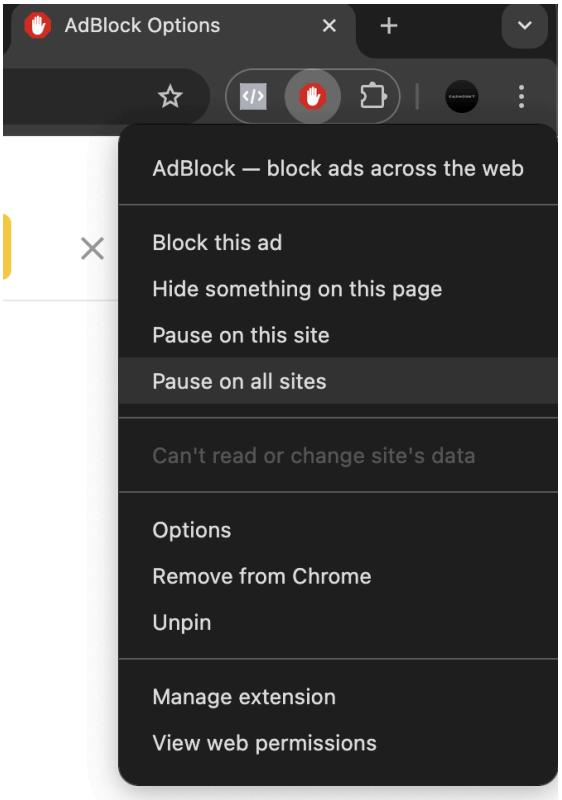
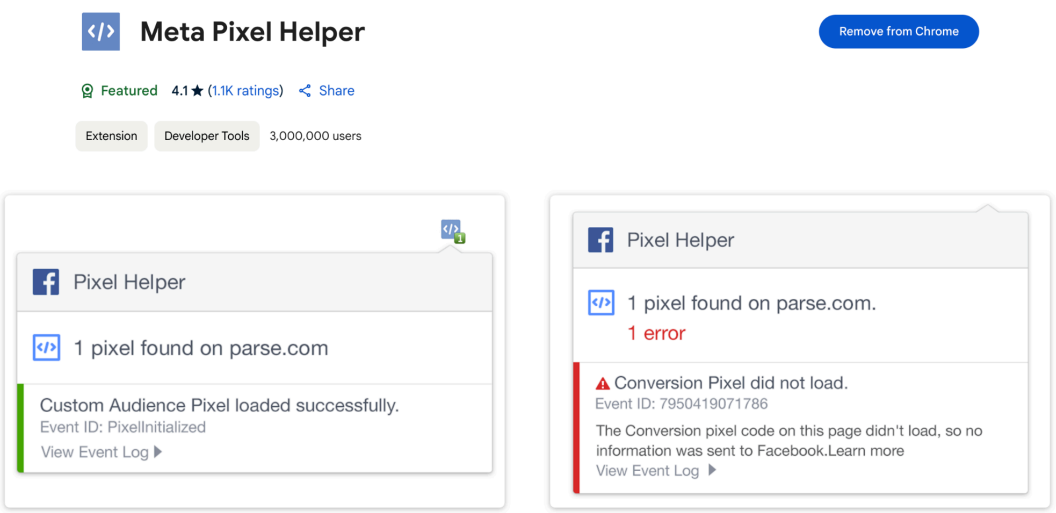
Console code:

fbq('track', 'Purchase', { content_type: 'product_group', content_ids: '[**PIXEL-ID**]' , value: 99.99, num_items: 1, currency: 'USD', })

