

# Pixel Tag Manager for Woocommerce

Pixel Tag Manager for WooCommerce (PTM) plugin helps to automate eCommerce event tracking. The plugin has the capability to start all pixel tracking in 2 minutes and no coding is required. The plugin tracks eCommerce events with Google Analytics GA3 and GA4, Google Ads Conversion Tracking, Google Ads Enhanced Conversion Tracking, Google Ads Dynamic Remarketing Tracking, Bing Ads(Microsoft Advertising), Meta Pixel (Facebook Pixel), Snapchat Pixel, Pinterest Pixel, TikTok Pixel and Twitter Pixel. The Pixel Tag 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 behaviour and create audiences for the run Ads campaign.

Enable Facebook Conversion API and reduce your cost per action as a result of increased event matching, better measurement ad performance and attribution across your customer's full journey.

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

This Pixel Tag Manager plugin tracks eCommerce events like Page View, View Item, View Item List, Add To Cart (product listing and product detail page), Remove from cart, Checkout (begin checkout), Order Conversion (Purchase, Thank you page), Customer Search and Other custom events with respect to allowing specific pixel support.

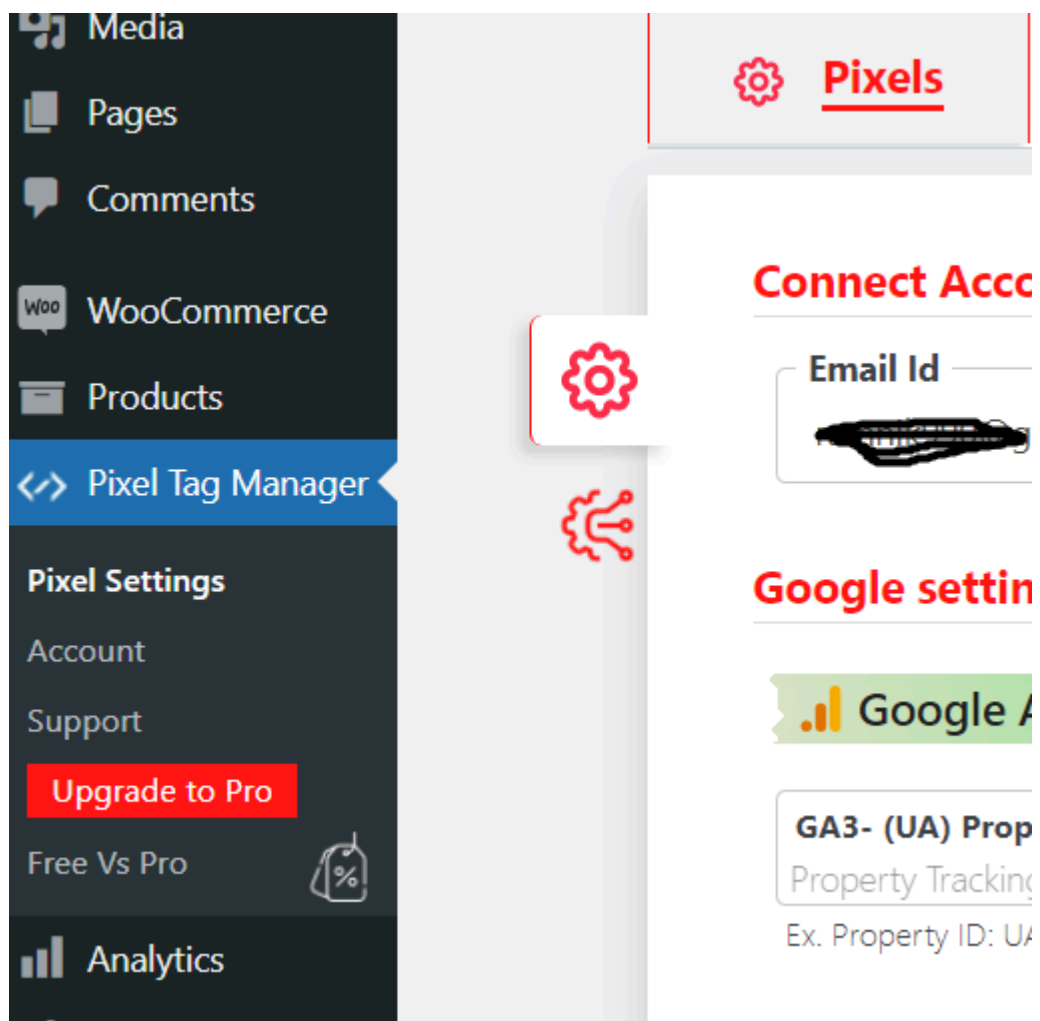
## Pixel Manager allows integrations:

