

# Facebook Implementation Guide

# IMPLEMENTATION OF NIELSEN TAGS

1. Make sure the Nielsen Tag is approved to implement for your account. This task falls on the client, research vendor and Facebook Team.
2. Go to Facebook Ads Manager, go to edit creative, scroll down to Tracking and simply copy / paste the tag into the "Tracking" section under the "View Tags" Box (see next slide for visual reference).
3. To implement the tag correctly, select only the characters in between the quotation marks as shown below.
4. Once the implementation is done, a screenshot of the tag can be sent to your Nielsen representative to check if everything is correct.
5. **IMPORTANT:** Don't remove the tags once implemented, please contact your Nielsen representative if you need to stop tracking Facebook.

**NOTE:** If you do not have the option "view tag" (step 2) please contact Facebook as they might need to whitelist your account

SECURE 1×1PIXELS

Secure 1×1Pixel for  
facebook\_plc0001Placement:

```
<!--StartSecure Pixel Call /  
facebook_plc0001Placement→  
  
<!--End Secure Pixel Call /  
facebook_plc0001Placement→
```

# IMPLEMENTATION OF NIELSEN TAGS

Editing Ad:

Ad name

Advanced options

Identity

Facebook Page

Your business is represented in ads by its Facebook Page.

Advertise on Instagram

Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. [Learn more.](#)

Add Instagram Placement

Create Ad

Use existing post

☒

Ad with an image or video

☐

Ad with multiple images or videos in a carousel (recommended)  
Show multiple images or videos for the same price. [Learn more.](#)

☐

Collection NEW  
Feature a collection of items that open into a full-screen mobile experience. [Learn more.](#)

Full-screen experience

Add a mobile landing page that opens instantly from your ad. Start with a template or create a custom Canvas to feature photos, videos or products and encourage action. [Learn more.](#)

☐ Add a full-screen Canvas

☒ Image ☐ Video/slideshow

Clear images

Not delivering

Ad set is off

Ad ID: 6020949347133

1 Campaign

Objectives and spending limits

1 Ad set

Targeting, placement, budget and schedule

Set up a rule to monitor your ad. Turn it off automatically or receive email alerts when your rule conditions have been met. [Learn more.](#)

Create Rule

Ad preview

1 of 1 ad

Mobile News Feed

1 of 8

Your Ad shows Here

Close

Discard Draft

Publish

Tracking

View Tags (optional) ⓘ

`https://secure-gl.imrworldwide.com/cgi-bin/m?ca-nlsnXXXXX&cr=crive&ce=facebook&pc=facebook_plc0001&ci=nlsnciXXXXX&em=J&at=view&rt=banner&st=image&r=[timestamp]`

URL Parameters (optional) ⓘ

Ex: key1=value1&key2=value2

Conversion Tracking

# IMPLEMENTATION OF NIELSEN TAGS

Note: If more than one tag needs to be implemented, please put Nielsen tag last, separated by a space.

Example with a Campaign Manager tracking impression pixel:

```
https://ad.doubleclick.net/ddm/trackimp/N416206.160665FA  
CEBOOKFR/B24234468.274480546;dc_trk_aid=468733451;dc  
_trk_cid=133014706;ord=  
[timestamp];dc_lat=;dc_rdid=;tag_for_child_directed_treatment  
=;tfua=?  
https://secure-gl.imrworldwide.com/cgi-bin/m?  
ca=nlsn xxxxxx &cr=crtve&ce=facebookfr&pc=facebookfr_plc0  
002&ci=nlsnci xxxxx &am=3&at=view&rt=banner&st=image&r=  
[timestamp]
```

