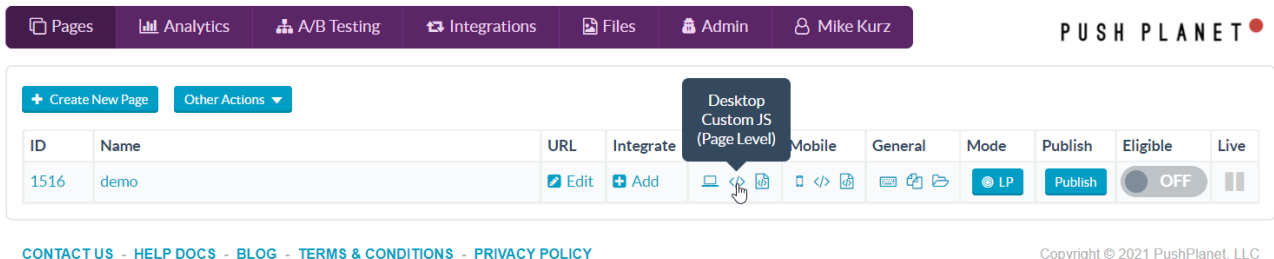


# How To Fire a Facebook Pixel on a Landing or Preference Page

Last Modified on 06/24/2026 11:55 am EDT

Instead of firing Facebook pixels directly from the page, we recommend [installing Google Tag Manager](#) on your pages instead.

If you prefer to add the Facebook pixel to your page directly, first, open the custom JS editor for the page you're working on:



The screenshot shows the PushPlanet dashboard with a navigation bar containing 'Pages', 'Analytics', 'A/B Testing', 'Integrations', 'Files', 'Admin', and 'Mike Kurz'. The main content area displays a table of pages with columns for ID, Name, URL, Integrate, Mobile, General, Mode, Publish, Eligible, and Live. A tooltip points to the 'Integrate' column for the 'demo' page, indicating the 'Desktop Custom JS (Page Level)' editor. Below the table are links for 'CONTACT US', 'HELP DOCS', 'BLOG', 'TERMS & CONDITIONS', and 'PRIVACY POLICY', and a copyright notice for 2021 PushPlanet, LLC.

Paste the following code in to the JS editor. Be sure to add your pixel ID in the first line.

```
let FaceBookPixelId = "add your pixel ID here";//Facebook Pixel
try {
  ! function(f, b, e, v, n, t, s) {
    if (f.fbq) return;
    n = f.fbq = function() {
      n.callMethod ?
        n.callMethod.apply(n, arguments) : n.queue.push(arguments)
    };
    if (!f._fbq) f._fbq = n;
    n.push = n;
    n.loaded = !0;
    n.version = '2.0';
    n.queue = [];
    t = b.createElement(e);
    t.async = !0;
    t.src = v;
    s = b.getElementsByTagName(e)[0];
    s.parentNode.insertBefore(t, s)
  }(window, document, 'script',
    'https://connect.facebook.net/en_US/fbevents.js');
  fbq('init', FaceBookPixelId);
  fbq('track', 'PageView');} catch (err) {
  console.log("Facebook Pixel Error: " + err);
}
```

Save and publish the code, and you're all set - the FB pixel will now fire a Page View on that page.

To trigger an event on form submission, or if you have any questions about setting this up generally, [send us an email](#) and we'll be glad to help!