- ❖ All tracking via Google Tag Manager for smooth and faster tracking.
- ❖ Most accurate tracking for Google Analytics GA3 and GA4 with both options. Track all eCommerce events like page view, view item list, view item, select\_item, addtocart from product page and all list pages, remove item for cart, all checkout steps and purchase.
- ❖ Track your campaign performance using Google Ads Conversion and Google Ads Enhanced Conversion Tracking.
- ❖ Create Remarketing and Dynamic Remarketing visitors list for retail by Enabling Google Ads Dynamic Remarketing Tracking.
- ❖ Microsoft Ads Pixel (Bing Ads Pixel) is an Ads service that provides pay per click advertising on the Bing, Yahoo!, and DuckDuckGo search engines.
- ❖ Remarketing and Dynamic remarketing tracking for Microsoft Ads Pixel (Bing Ads Pixel)
- ❖ Facebook Conversion API
- ❖ Meta Ads Pixel (Facebook Ads Pixel) tracking with all eCommerce Events
- ❖ Pinterest Ads Pixel tracking
- ❖ Snapchat Ads Pixel tracking
- ❖ Twitter Ads Pixel tracking

❖ TikTok Ads Pixel tracking

## Plugin Installation

1. Download the plugin from the URL below.  
<https://wordpress.org/plugins/pixel-manager-for-woocommerce>
2. Upload the plugin into your plugins directory /wp-content/plugins/
3. Activate the plugin through the 'Plugins' menu in WordPress admin
4. In the WordPress admin panel go to the "pixel tag manager" menu and open the setting page.
5. On setting page add your Email address and pixel settings

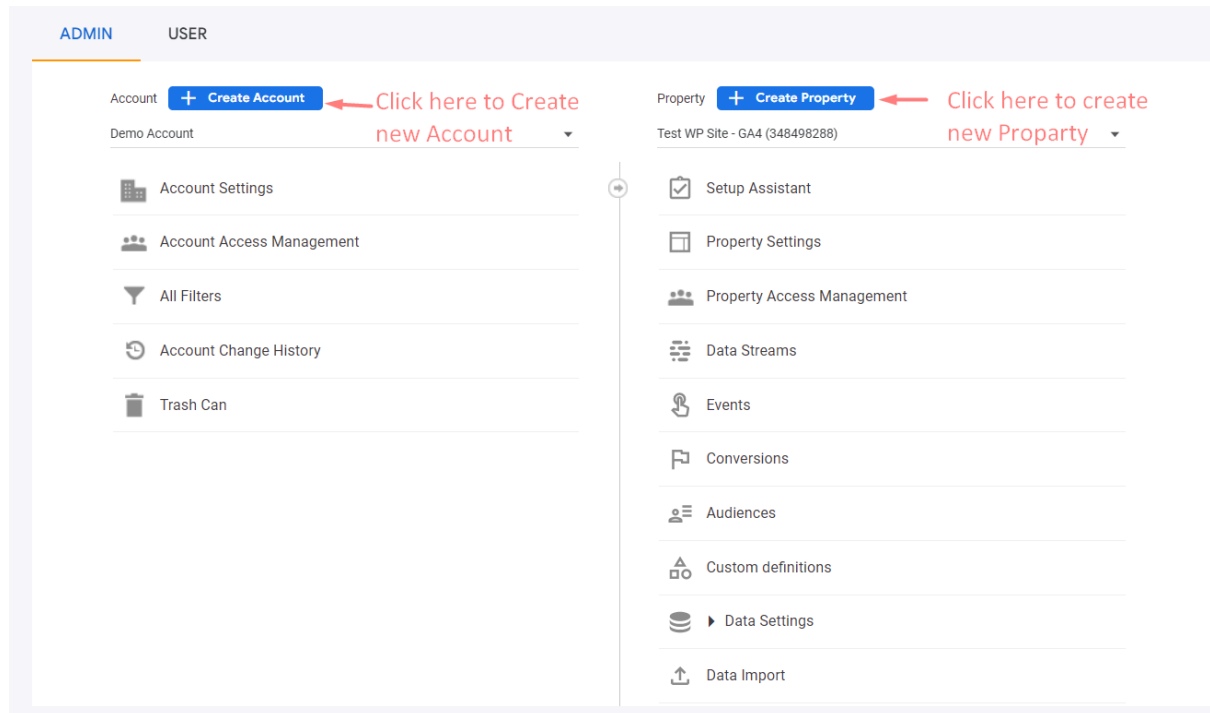


The Pixel tag Manager plugin is easy to integrate with Google Analytics GA3 and GA4, Google Ads Conversion Tracking, Google Ads Enhanced Conversion Tracking, Google Ads Dynamic Remarketing Tracking

