Meta Ads Conversions API (CAPI)

The ultimate guide to understanding and implementing Meta Ads CAPI

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Introduction

Who is this guide for?

This guide is specially designed for acquisition managers, marketing directors and anyone else involved in a company's digital strategy. If you're looking to optimize your advertising campaigns and lower your cost of acquisition on the Meta Ads platform, this guide is for you.

Why is this guide essential for Head of acquisition?

The gradual disappearance of third-party cookies has had a major impact on advertisers' acquisition costs on major ad networks such as Meta Ads and Google Ads. This impact is estimated at **20% today**, and could **reach up to 50%** by the end of 2024.

To keep pace with this technological evolution, almost all advertising platforms have developed tools that enable advertisers to share the conversion events of their leads and customers efficiently and without the need for cookies. These tools are commonly known as conversions APIs. However, these APIs are still recent, and their implementation can often be complex and, if poorly done, can have the opposite of the desired effect.

This guide will provide you with valuable information and concrete steps to effectively implement Meta Ads Conversions API (aka. CAPI) and reduce your Meta Ads acquisition costs by up to 20%.

What is Meta Ads Conversions API and why it is important?

Commonly known as CAPI, Meta Ads Conversions API is an interface that allows advertisers to share conversion events directly from their server to Meta without going through traditional site-installed trackers running on their users' browsers. This offers several benefits, including more accurate event tracking, better attribution and increased compliance with privacy regulations.

In the current context of the disappearance of third-party cookies, Meta Ads Conversions API becomes an indispensable tool for capturing the entire lifecycle of your customers, whether new or returning.

How DinMo can facilitate a successful implementation of Meta Ads Conversions API

DinMo, as a data orchestration platform, makes it easy to implement Meta Ads Conversions APIs. Our solution integrates natively with your data warehouse, storing all all your first-party data, and advertising platforms. It enables simplified management of events and audiences.

No need to worry about the technical complexities of implementation or the need for data expertise. With DinMo, you can implement server-side conversion sending via Conversions APIs to any advertising platform in just a few hours!

Understanding how Meta Ads algorithms work

To understand the importance of the Meta Ads Conversions API, you first need to understand how the Meta Ads algorithm works.

The Meta Ads algorithm is designed to optimize the performance of your advertising campaigns according to the objectives you have defined. These objectives can vary from increasing brand awareness to direct conversions (purchases, registrations, etc.).

The algorithm uses a variety of signals to achieve these objectives, but conversion events sent to the Events Manager are among the most critical to qualify your customers.

How does it work?

When a user interacts with your website or application, various events occur, such as page visits, additions to the shopping cart or purchases. These events are tracked and sent to Meta Ads, where they are utilized to train and adjust the advertising algorithm.

1 **Initial learning phase**

The algorithm goes through a learning phase where it uses conversion event data to understand which type of user is most likely to perform the desired action.
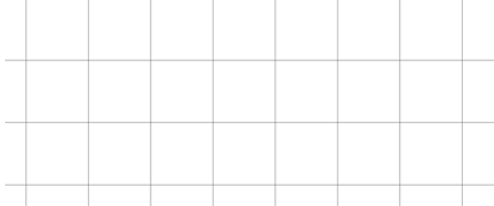
2 **Optimisation**

After the learning phase, the algorithm adjusts your ad delivery to target users who are most likely to convert, based on tracked conversion events.

