

At the beginning of your trial, I asked you to put Facebook on the backburner for the moment. This is not because Facebook is a bad traffic source - far from it, in fact! It's because it takes a little more experience to navigate FB and be successful. It's tough to start your journey with a tracker with FB and see the same kind of success as you would with more traditional traffic sources.

Now, let's talk more specifically about the necessary bits of info you need when pairing up FB and ThriveTracker:

1. *Facebook does not like tracking links.* When your tracking link is the destination URL for your FB Ads, you have a greater chance of losing that campaign or being denied that campaign.
 - a. **Why is this?** Tracking links are not final destinations, so the destination you give to FB does not match the destination of FB's user when they click on your ad. As a whole, FB is quite focused on ensuring that campaigns built like this are removed from the user experience.
 - b. **How does ThriveTracker combat this?** Your install is powered by a custom domain, owned by you. No one else has access or influence on the performance of your domain and its authority, which means if you keep it in good standing, your links are far less likely to be flagged/denied.
 - c. **How does ThriveTracker beat this?** Use the Landing Page Pixel and enjoy a worry-free FB experience.

2. *Facebook does not send much info by tokens.* While we pre-define a couple of options for you in your install, Facebook will actually send more information if you keep an eye on their latest updates.
 - a. You can stay in-the-know on this by visiting <http://trackingtokens.com/facebook-tokens/>
 - b. Anything you do find that you'd like to have pass through to ThriveTracker, you can do so by editing Facebook in the Traffic Sources Menu.

3. *Facebook is notoriously slow to respond.* Now this isn't true for everyone who advertises on FB, but it is absolutely applicable to small- and medium-size businesses.
 - a. Here's some useful info for your reference:
<http://thrivetracker.com/blog/facebook-mini-guide-7-tips-they-dont-want-you-to-know/>

What else can we provide you with when it comes to tracking FB traffic with ThriveTracker? Let us know what more you have in mind and we'll get you pointed in the right direction!