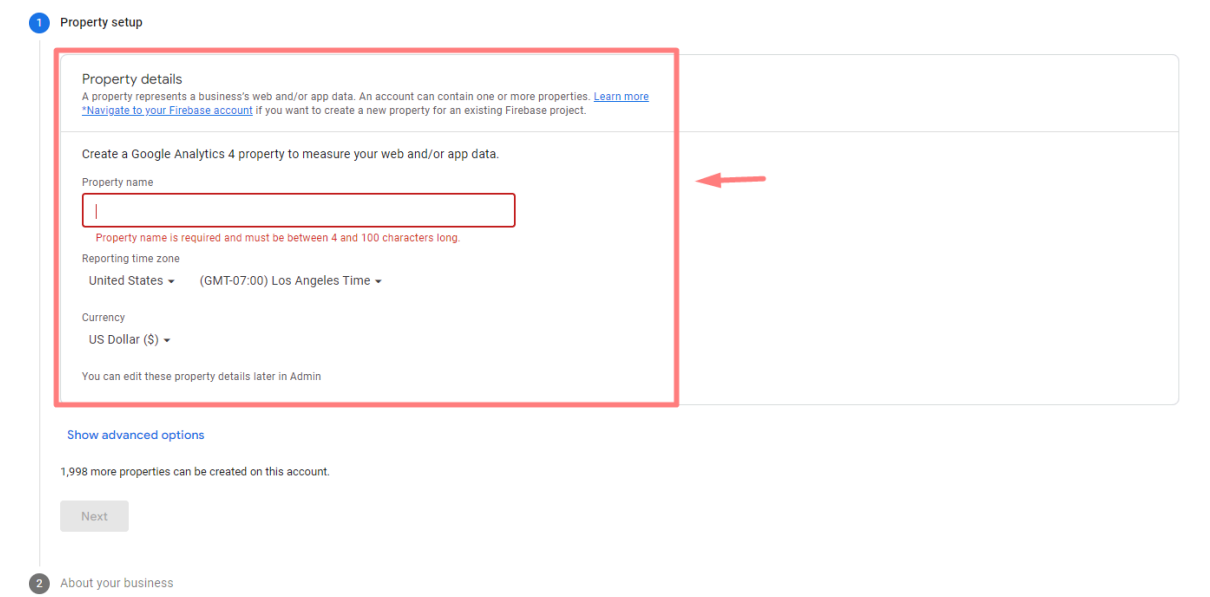
## Connect the Google Analytics account (GA4)

Following the below steps to create and find the GA4 ID.

### Step:1



### Step:2 Add details relevant to your store.



## Step:3

Property setup

2 About your business

### Business information

Help us tailor your experience by answering the following.

Industry category

Select one ▾

Business size

- ☐ Small - 1 to 10 employees
- ☐ Medium - 11 to 100 employees
- ☐ Large - 101 to 500 employees
- ☐ Very Large - 501+ employees

How do you intend to use Google Analytics with your business? (Check all that apply)

- ☐ Measure customer engagement with my site or app
- ☐ Optimize my site or app experience
- ☐ Measure data across multiple devices or platforms
- ☐ Optimize my advertising cost
- ☐ Increase my conversions
- ☐ Measure content monetization
- ☐ Analyze my online sales
- ☐ Measure app installs
- ☐ Measure lead generation
- ☐ Other

Click here

Create

Previous

## Step:4

Analytics All accounts Demo Account demo store Try searching "where did my users come from"

ADMIN USER

Property demo store (260083420)

Setup Assistant

Property Settings

Property Access Management

Data Streams

Events

Conversions

Audiences

Custom definitions

Data Settings

Data Import

Reporting Identity

Attribution Settings

Start collecting data

To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

Learn more about data collection

Choose a platform

Web Android app iOS app

### Step:5

×

Set up data stream

Set up your web stream

Website URL

https://

www.mywebsite.com

Valid website URL is required.

Stream name

My Website

✦

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:

📄

Page views

📄

Scrolls

📄

Outbound clicks


+ 4 more

⚙️


Create stream

Fill above details and Click here

### Step:6



The screenshot shows the 'Data Streams' section of a dashboard. At the top, there are tabs for 'All', 'iOS', 'Android', and 'Web'. The 'Web' tab is selected and highlighted with a red box. Below the tabs is a table with one row. The first column contains a globe icon, the text 'demo123', and the URL 'https://demo.com'. A red arrow points to the URL with the text 'Click here' below it. The second column contains the number '4773304777'. The third column contains the text 'No data received in past 48 hours.' and a right-pointing arrow. In the top right corner, there is a blue button labeled 'Add stream' with a dropdown arrow.

 demo123 https://demo.com	4773304777	No data received in past 48 hours.	>

### Step:7

Web stream details

Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly. [View tag instructions](#)

Stream details

STREAM NAME: [REDACTED] STREAM URL: https://[REDACTED].com STREAM ID: 477364777 MEASUREMENT ID: G-Y4LTJ0FXXXX

Events

Enhanced measurement On

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks [+ 4 more](#)

Modify events [Learn more](#)

Create custom events [Learn more](#)

