

UTILIZING THE BRAND PIXEL IN YOUR FACEBOOK CAMPAIGNS

The California Consumer Privacy Act (CCPA) and other privacy laws currently enforced in Massachusetts, New York, Hawaii, Maryland, North Dakota with similar proposals in nearly 20 states nationwide enhance privacy rights and consumer protection but will impact the way leads are collected and transferred into your ClubReady account.

About Facebook Pixel

The Facebook pixel is a powerful analytics tool that allows advertisers to measure the effectiveness of campaigns by understanding the actions people take. Access for the first time, or transfer to the new pixel, as all pixels not C.A.P. will be removed from the sites for optimization in May 2020.

You can use the pixel to:

- Make sure your ads are shown to the right people. Find new customers or people who have visited a specific page or taken a desired action on your website.
- Drive more members. Set up automatic bidding to reach people who are more likely to take an action you care about, like turning into a lead.
- Measure the results of your ads. Better understand the impact of your ads by measuring what happens when people see them.

Requesting Access

Your certified agency can provide this pixel to you, or if you are a certified agency, simply reach out to your CAP manager with your ad account ID, and you will be given access. The pixel will be granted at the ad account level, so please be sure to send all IDs that should have access granted.

Utilizing the Pixel

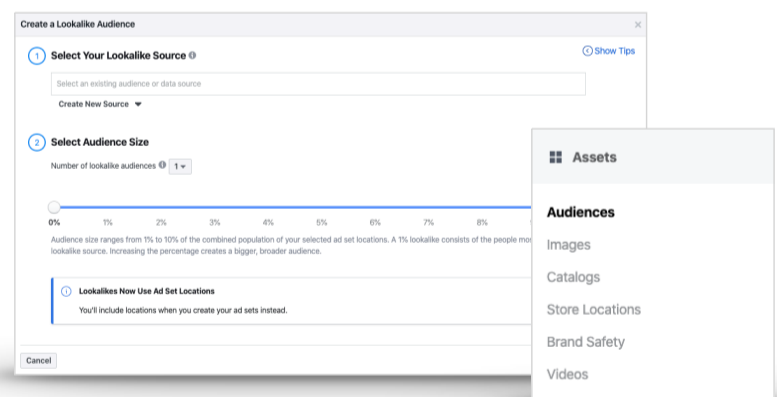
In the conversion set-up of your campaign, choose the event you want to optimize for in your ad set. Your selection affects who sees your ads to get you the desired outcome.

Optimization for Ad Delivery ⓘ Conversions



Building Audiences

Once you have access to the pixel, you can also build audiences in the Assets > Audiences section of your business manager. Create custom or look a like audiences based on any parameter you wish to set.



**GET CONNECTED TO A CERTIFIED
DIGITAL PARTNER AGENCY.**

CONNECT TO A DIGITAL PARTNER AGENCY

Connect with an Xponential certified digital partner agency to help you stay compliant – and keep running your campaigns exactly as you do now, but without the legal worry or a managed service fee. They will help you get started and stay compliant. Or turn over the keys to a certified digital partner agency and focus on other aspects of your business while the leads come in.