

## FB Base Pixel Browser side and server side

Page: AesCraft | Aesthetic Innovation, Crafted to Last - Maximalist Living - Aescraft  
 https://aescraft.space/gtm\_debug-173937960856

Container Details

- Container Name: [www.aescraft.space](http://www.aescraft.space)
- Container ID: GTM-PF7XK79J
- Source: On-page gtm.js snippet
- Container Version: Preview

Output of GTM-PF7XK79J

Tags Fired

- FB SS GA4\_Tag
- BS- FB Base Pixel Tag

Tags Not Fired: 13 tags did not fire

## View content event- browser side and Server side

Event: view\_item\_stape

41 view\_item\_stape **Fired**

BS- FB View Content Tag **Fired**

Facebook Pixel

Firing Status: Succeeded

Disable History Event Tracking: false

Event ID: "1739379644773.790719.4"

standardEventName: "ViewContent"

advancedMatchingList

```
[
  {name: "em", value: null},
  {name: "external_id", value: "1021516362.1739212742"},
  {name: "ct", value: null},
  {name: "cn", value: null},
  {name: "fn", value: null},
  {name: "lm", value: null},
  {name: "lp", value: null}
]
```

Load Properties From Variable: false

Consent Granted (GDPR): true

Facebook Pixel ID(s): "594198321187869"

objectPropertyList

```
[
  {name: "content_name", value: "X-Cube Accent Shelf"},
  {name: "content_ids", value: ["8363544707250"]},
  {name: "value", value: "388.95"},
  {name: "currency", value: "USD"},
  {name: "content_type", value: "product"}
]
```

Disable Automatic Configuration: false

Enhanced Ecommerce dataLayer integration: false

Limited Data Use (LDU): false

Event Name: "standard"

Enable Advanced Matching: true

Event: view\_item\_stape

41 view\_item\_stape **Fired**

-FB SS ViewContent **Fired**

Google Analytics: GA4 Event

Firing Status: Succeeded

Send Ecommerce data: false

```
[
  {parameter: "value", parameterValue: "388.95"},
  {parameter: "currency", parameterValue: "USD"},
  {parameter: "x-fb-cd-content_ids", parameterValue: ["8363544707250"]},
  {parameter: "x-fb-cd-content_name", parameterValue: "X-Cube Accent Shelf"},
  {parameter: "event_id", parameterValue: "1739379644773.790719.4"},
  {parameter: "first_party_collection", parameterValue: "true"},
  {parameter: "x-fb-cd-content_type", parameterValue: "product"},
  {parameter: "x-fb-ck-fbg", parameterValue: "fb.i.1739213165587.336404881489141963"},
  {parameter: "x-fb-ck-fbc", parameterValue: "1739379645"},
  {parameter: "event_time", parameterValue: "1739379645"},
  {parameter: "x-fb-ud-external_id", parameterValue: "1021516362.1739212742"},
  {parameter: "items", parameterValue: [
    {
      item_id: "8363544707250",
      item_sku: "8053806021949",
      item_variant: "44938665223346",
      item_name: "X-Cube Accent Shelf",
      variant_name: "Smoke Grey",
      item_category: "-",
      price: 388.95,
      item_brand: "Aescraft",
      imageUrl: "://aescraft.space/cdn/shop/files/X-Cube-Accent-Shelf_*-13.jpg?v=1734325762",
      item_url: "://products/x-cube-accent-shelf",
      quantity: "1"
    }
  ]}
]
```

## Add to cart event- browser side and Server side

The screenshot shows the Google Tag Manager interface on the left and the Google Analytics event details on the right. The event is named 'add\_to\_cart\_stape' and is of type 'Google Analytics: GA4 Event'. The firing status is 'Succeeded'.

