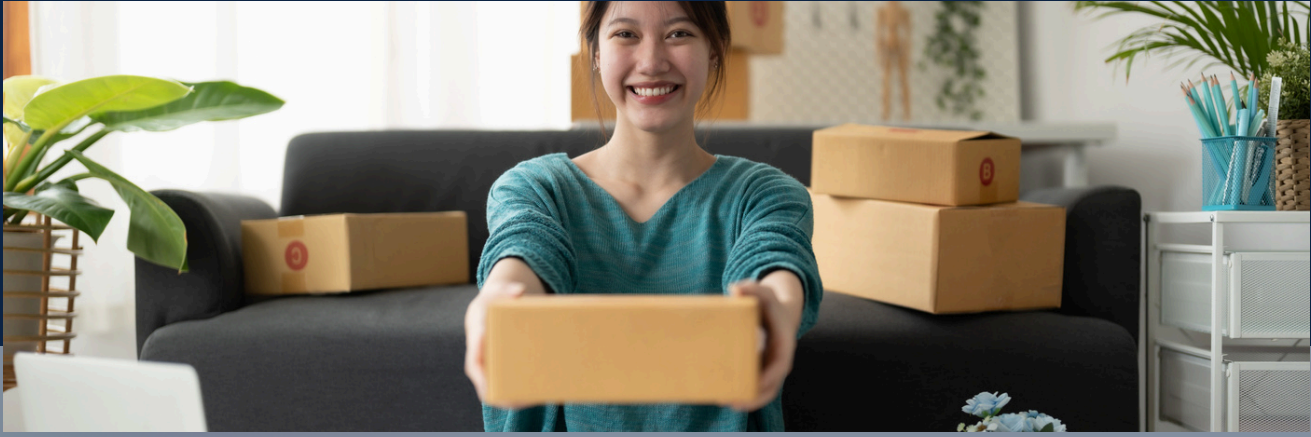


CONVERSION TRACKING

Checklist for beginners



Set up accurate tracking for your shopify/ecommerce store and
Meta Ads in under 30 minutes



What's inside



- ✔ Quick setup for meta pixel on shopify
- ✔ Key Events you should be tracking
- ✔ UTM link builder (with example format)
- ✔ Pixel testing tools you should use
- ✔ Common mistakes & How to avoid Them



META PIXEL + SHOPIFY SETUP

- Install Facebook & Instagram Sales Channel on Shopify
- Connect your meta Business manager, Ad Account, Page, and Pixel
- Enable maximum Data sharing in the App
- Verify Pixel is working via Meta pixel Helper



KEY EVENTS TO TRACK

View Content

Initiate checkout

AddTo cart

Purchase Email Signup/Lead





TOOLS TO TEST YOUR TRACKING

- Meta pixel Helper (Chrome Extension)
- Meta events manager - Test events tab
- Shopify > Reports > Marketing Attribution



Avoid these common Mistakes

- Forget to test if pixel is firing
- Not aligning ad objectives with tracked events
- No UTM tags in email, influencer or bio links