1. **Disable AD blockers if you have one installed**

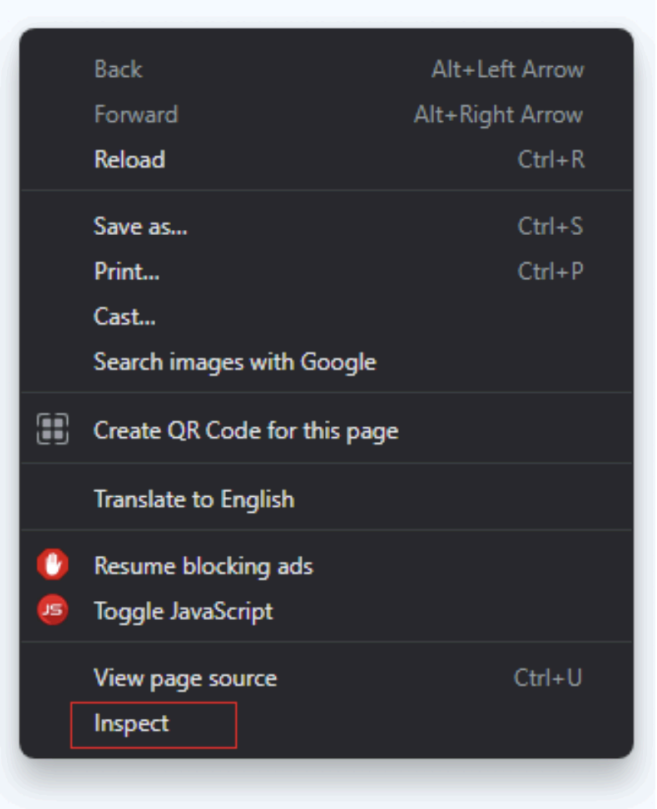


2. **Install Meta Pixel Helper chrome extension:**
   https://chromewebstore.google.com/detail/meta-pixel-helper/fdgfkebogiimcoedlicjlajpkdmockpc

