

FLUX

Facebook Business Manager: Pixel Permissions Guide

Written by

Flux Full Circle

Purpose

To provide clients with instructions on how to give Flux access to their Facebook Business Manager

Pixel



fluxfullcircle.com | info@fluxfullcircle.com

27 Somerset Rd, De Waterkant, Cape Town, 8001, South Africa

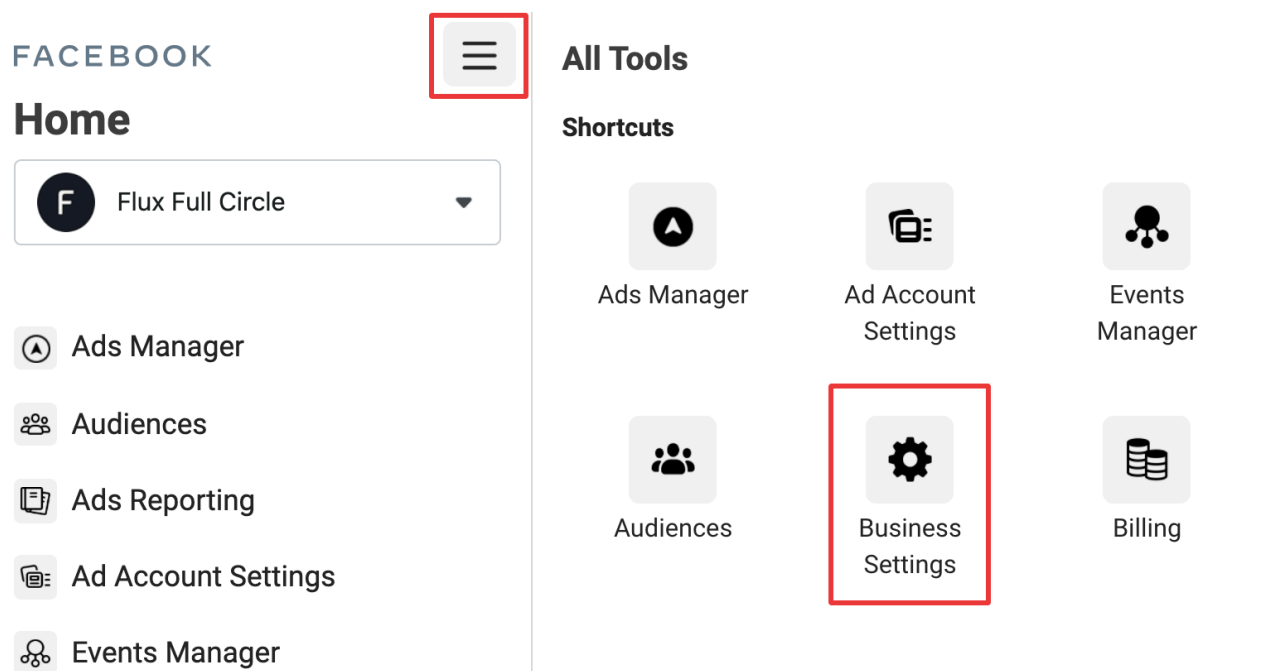
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Step 1:

Go to your Facebook Business Manager account and log in.
(If you have not set up Facebook Business Manager, please contact your Flux Account Catalyst)

Step 2:

Go to Business Settings

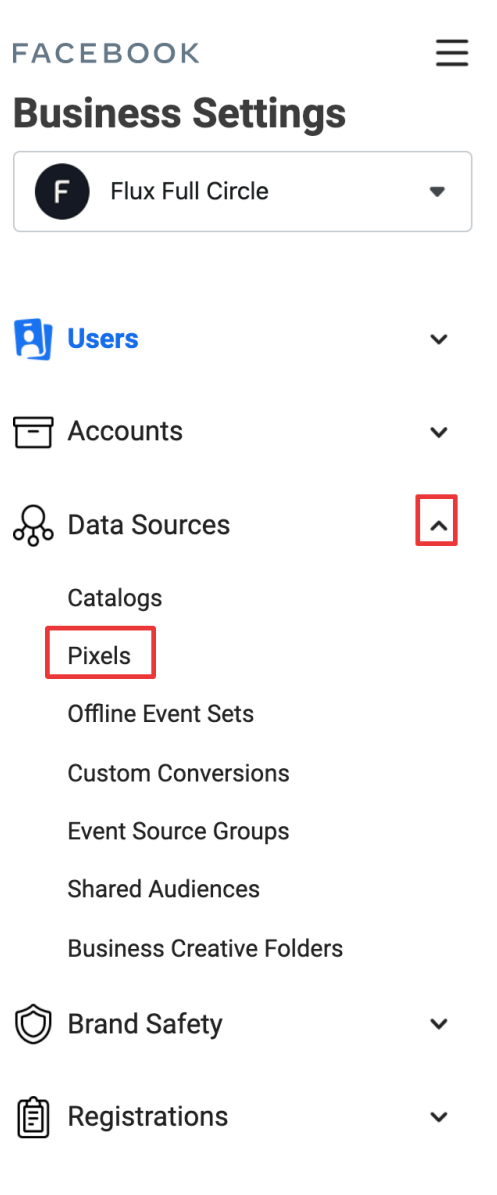


Step 3:

Under Business Settings, In the left-hand menu, expand the Data Sources item by Clicking on the down arrow next to it

Step 4:

Under Data Sources, click on Pixels

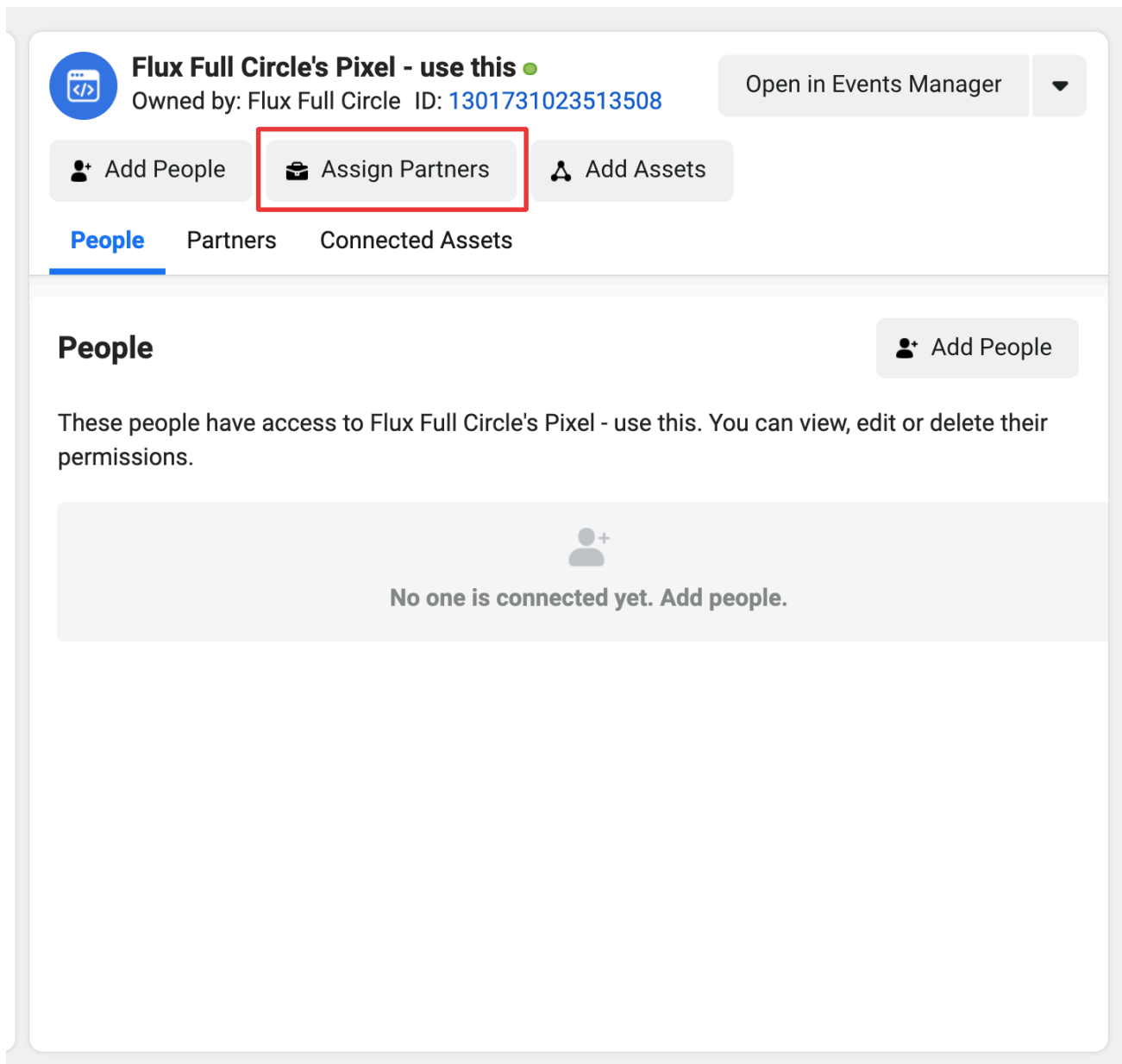


Step 5:

Under Pixels, click on the Pixel you would like to give access to

Step 6:

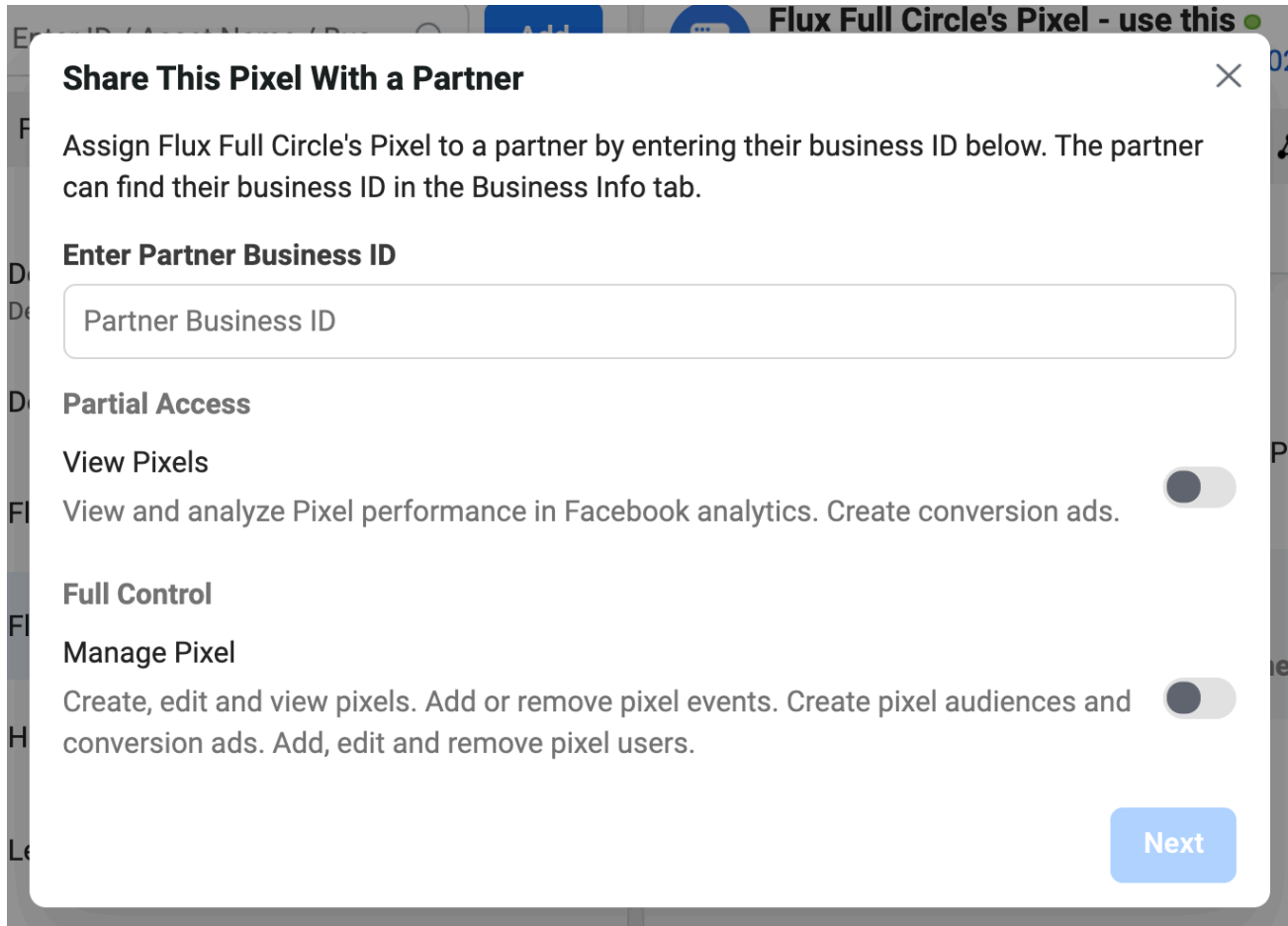
On the right-hand side, click on Assign Partners



The screenshot displays the Flux Full Circle interface for a specific pixel. At the top, the pixel is identified as "Flux Full Circle's Pixel - use this" with a green status indicator. Below this, it states "Owned by: Flux Full Circle ID: 1301731023513508". To the right, there is a button labeled "Open in Events Manager" and a dropdown arrow. Below the header, there are three main action buttons: "Add People", "Assign Partners" (which is highlighted with a red rectangular border), and "Add Assets". Underneath these buttons, there are three tabs: "People" (which is selected and underlined in blue), "Partners", and "Connected Assets". The main content area is titled "People" and includes an "Add People" button. Below the title, there is a message: "These people have access to Flux Full Circle's Pixel - use this. You can view, edit or delete their permissions." At the bottom of this section, there is a large grey box containing a person icon with a plus sign and the text "No one is connected yet. Add people."

Step 7:

A window will pop up where you will have to enter Flux's Business ID which is **255421769201184** - enter this and then select the Manage Pixel permission (move the toggle to the right) and then click Next.



The screenshot shows a dialog box titled "Share This Pixel With a Partner" with a close button (X) in the top right corner. The dialog contains the following text: "Assign Flux Full Circle's Pixel to a partner by entering their business ID below. The partner can find their business ID in the Business Info tab." Below this is a section titled "Enter Partner Business ID" with a text input field containing the placeholder "Partner Business ID". There are two sections for permissions, each with a toggle switch:

- Partial Access**
 - View Pixels**: View and analyze Pixel performance in Facebook analytics. Create conversion ads. (Toggle is off)
- Full Control**
 - Manage Pixel**: Create, edit and view pixels. Add or remove pixel events. Create pixel audiences and conversion ads. Add, edit and remove pixel users. (Toggle is off)

A blue "Next" button is located at the bottom right of the dialog.

Thank you - you have successfully given us access!