**Send Ecommerce data:** false

```

{
  parameter: "value", parameterValue: "388.95",
  parameter: "currency", parameterValue: "USD",
  parameter: "x-fb-cd-content_ids", parameterValue: ["8363544707250"]},
  {
    parameter: "x-fb-cd-content_name",
    parameterValue: "X-Cube Accent Shelf"
  },
  {parameter: "event_id", parameterValue: "1739379644773.790719.1831"},
  {parameter: "first_party_collection", parameterValue: "true"},
  {parameter: "x-fb-cd-content_type", parameterValue: "product"},
  {
    parameter: "x-fb-ck-fbp",
    parameterValue: "fb.1.173921165987.336404881489141963"
  },
  {parameter: "x-fb-ck-fbc"},
  {parameter: "event_time", parameterValue: 1739379666},
  {
    parameter: "x-fb-ud-external_id",
    parameterValue: "18021516362.1739212742"
  }
}
    
```

**eventSettingsTable:**

```

{
  parameter: "items",
  parameterValue: [
    {
      item_id: "8363544707250",
      item_sku: "905386001943",
      item_variant: "4492866523346",
      item_name: "X-Cube Accent Shelf",
      variant_name: "Smoke Gray",
      item_category: "",
      item_brand: "Aircraft",
      item_url: "/products/x-cube-accent-shelf",
      price: 388.99,
      image_urls: "https://aescraft.space/cdn/shop/files/X-Cube-Accent-Shel" +
        "f-13.jpg?v=1734325762",
      quantity: 1
    }
  ]
}
    
```

The screenshot shows the Google Tag Manager interface on the left and the Facebook Pixel configuration details on the right. The event is named 'add\_to\_cart\_stape' and is of type 'Facebook Pixel'. The firing status is 'Succeeded'.

**Disable History Event Tracking:** false

**Event ID:** "1739379644773.790719.1831"

**standardEventName:** "AddToCart"

**advancedMatchingList:**

```

[
  {name: "em", value: null},
  {name: "external_id", value: "18021516362.1739212742"},
  {name: "ct", value: null},
  {name: "cn", value: null},
  {name: "fn", value: null},
  {name: "ln", value: null},
  {name: "zp", value: null}
]
    
```

**Load Properties From Variable:** false

**Consent Granted (GDPR):** true

**Facebook Pixel ID(s):** "584198321187869"

**objectPropertyList:**

```

[
  {name: "content_type", value: "product"},
  {name: "content_name", value: "X-Cube Accent Shelf"},
  {name: "content_ids", value: ["8363544707250"]},
  {name: "value", value: "388.95"},
  {name: "currency", value: "USD"},
  {name: "event_time", value: 1739379666}
]
    
```

**Disable Automatic Configuration:** false

**Enhanced Ecommerce dataLayer Integration:** false

**Limited Data Use (LDU):** false

**Event Name:** "standard"

**Enable Advanced Matchin:** true

## Begin checkout event- browser side and Server side

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85 begin\_checkout\_stape > BS- FB checkout Tag ✔ Fired

Type	Facebook Pixel
Firing Status	Succeeded
Disable History Event Tracking	false
Event ID	"1739379720943.512495.326"
standardEventName	"InitiateCheckout"
advancedMatchingList	[ {name: "em", value: null}, {name: "external_id", value: "1821516362.1739212742"}, {name: "ct", value: null}, {name: "cn", value: null}, {name: "fn", value: null}, {name: "ln", value: null}, {name: "tp", value: null} ]
Load Properties From Variable	false
Consent Granted (GDPR)	true
Facebook Pixel ID(s)	"584190321187869"
objectPropertyList	[ {name: "content_type", value: "product"}, {name: "content_name", value: "X-Cube Accent Shelf"}, {name: "content_ids", value: "836354470250"}, {name: "value", value: "388.95"}, {name: "currency", value: "USD"}, {name: "event_time", value: 1739379722} ]
Disable Automatic Configuration	false
Enhanced Ecommerce dataLayer integration	false
Limited Data Use (LDU)	false
Event Name	"standard"
Enable Advanced Matching	true