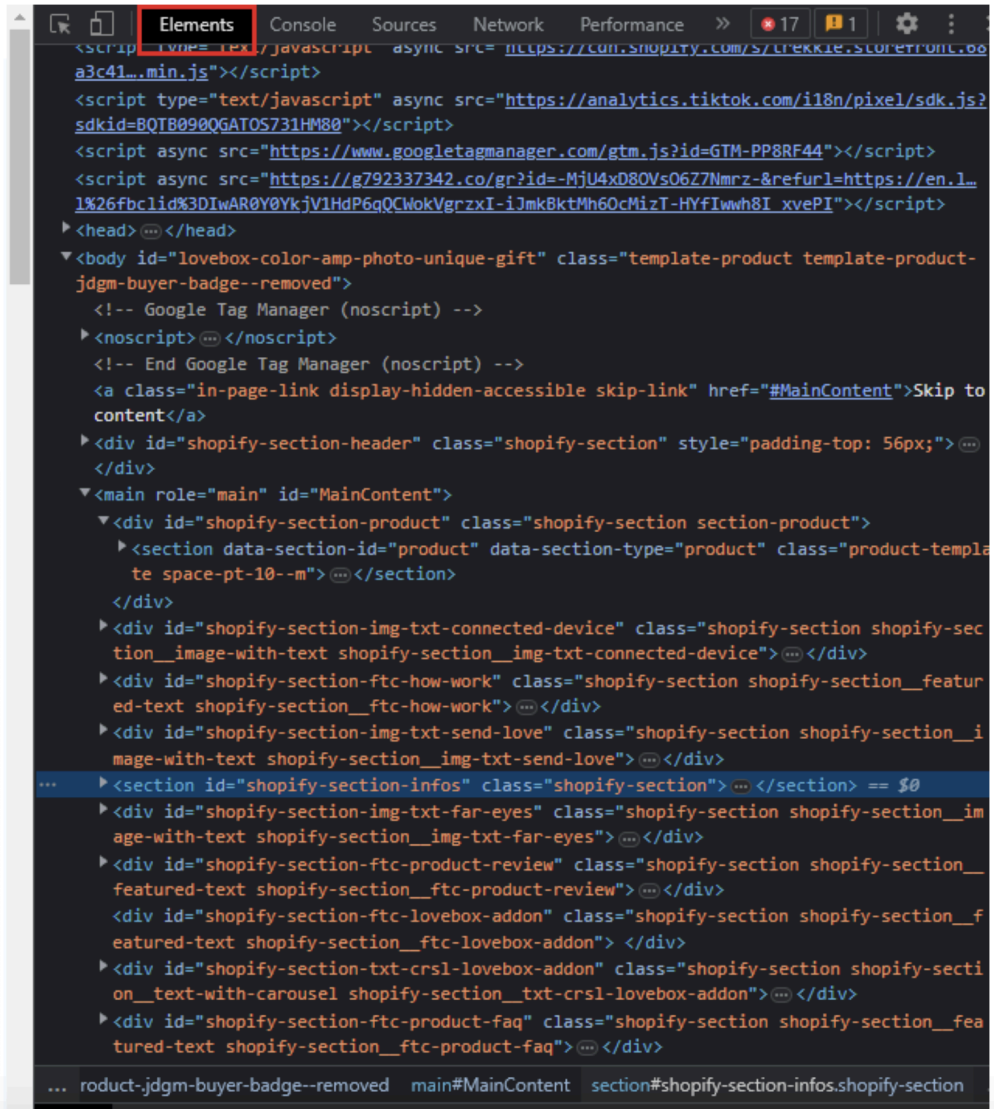


3. Confirm if the store uses Shopify platform (use chrome browser)

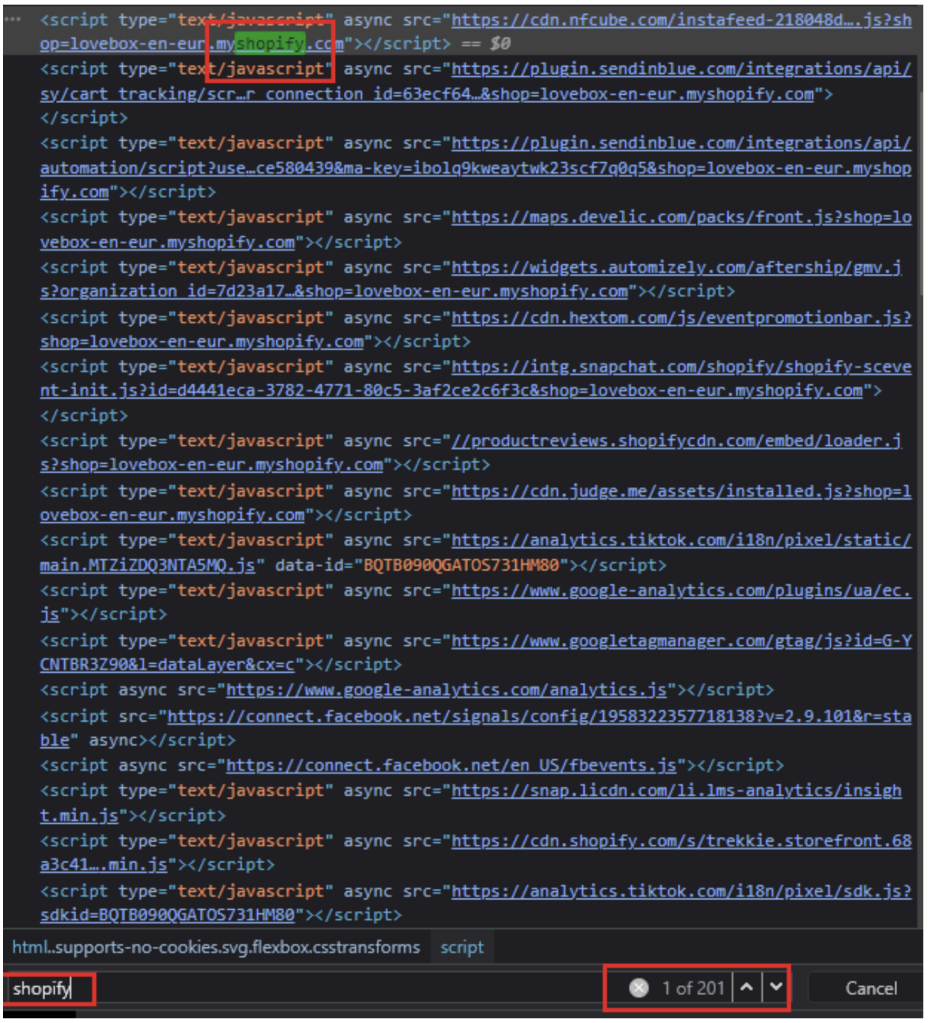
- Go to their product page
- Right click inspect



