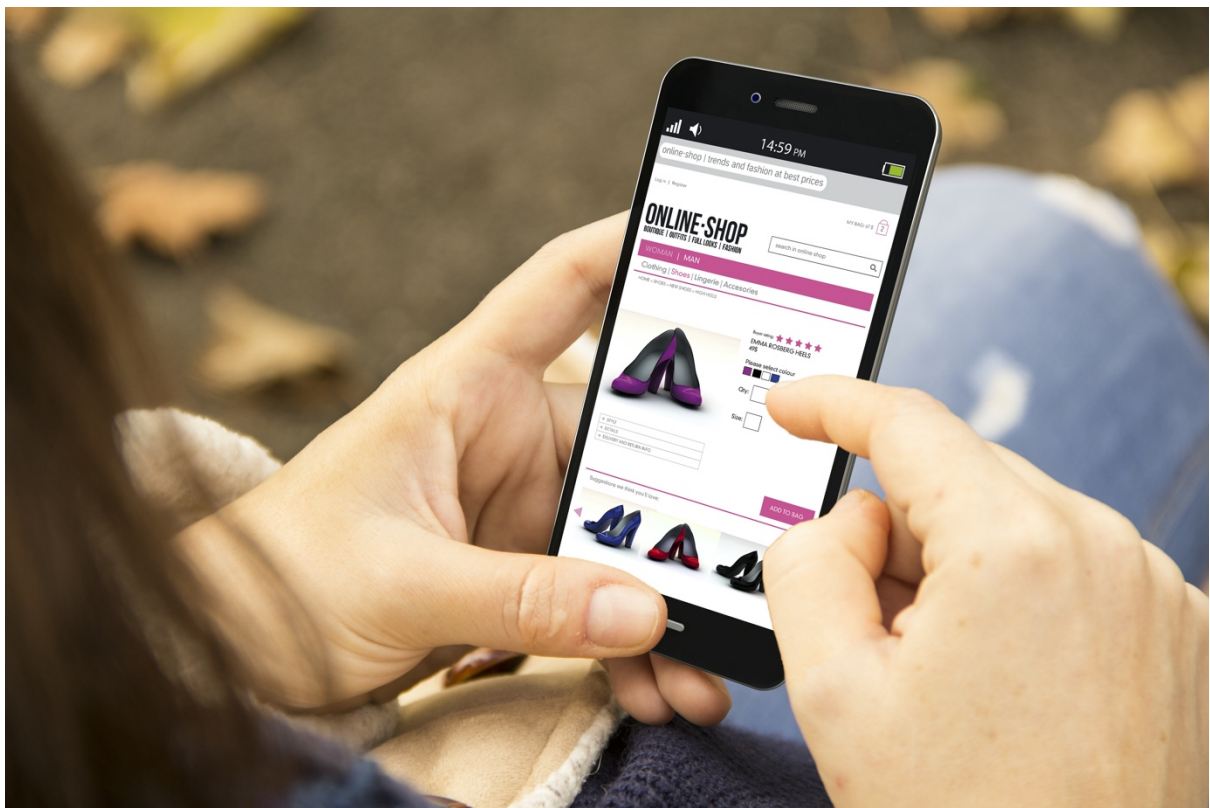


Answer iOS

A Comprehensive Solution to Solving the Blocking of the Facebook Pixel

Paul Irvine
Harlan Kilstein



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Google is a registered trademark belonging to Google.

ClickFunnels is a registered trademark of ClickFunnels Corp.

1. Verifying the domain with Facebook
2. Installing the WordPress solution
3. Installing Facebook pixel helper on Google Chrome
4. Setup conversions API on Shopify
5. Fixing ClickFunnels
6. The HYROS solution
7. Google

1. Verifying the domain with Facebook

Facebook is now insisting that you verify domains before running advertising.

People who have not done this are finding out they cannot advertise.








Others have had their advertising accounts shut down.

Fortunately, verifying your domains is quite simple.





Just follow the steps in the video and this PDF.

Open your business manager on Facebook at business.facebook.com

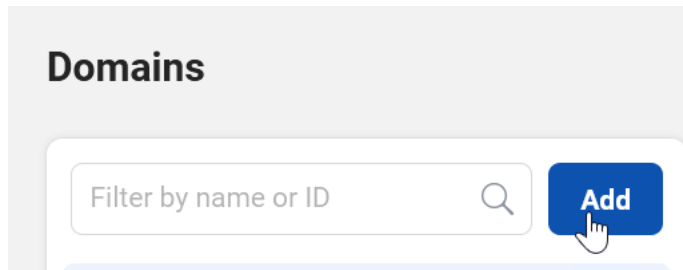
Go to your business settings.

-  Ads Manager
-  Audiences
-  Ads reporting
-  Ad account settings
-  Business settings 
-  Events Manager

Under business setting go to **Brand Safety** and select **domains**

-  Brand safety 
-  Domains 
- Block lists
- Publisher allow lists

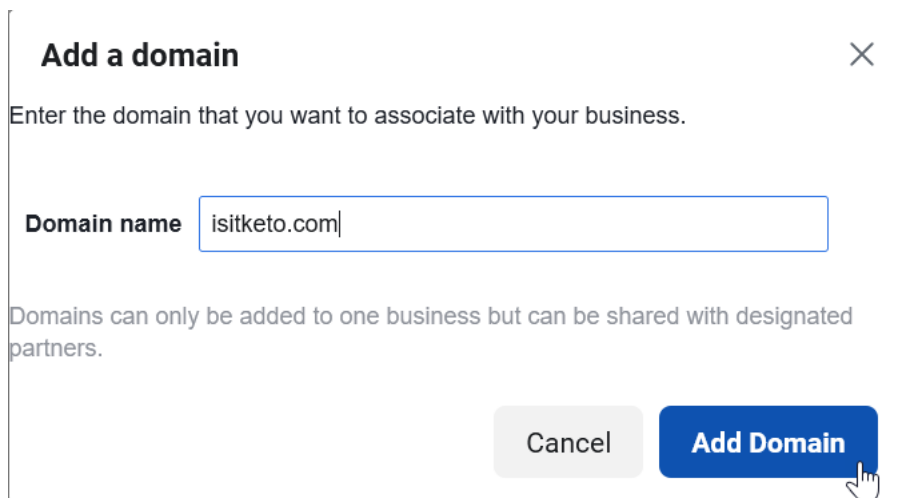
Click **Add**



Type in the name of the domain in the following format;
example.com or in our case "isitketo.com"

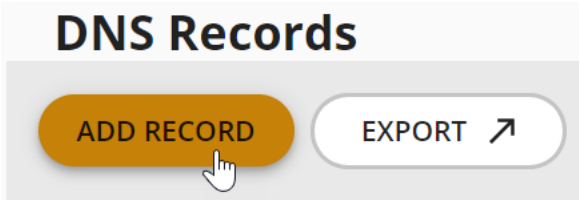
No https or www needed.

Add the domain, then click the **Add Domain** button.

A screenshot of a dialog box titled "Add a domain" with a close button (X) in the top right corner. Below the title is the instruction "Enter the domain that you want to associate with your business." There is a text input field labeled "Domain name" containing the text "isitketo.com". Below the input field is a note: "Domains can only be added to one business but can be shared with designated partners." At the bottom of the dialog are two buttons: a grey "Cancel" button and a blue "Add Domain" button. A hand cursor is pointing at the "Add Domain" button.

Copy the code you are given and paste it into a note file.

Please Note: Each domain will get its own unique code.



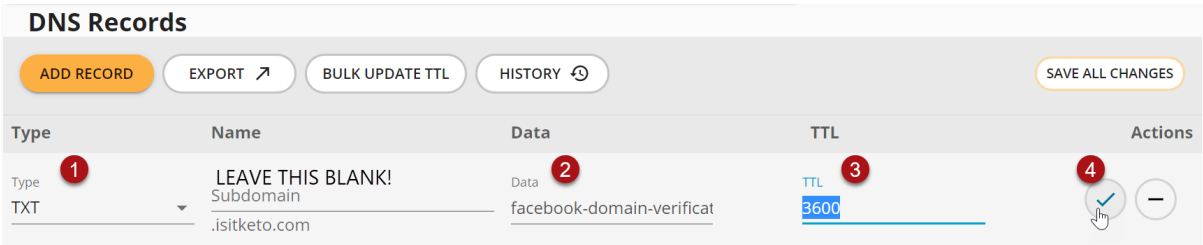
Choose TXT as the **type** of record to add

In the **data** area, paste your code from Facebook

If it asks for a **TTL** then type **3600**

Click the checkmark (could also be labelled **Save**)

The next graphic shows what it should look like when you're done.

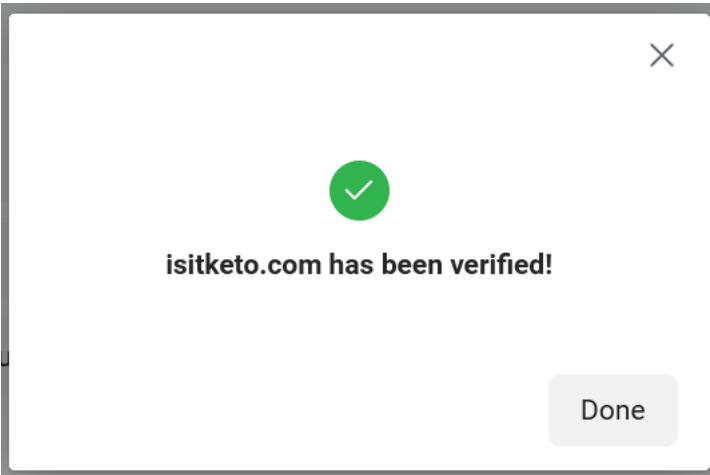


Go back to Facebook business manager.

Click the verify button.