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85 begin\_checkout\_stape > -FB SS Checkout ✔ Fired

Type	Google Analytics: GA4 Event
Firing Status	Succeeded
Send Ecommerce data	false
eventSettingsTable	[ {parameter: "value", parameterValue: "388.95"}, {parameter: "currency", parameterValue: "USD"}, {parameter: "x-fb-cd-content_ids", parameterValue: "836354470250"}, {parameter: "x-fb-cd-content_name", parameterValue: "X-Cube Accent Shelf"}, {parameter: "event_id", parameterValue: "1739379720943.512495.326"}, {parameter: "first_party_collection", parameterValue: "true"}, {parameter: "x-fb-cd-content_type", parameterValue: "product"}, {parameter: "x-fb-ck-fbp", parameterValue: "fb.1.1739213165587.33640488148914963"}, {parameter: "x-fb-ck-fbc", parameterValue: "fb.1.1739213165587.33640488148914963"}, {parameter: "event_name", parameterValue: "begin_checkout"}, {parameter: "x-fb-cd-content_type", parameterValue: "product"}, {parameter: "x-fb-ud-external_id", parameterValue: "1821516362.1739212742"} ]
items	[ {item_id: "836354470250", item_sku: "505366021943", item_variant: "44928665223346", item_name: "X-Cube Accent Shelf", variant_name: "Smoke Gray", item_category: "", item_brand: "Aescraft", item_url: "/products/x-cube-accent-shelf", price: 388.95, imageURL: "https://cdn.shopify.com/s/files/1/0672/8240/3506/f/* + /1821516362-x-cube-accent-shelf-13_64x04.jpg?v=1734325762", discount: null, quantity: 1} ]

## Purchase event- Browser and server side

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143 purchase\_stape > BS- FB purchase Tag ✔ Fired

Type	Facebook Pixel
Firing Status	Succeeded
Disable History Event Tracking	false
Event ID	"1739379720943.512495.3896"
standardEventName	"Purchase"
advancedMatchingList	[ {name: "ct", value: "city"}, {name: "cn", value: "US"}, {name: "em", value: "test@gmail.com"}, {name: "fn", value: "test"}, {name: "ln", value: "test"}, {name: "ph", value: "35004"}, {name: "tp", value: "35004"}, {name: "external_id", value: "1821516362.1739212742"} ]
Load Properties From Variable	false
Consent Granted (GDPR)	true
Facebook Pixel ID(s)	"584190321187869"
objectPropertyList	[ {name: "fbcp", value: "fb.1.1739213165587.33640488148914963"}, {name: "content_type", value: "product"}, {name: "content_name", value: "X-Cube Accent Shelf"}, {name: "content_ids", value: ["836354470250"]}, {name: "value", value: "0"}, {name: "currency", value: "USD"}, {name: "order_id", value: "5892318625970"}, {name: "event_time", value: 1739379767} ]
Disable Automatic Configuration	false
Enhanced Ecommerce dataLayer integration	false
Limited Data Use (LDU)	false
Event Name	"standard"

The screenshot shows the Google Tag Manager interface with a summary of events on the left and a detailed view of a fired event on the right. The event is 'purchase\_stage' with a firing status of 'Succeeded'.