- On the right, menu opens – select elements

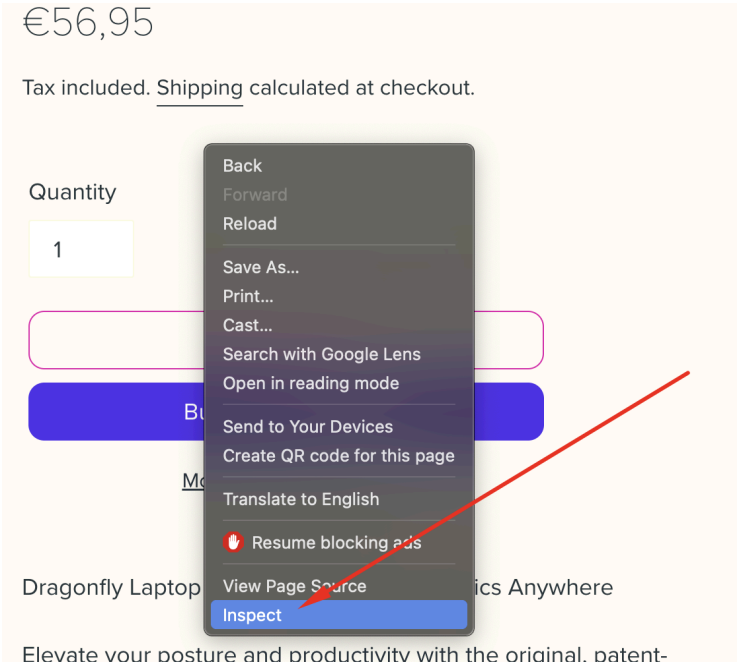


- Press CTRL + F and search for shopify
- Shopify named elements should come up in their HTML code = Shopify store

