



● HOST GUIDE · PRO FEATURE

Track your ads with pixels on Convo

How to connect your Meta or TikTok pixel to a webinar, check that it works, and use it to run ads that bring in registrations.

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What a pixel is, and what Convo tracks

A pixel tells an ad platform what people did after they clicked your ad. Without it, Meta and TikTok only know who clicked. With it, they know who registered.

Why it matters

- **Better targeting.** The platform learns what your registrants have in common and shows your ad to more people like them.
- **Real costs.** You see cost per registration, not just cost per click.
- **Retargeting.** You can show a follow-up ad only to people who registered but didn't buy.

What Convo sends to your pixel

You only paste a Pixel ID. Convo loads the pixel on your webinar's pages and reports these events automatically:

EVENT	WHEN IT FIRES	ON TIKTOK IT IS CALLED
PageView	Someone opens your registration page, embedded form, webinar room or replay	Page view
Lead	Someone registers for your webinar	CompleteRegistration
ViewContent	A registrant enters the webinar room or opens the replay	ViewContent
InitiateCheckout	Someone clicks your Pay Now button	InitiateCheckout

What you need

Convo plan	Pro. Tracking pixels are a Pro feature.
For Meta	A Meta Business account with an ad account (business.facebook.com).
For TikTok	A TikTok Ads Manager account (ads.tiktok.com).
Time	About 10 minutes.

You never touch code.

Meta and TikTok will both offer you a snippet of code to install. Ignore it. Convo already has that code built in and only needs your Pixel ID.

What a pixel can't see.

If your Pay Now button sends people to another site, such as Selar, the pixel records the click (InitiateCheckout) but not the completed payment. The payment happens on that other site.

STEP 1

Create your Meta pixel

Already have a pixel? Skip to the last part of this page and copy its ID.

- 1 Go to **business.facebook.com** and open **Events Manager**. It's under All tools in the left menu.
- 2 Click **Connect data**, choose **Web**, then click **Next**.

Connect a new data source

Share data on how customers interact with your business. This can help optimize ad delivery and performance.

- ☒ **Web**
Connect your website to share activity that occurs online, including view content, add to cart and purchases.
- ☐ **App**
Connect your app to share activity that occurs in your app, including installs, purchases.
- ☐ **Offline**
Connect activity that occurs offline, including phone calls or in-store purchases.
- ☐ **CRM**
Connect your CRM to deliver your lead generation ads to people most likely to convert.
- ☐ **Messaging**
Connect valuable data from business chats happening on WhatsApp, Messenger, and Instagram.

[Cancel](#) [Next](#)

Choose Web. The other options are for apps, shops and messaging.

Connect Website Activity Using Meta Pixel

Send web events and parameters through the web browsers your customers use when interacting with your website.

Name Your Pixel

Convo

Check your website for easy set up options - Optional

https://

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By continuing, you agree to the [Meta Business Tools Terms](#).

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Give the pixel a name you'll recognise, such as your brand name. Leave the website box empty.

- 3 Type a **name** for the pixel and click **Next**. The website box is optional, so leave it empty.
- 4 Meta now asks how you want to install the code. **Close this box**. You don't need either option.

Connect website activity using pixel

Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code and your technical support.

☒ **Manually add Pixel code to website**
Follow guided installation instructions with detailed developer documentation, or [email instructions](#) to your developer. [Learn more](#)

[Install code manually](#)

☐ **Use partner integration**
Check if your website is eligible for integration with one of our supported partners, like Shopify, WordPress and more. [Learn more](#)

[Check for partner](#)

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Close this with the X. Convo does the installing for you.

Copy your Pixel ID

In Events Manager, click **Datasets**. Your pixel is listed with its **ID** underneath the name. It is a number, usually 15 or 16 digits.

Search by name or ID

Dataset	Events
Convo	1234567890123456

[Overview](#) [Test events](#) [Diagnostics](#) [History](#) [Settings](#)

The ID sits under the pixel's name. Copy only the digits.

"Your pixel hasn't received any activity."