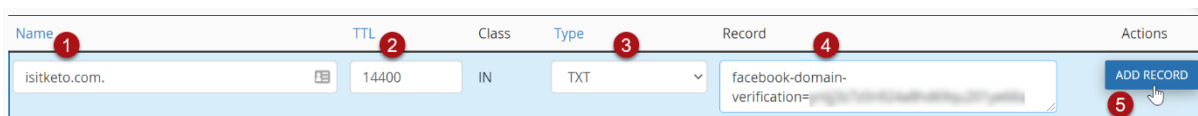
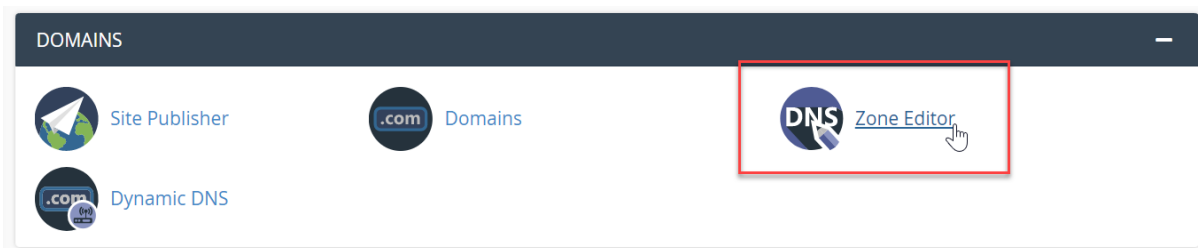
You will now see a message saying your domain is verified.



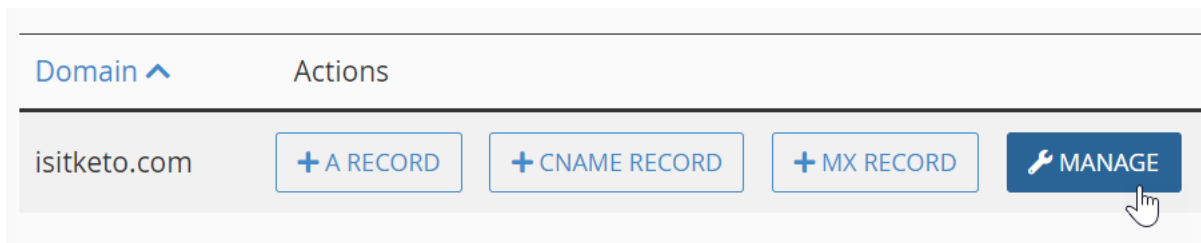
Here's an alternate solution using cPanel.

Please note, you only need to do ONE of these two solutions, **not both**.

In cPanel, go to your **Domains** and click **Zone Editor**



Click the **MANAGE** button



And click **ADD RECORD**



Type your domain name with a "." at the end.

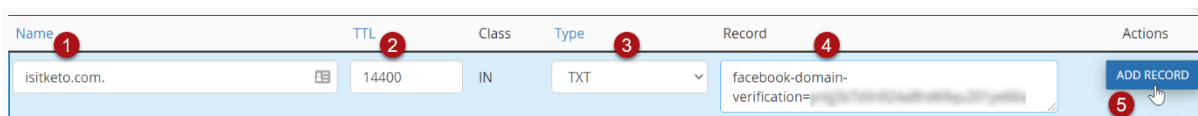
If it asks for a **TTL** then type **14400**

Choose **TXT** as the **type** of record to add

In the **Record** area, paste your code from Facebook

Click **ADD RECORD**

The next graphic shows what it should look like when you're done.

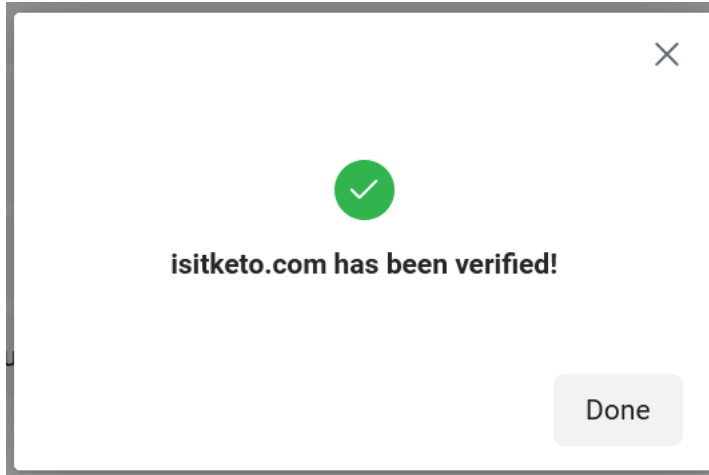


Go back to Facebook business manager.

Click the verify button.

Verify

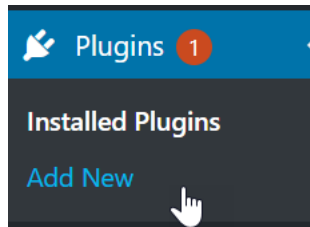
You will now see a message saying your domain is verified.



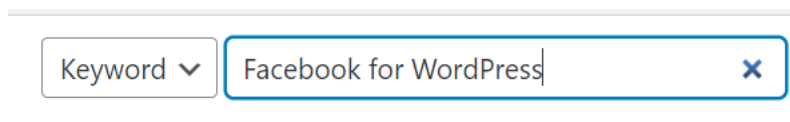
2. Installing the WordPress solution

Login to your WordPress site.

Hover over **Plugins** and Click **Add New**



Click in the search bar at the top right and type **Facebook for WordPress**




You will then see the plugin appear in the list.

Click **Install Now**.

A screenshot of the Facebook for WordPress plugin card. The card has a dark blue square icon with the white letters 'FB'. To the right of the icon, the title 'Facebook for WordPress' is displayed in blue. Below the title, the text 'Grow your business with Facebook for WordPress!' is shown. Underneath that, it says 'By Facebook'. In the top right corner of the card, there is a blue button labeled 'Install Now' with a white hand cursor icon pointing to it, and a blue link labeled 'More Details'. At the bottom of the card, there are five stars (two are filled yellow, three are empty white) followed by '(17)'. Below the stars, it says '500,000+ Active Installations'. To the right of this, it says 'Last Updated: 4 weeks ago'. At the bottom right, there is a green checkmark icon followed by the text 'Compatible with your version of WordPress'.

Click **Activate**



Facebook for WordPress

Grow your business with Facebook for WordPress!

By *Facebook*

[Activate](#)
More Details

★★★★☆ (17)
500,000+ Active Installations


Last Updated: 4 weeks ago

✓ Compatible with your version of WordPress

Once activated, click the link *follow the setup steps*




Facebook for WordPress is almost ready. To complete your configuration, [follow the setup steps](#).

Click **Get Started**




Connect your business to Facebook

Powerful tools from Facebook and Instagram.

-  Create an ad in a few steps
-  Use built-in best practices for online sales
-  Get reporting on sales and revenue

[Get Started](#)



Click **Continue As Your Name**



Continue as Paul Irvine?

WordPress App will receive your name and profile picture. This doesn't let WordPress App post to Facebook without your permission.

Cancel

Continue as Paul Irvine



Not Paul Irvine? [Log in to another account.](#)


By continuing, WordPress App will receive ongoing access to the information you share and Facebook will record when WordPress App accesses it. [Learn more](#) about this sharing and the settings you have.

WordPress App's [Privacy Policy](#)

[Help Centre](#)

Click **Continue**




  Paul Irvine ▼



Connect WordPress App to Facebook

What permissions am I granting? ⓘ

You'll be able to:

-  **Get more website purchases**
Your Facebook Page action button will be connected to WordPress App so that people can easily discover and buy your products.
-  **Find new customers**
Get more people to take an action that you care about, such as making a purchase or signing up, when you create an ad.
-  **Get valuable insights**
Use data from the Facebook pixel and the Conversions API to understand actions people take on your website and measure results from your ads.

Facebook will receive your business name and domain.

Cancel Continue

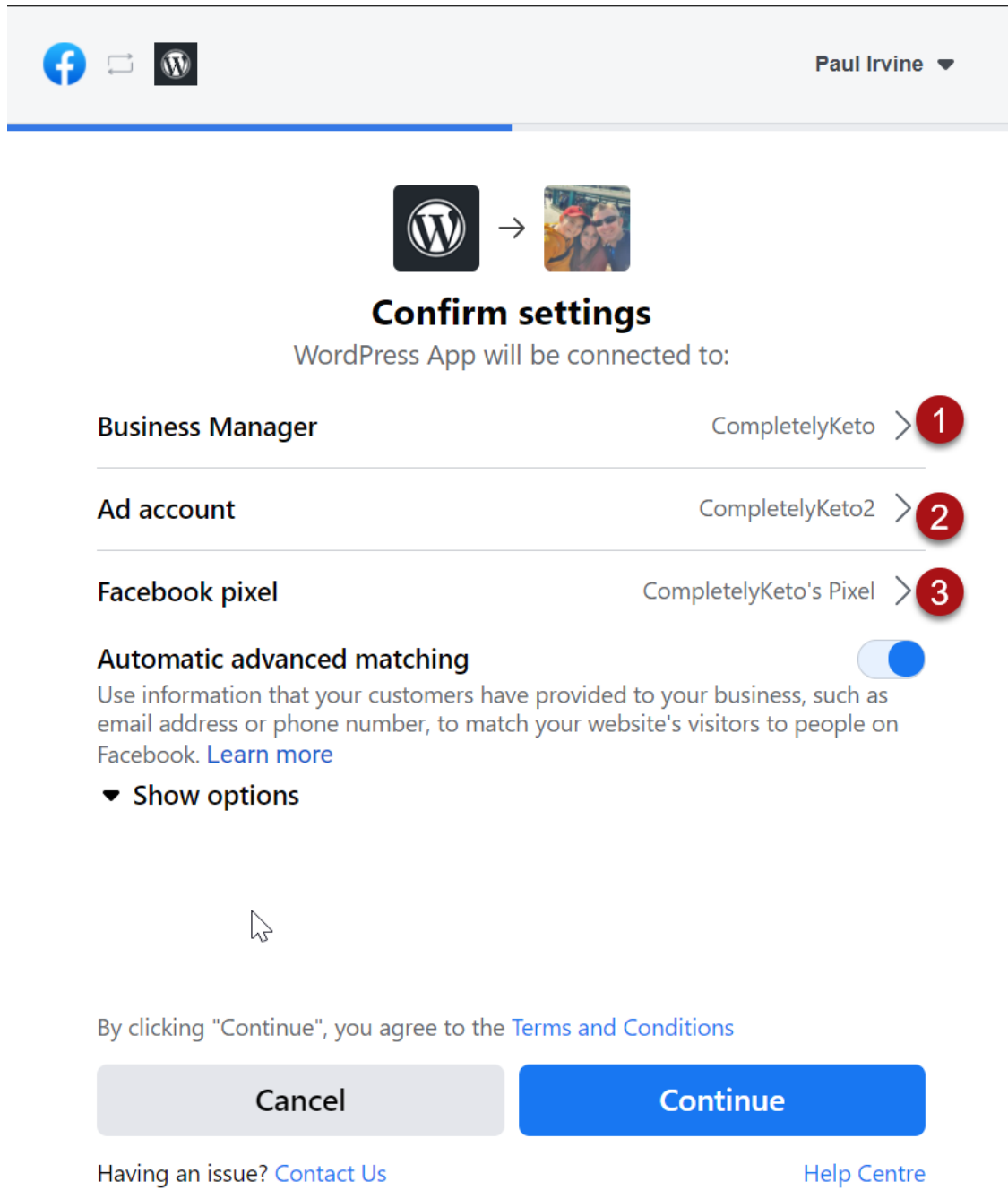
Having an issue? [Contact Us](#)

