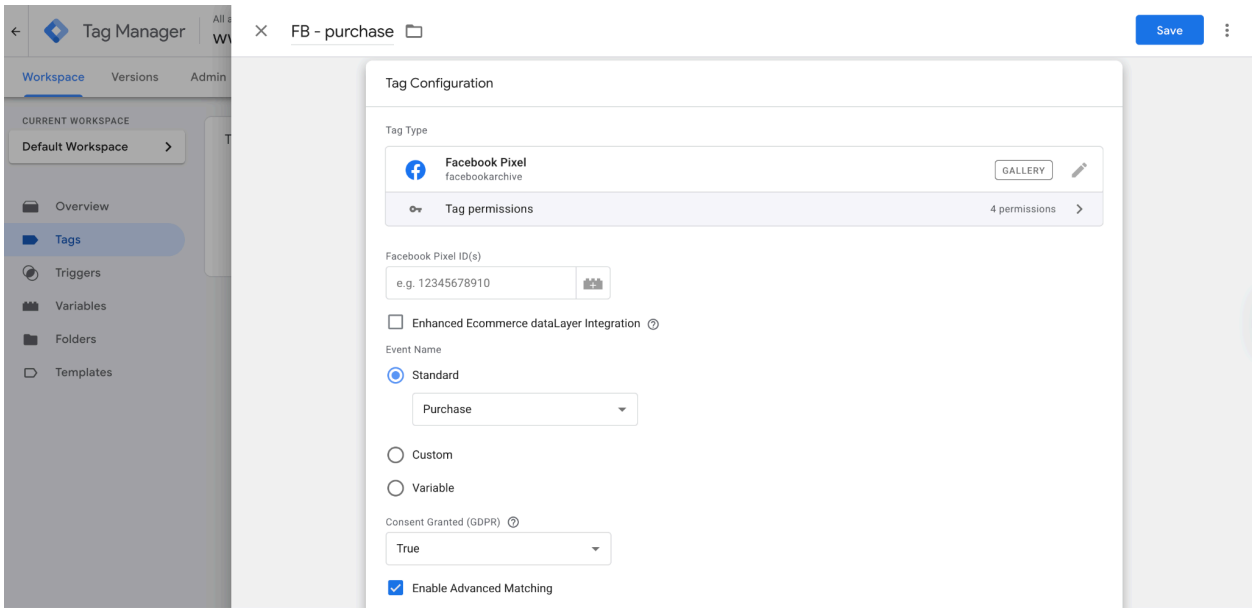


10) Save

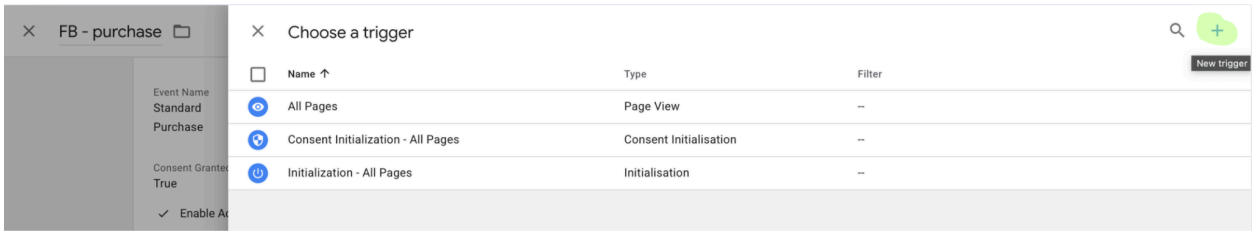
11) Create a New tag and call it FB - purchase



