

Conversion Tracking Guides

How to set up and install the Meta Pixel - [link here](#).

How to use the Meta Event Setup Tool - [link here](#).

Set up automatic events in Meta Events Manager - [Link here](#).

How to set up a Google Analytics account and install the tracking pixel - [link here](#).

How to create Key Events in Google Analytics - [link here](#).

Helpful tips for setting up event tracking in Meta and Google - [video link here](#).