



# Tracking & Pixels Setup Guide

Connect Meta Pixel + Conversions API, Google Analytics 4, Google Ads, TikTok, and Google Tag Manager to your SurroHub forms.

**What this guide is for.** SurroHub can fire conversion events to your ad and analytics platforms automatically — both from the visitor's browser (Pixel) and server-side from SurroHub (Conversions API). This guide walks you through finding each ID/token and entering it under **Settings** → **Tracking & Pixels**. No coding required.

## Before you begin

- You'll need admin access to each platform you want to connect (Meta Business / Events Manager, Google Analytics, Google Ads, TikTok Ads).
- You enter everything in SurroHub under **Settings** → **Tracking & Pixels** while logged in as your agency.
- Each platform is independent — set up only the ones you use. Meta with Conversions API gives the biggest accuracy gain.

# 1. Meta Pixel + Conversions API

Meta has two ways to receive events: the **Pixel** (fires from the visitor's browser) and the **Conversions API / CAPI** (fires server-side from SurroHub). Using both together — deduplicated by a shared event ID — captures the 40–60% of conversions that ad blockers, iOS, and Safari otherwise lose. SurroHub handles the dedup automatically once both are configured.

## Step A — Find your Meta Pixel ID (Dataset ID)

1. Go to [business.facebook.com](https://business.facebook.com) → **Events Manager**.
2. Select your dataset (it's named after your Pixel or business).
3. Your **Pixel ID / Dataset ID** is the 15–16 digit number shown at the top of the dataset, or under **Settings**.
4. Copy it.

## Step B — Generate a Conversions API access token

1. In the same dataset, open the **Settings** tab and scroll to **Conversions API**.
2. Under **Set up direct integration**, choose **Set up with Dataset Quality API** (recommended) — this also lets SurroHub report event match quality back to you.
3. Click **Generate access token**. Meta creates a long secret token.
4. Copy the token immediately — Meta may not show it again in full.

**Keep the token secret.** The CAPI access token is like a password. SurroHub stores it encrypted and never exposes it on public pages. Don't paste it into emails or chats.

## Step C — Enter both in SurroHub

1. In SurroHub, go to **Settings** → **Tracking & Pixels**.
2. In the **Meta Pixel** section, paste your **Pixel ID** into the Pixel ID field.
3. Paste your **Conversions API token** into the Conversions API token field.
4. Toggle **Meta** to **active**, then click **Save & Activate**.

## Step D — Test it

1. (Optional) In Meta Events Manager → **Test events**, copy the test event code and paste it into the **Test Event Code** field in SurroHub, then save. This routes test fires to the Test Events viewer.
2. Click the **Send Test Event** button in SurroHub. A success returns Meta's `fbtrace_id`.
3. Within a few seconds, a **Lead** test event appears in Meta's Test Events viewer. That confirms the Pixel ID + token are correct.

Once live, every questionnaire / inquiry submission fires a **Lead** event from both the browser and SurroHub's server, deduplicated automatically. You'll see your event match quality climb in Events Manager.

## 2. Google Analytics 4 (GA4)

GA4 tracks how visitors move through your funnel — how many start the questionnaire, how many finish, where they drop off.

### Find your Measurement ID

1. Go to [analytics.google.com](https://analytics.google.com) and select your property.
2. Open **Admin** (gear icon, bottom-left) → **Data Streams**.
3. Click your web stream. The **Measurement ID** is at the top — it looks like G-XXXXXXXXXX.
4. Copy it.

### Enter it in SurroHub

1. **Settings** → **Tracking & Pixels** → **Google Analytics 4** section.
2. Paste the G- Measurement ID, toggle **active**, and Save.
3. Visit your public questionnaire and confirm a live user shows in GA4 → **Reports** → **Realtime**.

## 3. Google Ads Conversion Tracking

This tells Google Ads when a form submission happened, so it can optimize your campaigns toward real applicants and report conversions.

### Find your Conversion ID and Label

1. In **Google Ads**, go to **Goals** → **Conversions** → **Summary** (or Tools → Conversions).
2. Create a conversion action of type **Website** (or open an existing one), e.g. "Lead — Application Submitted".
3. Open the conversion's **Tag setup** → **Use Google Tag Manager** or **Install the tag yourself**.
4. You'll see a **Conversion ID** like AW-XXXXXXXXXX and a **Conversion Label** (a short string).
5. Copy both.

### Enter them in SurroHub

1. **Settings** → **Tracking & Pixels** → **Google Ads** section.
2. Paste the AW- Conversion ID and the Conversion Label, toggle **active**, and Save.

## 4. TikTok Pixel

If you run TikTok ads, the TikTok Pixel tracks form conversions for optimization and reporting.

### Find your Pixel ID

1. In **TikTok Ads Manager**, go to **Tools** → **Events** (or **Assets** → **Events**).
2. Open **Web Events** and select (or create) your pixel.
3. The **Pixel ID** is a long alphanumeric string, often starting with **C**.
4. Copy it.

### Enter it in SurroHub

1. **Settings** → **Tracking & Pixels** → **TikTok Pixel** section.
2. Paste the Pixel ID, toggle **active**, and Save.

## 5. Google Tag Manager (GTM)

GTM is an optional "umbrella" container. If you prefer to manage all your tags in one place through GTM instead of entering each pixel individually, add your GTM container ID here and manage the rest inside GTM.

### Find your Container ID

1. Go to **tagmanager.google.com** and select your container.
2. The **Container ID** is shown near the top-right — it looks like **GTM-XXXXXXX**.
3. Copy it.

### Enter it in SurroHub

1. **Settings** → **Tracking & Pixels** → **Google Tag Manager** section.
2. Paste the **GTM-** ID, toggle **active**, and Save.

**Tip:** Don't double-track. If you manage Meta or GA4 *inside* GTM, leave those individual sections in SurroHub turned off so the same event isn't counted twice.

## Quick reference — where each ID lives

Platform	Field in SurroHub	ID format	Where to find it
Meta Pixel	Pixel ID	15–16 digits	Events Manager → dataset → Settings
Meta CAPI	Conversions API token	long secret token	Events Manager → Conversions API → Generate
Google Analytics 4	Measurement ID	G-XXXXXXXXXX	Admin → Data Streams → web stream
Google Ads	Conversion ID + Label	AW-XXXXXXXXXX	Goals → Conversions → Tag setup
TikTok	Pixel ID	starts with C	Ads Manager → Tools → Events
Google Tag Manager	Container ID	GTM-XXXXXXX	tagmanager.google.com (top-right)

## Troubleshooting

### Test event doesn't appear in Meta

- Double-check the Pixel ID has no extra spaces, and the CAPI token was copied in full.
- Make sure you set the **Test Event Code** from Events Manager → Test events, then re-send.
- Confirm **Meta** is toggled active and you clicked **Save & Activate**.

### Conversions look doubled

- You may be tracking the same platform both directly in SurroHub and inside GTM. Turn off one of them.
- Meta dedup needs both Pixel and CAPI active in SurroHub — partial setups can over- or under-count.

### Nothing is tracking

- Verify you're logged in as the correct agency when saving (settings are per-agency).
- Confirm the platform toggle is **active** and saved.
- Use the platform's realtime/test view and submit a test application to confirm the event arrives.

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Need a hand? Use **Help & Support** in the SurroHub dashboard to open a ticket and we'll walk through it with you.