12) Change the Event to Standard > Purchase in the dropdown

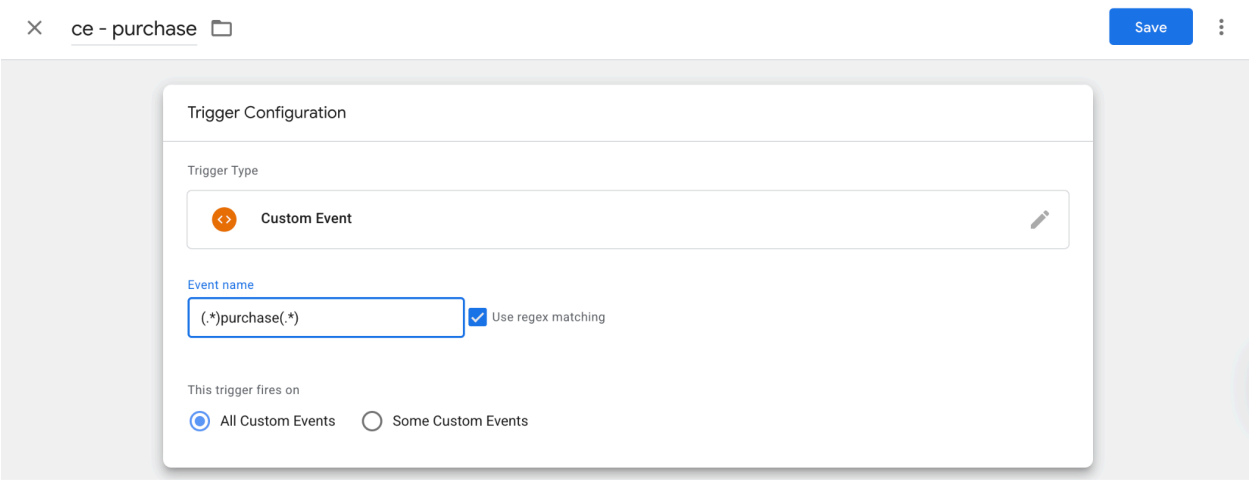


13) Scroll down to triggers and create a New Trigger by clicking the +



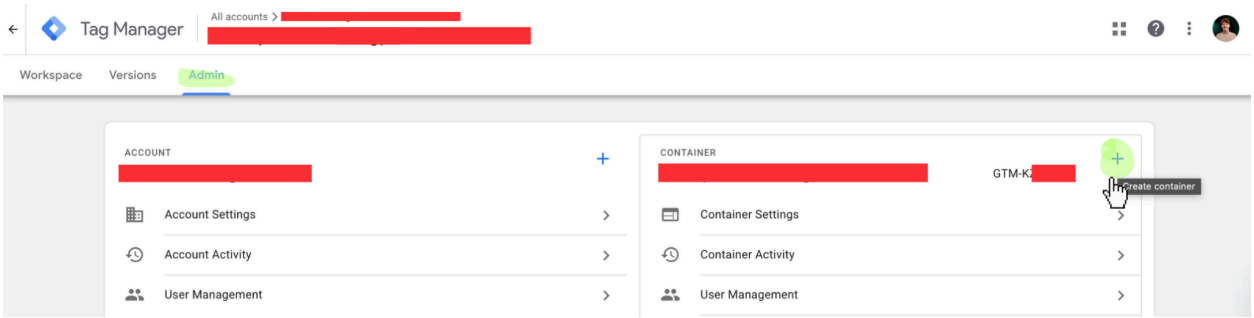
14) Call it ce - purchase (ce stands for custom event)

15) For the Trigger Type select Custom Event and for Event Name put (.*)purchase(.*)
    a) The reason for the symbols is to use regex matching.

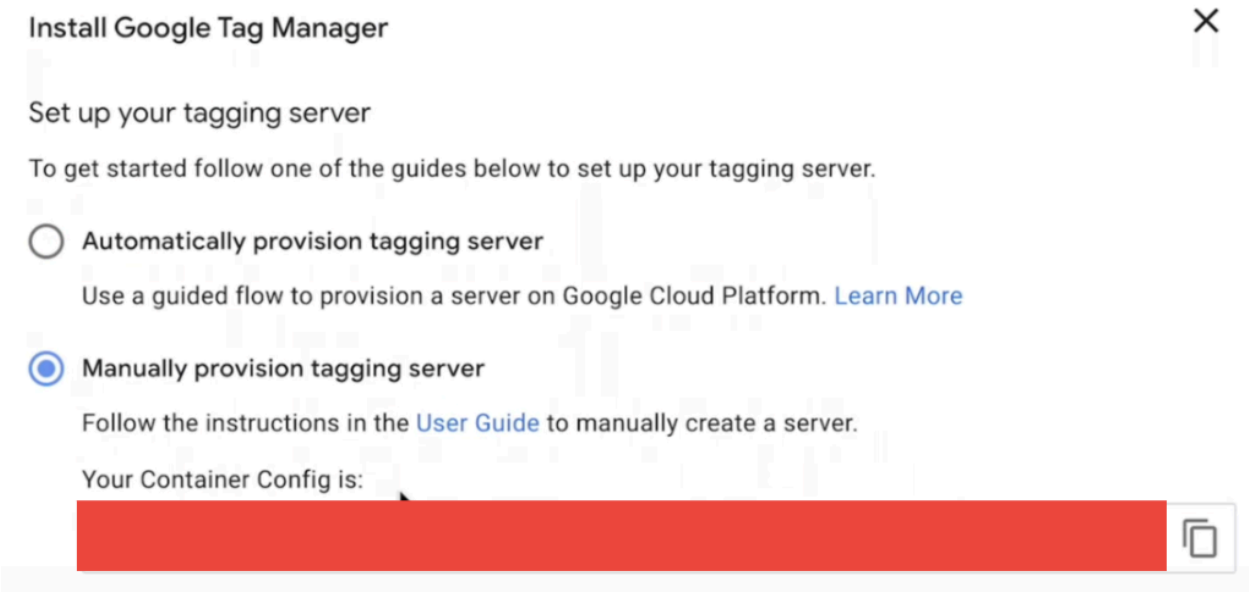


16) Save

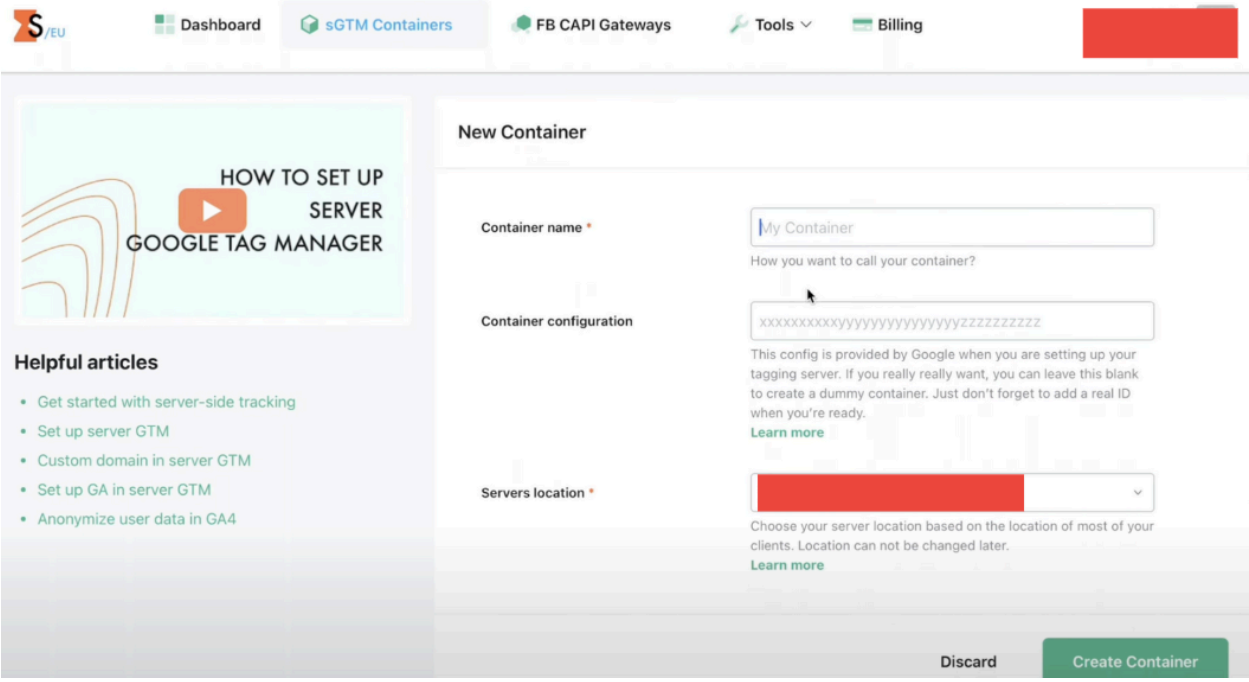
17) Navigate to the Admin tab and click the + under the Container section to make a new Container. Name it whatever you want but be sure to put server in the title.



