

Pixel Manager for Woocommerce

This plugin tracks eCommerce events with Meta Pixel (Facebook Pixel), Snapchat Pixel and Pinterest Pixel. The Pixel Manager plugin helps track all important eCommerce events with respect to the Pixel. eCommerce business stores are able to track the users' events and it helps to understand the customer behavior and create audience lists for the run Ads campaign.

The store owner gets a smooth experience with eCommerce events tracking because the plugin track all events by using the Google Tag Manager.

This Plugin tracks eCommerce events like Page View, Customer Search, Add To Cart (product listing and product detail page), Checkout, Order Conversion (Thank you page) and Other custom events with respect to allowing specific pixel support.

Pixel Manager allows integrations:

- **Meta Ads Pixel (Facebook Ads Pixel)**
- **Pinterest Ads Pixel**
- **Snapchat Ads Pixel**

Free Features

- **Facebook Pixel Tracking**
- **Pinterest Pixel Tracking**
- **Snapchat Pixel Tracking**

Integration

The Pixel Manager plugin is easy to integrate with Meta Pixel (Facebook Pixel), Snapchat Pixel and Pinterest Pixel. The store customer just needs to add Pixel ID on the plugin pixel setting page. Customers also get help on how to get the pixel ID on hover the exclamation mark. Customers also enable and disable specific pixels.

The screenshot shows the Pixel Manager plugin settings page within a WordPress dashboard. The dashboard header includes the WordPress logo, site name 'GCP Test', and user profile 'Howdy, admin'. A sidebar on the left contains navigation links: Dashboard, Posts, Media, Pages, Comments, Complianz, Pixel manager (highlighted), Pixel manager, and Support. The main content area features a red banner with the text 'Grow your eCommerce business with GrowCommerce' and a 'Visit Website' button. Below the banner is a settings form with the following sections:

- Pixels** (gear icon), **Support** (headset icon), **Rate Us** (thumbs up icon), [Installation Manual](#), and [FAQs](#).
- Email Id**: A text input field with a placeholder and an information icon.
- Facebook Pixel ID**: A text input field with a placeholder, an information icon, and a toggle switch (turned on). Below it, an example: 'Ex.The Facebook pixel ID: 2885195855125459'. A tooltip points to the information icon with the text: 'Create and install a Facebook pixel. [Installation Manual](#)'.
- Pinterest Pixel ID**: A text input field with a placeholder, an information icon, and a toggle switch (turned on). Below it, an example: 'Ex.The Pinterest pixel ID: 2613257208392'.
- Snapchat Pixel ID**: A text input field with a placeholder, an information icon, and a toggle switch (turned off). Below it, an example: 'Ex.The Snapchat pixel ID: 12e1ec0a-91aa-4267-b1a3-182c355710e7'.

A red 'Save' button is located at the bottom of the settings form. At the bottom of the page, there is a footer with the text 'Thank you for creating with WordPress.' on the left and 'Version 5.9.3' on the right.

Privacy & Terms

When the user onboard the first-time email or changes the email on the pixels setting page before saving any data user will show the “Privacy & Terms” popup. Users will be able to change permission to grant.

What Permissions are being Granted?

Please see the full Privacy & Terms using the below URL.

Privacy & Terms URL: <https://growcommerce.io/privacy-terms/>