## Step:8

The screenshot shows the 'Pixel Tag Manager' settings page. The left sidebar contains a navigation menu with the following items: Dashboard, Posts, Media, Pages, Comments, WooCommerce, Products, Pixel Tag Manager (selected), Pixel Settings, Account, Support, Analytics, Marketing, Appearance, and Plugins (4). The main content area has a top navigation bar with 'Pixels', 'Account', and 'Support' tabs. The 'Connect Account' section displays the 'Email Id' as 'ramnik990@gmail.com'. The 'Google settings' section includes 'Google Analytics' and 'Google Ads'. Under 'Google Analytics', the 'GA3- (UA) Property ID' is shown as 'Property Tracking ID' with an example 'Ex. Property ID: UA-54516992-1'. The 'GA4- Measurement ID' is shown as 'G-Y4LTJ0FYX7' with an example 'Ex. Measurement ID: G-QCX3G9KSPC'. A red box highlights the 'GA4- Measurement ID' field, and another red box highlights the toggle switch next to it, with an arrow pointing to it.

**Connect Account**

Email Id  
ramnik990@gmail.com

**Google settings**

**Google Analytics**

GA3- (UA) Property ID  
Property Tracking ID  
Ex. Property ID: UA-54516992-1

GA4- Measurement ID  
G-Y4LTJ0FYX7  
Ex. Measurement ID: G-QCX3G9KSPC

**Google Ads**

## Enable Facebook pixel tracking and Meta (Facebook) CAPI

(CAPI) is Meta's (Facebook's) server side event reporting mechanism. Send events directly from your web server to Facebook through the Conversion API.


### How to Find Facebook pixel ID?

<https://www.facebook.com/business/help/952192354843755?id=1205376682832142>

### How to find the Conversion API Access Token?

<https://developers.facebook.com/docs/marketing-api/conversions-api/get-started#access-token>

**Pixel settings**

 Facebook

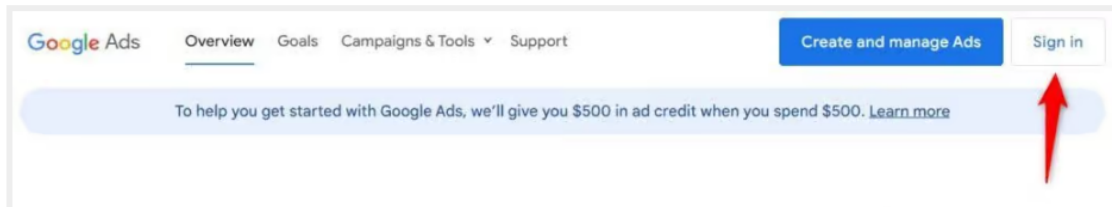
**Facebook Pixel ID**  
  
Ex. Facebook pixel ID: 590022289301578

**Meta (Facebook) Conversion API Token**  
  
Send events directly from your web server to Facebook through the Conversion API.

## Create a new Google Ads conversion id and label

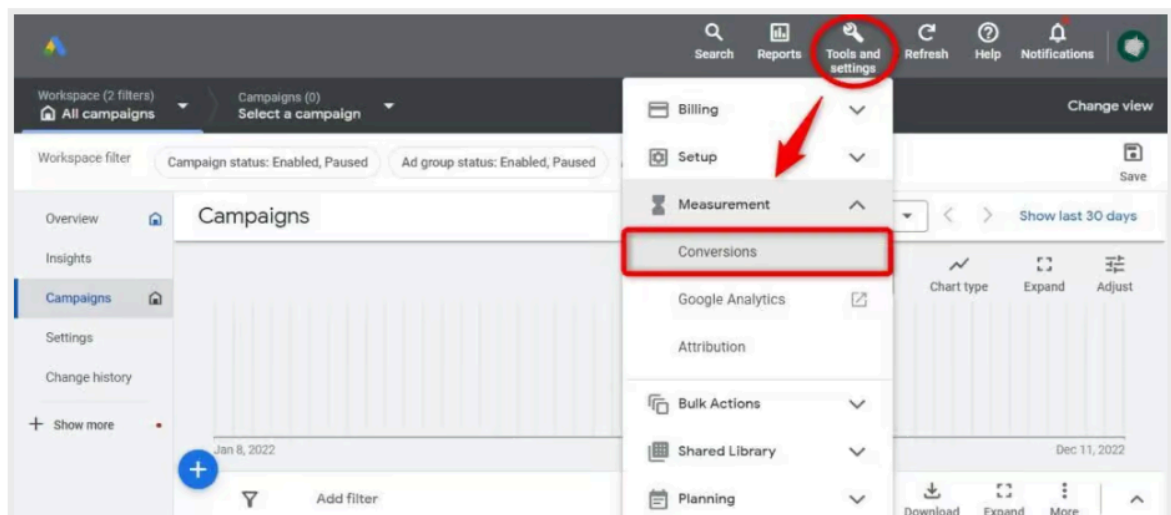
Sign in to your Google Ads account to gather the values that you will use to complete the tag setup:

### Step 1: Log in to your Google Ads account.



### Step 2: Click on Conversions under Tools & Settings

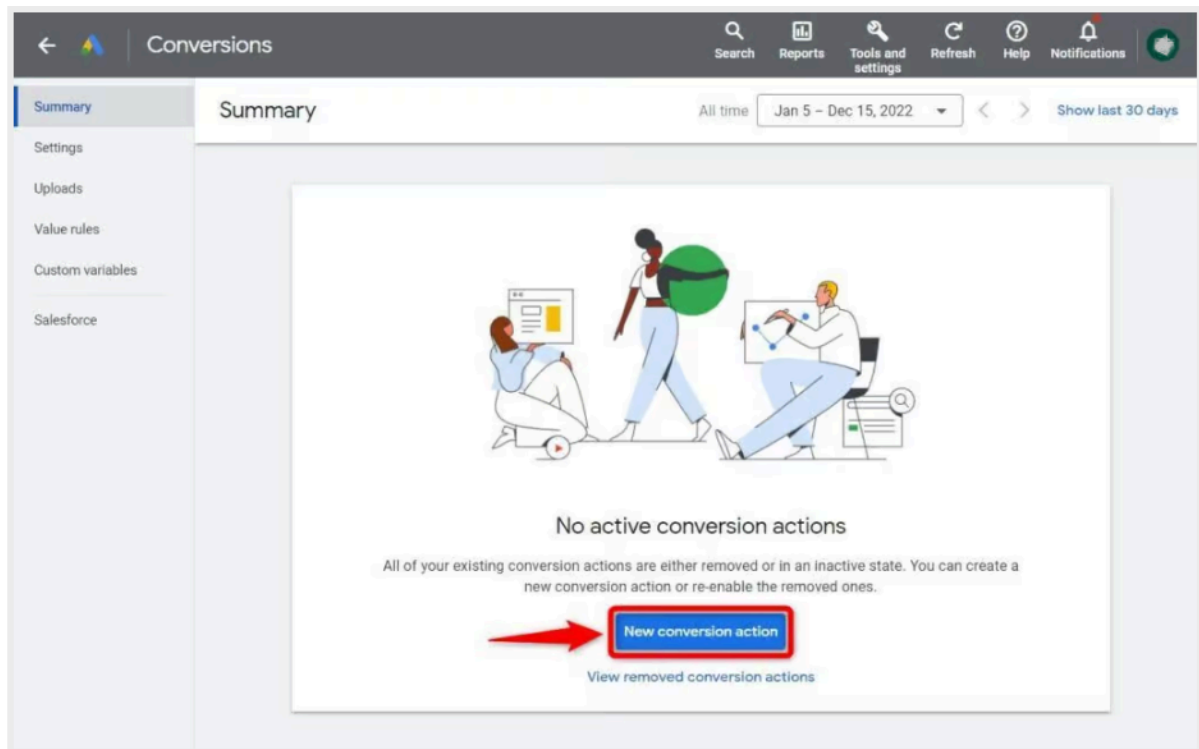
Click on the Tools & Settings icon, as pointed out by the red arrow below. Upon doing so, a menu will be displayed on the screen. Choose Conversions from the menu.





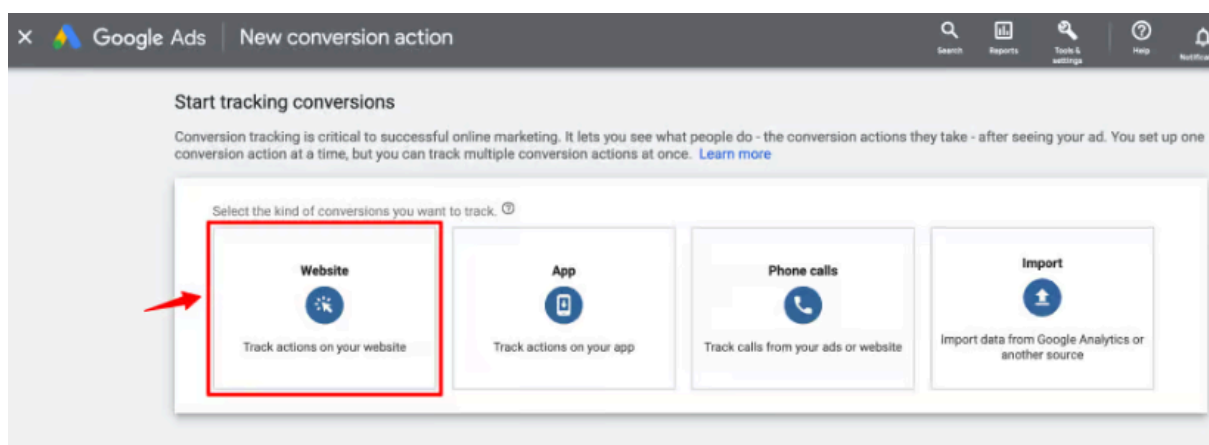
### Step 3: Create a new conversion action

Click on the New conversion action button.