[Help Centre](#)

If you only have one business, ad account and pixel, enable **Automatic Advanced Matching**.

If you have more than one business, ad account or pixel please click each option (1-3) and ensure you choose the correct one for each option then enable **Automatic Advanced Matching**.

Click **Show Options**



Paul Irvine ▾

Confirm settings
WordPress App will be connected to:

Business Manager CompletelyKeto > **1**

Ad account CompletelyKeto2 > **2**

Facebook pixel CompletelyKeto's Pixel > **3**

Automatic advanced matching

Use information that your customers have provided to your business, such as email address or phone number, to match your website's visitors to people on Facebook. [Learn more](#)

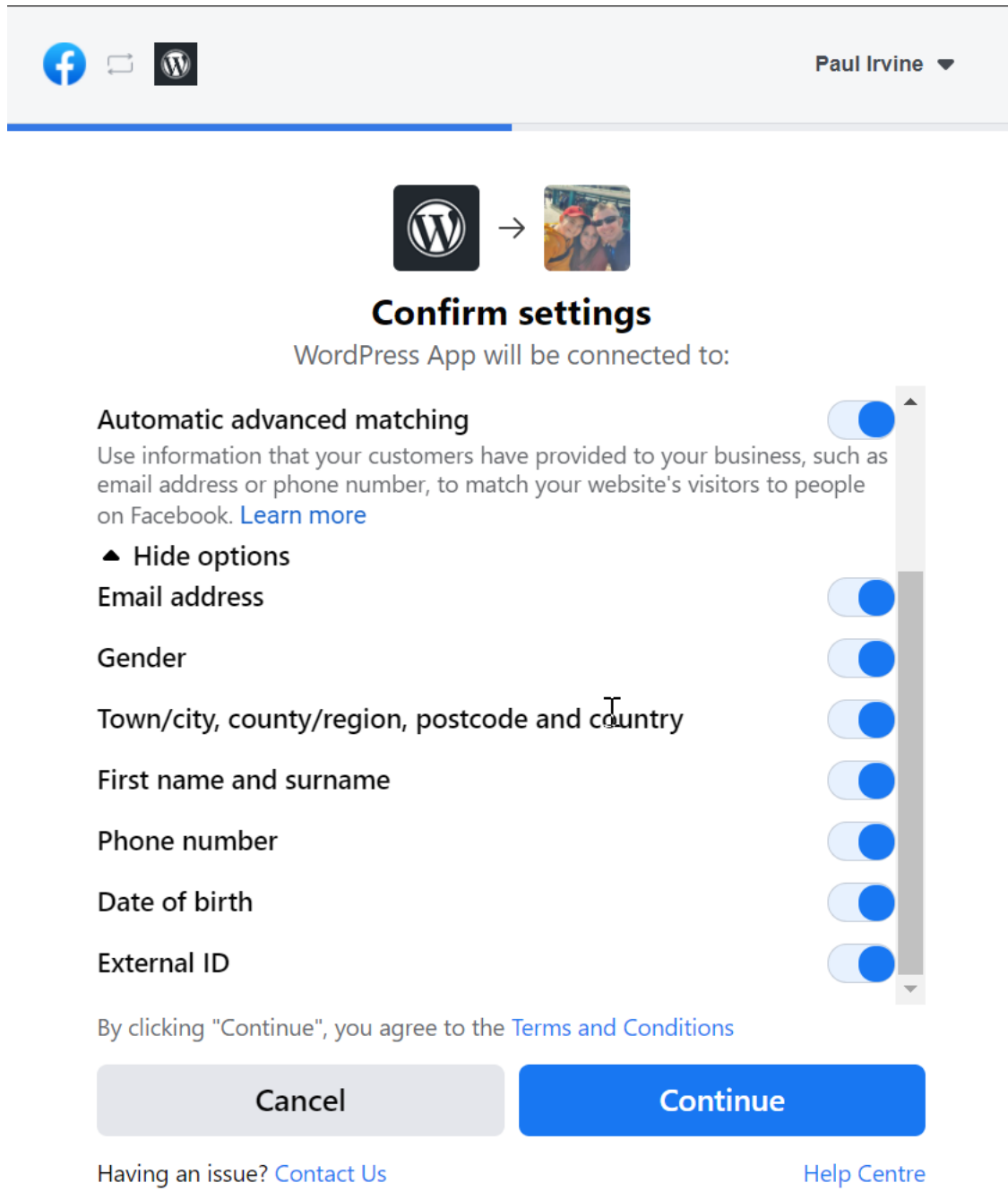
▼ **Show options**

By clicking "Continue", you agree to the [Terms and Conditions](#)

Cancel **Continue**

Having an issue? [Contact Us](#) [Help Centre](#)

Click the toggle button for each option you wish to collect information on.
In the example, we are selected all **Automatic Advanced Matching** options.



Paul Irvine ▼

Confirm settings
WordPress App will be connected to:

Automatic advanced matching

Use information that your customers have provided to your business, such as email address or phone number, to match your website's visitors to people on Facebook. [Learn more](#)

▲ Hide options

Email address

Gender

Town/city, county/region, postcode and country

First name and surname

Phone number

Date of birth

External ID

By clicking "Continue", you agree to the [Terms and Conditions](#)



[Cancel](#) [Continue](#)

Having an issue? [Contact Us](#) [Help Centre](#)


Click **Continue**.

Facebook will now show you what you're allowing the app to do.

Click **Next**

Paul Irvine ▾

What is WordPress App allowed to do?

 WordPress App might not work properly if you turn off these options.

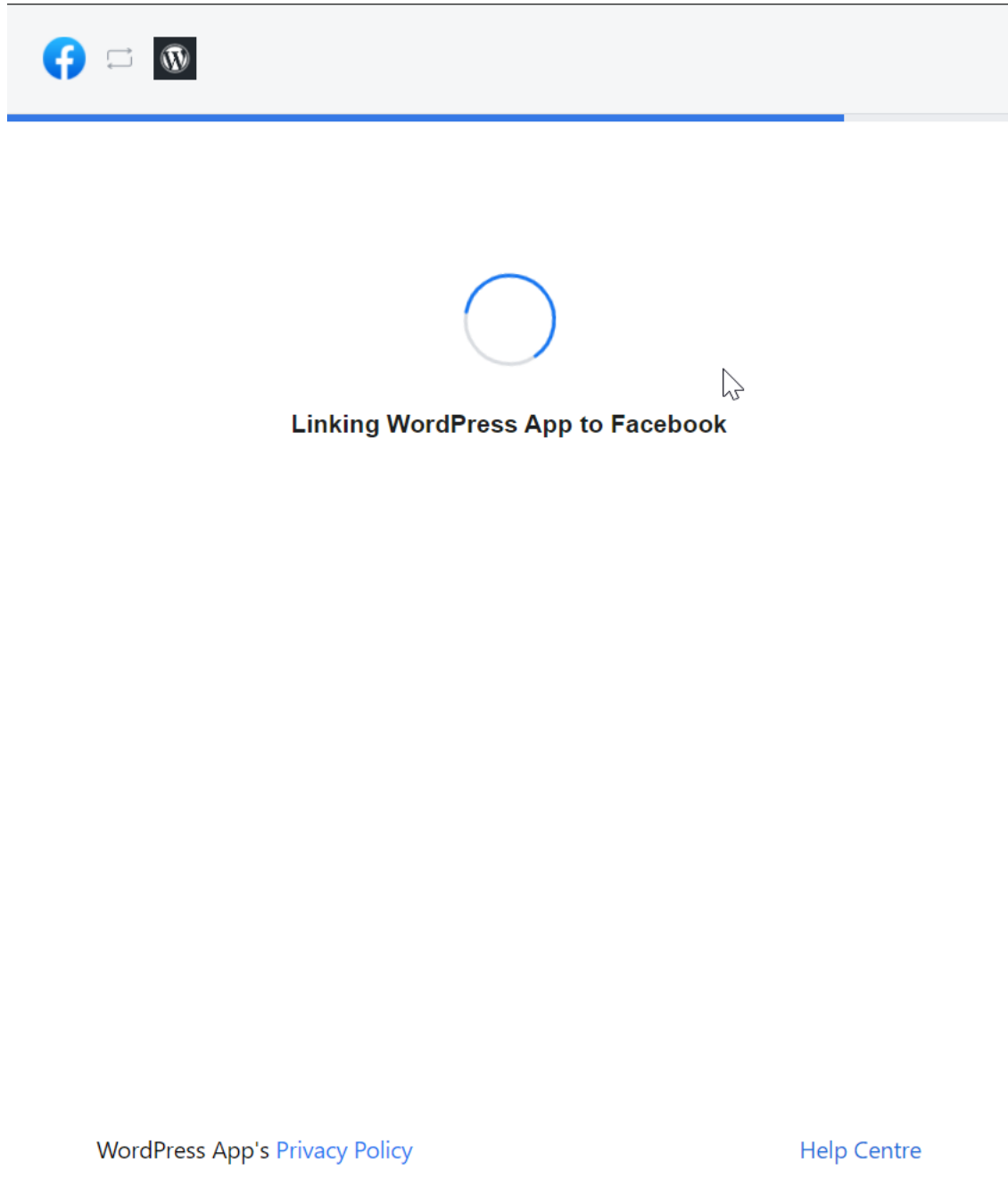
Manage your ads	Required
Manage your business Dr. Harmony, LLC., CompletelyKeto, Paul Irvine	<input checked="" type="checkbox"/> YES
Manage business extension Trigger additional business management extension interface	Required

WordPress App's [Privacy Policy](#)

[Help Centre](#)

The WordPress App will now link to Facebook.