18) On this popup, select Manually provision tagging server and COPY THE CONFIG code. Save this code somewhere you will not lose it.

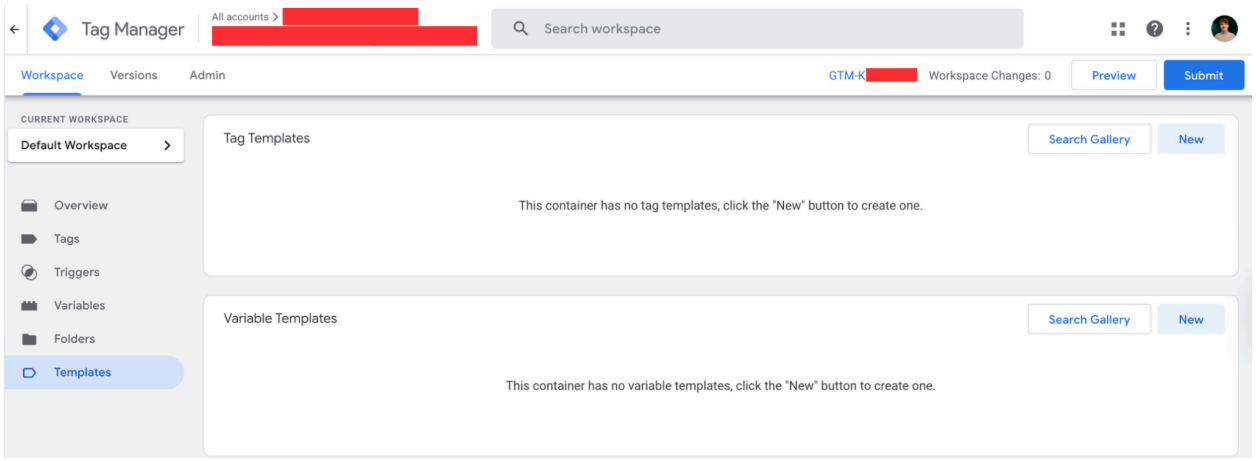


19) Create a Stape.io account > Create a New container > Name your container with something that aligns with your server GTM container > Paste the container configuration code > Select the Server location that is closest to your main audience.

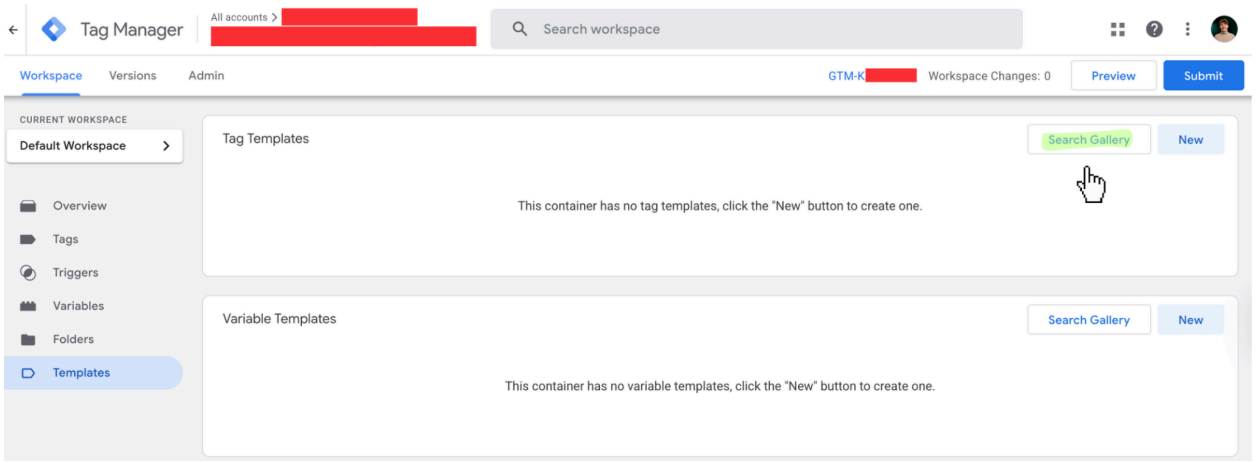


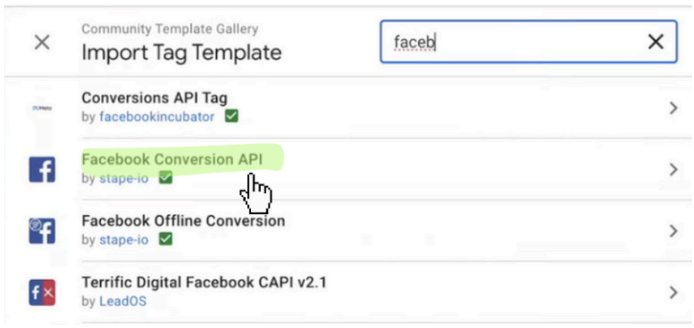
20) Select the most appropriate paid plan for you.