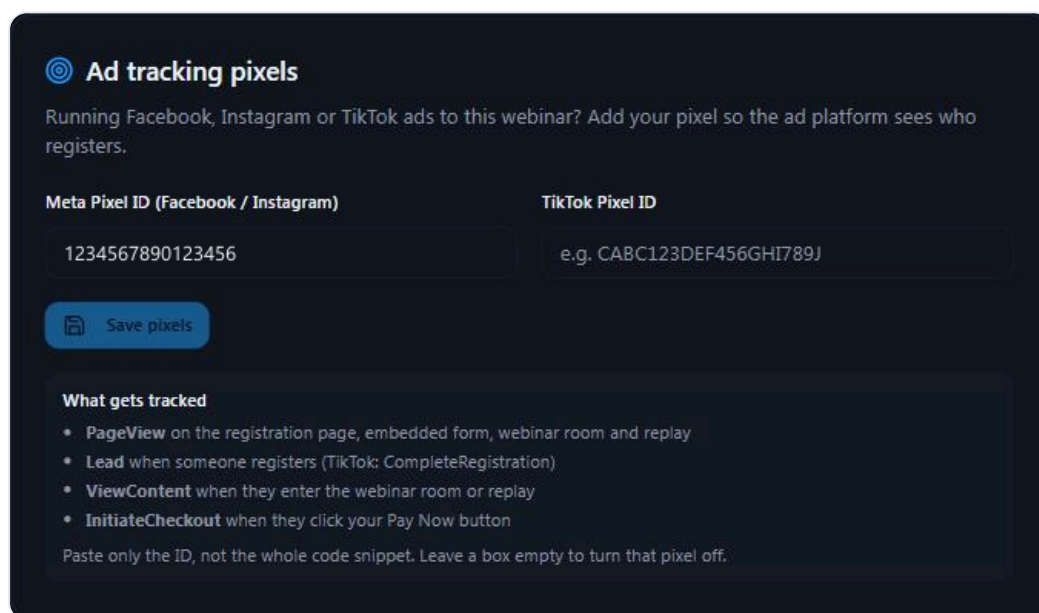
You'll see this message right after creating a pixel. It's expected. It clears as soon as the pixel is on your webinar and someone opens the page.

STEP 2

Add the pixel to your webinar

Pixels are set per webinar, so each webinar can report to a different pixel, or they can all share one.

- 1 Sign in at **everconvo.com** and open your **dashboard**.
- 2 Click the webinar you're going to advertise.
- 3 Scroll down to the section called **Ad tracking pixels**.
- 4 Paste your ID into **Meta Pixel ID (Facebook / Instagram)**. If you also advertise on TikTok, paste that ID into **TikTok Pixel ID**.
- 5 Click **Save pixels**. You'll see "Pixels saved. They're now active on this webinar's pages."



Ad tracking pixels

Running Facebook, Instagram or TikTok ads to this webinar? Add your pixel so the ad platform sees who registers.

Meta Pixel ID (Facebook / Instagram)	TikTok Pixel ID
1234567890123456	e.g. CAB123DEF456GHI789J

 **Save pixels**

What gets tracked

- **PageView** on the registration page, embedded form, webinar room and replay
- **Lead** when someone registers (TikTok: CompleteRegistration)
- **ViewContent** when they enter the webinar room or replay
- **InitiateCheckout** when they click your Pay Now button

Paste only the ID, not the whole code snippet. Leave a box empty to turn that pixel off.

The Ad tracking pixels section on a webinar's page in Convo.

Good to know

- **Paste only the ID.** Not the code snippet, and no spaces.
- **It's live straight away.** There's nothing to publish or wait for.
- **One pixel, many webinars.** You can paste the same ID into every webinar you run. That gives the pixel more data to learn from.
- **To turn a pixel off,** clear the box and click Save pixels.
- **Pro only.** On the Free plan the section shows a lock with an Upgrade link. If a Pro plan ends, pixels stop firing until it's renewed. Your saved IDs are kept.

If Convo says the ID isn't valid

A Meta Pixel ID contains digits only. A TikTok Pixel ID contains capital letters and digits only, about 20 characters. Check you haven't copied a label, a space or the ad account number by mistake.

STEP 3

Check that it works

Meta has a live testing screen. Use it once after setting up, before you spend money on ads.