### Step 4: Set up the Conversion for your Google Ads account

Choose the types of conversions you wish to monitor. For tracking sales and other options, opt for the Website selection.



In this step, you will be prompted to create an action. Enter your website's URL and proceed by clicking on the Scan button.

New conversion action

1 Add conversion actions 2 Get instructions and finish

Enter the URL for the website where you want to measure your conversions

Scanning your website will determine if it's already set up to measure conversions. You may also see suggestions for conversion actions you can create to measure conversions on your website.

Website domain  
https://grove.io/ Scan

Save and continue Cancel

Afterward, decide on the method to configure the conversion action. Click on the +Add a conversion action manually button.

New conversion action

1 Add conversion actions 2 Get instructions and finish

Create conversion actions automatically from website events

Set up conversion actions without code if you can identify events on your website to count as conversions, such as loading a thank you page or confirmation page.

+ Add event

Create conversion actions manually using code

Set up conversion actions manually:

- If you use transaction specific values, transaction IDs, and/or other custom parameters.
- If you want to measure clicks on buttons or links.

If you choose this option, you will need to add an event snippet to your website code

+ Add a conversion action manually

Give a random Conversion name and select an appropriate category option. Here, we have selected the Purchase tag.

Then mark the radio boxes for the appropriate Value and Count options that align with your requirements. Following that, click on the CREATE AND CONTINUE button.

**Goal and action optimization** Select the Goal category for this action

Purchase

Conversion action optimization options

**Conversion name**

Purchase 8 / 100

**Value** Measure the impact of your advertising by giving conversions a value

☐ Use the same value for each conversion

☒ Use different values for each conversion

You'll see the steps to add dynamic values to your tracking code on the next page. If you don't add this code, the default value entered here will be used.

Enter a default value

US Dollar (USD \$) 1

☐ Don't use a value for this conversion action (not recommended)

**Count** Select how many conversions to count per click or interaction

☒ Every

Recommended for purchases because every purchase is valuable.

☐ One

Recommended for leads, sign-ups, and other conversions because only the first interaction is valuable.

Done Cancel Don't save this conversion

Now, the system will prompt you to establish the tag on your website.

No need to manually copy and paste any code; simply click on the See event snippet button.

1. Activate measurement with a Google tag

A Google tag allows you to measure activity on your website. You need to do this before individual event snippets can start measuring conversions.

Google tag [Set up](#)

2. Measure individual conversions with event snippets

Conversion goal	Conversion name
Purchase	Purchase

[See event snippet](#)

If your website uses the AMP framework, you can receive your setup instructions by email

[Done](#)

It will show the Google Ads Conversion ID and Label.

## Step 5: Copy the Conversion ID and Label

Now, it's time to retrieve the Conversion ID and Label! Copy this information from the global site tag. Refer to the below screenshot:

Conversion event snippet for "Purchase (2)"

Together with the Google tag, this tag sends data to Google Ads and indicates when a conversion happens

Event snippet

The event snippet works with the Google tag to track actions that should be counted as conversions. Choose whether to track conversions on a page load or click.

☒ Page load  
Add the snippet to the page a customer reaches after completing a conversion

☐ Click  
Add the snippet to the page that has a button or a link you'd like to track for clicks

Copy the snippet below and paste it in between the <head> tags of the page(s) you'd like to track, right after the Google tag

```
<!-- Event snippet for Purchase (2) conversion page -->
<script>
  (function() {
    gtag('event', 'conversion', {
      'send_to': 'UA-123456789-1',
      'value': 1,
      'currency': 'USD',
      'transaction_id': ''
    });
  })();
</script>
```

[Copy](#) [Download](#)

To record transaction-specific values and transaction IDs, customize your event snippet

[Close](#)

Congratulations! You have successfully acquired and copied your Conversion ID and Label. Now, navigate to the settings page of the Pixel Tag Manager plugin and input the Google Ads ID and Label. Once added, remember to save your changes.

WooCommerce

Products

Pixel Tag Manager

Pixel Settings

Account

Support

Analytics

Marketing

Appearance

Plugins 4

Users

Google Ads

Google Ads Conversion ID

11074736289

Ex. Conversion ID: 11074736289

Conversion Label

C3znCNLp84gYEGh7KAp

Ex. Conversion Label: C3znCNLp84gYEGh7KAp

☒ Enable Google Ads Conversion Tracking

☒ Enable Google Ads Enhanced Conversions Tracking

Google ads dynamic remarketing

☒ Enable Google Ads Dynamic Remarketing Tracking

Pixel settings

Facebook

## Other Pixel Integration

For Bing Ads (Microsoft Advertising), Meta Pixel (Facebook Pixel), Snapchat Pixel, Pinterest Pixel, TikTok Pixel and Twitter 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 hovering the exclamation mark. Customers also enable and disable specific pixels.

