

A black and white photograph of a desk. In the foreground, there is an open notebook with some faint handwriting. To the left, a potted plant with long, thin leaves sits in a metal bucket. In the background, a window with blinds is visible, and a pen is resting on the desk. A semi-transparent dark grey box is overlaid on the right side of the image, containing white text.

Using Facebook's Pixel To Measure And Grow Your Sales

Calendar

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Measure & Grow Your Business w/ Facebook's Pixel



From reaching the right person and making a sale, to converting them into a loyal customer – you can use the Facebook pixel every step of the way to measure and grow your online sales.

Find people who will love your business

The pixel makes it easy to learn more about the people who visit your website, so you can build new audiences of similar people who are likely to be interested in your products or services.

- View Audience Insights to get rich insights about the people who visit your website
- Target your ads to people who are likely to take a desired action, like signing up or making a purchase.
- Create a Lookalike Audience to reach new people who are similar to your website visitors.

Drive sales and measure your success

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When you install the pixel, you can track the actions that happen on your website after people click your ads. The pixel can also show you how many sales happen as a direct result of your ads so you can measure their effectiveness and keep improving.

- Instead of measuring only likes or comments, measure the number of sales that happen as a result of your ad
- Track the number of conversions your ads drive and calculate your return on advertising investment

Keep your customers coming back

When someone visits your website after clicking a Facebook ad, they may not always complete an action like making a purchase. With the pixel, you can reach back out to those visitors to encourage them to return to your online store. You can also use the pixel to stay in touch with existing customers and keep them coming back.

- Advertise to Custom Audiences of people who abandoned their shopping cart before making a purchase
- Grow loyalty by reaching back out to your customers and reminding them to shop with you again