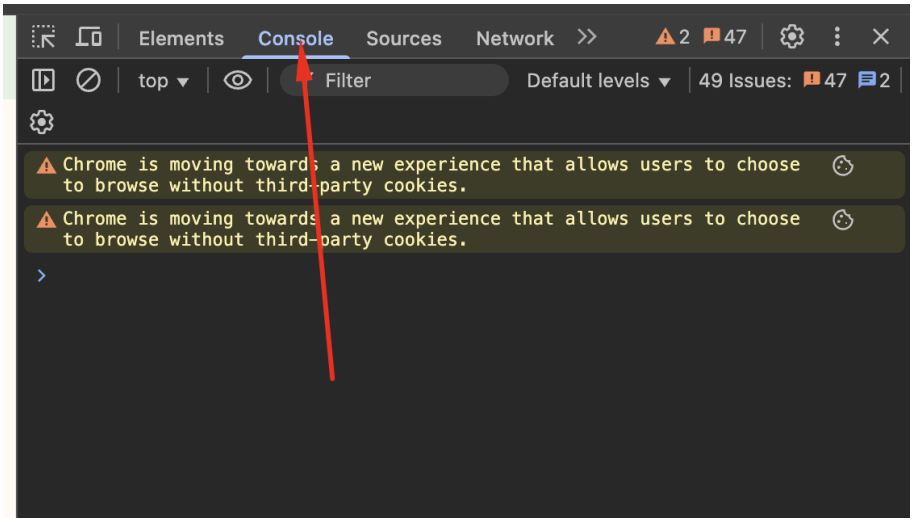


4. If its a Shopify store, make the PixelHack

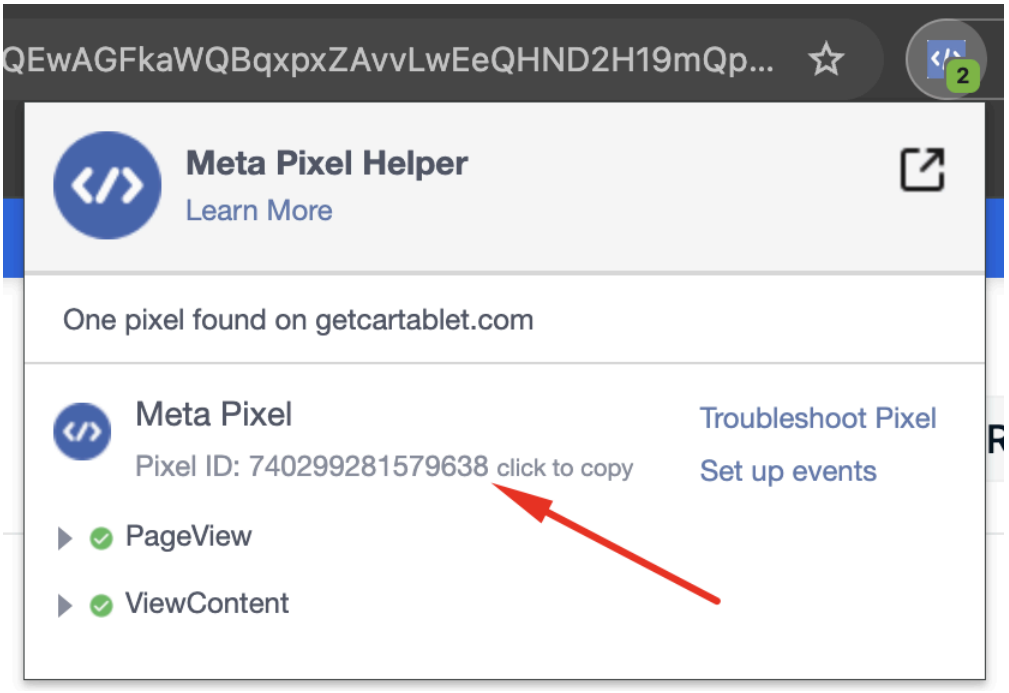
- Go to product page
- Right click and inspect