21) In the new server container, navigate to Templates and select New Template

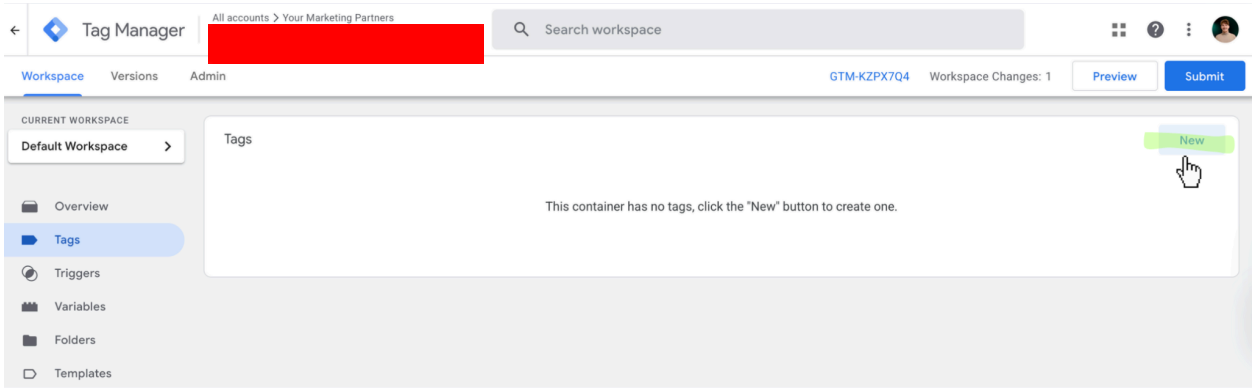


22) Select Search Gallery and select Facebook Conversion API and Add to Workspace

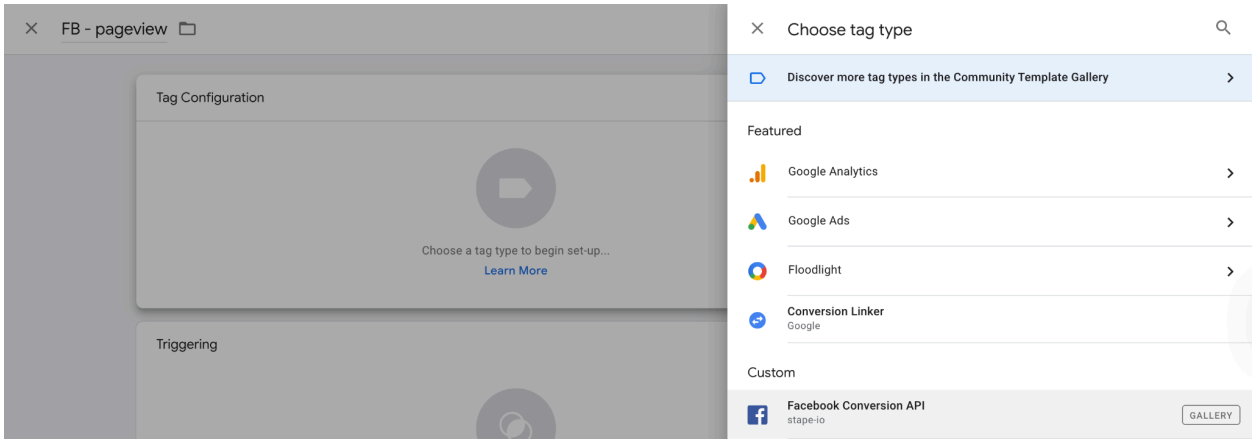




23) Go to Tags and create a New Tag and name it FB - pageview

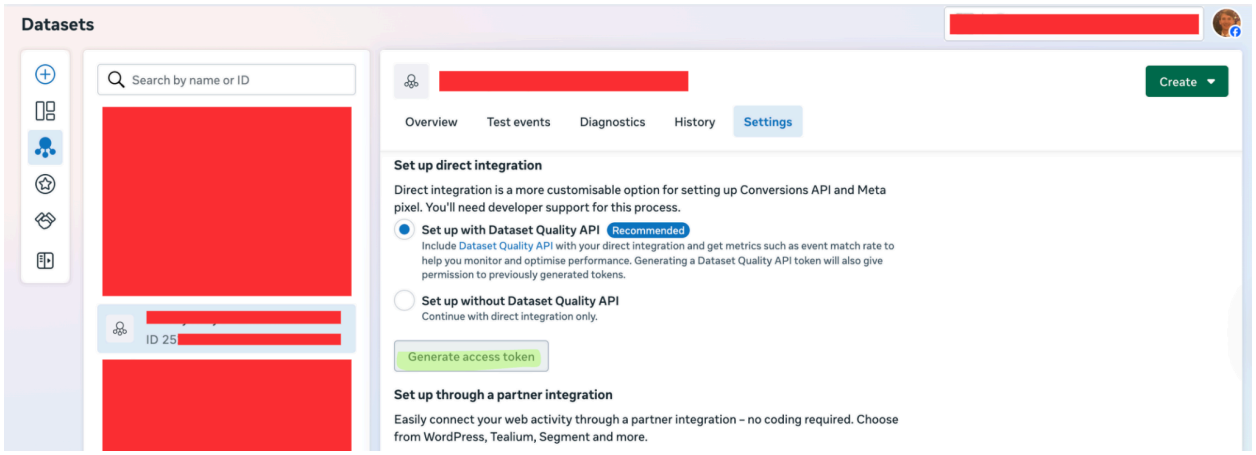


24) For Tag Type select Facebook Conversions API (it should say Gallery next to it)