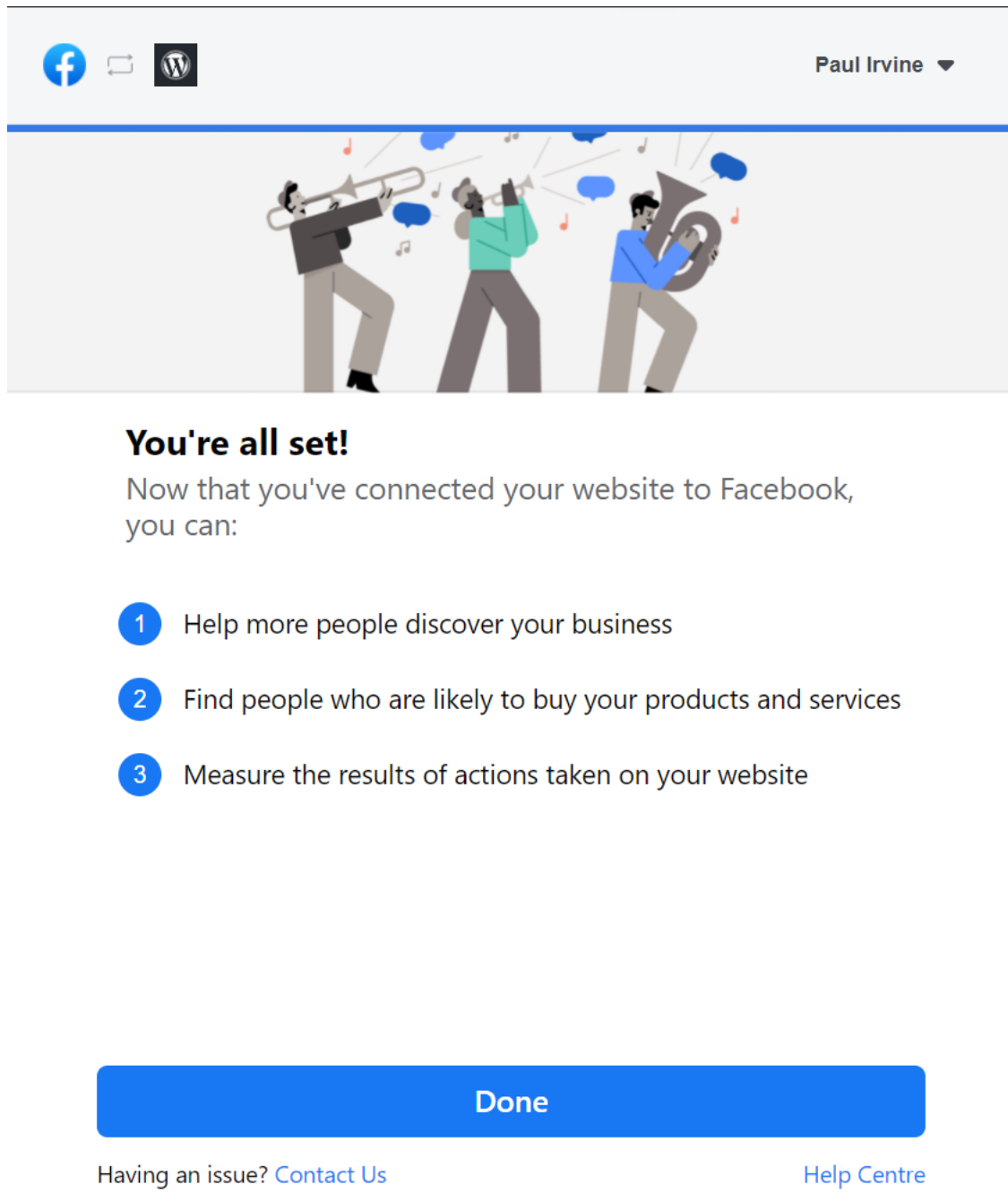
Wait a few moments for this to finish.






WordPress App's [Privacy Policy](#)


[Help Centre](#)

You will now see the main connection between your website and Facebook was successful with the **You're all set!** screen.



Paul Irvine ▼



You're all set!

Now that you've connected your website to Facebook, you can:

- 1 Help more people discover your business
- 2 Find people who are likely to buy your products and services
- 3 Measure the results of actions taken on your website

Done

Having an issue? [Contact Us](#)


[Help Centre](#)

Finally, tick the box and click **Confirm** to complete the connection.



Connect your business to Facebook

Connection Pending

 **Trust This Site?**

We are passing your system user token back to **isitketo.com**. This means this site will have permission to access your business assets on Facebook.

I agree to share my token with this site




Having an issue? [Contact Us](#) | [Help Centre](#)

If you see this message, you have successfully connected your website to Facebook.



Your Business Is Connected To Facebook

Use this connection to:

-  Create ads that feature your products and services
-  Find new customers on Facebook and Instagram
-  Measure results, and improve ROI



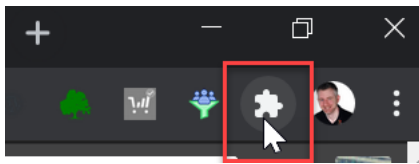
Having an issue? [Contact Us](#) | [Help Centre](#)

3. Installing Facebook pixel helper on Google Chrome

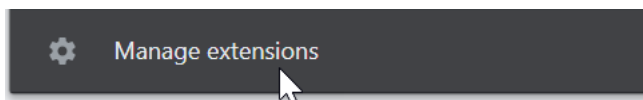
Launch the Google Chrome browser.

If you don't have it installed, go to google.com/chrome and install it.

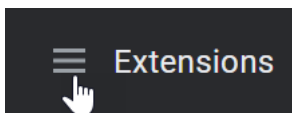
Click the **extensions** icon.



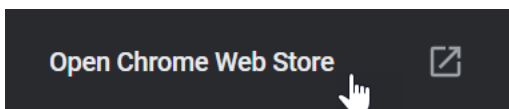
Choose **Manage extensions**



In the window that appears, click **Extensions** found at the top left.

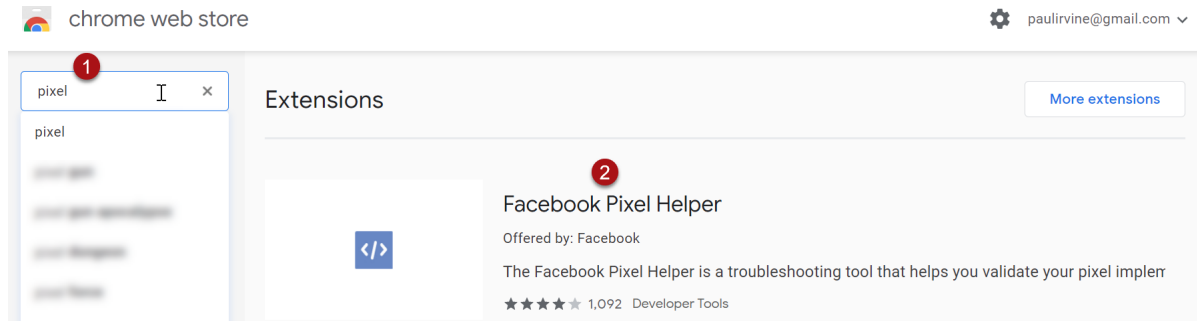


Click **Open Chrome Web Store** found at the bottom left.

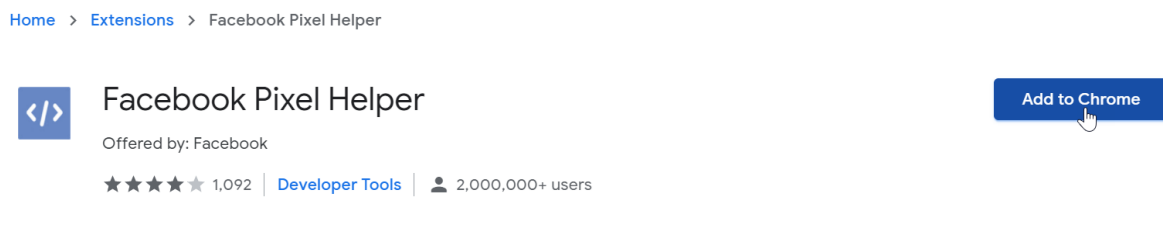


Click in the search box and type **Facebook Pixel Helper**.