- Go to Console tab



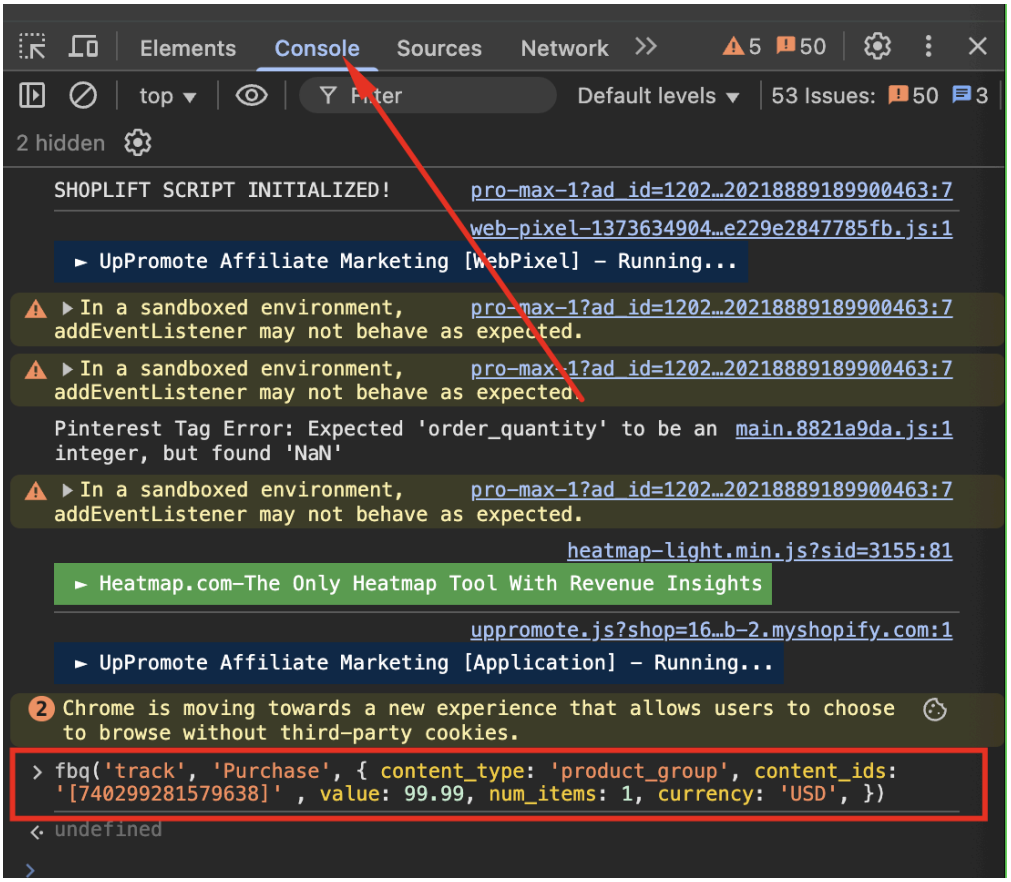
- Open Meta Pixel Helper to copy the Pixel ID



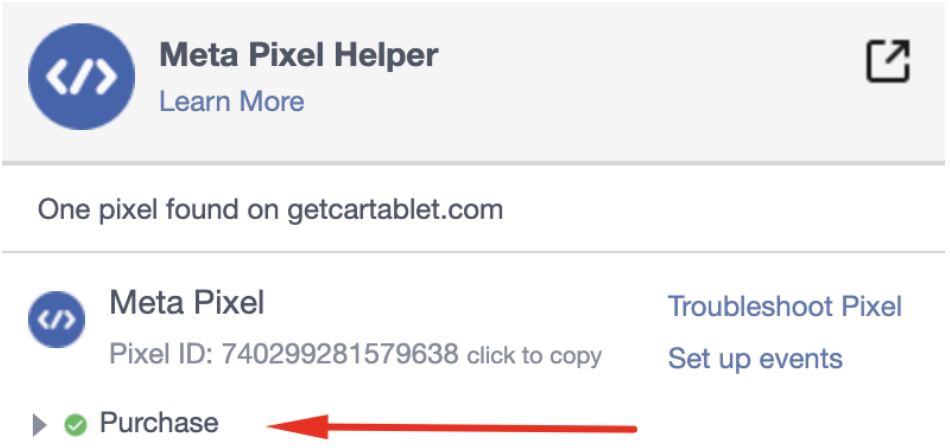
- Replace Pixel ID in this code:

  fbq('track', 'Purchase', { content_type: 'product_group', content_ids: '[**PIXEL-ID**]' , value: 99.99, num_items: 1, currency: 'USD', })

- Paste the code in the console and press “enter”



- Check the Meta pixel helper plugin and if you did everything correctly you just made a purchase in facebook eyes. That means you put yourself in the hot audience category and you will see the hottest ads in your newsfeed.



5. **Do this at least <u>2-5 times a day</u> on different Facebook ads that are using Shopify store and have facebook pixel installed. You will then see a lot more ads in your**

newsfeed as Facebook considers you a hot buyer.

NB! - Some of the stores has right click disabled, so you need to install “enable right click” plugin on your chrome browser and use this to enable right click.