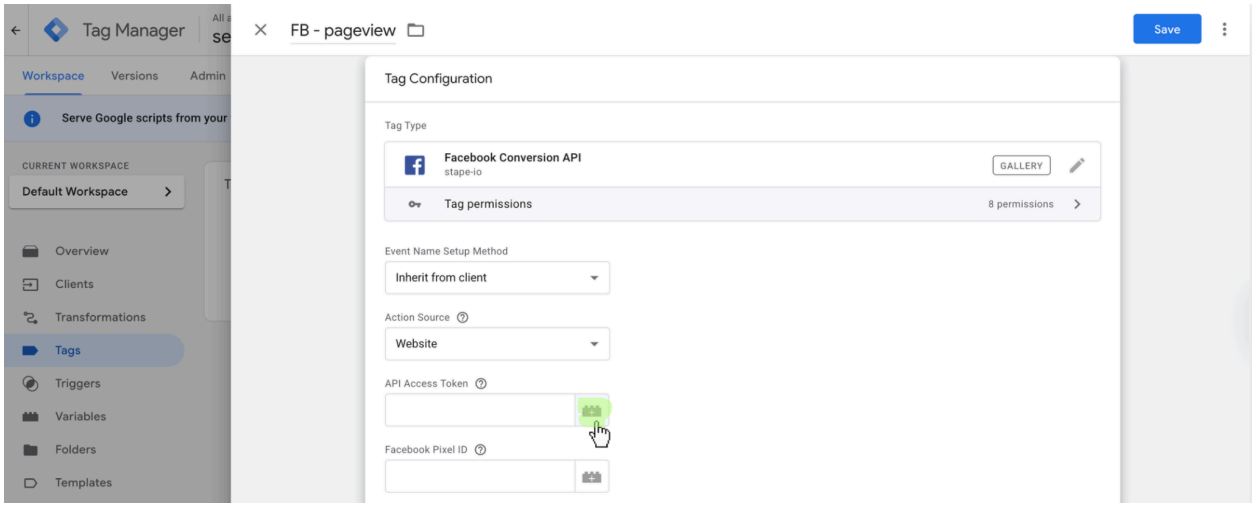


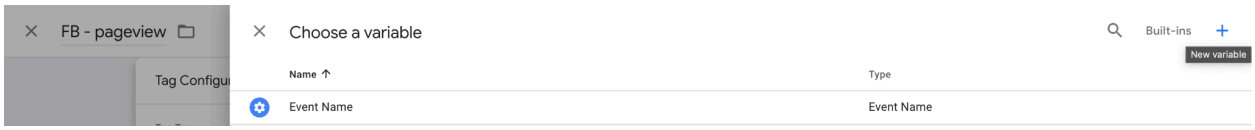
25) Under Event Name Setup Method, ensure that it's set up as Inherit from Client

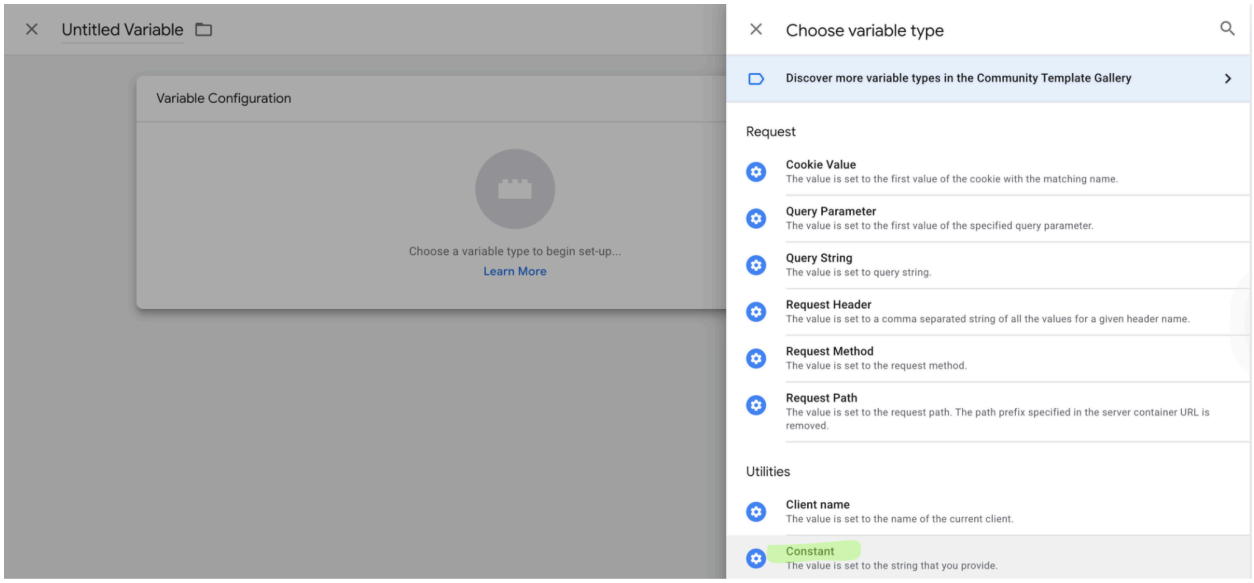
26) Go to your Meta Events Manager > Settings and then scroll down to Generate Access Token > Copy the token

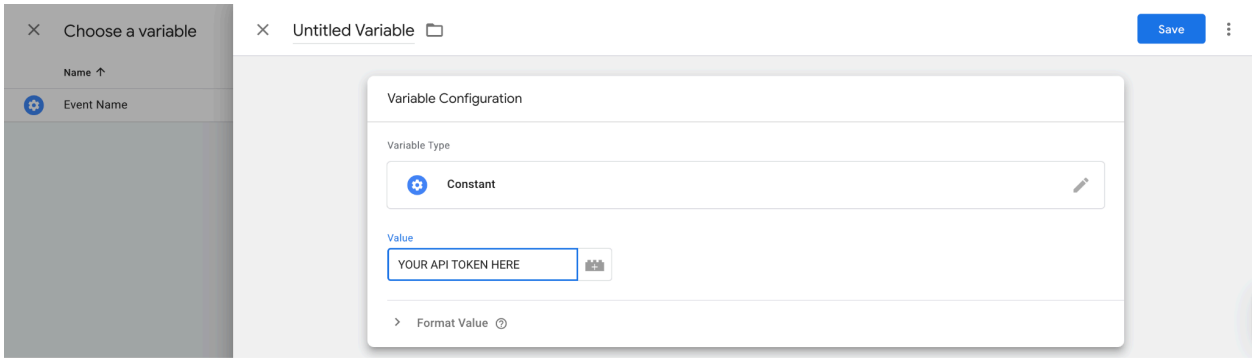


27) Go to the server GTM and click the lego brick by API Access Token > Click the + in the top-right > Name it FB - token > Set the Variable Type to Constant > Paste the API token from the Events Manager into the Value field. > Save