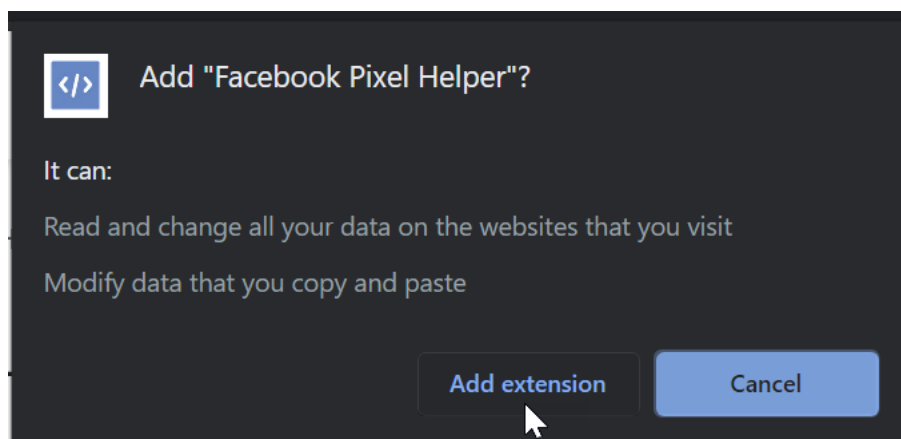
You will then see the extension appear in the list.



Click **Add to Chrome**.



The browser will show you an information box, simply click **Add extension**.

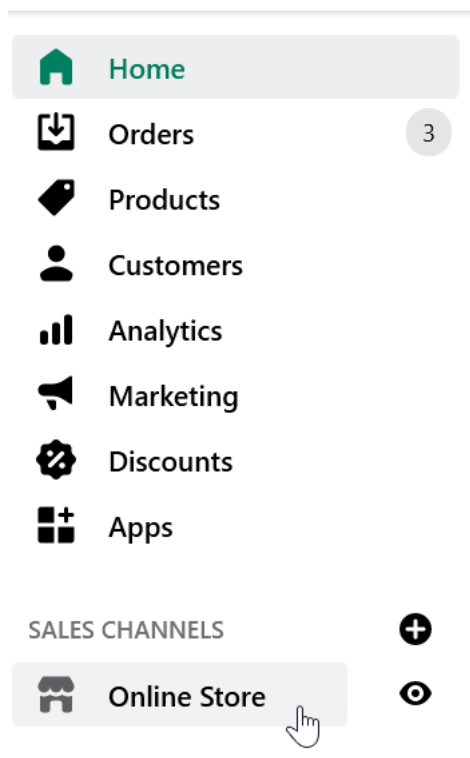


4. Setup conversions API on Shopify

(Make sure you're logged in to your Facebook account).

Login to your shopify account.

Click **Online Store** from the list.



Click Preferences

SALES CHANNELS



Online Store



Themes

Blog posts

Pages

Navigation

Domains

Preferences



Click Set up Facebook

Facebook Pixel

Facebook Pixel tracks customer behavior on your online store. This data improves your marketing abilities, including retargeting ads. [Learn more about Facebook Pixel.](#)

Connect your pixel with the Facebook app. The app ensures proper setup, while enabling advanced tracking options and other features that help you target new and existing customers.




Set up Facebook



You will be shown a number of lines of information.

Click **Add Sales Channel**.

You are about to add Facebook




NaturalChillPill Facebook

App support provided by Shopify

Facebook will be able to:

- View Shopify account data** [View details](#)
- Manage products** [View details](#)
- Manage orders** [View details](#)
- Manage customers** [Hide details](#)
This includes: customer data and browsing behavior.
Facebook will be able to access data such as customer names, e-mail addresses, phone numbers, and physical addresses.
Facebook can track online-store browsing behavior including page views, cart updates, product views and searches.


 Customers shopping on Facebook may be able to view the tags you've added to their customer account.
[Learn more about custom storefront permissions](#)

- Manage marketing** [View details](#)
- Manage store analytics** [View details](#)
- Manage your Online Store** [View details](#)
- View Shopify Payments** [View details](#)
- Manage other data** [View details](#)


To erase your customers' personal information from Facebook, remove the app. After 48 hours, a request will be sent to Facebook to erase this data. [Learn more about data privacy](#)

[Cancel](#) [Add sales channel](#)

Shopify will now show a series of steps that need to be completed.

 **Set up Facebook Marketing**

To start creating free and paid ads on Facebook complete set up.


- Facebook account**
Shopify uses your personal Facebook account to access your business accounts.
 Connect your Facebook account to get started [Connect account](#)
- Business Manager
- Ad account
- Facebook Page
- Data sharing
- Facebook target country
- Terms and conditions

[Finish setup](#)

Click **Connect account**.

^ Facebook account



Shopify uses your personal Facebook account to access your business accounts.


 Connect your Facebook account to get started

[Connect account](#)

Shopify will ask you to confirm you're logging into Facebook.

Click **Continue as *Your Name***

 Log in With Facebook 



Shopify will receive:
your name and profile picture and email address.

[Edit this](#)

This doesn't let the app post to Facebook

[Continue as Paul](#)



Cancel



By continuing, Shopify will receive ongoing access to the information that you share and Facebook will record when Shopify accesses it. [Learn more](#) about this sharing and the settings that you have.

Shopify's [Privacy Policy](#) and [Terms](#)

Facebook will now confirm the information you're about to share with Shopify.

Click **OK**

 **Log in With Facebook** 

Shopify would like to manage your ads, manage your business, access profile and posts from the Instagram account connected to your Page, show a list of the Pages you manage, access your Page and App insights, manage your product catalogs, read content posted on the Page, manage accounts, settings and webhooks for a Page, read user content on your Page, create and manage ads for your Page, create and manage content on your Page and manage comments on your Page.

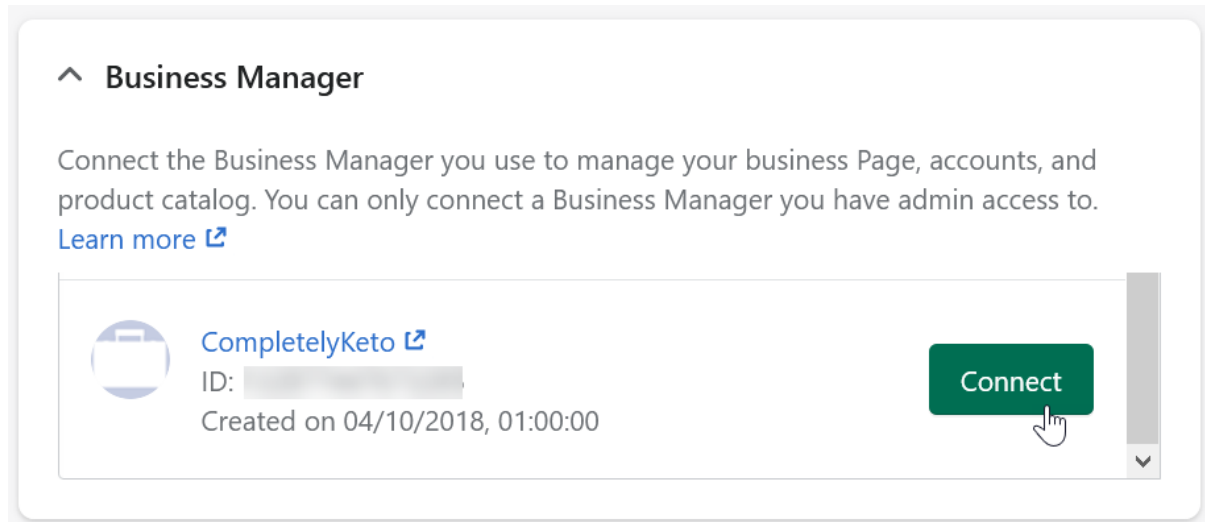
[✎ Choose what you allow](#)

By continuing, Shopify will receive ongoing access to the information that you share and Facebook will record when Shopify accesses it. [Learn more](#) about this sharing and the settings that you have.

Shopify's [Privacy Policy](#) and [Terms](#)

If you only have one business, click **Connect**.

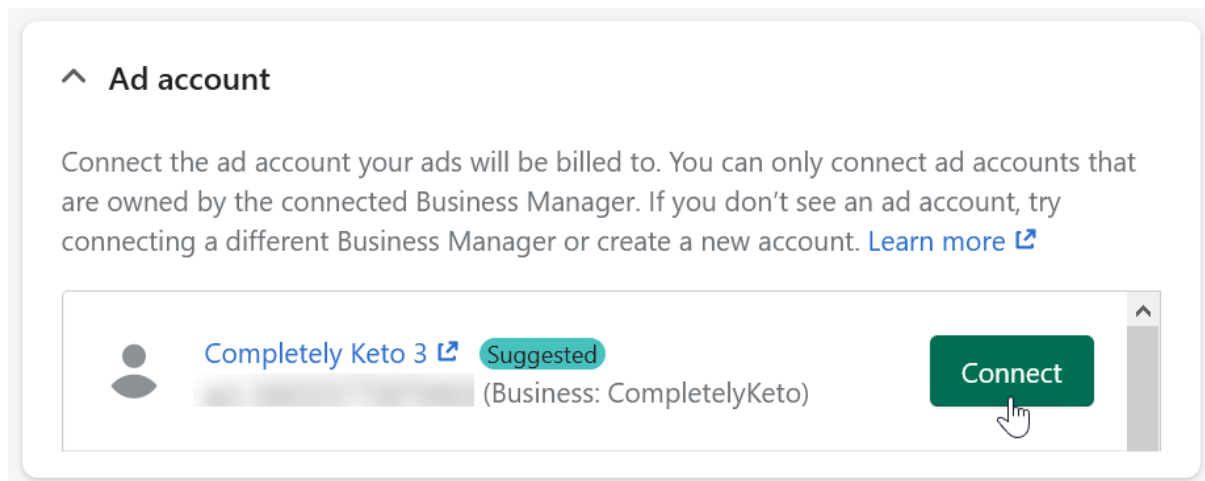
If you have more than one business, please ensure you select the correct business and click **Connect**.



The screenshot shows a section titled "Business Manager" with an upward-pointing chevron. Below the title is a paragraph of text: "Connect the Business Manager you use to manage your business Page, accounts, and product catalog. You can only connect a Business Manager you have admin access to." followed by a blue link "Learn more" with an external link icon. Below this is a list of Business Managers. The first entry is "CompletelyKeto" with an external link icon, a greyed-out ID field, and the text "Created on 04/10/2018, 01:00:00". To the right of this entry is a green "Connect" button with a hand cursor pointing to it. A vertical scrollbar is visible on the right side of the list.