3 **Adjustments in ne real time**

The algorithm continues to adjust in real time according to new conversion events, enabling continuous optimization of your campaigns.
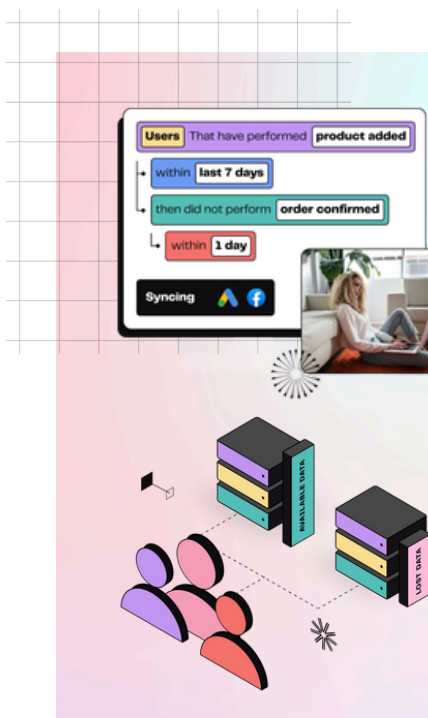
Why are conversion events crucial?

Conversion events provide the algorithm with the data it needs to make these optimizations. Without accurate event tracking, the algorithm wouldn't have the information it needs to target users effectively, which could lead to inefficient spending of your advertising budget.

A typical example is when Facebook can't effectively track all purchase conversions at an e-commerce site, it will continue to serve ads to buyers after their purchase. In fact, Facebook's algorithm considers these users as high-potential because they have clicked on the ad or interacted with it.
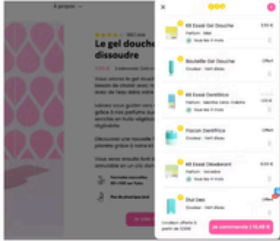

1 Sponsored content is displayed
The user sees it on Facebook and clics on the ads

2 The user buys some products
The cart is validated few minutes later

3 The order is confirmed
A confirmation email is sent few hours later

4 Yet, sponsored content is still displayed
3 days after, the same campaign stills targets the same user

What tracking options does Meta Ads offer?

Historically, conversion event tracking was based on the use of "Pixel Tracking" (aka. a Facebook tag), the famous javascript code that advertisers installed on their websites directly or via Tag Management Systems (TMS) such as google Tag Manager. But for two years now, and in particular following the release of iOS14, Meta has been offering the possibility of using a direct upload of conversion events from advertisers' servers. In the following sections, we'll explain in detail how these two methods work.

Pixel tracking

How does Pixel tracking work?

Pixel tracking has long been the standard method of tracking user interactions on a website. A "pixel" is a small piece of code that you place on your site. Each time a user performs a specific action, such as visiting a page or making a purchase, the pixel sends this information to the advertising platform, in this case, Meta Ads.

These pixels are executed on the user's browser, hence the name "client-side". They work thanks to third-party cookies, which store data on user browsing behavior and enable cross-browser and cross-domain paths to be reconciled. When a user performs an action on your site, such as making a purchase or clicking on an ad, the pixel uses third-party cookies to attribute this action to a specific advertising campaign, and sends this conversion data to Meta Ads.

However, with the gradual disappearance of third-party cookies due to browser restrictions and privacy regulations, this tracking and attribution method is becoming increasingly imprecise and less reliable.

Why is this traditional Pixel tracking problematic today?

1 **Disappearance of third-party cookies**

Browsers like Safari and Firefox have already blocked third-party cookies, and Google Chrome is in the process of doing the same in 2024. Pixels rely heavily on these cookies for tracking, making this method increasingly ineffective.

2 **Privacy regulations**

With regulations such as the GDPR in Europe and the CCPA in California coming into force, user consent is now required for tracking, further complicating tracking via the pixel.

3 **Data limitations**

The pixel can only track actions that occur within the browser. This excludes a whole range of important interactions that take place outside the browser, such as in-store purchases or phone calls.

4 **Performance problems**

Pixels can slow down your site's loading time, which can affect the user experience and, consequently, conversion rates.

Even if the loss of information due to user consent cannot be prevented, it is possible to bypass browser restrictions and the use of ad blockers to avoid further data loss.

Today, server-side strategies are key to maintaining the volume and quality of data collected.

