

Facebook Pixel

me&u 2022

Agenda



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What is a Facebook Pixel?

The Facebook pixel allows you to track all the visitors to your me&u menu and create an audience of those people that you can later target ads to on Facebook.

This is a very warm audience to send ads to as they've already been to your venue so will be familiar with your brand, as opposed to simply boosting posts to complete strangers that aren't very effective and impossible to measure results of.

A Facebook pixel implemented on me&u will allow you to:

- Target your ads to potential new customers
- Set up a custom audience using your me&u pixel to promote an event/set menu/happy hour to customers who have been to your venue before
- Re-target audiences who have already visited one of your venues to attract them to try a newly opened venue

How to add your Facebook Pixel to me&u

This feature is only accessible by those with **Owner permission** levels and me&u staff, please contact your account manager and they can implement this for you.

Steps

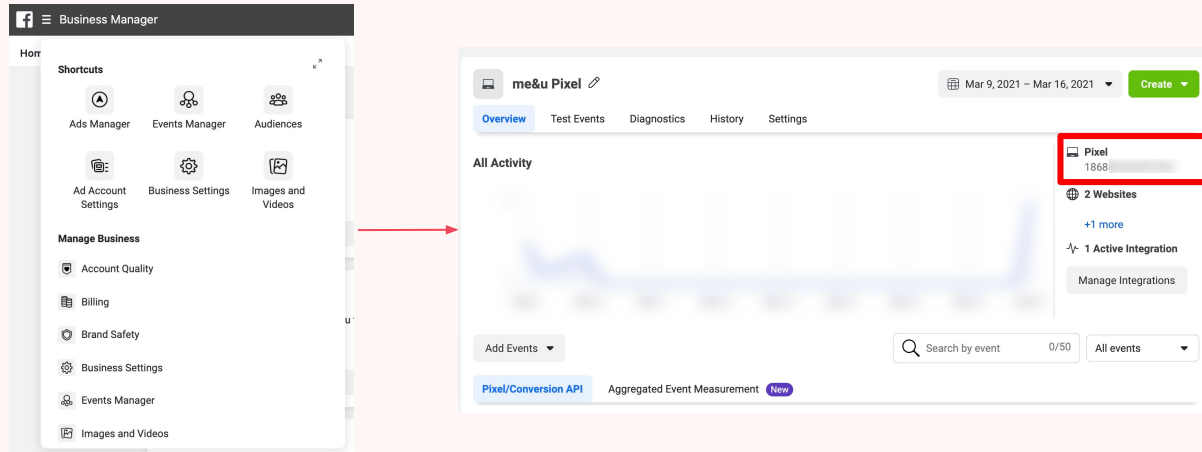
1. Go to the settings page and input the provided pixel ID into the field
2. Save the page
3. You will need to publish the menu after you save for the pixel for the Pixel to work

The screenshot shows the me&u Operator Portal interface. On the left, a dark sidebar contains navigation options: My Venue, Venue Details, Branding, Sections, Manage, Staff, Settings (highlighted with a red box), Menu, and Payments. The main content area is titled 'Settings' and contains several sections: 'Default Tip Level' with a dropdown menu set to 'No default (require selection)'; 'Dietary Notifier' with a checkbox; 'Dietary Notifier Acknowledgement' with a checkbox; 'Dietary Notifier Title' with a text input field containing 'Dietary & allergen notice'; 'Dietary Message' with a text area; 'Promotions & Marketing' with a checkbox; 'Supernova Prompt' with a checkbox; and 'Facebook Pixel Id' with a text input field (highlighted with a red box) and a sub-note: 'Go to your Business Facebook Events Manager to get it.'. A 'Save' button is located at the bottom left of the main content area.

Where do I find my Facebook Pixel?

Steps

1. Go to Facebook and login to Ads Manager
2. In the top left corner, click on the three lines to expand the main menu
3. Click on Events Manager, find you Pixel ID on this page and copy the entire number as shown below (our full pixel ID is hidden for security)



The image shows two screenshots from the Facebook Business Manager interface. The left screenshot displays the main menu with 'Events Manager' highlighted. A red arrow points from this menu item to the right screenshot. The right screenshot shows the 'me&u Pixel' page in the 'Overview' tab. A red box highlights the 'Pixel' section, which displays the ID '1868' followed by a blurred portion of the ID. Below the ID, it shows '2 Websites' and '+1 more'. At the bottom of the page, there is a search bar and a dropdown menu for 'All events'.

4. Provide that pixel id to me&u support or your account manager and they will get this setup

Important Notes

Groups

If you are part of a group and need to track multiple venues you should create separate Facebook pixels for each venue so that you can track each of them separately.

- The Custom Audience Source should be saved as 'Website' not 'App Activity'
- The Event should be 'People who visited specific web pages' with URL contains: '<https://app.meandu.com/>'
- The Facebook pixel, when setup in the venue's Operator Portal (backend of me&u), is unique to the venue. We only track menu views, not the full conversion funnel or that an order has been made. If someone taps onto any table for that venue then the data is collected to say a page view for the venue, which can be inferred that the customer was in that venue

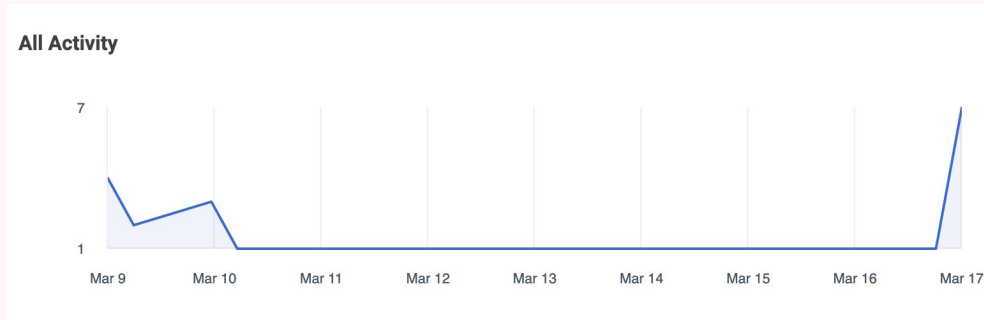
Example

If someone views an advertisement and then uses me&u in your venue, you can attribute foot traffic as a result of the ads. For example, you may spend \$50 on Facebook ads. By having your Facebook pixel installed on your me&u menu, you can see that those ads resulted in 5 people visiting the venue who combined made a total of 10 orders. You will then know that your advertising cost per order was \$5.

How to test your Facebook pixel is working

Steps

1. Once me&u has confirmed that your pixel has been implemented for your venue you should test it to make sure it's working
2. Join a table in your venue using the QR code or NFC
3. After about 15 mins go back to the Events Manager page on Facebook where you got your pixel ID and refresh the page. You should see events start to show in the activity graph, this means your pixel is working.



4. That's it! You can then create an audience within Facebook Ads Manager to advertise to later