If you only have one ad account, click **Connect**.

If you have more than one ad account, please ensure you select the correct ad account and click **Connect**.




The screenshot shows a section titled "Ad account" with an upward-pointing chevron. Below the title is a paragraph of text: "Connect the ad account your ads will be billed to. You can only connect ad accounts that are owned by the connected Business Manager. If you don't see an ad account, try connecting a different Business Manager or create a new account." followed by a blue link "Learn more" with an external link icon. Below this is a list of ad accounts. The first entry is "Completely Keto 3" with an external link icon, a "Suggested" badge, a greyed-out ID field, and the text "(Business: CompletelyKeto)". To the right of this entry is a green "Connect" button with a hand cursor pointing to it. A vertical scrollbar is visible on the right side of the list.

If you only have one page, click **Connect**.

If you have more than one page, please ensure you select the correct page and click **Connect**.

^ Facebook Page

Connect the business Page you use to sell products or post ads. You can only connect a Page you have admin access to. [Learn more](#)



CompletelyKeto [↗](#) Suggested
101255 Page likes
Health/Beauty

[Connect](#)

For data sharing, toggle the **ENABLE CUSTOMER DATA SHARING** option to on.

For **CHOOSE LEVEL**, ensure you choose the **MAXIMUM** option.

This will ensure you enable the Conversions API and in turn, collect the maximum amount of data for use in Facebook.

The screenshot shows the Facebook Data Sharing settings interface. At the top, there is a section titled "Data sharing" with a green checkmark icon. Below this, a paragraph explains that Facebook uses customer data for targeting and provides a "Learn more" link. A red circle with the number "1" points to a toggle switch labeled "ENABLE CUSTOMER DATA SHARING", which is currently turned on. Below this is a "CHOOSE LEVEL" section with three options: "STANDARD", "ENHANCED", and "MAXIMUM". Each option is represented by a box containing a circular arrangement of six diverse human icons. The "MAXIMUM" option is highlighted with a green border and a red circle with the number "2" in the top-left corner, and a hand cursor is visible over it. Below the "MAXIMUM" option, a paragraph explains that it combines all data-sharing options to reach the highest amount of customers and uses the Conversions API. At the bottom right, a red circle with the number "3" points to a green "Confirm" button.

^ Data sharing ✓

Facebook uses your customer data to target products, page posts, and ads to your customers. To get started, first enable data sharing, and then choose your level. [Learn more](#) ↗

ENABLE CUSTOMER DATA SHARING 1

CHOOSE LEVEL

STANDARD

ENHANCED

2

MAXIMUM

Maximum combines all data-sharing options to reach the highest amount of customers. It uses **Conversions API**, which shares data directly from Shopify's servers to Facebook. This means the data can't be blocked by ad blockers.

3 Confirm

Select your target country from the drop down list.

If you run international traffic, this should be the country the majority you are primarily targeting.

^ Facebook target country

Select a target location to focus on so that Shopify can maximize your budget when you create audience building ads. Facebook can only fetch your existing page fans. [Learn more](#)

Click **Accept** to confirm you agree with the Terms and conditions.

^ Terms and conditions

By accepting, you are agreeing to [Facebook's Self-Serve Ad Terms](#) and [Product Catalog Terms](#).

Click **Finish setup**.

You will now see a confirmation that you have successfully completed the connection between Shopify and Facebook using the Conversions API.

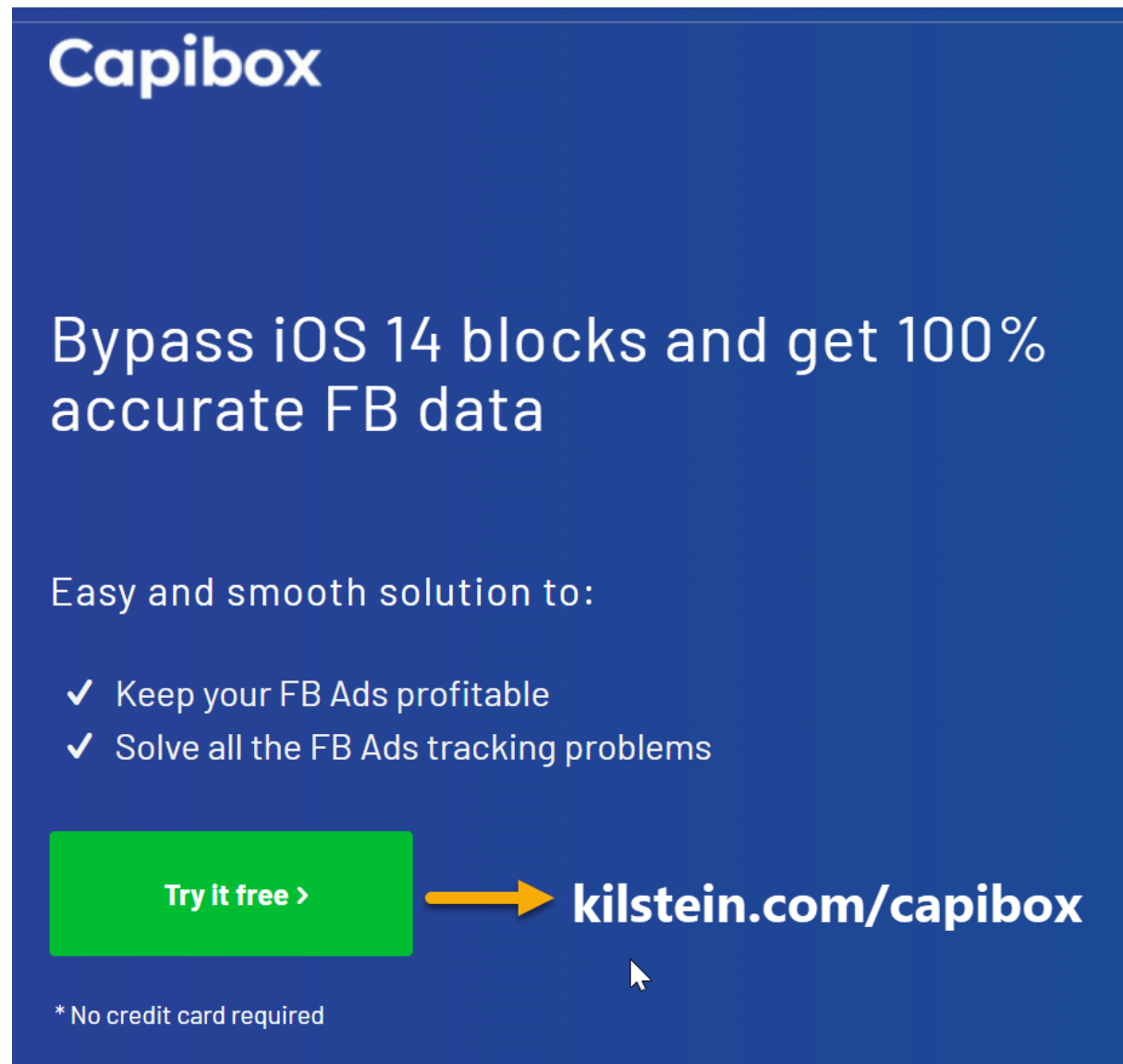
You're ready to use Facebook Marketing ✕

You're done setting up Facebook Marketing. Check your product status to make sure all products have synced without errors.

[Got it](#)

5. Fixing ClickFunnels

Go to kilstein.com/capibox and sign up for your free 7 day trial.



Capibox

Bypass iOS 14 blocks and get 100% accurate FB data

Easy and smooth solution to:

- ✓ Keep your FB Ads profitable
- ✓ Solve all the FB Ads tracking problems

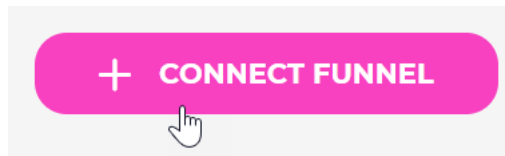
[Try it free >](#) → kilstein.com/capibox

* No credit card required

The image shows a blue banner for Capibox. At the top left is the logo 'Capibox' in white. Below it, the main headline reads 'Bypass iOS 14 blocks and get 100% accurate FB data'. Underneath, it says 'Easy and smooth solution to:' followed by two bullet points with checkmarks: 'Keep your FB Ads profitable' and 'Solve all the FB Ads tracking problems'. At the bottom left, there is a green button that says 'Try it free >'. An orange arrow points from this button to the URL 'kilstein.com/capibox' on the right. A mouse cursor is positioned over the URL. At the bottom left, there is a small asterisk and the text '* No credit card required'.

Complete the sign up process which should only take you a few minutes.

Login to CAPIBOX and click the **CONNECT FUNNEL** button.



Choose the ClickFunnels platform from the list shown.

Select platform



Name your funnel.

*We suggest using the same funnel name as the funnel you are setting up for on ClickFunnels. In this example, we're using **Test Funnel**.*

Name

Test Funnel

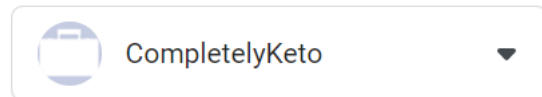
Switch to Facebook business manager browser tab and click **Events Manager**

If you have more than one business please ensure you select the correct business from the list on the left.

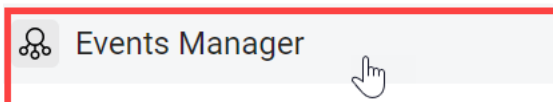
FACEBOOK



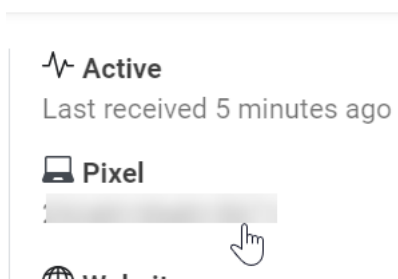
Home



- Ads Manager
- Audiences
- Ads reporting
- Ad account settings
- Business settings



Click the pixel number to copy it to the clipboard, copy this to a note file.