Type	Value
Firing Status	Succeeded
User Data	{email: "test@gmail.com", _tag_mode: "MANUAL"}
Send Ecommerce data	false
eventSettingsTable	<pre> {   parameter: "value", parameterValue: "0",   parameter: "currency", parameterValue: "USD",   parameter: "x-fb-cd-content_ids", parameterValue: ["8363544707250"],   parameter: "x-fb-cd-content_name", parameterValue: "X-Cube Accent Shelf",   parameter: "event_id", parameterValue: "1739379720943.512495.3896",   parameter: "first_party_collection", parameterValue: "true",   parameter: "x-fb-cd-content_type", parameterValue: "product",   parameter: "x-fb-ck-fbp", parameterValue: "fb.1.1739213165587.336404881489141963",   parameter: "x-fb-ck-fbc", parameterValue: "5892318625970",   parameter: "event_time", parameterValue: 1739379767,   parameter: "user_data.address.postal_code", parameterValue: "35004",   parameter: "user_data.address.city", parameterValue: "city",   parameter: "user_data.address.country", parameterValue: "US",   parameter: "user_data.address.last_name", parameterValue: "test",   parameter: "user_data.address.first_name", parameterValue: "test",   parameter: "user_data.phone_number", parameterValue: "test",   parameter: "user_data.email_address", parameterValue: "test@gmail.com",   parameter: "x-fb-ud-external_id", parameterValue: "1621516362.1739212742",   parameter: "items", parameterValue: [     {       item_id: "8363544707250",       item_sku: "5053080021943",       item_variant: "4492866522346",     }   ] } </pre>

## Server side event

This screenshot shows a sequence of events in the Google Tag Manager interface. The events are listed in the left sidebar, with the following events highlighted in red boxes:

- 16 purchase
- 15 begin\_checkout
- 2 add\_to\_cart

The main view shows the 'Output of GTM-MP8R29ZR' for the 'purchase' event, with tabs for Request, Tags, Variables, Event Data, and Console (0). The 'Tags Fired' section shows 'Conversions API Tag' and 'MetaAds Page View'.

This screenshot shows another sequence of events in the Google Tag Manager interface. The events are listed in the left sidebar, with the following events highlighted in red boxes:

- 10 view\_item
- page\_view

The main view shows the 'Output of GTM-MP8R29ZR' for the 'purchase' event, with tabs for Request, Tags, Variables, Event Data, and Console (0). The 'Tags Fired' section shows 'Conversions API Tag' and 'MetaAds Page View'.

# Purchase event with user data form server side

16 purchase >  
Conversions API Tag >  
https://graph.facebook.com/v16.0/584190321187869/events?access\_token=EAAIGtITRFVYBO3JMfWsxIWy25YuZAC...

Request Headers

Content-Type	application/json
--------------	------------------

Request Body

```
{
  "data": [
    [
      {
        "event_name": "Purchase", "event_time": 1739379767, "event_id": "1739379720943_512495_3896", "event_source_url": "https://a
escrft.space/checkouts/cn/22NwLXVzLWvhc3Qx0jAxSktySFBTVjhgMTISNDZSWTRXSFYwMFZB/thank-
you", "action_source": "website", "user_data": {
          "client_ip_address": "163.47.39.71", "client_user_agent": "Mozilla/5.0
(Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/132.0.0.0
Safari/537.36", "fbclid": "IwAR187924686b4131a8aceea8a368531fb05712aaa07a5d3a756b26ce0f5d6ca674", "fbid": "9f86d081884c7d659a2f5aa0c55ad015a3b04f12e0822cd15d6c15b0f00a08", "ct":
"11a62c23412b77477a71481aa2dc7323bcc61d076c8449076c4c58a8356c1bb1", "zip": "5c67c47067f58c83214019d47802f03562700e929f485
70674db091aa04e150a", "country": "79adb2a2fce5c6ba215fe5f27f532d4e7edbac4b6a5e09e1ef3a08084a904621", "external_id": "10215
16367_1739217749_4f12e0822cd15d6c15b0f00a08", "fbid": "1738913165587_3364948814831419631", "custom_data":
{
            "currency": "USD", "value": "0", "order_id": "5892318625970", "content_ids": "8363544707250", "content_name": "X-Cube Accent
Shelf", "content_type": "product", "contents":
            [
              {
                "id": "8363544707250", "item_price": 388.95, "quantity": 1
              }
            ]
          }, "partner_agent": "gtmss-1.0.0-0.0.9-
ee", "test_event_code": "TEST57800"
        }
      ]
    ]
  ]
}
```

Response

Status Code	200
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Response Headers