Dashboard

Posts

Media

Pages

Comments

WooCommerce

Products

Pixel Tag Manager

Pixel Settings

Account

Support

Analytics

Marketing

Pixels

Account

Support

add your review

★★★★★

Connect Account

Email Id

ra\*\*\*\*\*@\*\*\*\*\*.com

You're current pain

BUSINESS

Installation Manual

( Help?, mail to support@growcommerce.io )

Google settings

Google Analytics

GA3- (UA) Property ID

Uj\*\*\*\*\*

Ex. Property ID: UA-54516992-1

GA4- Measurement ID

G-\*\*\*\*\*C

Ex. Measurement ID: G-QCX3G9KSPC

Google Ads

Google Ads Conversion ID

110\*\*\*\*\*

Conversion Label

C3zn\*\*\*\*\*KGh7KAp

Ex. Conversion ID: 11074736289

Ex. Conversion Label: C3znCNLP84gYEKGh7KAp

☒ Enable Google Ads Conversion Tracking

☒ Enable Google Ads Enhanced Conversions Tracking

☒ Enable Google Ads Dynamic Remarketing Tracking

Pixel settings

Facebook

Facebook Pixel ID

59\*\*\*\*\*78

Ex. Facebook pixel ID: 590022289301578

Meta (Facebook) Conversion API Token

EAAIm\*\*\*\*\*GKir35gmhLZGrEMmtSjokURSCX\*\*\*\*\*DdkVpaFJbza5Ho3Y2NTxRwTV\*\*\*\*\*noiDWTUU\*\*\*\*\*WbXUuu7rPu\*\*\*\*\*DNaprevVYHre9sLa97ZSUIG\*\*\*\*\*

Ex. Meta (Facebook) Conversion API Token: EAAIm\*\*\*\*\*GKir35gmhLZGrEMmtSjokURSCX\*\*\*\*\*DdkVpaFJbza5Ho3Y2NTxRwTV\*\*\*\*\*noiDWTUU\*\*\*\*\*WbXUuu7rPu\*\*\*\*\*DNaprevVYHre9sLa97ZSUIG\*\*\*\*\*

Send events directly from your web server to Facebook through the Conversion API.

