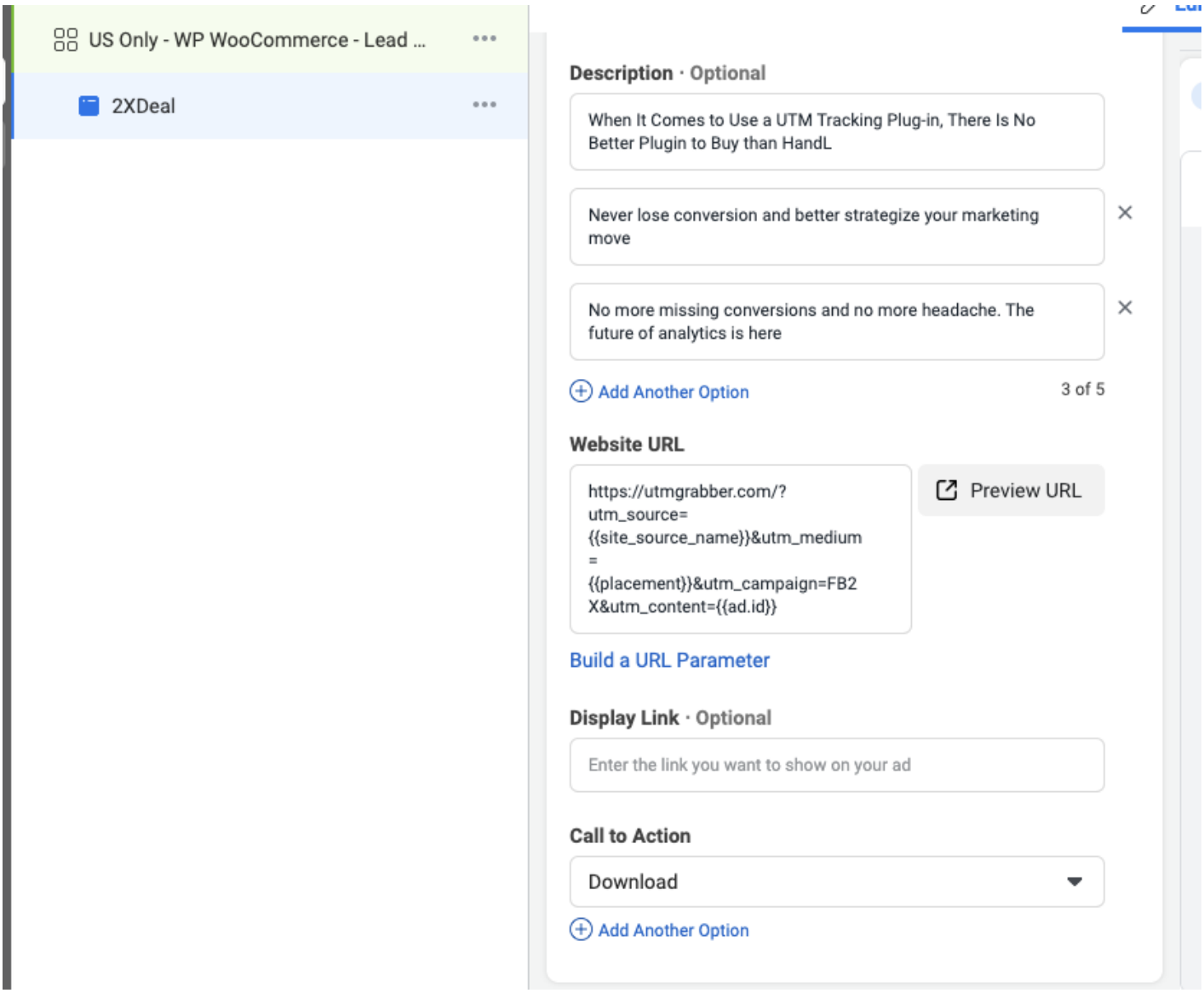
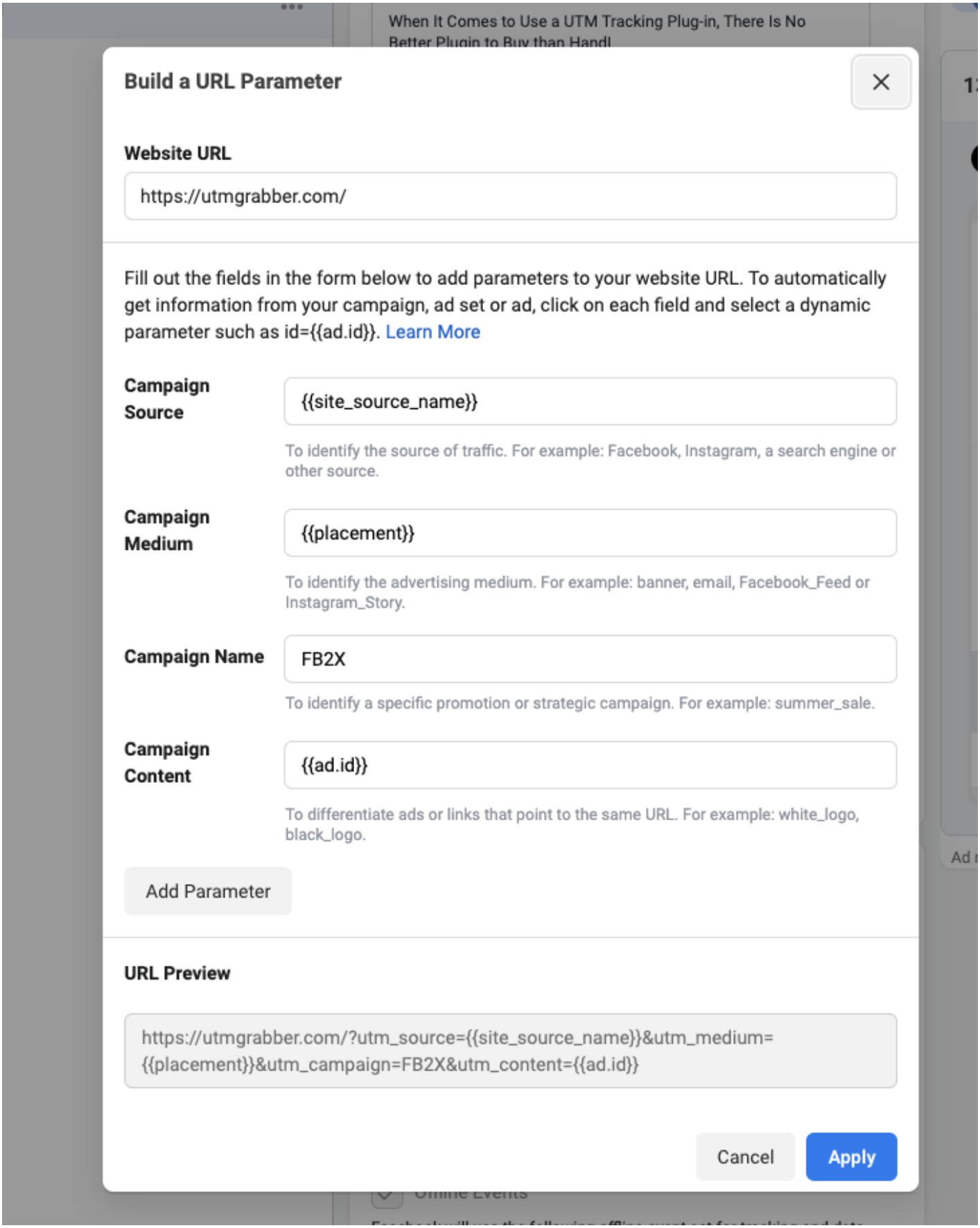
Facebook Ads Tracking

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




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