



Google Adwords Installation Guide

We support conversion and retargeting pixels.

You can find the ID for both of these from their installation instructions. You'll want to look for the google_conversion_id variable, like here:

```
Tag for TEST

<!-- Google Code for TEST Conversion Page -->
<script type="text/javascript">
/*  */
var google_conversion_id = 990947770;
var google_conversion_language = "en";
var google_conversion_format = "3";
var google_conversion_color = "ffffff";
var google_conversion_label = "StfOCKCZ92UQtPC2AM";

Save instructions and tag Email instructions and tag</pre></div><div data-bbox="149 344 567 361" data-label="Text"><p>The Conversion Pixel ID for this is “990947770”</p></div><div data-bbox="149 374 824 403" data-label="Text"><p>Fun Fact: we'll also pass in the investment amount to the conversion event as it's value.</p></div><div data-bbox="237 449 758 471" data-label="Section-Header"><h2>Facebook Ads Installation Guide</h2></div><div data-bbox="149 490 837 520" data-label="Text"><p>We support the Facebook Pixel. In order to find the Pixel ID you can go to the Ads Manager &gt; Tools &gt; Pixels page (direct link) and find it on the right sidebar.</p></div><div data-bbox="149 536 840 825" data-label="Image"><img alt="Screenshot of Facebook Ads Manager showing Pixel ID 1517510471853392 for Greg Belote's Pixel."/><p>The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with 'Facebook Ads' and user information. Below that, there are tabs for 'Manage Ads', 'Account Settings', 'Billing', 'Power Editor', and 'Tools'. The 'Tools' tab is selected, leading to the 'Facebook Pixel' section. The main area shows a line graph for 'Pixel Traffic' from April 19 to April 26. On the right sidebar, the details for 'Pixel: Greg Belote's Pixel' are shown, including the ID '1517510471853392', creation date '12/10/2014', status 'Active', and last received time 'In the last hour'. A red arrow points to the Pixel ID.</p></div><div data-bbox="149 846 834 889" data-label="Text"><p>We'll trigger three events for you: wefunder:viewed_profile, wefunder:viewed_invest, and wefunder:completed_invest. From these you can create conversions or audiences.</p></div><div data-bbox="149 902 703 933" data-label="Text"><p>Fun fact: we'll also pass in the investment amount to the wefunder:completed_invest event as a USD value for the event.</p></div>
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