- 1 In Events Manager, click your pixel, then open the **Test events** tab.
- 2 Open **Confirm your website's events are set up correctly**.
- 3 Paste your webinar's **registration link** into the box and click **Test Events**. You'll find the link on your webinar's page in Convo, under Registration page.
- 4 Meta opens your registration page in a new tab. Go back to the Test events tab: **PageView** should appear within a few seconds.
- 5 In the tab Meta opened, **register** with your own email. Back in Test events, **Lead** should appear.

Test your events

Use test events to confirm your website, app, CRM and server events are set up correctly.

Note that test behavior may differ from live environments, and your personal ad settings won't affect test data. [Learn more](#)

Receiving activity
everconvo.com | test_event_code: TEST96161

5 options selected ▼

Clear activity

Events Received	Received From	Setup Method	Event ID	Time Received
Lead Processed	Browser	Manual Setup		Today at 11:22:50 PM ▼
PageView Custom event Processed	Browser	Manual Setup		Today at 11:22:18 PM ▼
PageView Custom event Processed	Browser	Manual Setup		Today at 11:18:48 PM ▼

A working pixel: "Receiving activity", with PageView and Lead both marked Processed.

That's a pass.

If you see PageView and Lead marked Processed, your pixel is connected. You can test the other two the same way: enter the webinar room for ViewContent, and click your Pay Now button for InitiateCheckout.

Test events and real events

Test events only shows activity from your own browser, and only while that tab stays open. Activity from real visitors appears on the pixel's **Overview** tab, usually within 30 minutes.

For a second check, install Meta's free **Meta Pixel Helper** extension for Chrome. Open your registration page, click the extension's icon, and it lists the pixel and the events it saw.

STEP 4

Use it in an ad

When you create a campaign, Meta asks for an objective. The objective decides which pixel event Meta tries to get more of.

OBJECTIVE	CHOOSE IT WHEN	PIXEL EVENT USED
Leads START HERE	You want webinar registrations. This is the right choice for most hosts.	Lead
Sales	Your webinar sells something and your pixel already records plenty of Pay Now clicks, roughly 50 a week or more.	InitiateCheckout
Traffic	You only want visits to your registration page. Cheaper clicks, but fewer of them register.	None required
Engagement	You're promoting a post or Reel, or want WhatsApp or DM conversations instead of registrations.	None
Awareness	You want as many people as possible to see an announcement. Not for registrations.	None
App promotion	Never. A Convo webinar isn't an app.	Not applicable

Setting up a Leads campaign for registrations

- 1 In **Ads Manager**, click **Create** and choose **Leads**.
- 2 At the ad set level, set **Conversion location** to **Website**.
- 3 Under **Pixel** (Meta may call it Dataset), pick the pixel you added to your webinar.
- 4 Under **Conversion event**, pick **Lead**.
- 5 In the ad itself, set the **Website URL** to your webinar's registration link.

Website, not Instant Forms.

Leads campaigns default to Meta's own "Instant Forms", which collect details inside Facebook. Those people never reach your Convo registration page. Choose **Website** so they register on Convo and get your reminder emails.

Give it time to learn.

Meta optimises well once a pixel records about 50 Lead events in a week. Before that, results swing a lot from day to day. Avoid changing the ad every day during this period.

Using a TikTok pixel

The idea is the same as Meta: create a pixel, copy its ID, paste it into your webinar.

Create the pixel and copy its ID

- 1 Sign in to **TikTok Ads Manager** at ads.tiktok.com.
- 2 Open **Tools**, then **Events**, and choose **Web Events**.
- 3 Create a new pixel and give it a name.
- 4 When TikTok asks how to connect, choose the **manual** setup option. You won't install the code, but this is the path that shows you the ID.
- 5 Copy the **Pixel ID**. It is about 20 characters, capital letters and digits, for example `CABC123DEF456GHI789J`.

TikTok's menus change often.

If the names above don't match what you see, look for "Events" or "Pixel" in the Tools or Assets menu. You only need one thing from TikTok: the Pixel ID.

Add it to your webinar

Open your webinar in Convo, scroll to **Ad tracking pixels**, paste the ID into **TikTok Pixel ID** and click **Save pixels**. You can use a Meta pixel and a TikTok pixel on the same webinar.

