

Tracking with the Meta Pixel | Developer Documentation

Tracking with the Meta Pixel

Updated: Nov 4, 2025

The [Meta Pixel](#) is a snippet of JavaScript code that allows you to track visitor activity on your website. It works by loading a small library of functions that you can use whenever a site visitor takes an action (i.e., an event) that you want to track; this is called a conversion.

Embedding the Meta Pixel is a feature that lets you know how many visitors to a given page have clicked on the embedded signup button. This can help you understand how many people considered WhatsApp and how many successfully converted.

Make sure the [initial code setup](#) triggers a `Pageview` event with your Facebook app ID and the `feature` parameter.

Revision #3

Created 2026-04-01 15:32:57 UTC by New Admin

Updated 2026-04-06 19:03:46 UTC by New Admin