What's more, server-side solutions offer greater control over data, enabling it to be reviewed and modified before being sent to platforms.
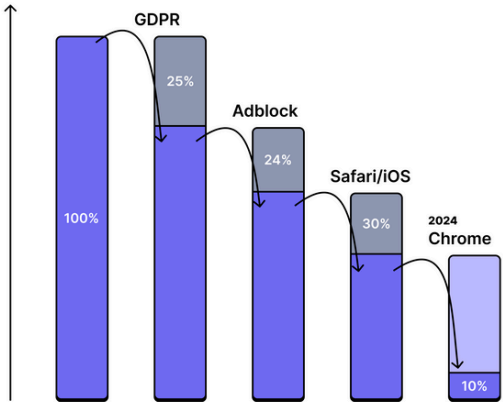
With these strategies, both online and offline conversions can be sent to Meta Ads, regardless of the stage in the customer journey at which they were made.

Server-side tracking and the Meta Ads Conversions API

How does Conversions API tracking work?

Unlike pixel-based tracking, which relies on the user's browser and third-party cookies to send data, the Meta Ads Conversions API enables direct tracking from your server, allowing to bypass browser and ad blocker restrictions.

This means that every time a user performs an action on your site or application, this data is sent directly from your server to Meta Ads, without passing through the user's browser.

Why opt for Meta Conversions API tracking?

1 **Precision and reliability**

By avoiding the user browser, you eliminate the problems associated with cookie blockers and privacy regulations, enabling more accurate and reliable tracking.

2 **Omnicanal tracking**

The Conversions API lets you track a much wider range of events, including those that occur outside the browser, such as in-store purchases or interactions in a mobile application.

3 **Regulatory compliance**

Tracking via the Conversions API is more in phase with current privacy regulations, as it doesn't rely on third-party cookies.

4 **Performance and user experience**

Since Conversions API tracking does not rely on loading a pixel in the browser, it has no impact on your site's loading speed, contributing to a better user experience without any latence.

5 **Advanced personalization**

With more accurate and complete data, you can create more segmented audiences for more targeted advertising campaigns.

> Today, our customers are seeing an uplift of between 20% and 60% on events attributed thanks to the Conversions APIs.

Why does Meta Ads recommend double tracking?

The question that always comes up when we work with our clients: Which tracking mode should we implement and for which event?

Even though Conversions APIs represent the future of advertising tracking, Facebook recommends continuing to use dual event tracking on both client-side and server-side to maximize performance.

This is due to several reasons, but the main one is that Meta Ads still use matching keys that cannot be collected on the server side. In particular, some keys associated with events and allowing the identification of the user behind the action cannot yet be collected server-side, such as the fbp and fbc.

By adopting this implementation, Facebook also allows you to see the uplift on your recorded conversions.
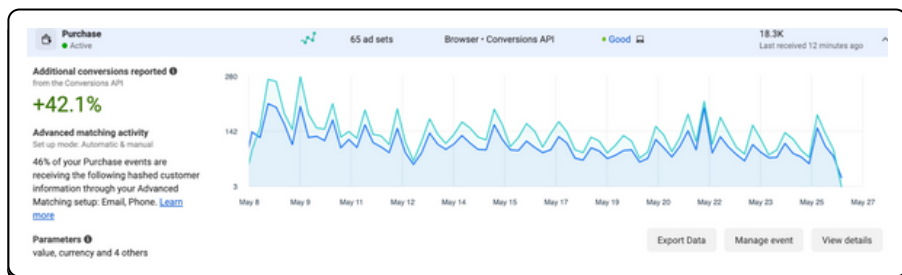
The ultimate guide for a perfect implementation of Meta CAPI

To take full advantage of all the benefits of Meta's Conversions API, it is important to properly prepare the groundwork in advance to ensure a perfect implementation that allows you to prepare for the future of online advertising.