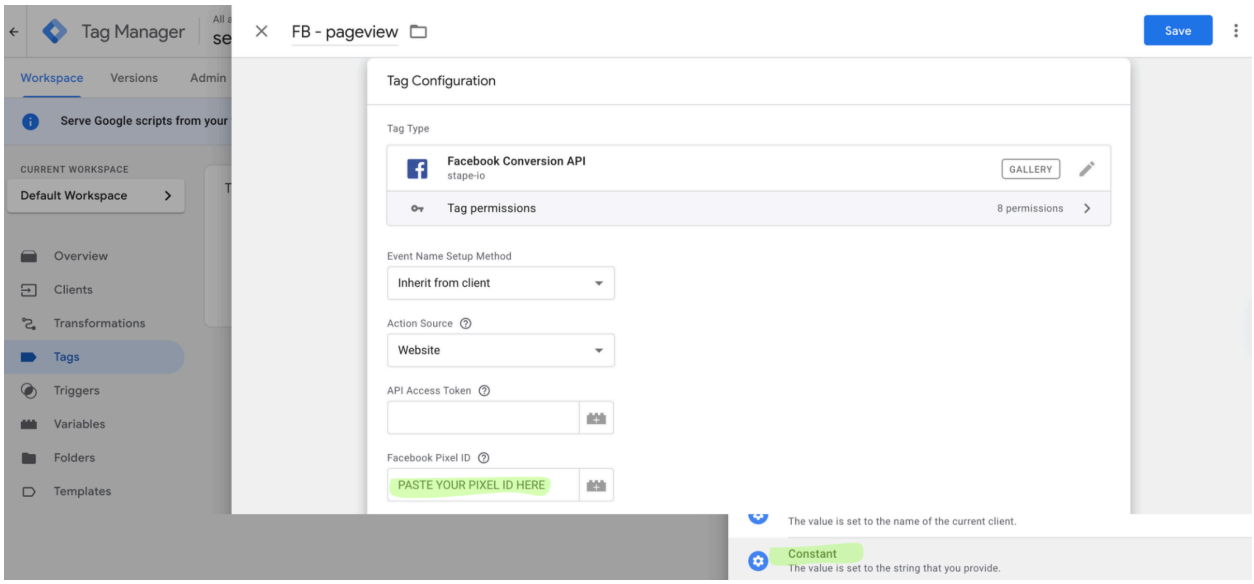






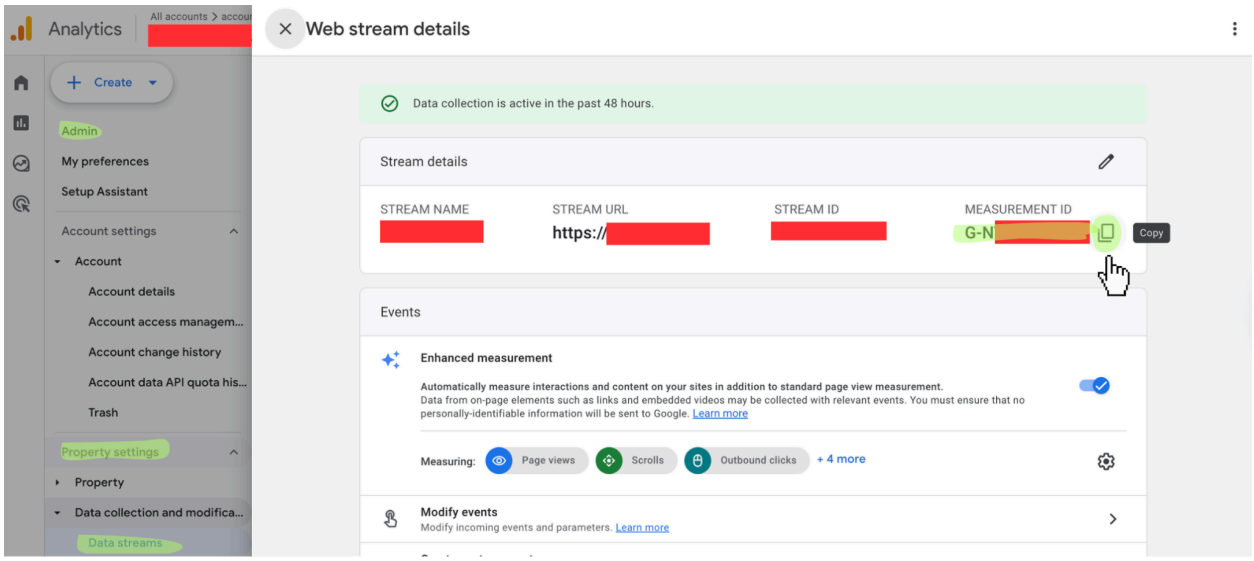


28) Go back to your Events Manager and copy your pixel ID, then head back to your GTM server container and paste it under the pixel ID field



