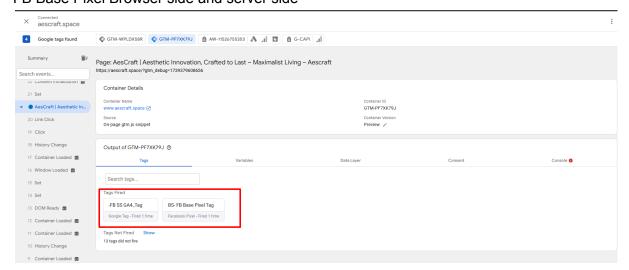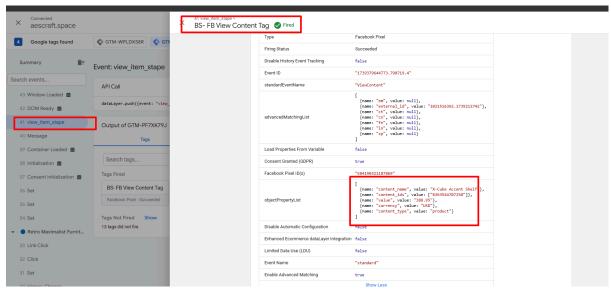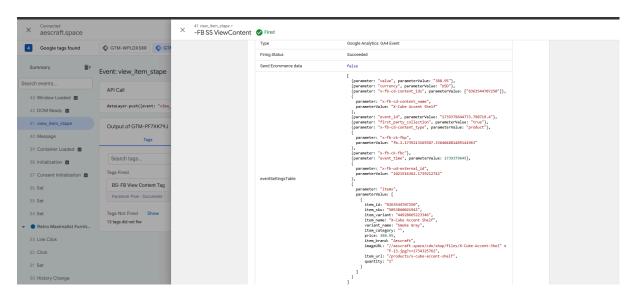# FB Base Pixel Browser side and server side
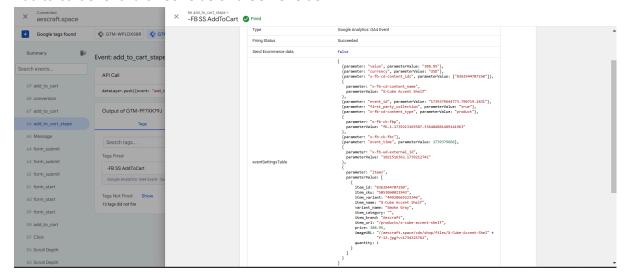

VIew content event- browser side and Server side

Add to cart event- browser side and Server side

Connected
aescraft.space

66 add_to_cart_stape >
-FB SS AddToCart Fired

4 Google tags found   GTM-WPLDX58R

Summary
Search events...

Event: add_to_cart_stape

API Call

dataLayer.push({event: "add_t

Output of GTM-PF7XK79J

Tags

Search tags...

Tags Fired

-FB SS AddToCart

Google Analytics: GA4 Event - Su

Tags Not Fired Show
13 tags did not fire

69 add_to_cart
68 conversion
67 add_to_cart
66 add_to_cart_stape
65 Message
64 form_submit
63 form_submit
62 form_submit
61 form_start
60 form_start
59 form_start
58 add_to_cart
57 Click
56 Scroll Depth
55 Scroll Depth

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: ["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.1.1739213165587.336404881489141963"
  },
  {parameter: "x-fb-ck-fbc"},
  {parameter: "event_time", parameterValue: 1739379666},
  {
    parameter: "x-fb-ud-external_id",
    parameterValue: "1021516362.1739212742"
  },
  {
    parameter: "items",
    parameterValue: [
      {
        item_id: "8363544707250",
        item_sku: "5053860021943",
        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: "//aescraft.space/cdn/shop/files/X-Cube-Accent-Shel" +
          "f-13.jpg?v=1734325762",
        quantity: 1
      }
    ]
  }
]

Connected
aescraft.space

66 add_to_cart_stape >
BS- FB add to cart Tag Fired

4 Google tags found   GTM-WPLDX58R   GTM

Summary
Search events...

Event: add_to_cart_stape

API Call

dataLayer.push({event: "add_t

Output of GTM-PF7XK79J

Tags

Search tags...

