

# Facebook Ads Tracking

In order to track your ads on Facebook Ads, make sure you included UTMs to your final destination URL (landing URLs) as shown below

US Only - WP WooCommerce - Lead ...

2XDeal

Description · Optional

When It Comes to Use a UTM Tracking Plug-in, There Is No Better Plugin to Buy than HandL

Never lose conversion and better strategize your marketing move

No more missing conversions and no more headache. The future of analytics is here

+ Add Another Option 3 of 5

Website URL

https://utmgrabber.com/?utm\_source={{site\_source\_name}}&utm\_medium={{placement}}&utm\_campaign=FB2X&utm\_content={{ad.id}}

Preview URL

Build a URL Parameter

Display Link · Optional

Enter the link you want to show on your ad

Call to Action

Download

+ Add Another Option

## Build a URL Parameter



### Website URL

https://utmgrabber.com/

Fill out the fields in the form below to add parameters to your website URL. To automatically get information from your campaign, ad set or ad, click on each field and select a dynamic parameter such as id={{ad.id}}. [Learn More](#)

### Campaign Source

{{site\_source\_name}}

To identify the source of traffic. For example: Facebook, Instagram, a search engine or other source.

### Campaign Medium

{{placement}}

To identify the advertising medium. For example: banner, email, Facebook\_Feed or Instagram\_Story.

### Campaign Name

FB2X

To identify a specific promotion or strategic campaign. For example: summer\_sale.

### Campaign Content

{{ad.id}}

To differentiate ads or links that point to the same URL. For example: white\_logo, black\_logo.

Add Parameter

### URL Preview

https://utmgrabber.com/?utm\_source={{site\_source\_name}}&utm\_medium={{placement}}&utm\_campaign=FB2X&utm\_content={{ad.id}}

Cancel

Apply

if you happen to append any other parameters (other than UTMs) to your final URL, make sure you also add them into custom parameters section in the plugin settings in WordPress dashboard so you can track them just like any other UTM parameters.

## Facebook Ads Related Parameters [Facebook Ads Dynamic Parameters](#)

```
[ad_id] - Facebook Ad Id  
[adset_id] - Facebook Ads Id  
[ad_name] - Facebook Ads Name  
[adset_name] - Facebook Adset Name  
[placement] - Facebook Placement  
//you can add many more using custom paramaters.
```

---

Revision #2

Created Fri, Dec 18, 2020 4:47 PM by [Leman](#)

Updated Fri, Dec 18, 2020 4:56 PM by [Leman](#)