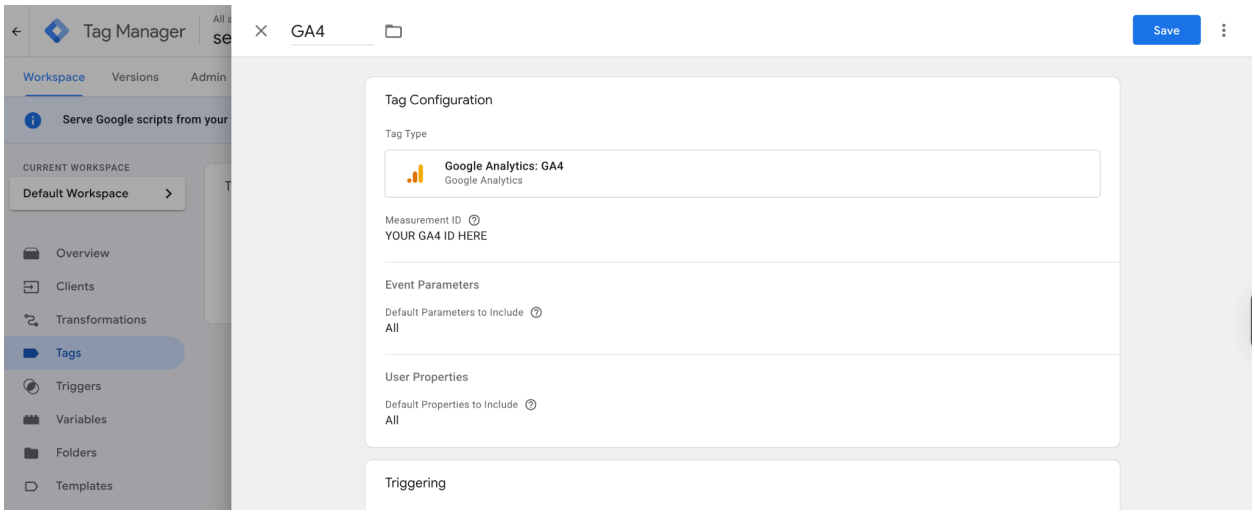
29) Scroll down to Triggering and select All Pages > Save

30) Connect your GA4 to your server GTM container by grabbing your Google Analytics measurement ID. You can find this by going to GA4 > Admin > Property Settings > Data collection and modification > Data Streams



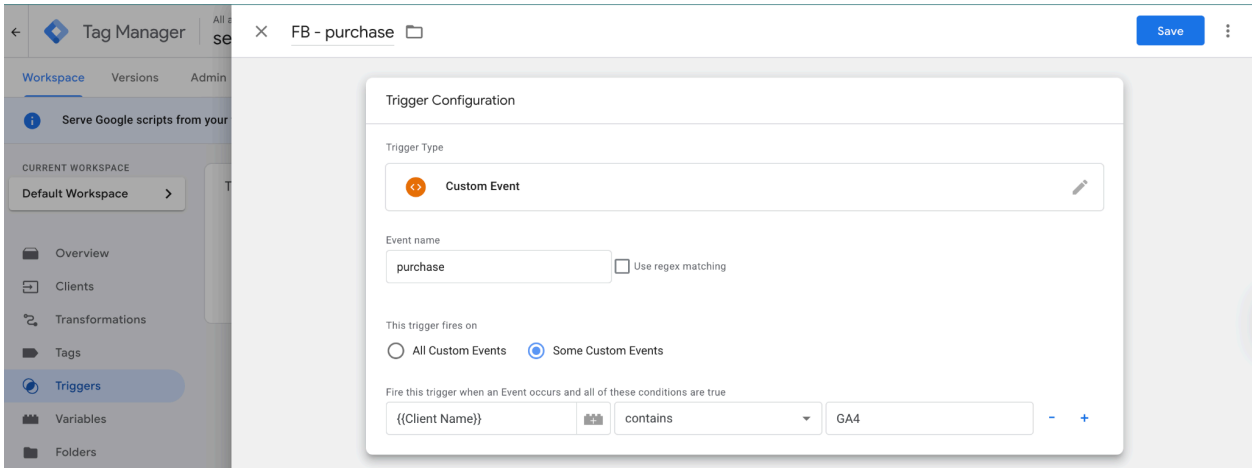
31) Create a New tag and select Google Analytics: GA4

32) Paste your GA4 measurement ID in the corresponding field



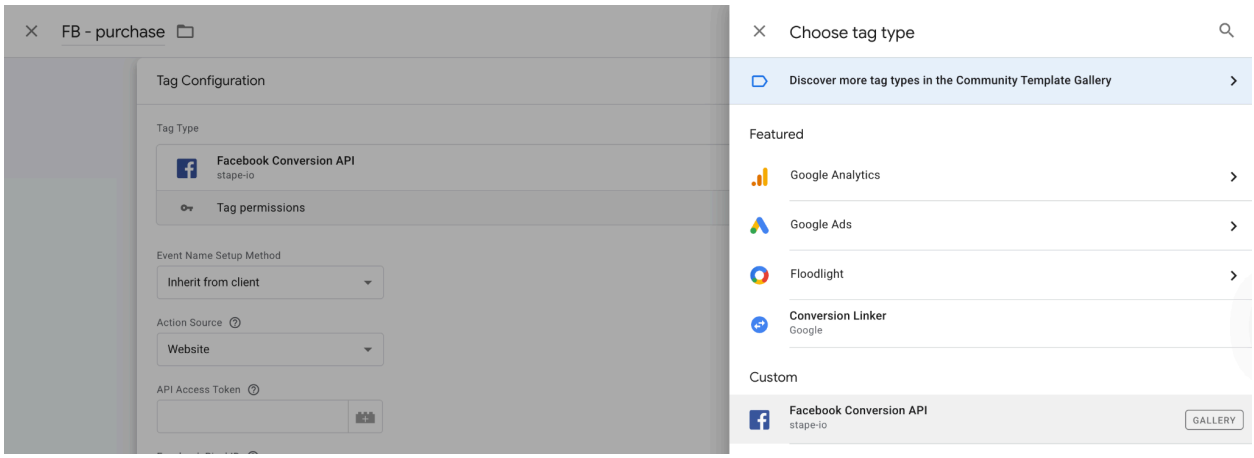
33) For Triggering, select All Pages

34) Set up a Trigger by going to Triggers > New > Call it FB - purchase > Trigger Type = Custom Event > Event Name = purchase > Select Some Custom Events > For the Variable field, select Choose Built-In Variable > Client Name > Contains > GA4 > Save