Tags Fired

-FB SS AddToCart

Google Analytics: GA4 Event - Su

Tags Not Fired Show
13 tags did not fire

69 add_to_cart
68 conversion
67 add_to_cart
66 add_to_cart_stape
65 Message
64 form_submit
63 form_submit
62 form_submit
61 form_start
60 form_start
59 form_start
58 add_to_cart
57 Click
56 Scroll Depth

Type   Facebook Pixel
Firing Status   Succeeded
Disable History Event Tracking false
Event ID   "1739379644773.790719.1831"
standardEventName   "AddToCart"

advancedMatchingList
[
  {name: "em", value: null},
  {name: "external_id", value: "1021516362.1739212742"},
  {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)   "584190321187869"

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 Matching   true

Begin checkout event- browser side and Server side

BS- FB checkout Tag — 85 begin_checkout_stape ✓ 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: "1021516362.1739212742"}, {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)	"584190321187869"
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: 1739379722}]
Disable Automatic Configuration	false
Enhanced Ecommerce dataLayer Integration	false
Limited Data Use (LDU)	false
Event Name	"standard"
Enable Advanced Matching	true

Event: begin_checkout_s
API Call
dataLayer.push({event: "begin
Output of GTM-PF7XK79J
Tags
Search tags...
Tags Fired
BS- FB checkout Tag
Facebook Pixel - Succeeded
Tags Not Fired Show
13 tags did not fire

-FB SS Checkout — 85 begin_checkout_stape ✓ 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: "8363544707250"}, { 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.1.1739213165587.336404881489141963" }, {parameter: "x-fb-ck-fbc"}, {parameter: "event_name", parameterValue: "begin_checkout"}, {parameter: "x-fb-cd-content_type", parameterValue: "product"}, { parameter: "x-fb-ud-external_id", parameterValue: "1021516362.1739212742" }, { parameter: "items", parameterValue: [{ item_id: "8363544707250", item_sku: "5053860021943", 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" + "iles/X-Cube-Accent-Shelf-13_64x64.jpg?v=1734325762", discount: null, quantity: 1

Event: begin_checkout_s
API Call
dataLayer.push({event: "begin
Output of GTM-PF7XK79J
Tags
Search tags...
Tags Fired
BS- FB checkout Tag
Facebook Pixel - Succeeded
Tags Not Fired Show
13 tags did not fire

Purchase event- Browser and server side

BS- FB purchase Tag — 143 purchase_stape ✓ 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"}, {name: "zp", value: "35004"}, {name: "external_id", value: "1021516362.1739212742"}]
Load Properties From Variable	false
Consent Granted (GDPR)	true
Facebook Pixel ID(s)	"584190321187869"
objectPropertyList	[{name: "fbc"}, {name: "fbp", value: "fb.1.1739213165587.336404881489141963"}, {name: "content_type", value: "product"}, {name: "content_name", value: "X-Cube Accent Shelf"}, {name: "content_ids", value: ["8363544707250"]}, {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"

Event: purchase_stape
API Call
dataLayer.push({event: "purch
Output of GTM-PF7XK79J
Tags
Search tags...
Tags Fired
BS- FB purchase Tag
Facebook Pixel - Succeeded
Tags Not Fired Show
12 tags did not fire

Server side event

Purchase event with user data form server side

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
escraft.space/checkouts/cn/Z2NwLXVzLWVhc3QxOjAxSktYSFBTVjhGMTI5NDZSWTRXSFYxMFZB/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","em":"87924606b4131a8aceeeae8868531fbb9712aaa07a5d3a756b26ce0f5d6ca674","fn":"9f86d081884c7d659a2feaa0c
55ad015a3bf4f1b2b0b822cd15d6c15b0f00a08","ln":"9f86d081884c7d659a2feaa0c55ad015a3bf4f1b2b0b822cd15d6c15b0f00a08","ct":
"11a62c23412b77477a71481aa2dc7323bcc61d076c8449076c4c58a8356c1bb1","zp":"5c67c47067f58c83214019d47802f03562700e929f485
70674db091aa04e150a","country":"79adb2a2fce5c6ba215fe5f27f532d4e7edbac4b6a5e09e1ef3a08084a904621","external_id":"10215
16362.1739217742","fbp":"fb.1.1739213165587.3364048814R9141963"}."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

Response Headers