Other Pixels

Tiktok Pixel ID

\*\*\*\*\*U5BM7P378G

Ex. Tiktok pixel ID: CBEE743C77U5BM7P378G

Bing Ads Pixel ID

1360\*\*\*\*\*

Ex. Microsoft Ads - The Bing Ads pixel ID (UET tag ID): 136018753

Pinterest Pixel ID

\*\*\*\*\*

Ex. Pinterest pixel ID: 2613257208392

Snapchat Pixel ID

\*\*\*\*\*

Ex. Snapchat pixel ID: 12e1ec0a-91aa-4267-b1a3-182c355710e7

Twitter Pixel ID

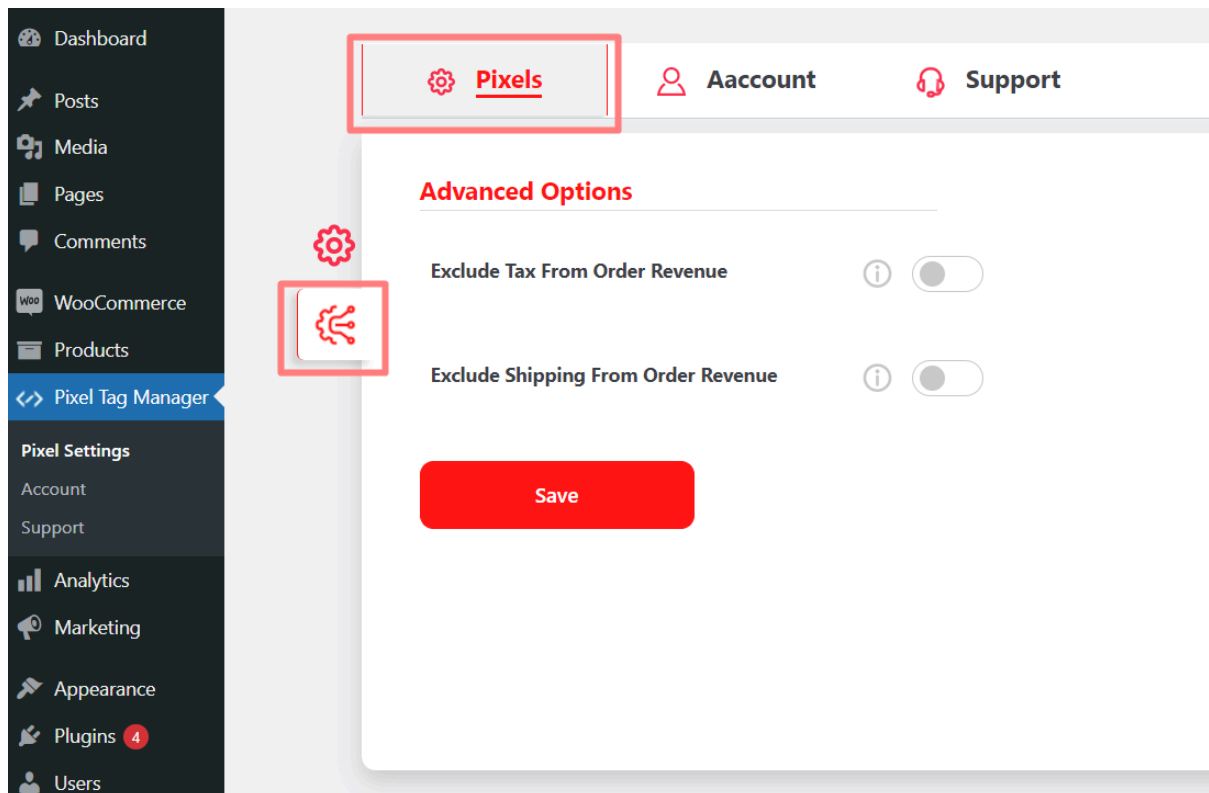
\*\*\*\*\*

Ex. Twitter pixel ID: o9efc

Save

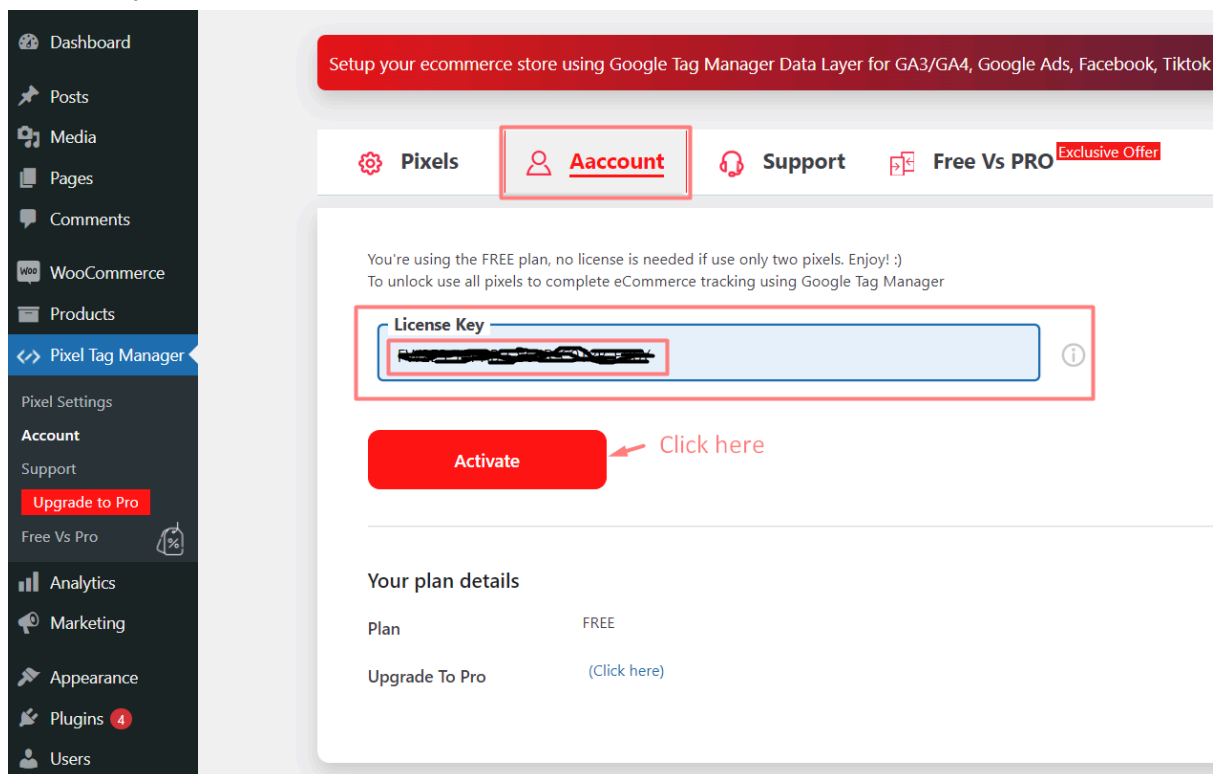
Do you really like the Pixel Tag Manager? Please click here and share your experience. ★★★★★

## Advanced Setting Options



## Active License Key

First complete the adding Email address and save the your pixel setting and after active the license key.



## Privacy & Terms

When the user onboard the first-time email or changes the email on the pixels setting page before saving any data, the 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/>