35) Next, we're going to set up the purchase event on the server side. Navigate to Tags > Create New Tag > Call it FB - purchase

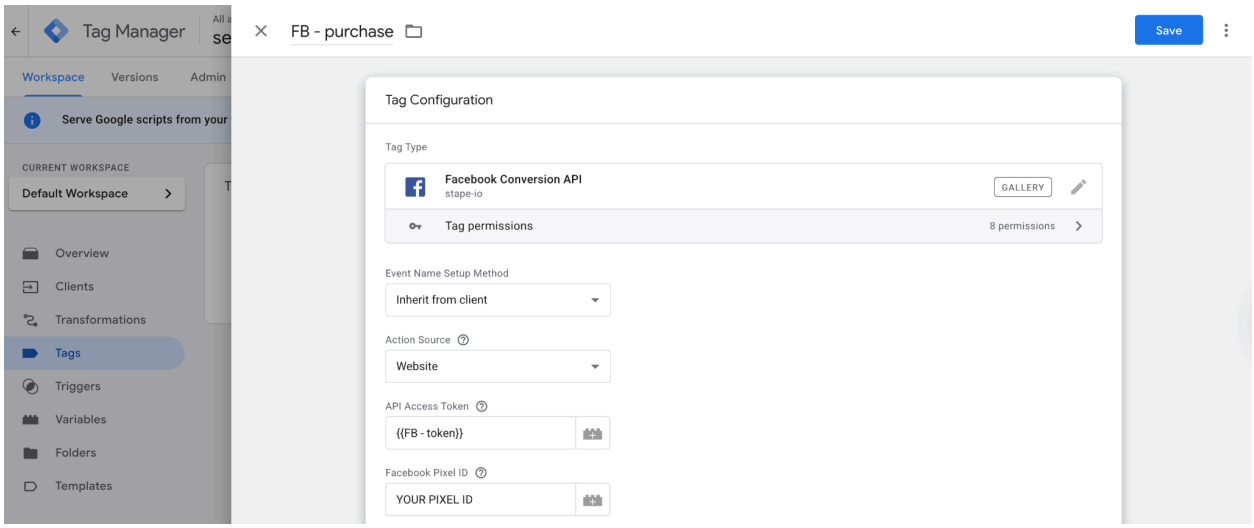
36) Under Tag Config select the Tag Type Facebook Conversions API



37) Under Event Name Setup Method, ensure that it's set up as Inherit from Client

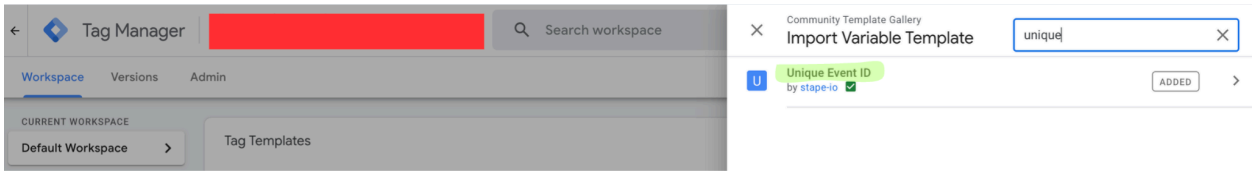
38) Under API token type {{FB - token}}

39) Paste the FB pixel ID into the Facebook Pixel ID field



40) For Triggering, select the Custom Event FB - purchase that we created in step 30.

41) In your web GTM container, go to Templates and then VARIABLE Templates > Search Gallery > Type in Unique Event ID > Add to Workspace



42) Staying in your web GTM container, go into your FB - pageview tag, edit the config and scroll down to More Settings > Click the lego brick next to Event ID > Click the + to add a variable > Unique Event ID > Name it Unique Event ID > Save

43) Staying in your web GTM container, go into your FB - purchase tag, edit the config and scroll down to More Settings > Click the lego brick next to Event ID > Click the + to add a variable > Unique Event ID > Name it Unique Event ID > Save

44) Create a New tag or edit your existing Google Tag in GTM > Under Event parameter, type event_id > In the value field type in {{Unique Event ID}} > Scroll down to Configuration Settings and, in the Configuration parameter, type/select server_container_url > In the Value field, click the lego brick > Click + > For Variable type, select Constant > Paste your server container URL from Stape > Call it Tagging Server URL > Save > Use {{Tagging Server URL}} in the value field > Save > Ensure that this tag will be triggered on all pages by looking at the Triggering section.

45) Create a New GA4 Event tag called GA4 - ee > Add your Google Measurement ID > For the Event Name, put: view_item|select_item|add_to_cart|remove_from_cart|view_cart|begin_checkout|add_pa

yment_info|add_shipping_info|purchase > Tick regex > Under Event parameter, type event_id > In the value field type in {{Unique Event ID}}

46) Go to your server GTM container > Variables > Create new Variable > Event Data > In the key path field put event_id > Name the Variable event_id > Save

47) Under Tags, select FB - pageview > Scroll down to Server Event Data Override and select Event ID in the Property Name field > In the Propert Value field select the {{event_id}} Variable that we made in step 42.

48) Under Tags, select FB - purchase > Scroll down to Server Event Data Override and select Event ID in the Property Name field > In the Propert Value field select the {{event_id}} Variable that we made in step 42.

49) In your server GTM container, go to Clients > Ensure that GA4 is setup

50) Go to Tags, select GA4 > Add your Google measurement ID > Scroll down to Triggering > Click + to add a new trigger > Select Custom for trigger type > Call it GA4 > Select Some events > In the first dropdown, select Choose Built-In variable > Client Name > Equals > GA4 > Save

51) Ensure that everything is saved.

52) Publish and debug the setup.