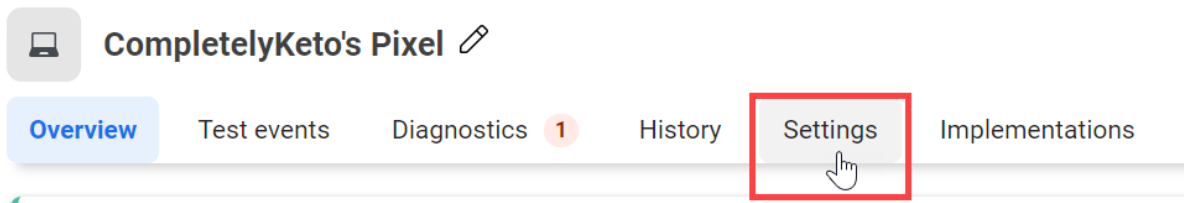


Switch to the CAPIBOX browser tab, and paste the Pixel into the box.

Facebook Pixel ID 

A rectangular input field with rounded corners, currently empty, intended for pasting a Facebook Pixel ID.

Switch to Facebook business manager browser tab and click **Settings**



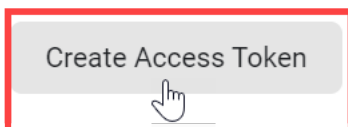
Scroll down to Conversions API - Click **Create Access Token**.

Conversions API

Send web events directly from your server. [Learn more](#)

Set up manually


To set up the Conversions API, create an access token here and then follow the




Click **Next** at the bottom right of the window that appears.

Connect website activity using the Conversions API ✕


... directly from your server. Setting up the API has two parts: creating an access token and implementing the API. Once you've implemented the API, use the Test Events tool to verify that your events are received correctly. [Learn more](#)

 **Generate an access token**

An access token is required to use the API and helps establish a secure connection to your server.

 **Implement the API**

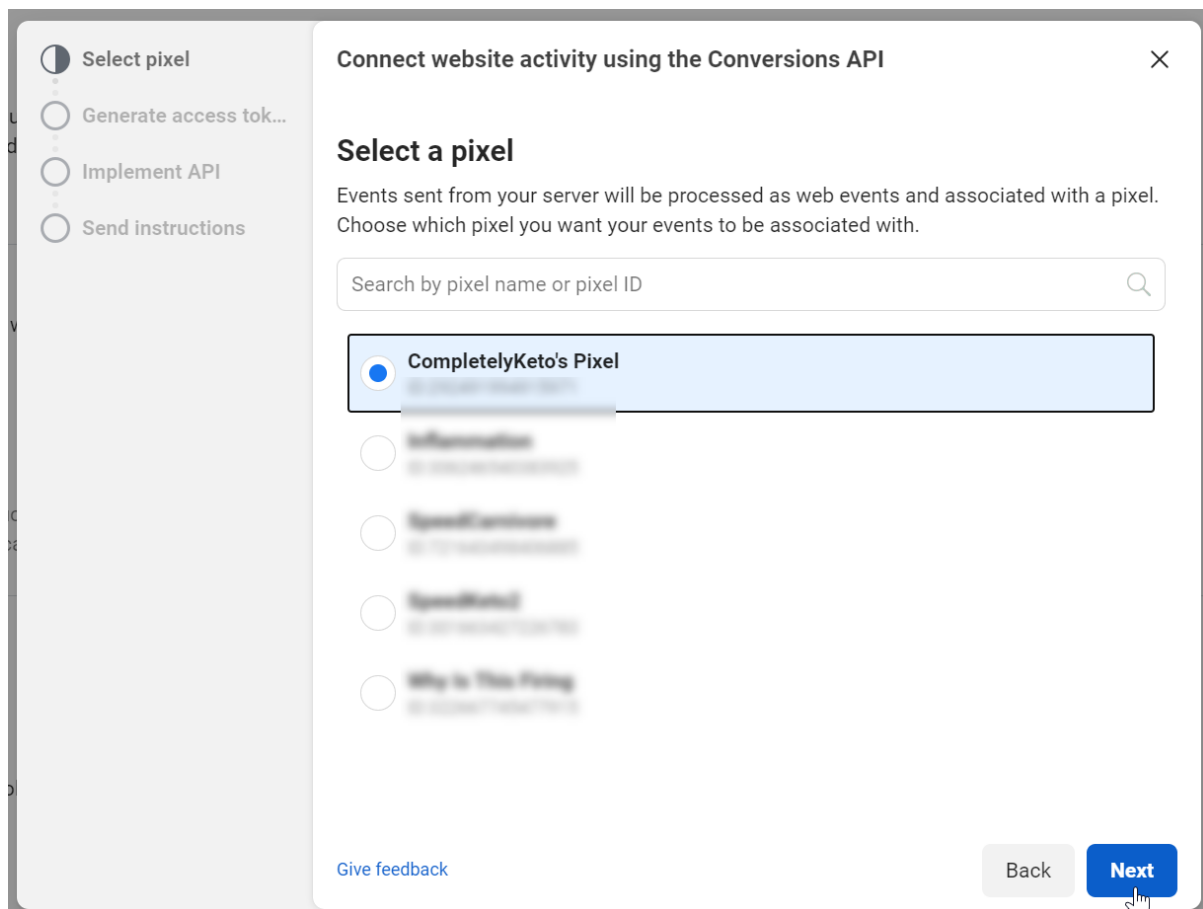
To send new events, make a POST request to the API directly or use Graph API Explorer. You can do this yourself or send instructions to a developer. All API requests must include an access token. [Learn more](#)

 **Test your events**

Use the events testing tool to verify that your server events are being received accurately. [Learn more](#)

[Give feedback](#) **Next**

Select the correct pixel from the list and click **Next**.

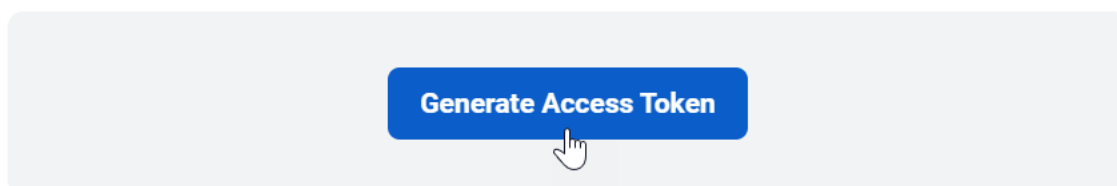


Click **Generate access token**.

Generate an access token

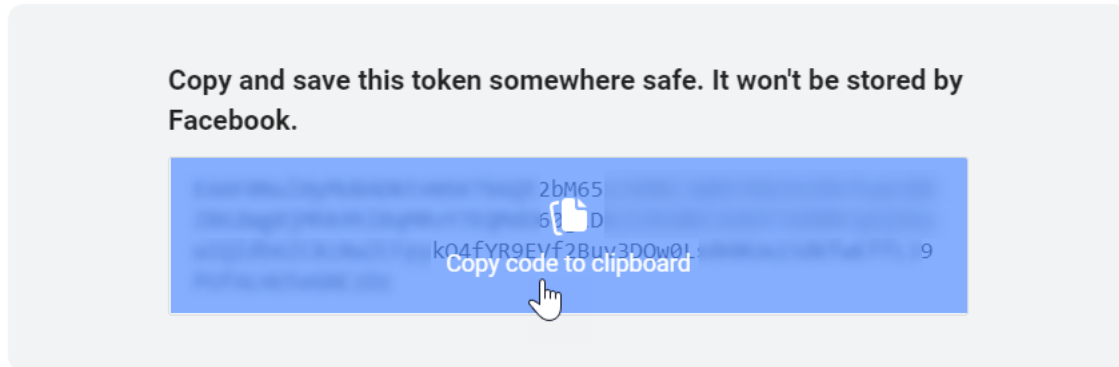
An access token gives your selected system user secure access to the Conversions API. Each time you make an API call, you'll be required to use your access token.

Generate and then copy your access token and keep it somewhere safe. To help protect your security, Facebook won't save your access token. If you forget your access token, you can create a new one. [Learn more](#)