What TikTok receives

The same four events as Meta, listed on page 2. The one that matters for ads is a registration, which TikTok calls **CompleteRegistration**.

Using it in a TikTok ad

- 1 Create a campaign with a **website conversions** or lead generation objective.
- 2 At the ad group level, choose **Website** as the place people convert, then select your pixel.
- 3 Set the optimisation event to **Complete Registration**.
- 4 Use your webinar's registration link as the destination.

To check it's working, open the pixel in TikTok's Events area and use its test tool, or install the **TikTok Pixel Helper** extension for Chrome and open your registration page.

Retargeting, embedded forms and limits

Retarget people who didn't finish

Once your pixel has data, you can build audiences from it and advertise only to them. In Meta, go to **Audiences**, click **Create audience**, choose **Custom audience**, then **Website**.

AUDIENCE	HOW TO DEFINE IT	WHAT TO SHOW THEM
Visited, didn't register	Include PageView. Exclude Lead.	A reminder that the next session is soon
Registered, didn't attend	Include Lead. Exclude ViewContent.	The replay, or the next session time
Attended, didn't click Pay Now	Include ViewContent. Exclude InitiateCheckout.	Your offer, with answers to common objections

You can also build a **Lookalike audience** from people who fired Lead. Meta then finds new people who resemble your registrants.

If you embed the registration form on your own site

Convo's embed form runs inside a frame that belongs to everconvo.com. Your pixel still loads inside the form and still reports PageView and Lead.

Browsers limit what a frame from another site can remember, so matching is less accurate than on Convo's own registration page. For the most accurate tracking, send your ads to the Convo registration link.

If your site has its own pixel installed, the form also announces each registration to your page with a message named `webinar:registered`. A developer can listen for it and fire your site's pixel.

Limits to expect

- **Not every action is recorded.** Ad blockers and iPhone privacy settings stop some events from being reported. This affects every website. Your true numbers are usually a little higher than the pixel shows.
- **Completed payments on other sites aren't tracked.** The pixel sees the Pay Now click, not the payment on Selar or another checkout.
- **The pixel must belong to the ad account running the ad**, or be shared with it in Meta's Business settings.
- **Your attendees' privacy.** A pixel shares browsing activity with Meta or TikTok. If you have a privacy policy, mention that you use advertising pixels.

Troubleshooting and quick reference

WHAT YOU SEE	WHAT TO CHECK
No events in Test events	Keep the Test events tab open while you test. Open the page using Meta's Test Events button, not a link you typed. Turn off any ad blocker in that browser.
Events go to the wrong pixel	The ID saved on the webinar is different from the pixel you're looking at. Compare the two numbers digit by digit.
PageView shows, Lead doesn't	Lead only fires on a completed registration. Register again with an email address you haven't used for that webinar.
Worked before, stopped now	Check your Convo plan on the Billing page. Pixels pause when Pro ends and resume when it's renewed.
The pixels section is locked	You're on the Free plan. Upgrade to Pro on the Billing page.
"Only the webinar's host can change its pixels"	You're signed in to a different account from the one that created the webinar.
The pixel isn't offered when creating an ad	The pixel belongs to a different ad account or business. Share it in Meta's Business settings under Data sources, or create the pixel in the ad account you advertise from.
Numbers in Ads Manager look low	Compare with your registrations in Convo. A gap of 10 to 30 percent is normal because of blockers and privacy settings.

Quick reference

Where to add it	Dashboard → your webinar → Ad tracking pixels → Save pixels
Meta Pixel ID	Digits only, usually 15 or 16. Found in Events Manager → Datasets.
TikTok Pixel ID	Capital letters and digits, about 20 characters. Found in TikTok Ads Manager → Tools → Events.
Best objective	Leads, with conversion location Website and event Lead.
Events sent	PageView, Lead, ViewContent, InitiateCheckout
Pages covered	Registration page, embedded form, webinar room, replay
Plan	Pro

Need a hand?

Open **Contact us** in your Convo dashboard, or email hello@everconvo.com. Tell us which webinar it is and what you see in Test events.