

# Meta Ads / Facebook Ads

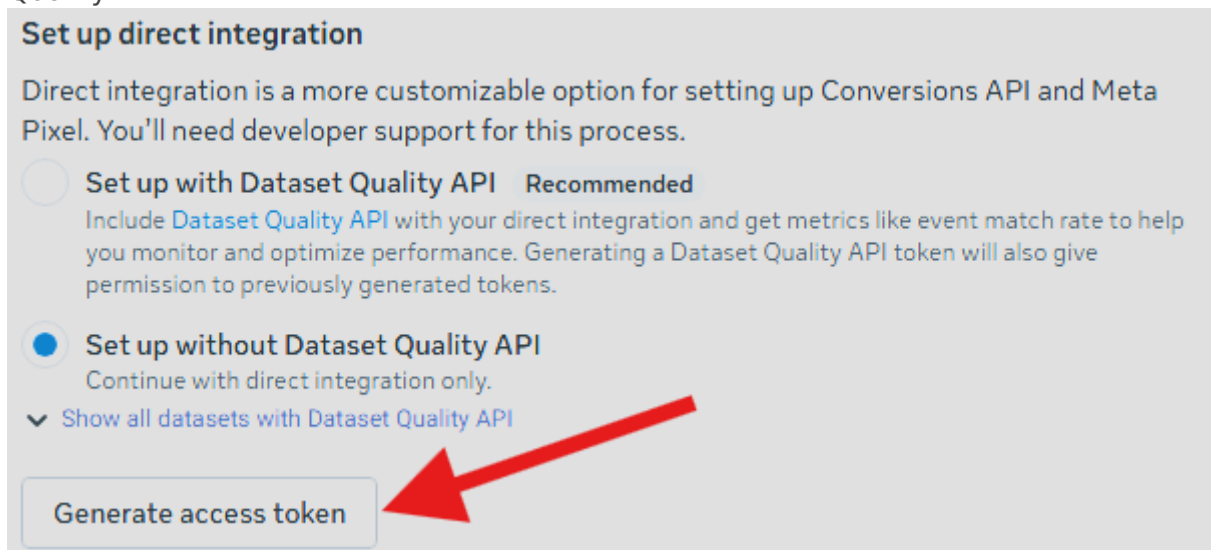
## Important note:

We strongly recommend creating a new pixel rather than connecting your old pixel to Shoplytics. Otherwise, duplicate events and issues with the campaign algorithm may occur.

If you are sure that you want to use your old pixel, you can simply skip the first steps of this guide. But you can't go wrong with a second pixel.

## Instructions:

1. Log in to your Business Manager at [business.facebook.com](https://business.facebook.com). (If you don't have a business account yet, you can create one on this page. Your ad account and pixel are just "assets" that sit within your business account.)
2. On the left, click "All Tools" --> "Events Manager" and then click "Data Sources"
3. Click the green "+ Connect Data" at the top left to create a new data source.
4. Select "Web" as the type
5. Enter the domain followed by "Shoplytics" as the name.
6. In the next step, Facebook will offer you implementation instructions. You can ignore and close this.
7. Click on Settings at the top right
8. Copy the "Dataset ID"
9. Scroll down to "Set up direct integration" and generate an access token without "Dataset Quality API"



**Set up direct integration**

Direct integration is a more customizable option for setting up Conversions API and Meta Pixel. You'll need developer support for this process.

**Set up with Dataset Quality API** **Recommended**  
Include [Dataset Quality API](#) with your direct integration and get metrics like event match rate to help you monitor and optimize performance. Generating a Dataset Quality API token will also give permission to previously generated tokens.

**Set up without Dataset Quality API**  
Continue with direct integration only.

▼ [Show all datasets with Dataset Quality API](#)

**Generate access token**

10. Send these two pieces of information to data@shoplytics.io so we can activate the integration.
11. In the pixel settings, also click "Share with ad account" so that the audiences work.

## Enabling error monitoring:

So that we can check whether the pixel is being supplied with data correctly, you should definitely also grant the Shoplytics team access to the pixel and the ad account.

To do this, simply go to Business Settings --> Datasets --> Assign Partners --> grant access to business ID 1800068976920756.

The screenshot displays the 'Datasets & pixels' section of the Shoplytics interface. On the left sidebar, the 'Data Sources' section is expanded, and 'Datasets & pixels' is highlighted. A red arrow points to this menu item. The main content area shows a list of datasets with the following entry:

Name
einfach-erfolgreich (GTM Klickpro-Template)s Pixel No data connected

A red arrow points to this dataset entry. The right-hand panel provides details for the selected dataset:

- Dataset name:** einfach-erfolgreich (GTM Klickpro-Template)s Pixel
- ID:** 303882207042297
- Owned by:** Klickpro
- Status:** Dataset is not receiving events. No events received. Go to [Events Manager](#) to view details.
- Partners:** 0 partners are assigned to this einfach-erfolgreich (GTM Klickpro-Template)s Pixel dataset. You can assign partners to the einfach-erfolgreich (GTM Klickpro-Template)s Pixel dataset, manage assignments, and remove them.
- Action:** Assign partner (button)

Red arrows point to the 'Partners' tab and the 'Assign partner' button.

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