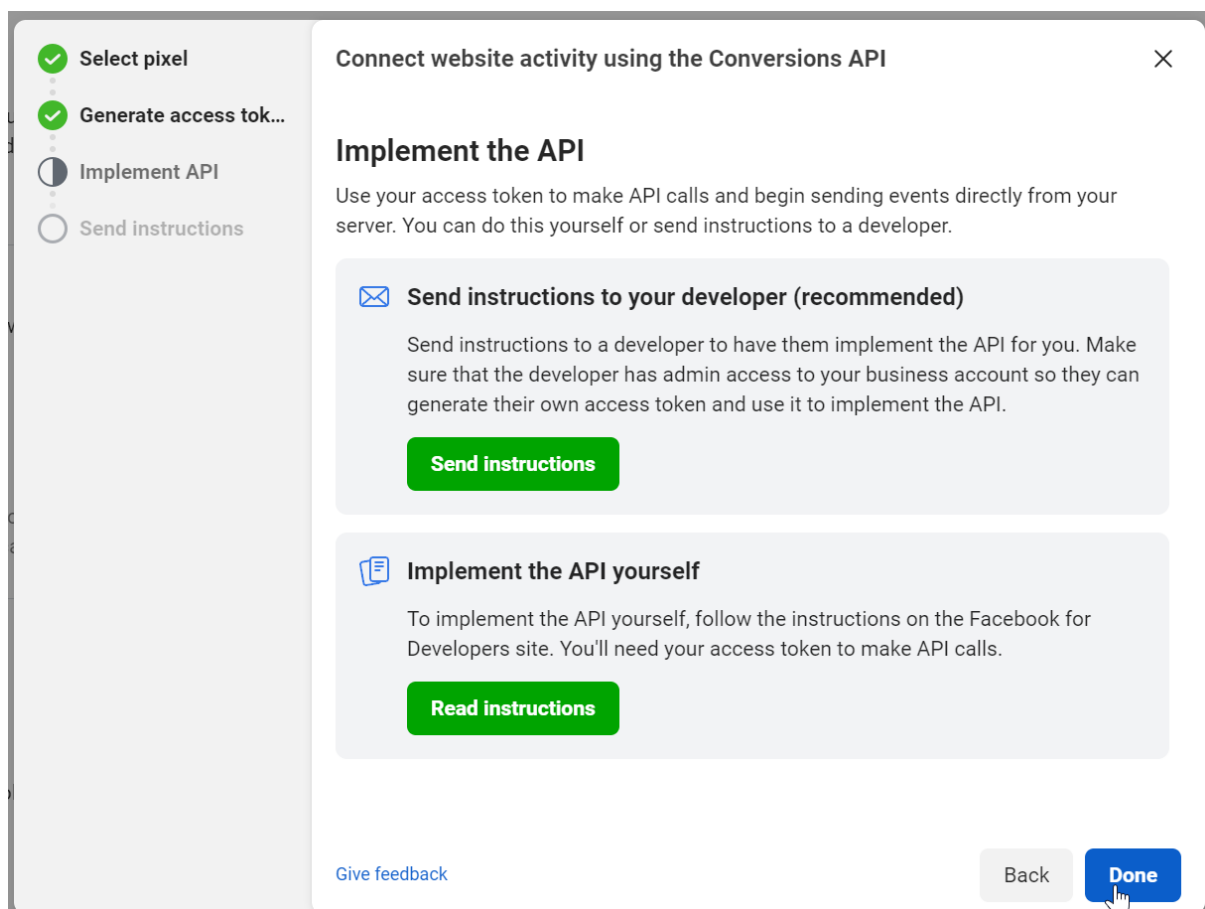


Click the code to copy to clipboard - save to a note file too for future reference.

Click **Next**.



Click **Done**.



Switch back to the CAPIBOX browser tab.

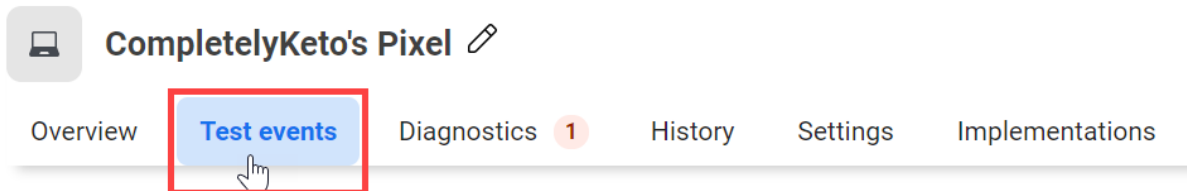
Paste the Access token into Access Token box.

Access Token ⓘ

EAAPF0NjQyMUBADKHNK7SCQZB4H5HZAEVY2Bw=3DQw4Lj0KHUz38P7wER_L3PULHUSKNC2Dj

Switch back to the Facebook business manager browser tab.

Click **Test events** tab



Click the **TEST** number to copy it to the clipboard.

A screenshot of the 'Test server events' section in Facebook Business Manager. The section title is 'Test server events' with a blue icon of a server rack. Below the title, there is a paragraph of text: 'Follow these steps on your terminal or in the [Graph API Explorer](#) to start seeing activity.' Below this is a numbered list starting with '1. Within your server's payload, add the 'test_event_code' to your payload to test.' A black tooltip with the text 'Copy text to clipboard' is positioned over the text 'TEST21559'. Below the tooltip, the text 'TEST21559' is displayed in a grey box, which is highlighted with a red rectangular box. A mouse cursor is pointing at the 'TEST21559' text. Below this, there are two more numbered list items: '2. Copy and paste the test code below as a value for your test_event_code parameter, e.g. {test_event_code: TEST21559}' and '3. Send the payload. If the payload is received correctly, it'll appear on this screen.'

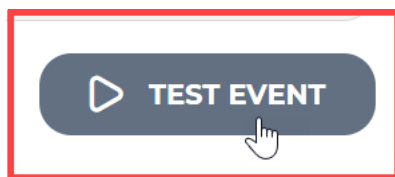
Switch back to CAPIBOX browser tab.

Paste the **TEST** code into the Test Event line.

Test event ?

TEST21559

Click the **Test Event** button.



You will see **Success!** message appear at the top right of screen.



Click **COPY** on the right of the Webhook

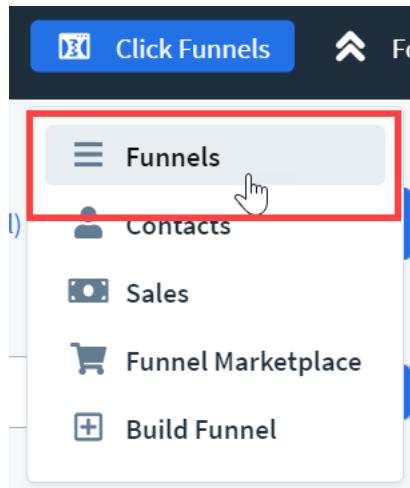
Webhook ?

<https://my.capiibox.com/app/webhook/process>



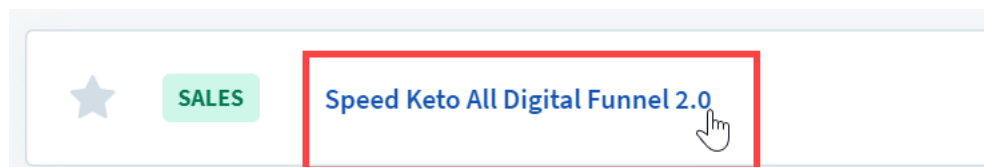
Switch to the ClickFunnels browser tab.

Choose Funnels from the top right drop down menu.



Click the funnel name you want to add the CAPIBOX script to.

(for this demonstration, I'm choosing Speed Keto All Digital Funnel 2.0)



Choose **SETTINGS** at the top right of the funnel area.



You will now see your Webhook listed under Active Funnel Webhooks.

Active Funnel Webhooks

URL	Events	
https://my.capiibox.com/app/webhook/process/...	All Events	Deliveries (0) Archive

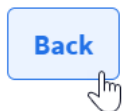
Switch to the CAPIBOX browser tab.

Click **COPY** to the right of the Script line.

Script ⓘ `<script type="text/javascript" src="https://my.capiibox.com/app/public/script/..."></script>` [COPY](#)

Switch to the ClickFunnels browser tab.

Click **BACK**.



Locate the **HEAD TRACKING CODE** section.

Paste the CAPIBOX script into the box.

HEAD TRACKING CODE

```
<script type="text/javascript"  
src="https://my.capibox.com/app/public/script/1[REDACTED]"></script>
```

Funnel wide tracking code for the head tag

Scroll to the bottom of the page and click **Save and Update Settings**.



6. The HYROS solution

<https://kilstein.com/hyros>

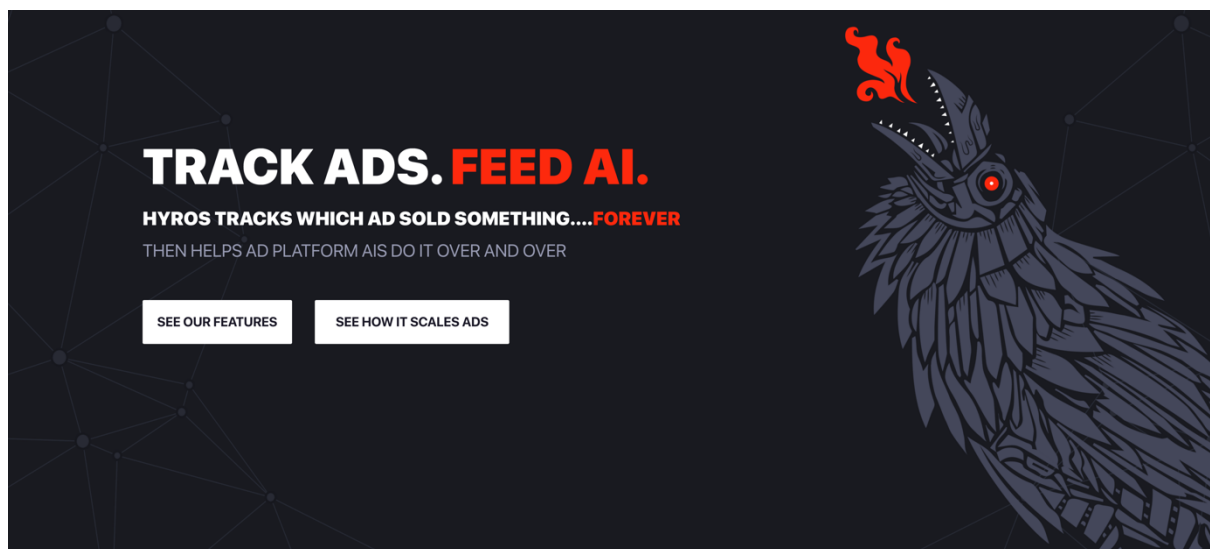
Hyros is the most accurate way of tracking where your sales are coming from.

More accurate than Facebook.

More accurate than Google.

Tracks exactly to the most granular level where your sales are coming from.

See the video for a powerful example of Hyros tracking.



7. Fixing Google

Are you familiar with the lightbulb jokes? How many people does it take to change the lightbulb for an old lady?

Answer: None. She'd rather sit in the dark.

That seems to be Google's answer to the iOS problem.

Here's why:

Most desktop users have Google Chrome as their browser.

Chrome will be able to ready the Google tracking codes no matter what Apple does.

So, Google believed it's a non-issue for them.

Now, they've discovered that people search and buy on their mobile devices.

(Seriously, wouldn't you think the people who have access to every single Google Analytics account would know this already?)

Unfortunately for Google, the most popular mobile phone is the Apple iPhone. The most popular tablet is the Apple iPad.

On these devices, the default browser is the most popular and that's Apple's Safari.

As of this publication date, Google has not published a simple fix but as soon as it is available, we will email it to you.