Here, we provide you with the 5 necessary steps to implement Meta Ads CAPI:

1 **Select the events to be sent via CAPI**

A customer's buying journey can be broken down into several stages, leading from discovery of your product (or service) to purchase. As the funnel progresses, purchase intent increases.
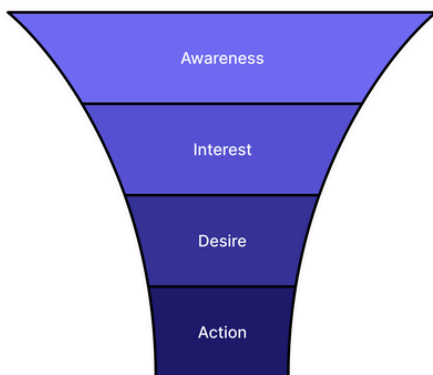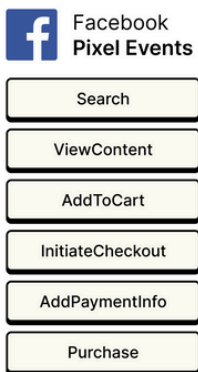
We carried out several tests with several customers to measure the impact of using the Conversions API on each event.

We've determined that the impact of the Conversions API on your bottom funnel is much greater than on the top funnel. In particular, we recommend that you implement the Conversions API for the events that are most important to you and on which you want to optimize your campaigns.

- Ecommerce : Add-to-cart, InitiateCheckout et Purchase
- Abonnement : Sign-up, Trial et Subscribe

By opting for the Conversions API, you can also send offline events (in-store purchases, calls), which are strong signals that allow Meta to optimize on other conversions that are important to you.

Let's take the example of a B2B company, BCorp, which uses Meta to generate leads through forms. BCorp finds that only 20% of these leads are qualified.

They want to move from a lead-based approach to a qualified lead-based approach. To do this, they need to send these events via the Conversions API to explain to Meta who the qualified leads are, and thus enable the Machine Learning algorithm to optimize itself to generate more qualified leads.

2 Server-side event collection

Once your funnel has been defined, it's important to ensure that you can collect these events from your servers.

In particular, if you have offline conversion events such as a qualified lead or an in-store sales, you need to make sure you collect and centralize them with the right frequency in a data warehouse, so you can then send them to Meta Ads or any other advertising platform.

When collecting events from your servers, it's important to make sure you collect first-party data such as email or phone number to enrich your events and enable Meta to recognize profiles on its platform. The full list of customer identifiers accepted by Meta is available in the official documentation.

Main Body Parameters

- data
- test_event_code

Customer Information Parameters

- em: Email — Hashing required
- ph: Phone Number — Hashing required
- fn: First Name — Hashing required
- ln: Last Name — Hashing required
- ge: Gender — Hashing required
- db: Date of Birth — Hashing required
- ct: City — Hashing required
- st: State — Hashing required
- zp: Zip Code — Hashing required
- country: Country — Hashing required
- external_id: External ID — Hashing required
- client_ip_address: Client IP Address — Do not hash
- client_user_agent: Client User Agent — Do not hash
- fbc: Click ID — Do not hash
- fbp: Browser ID — Do not hash
- subscription_id: Subscription ID — Do not hash
- fb_login_id: Facebook Login ID — Do not hash
- lead_id: Lead ID — Do not hash

Server Event Parameters

- event_name
- event_time
- user_data
- custom_data
- event_source_url
- opt_out
- event_id
- action_source
- data_processing_options
- data_processing_options_country
- data_processing_options_state

Custom Data Parameters

- value
- currency
- content_name
- content_category
- content_ids
- contents
- content_type
- order_id
- predicted_ltv
- num_items
- search_string
- status
- delivery_category
- Custom Properties

### 3 Choose the right integration solution

Several solutions allow you to share conversion events with Meta Ads.

First, there are integrated solutions such as Shopify, GTM server Side or CAPI Gateway. These are solutions that manage both the collection of online data on the server side and its subsequent sharing with advertising platforms.

These solutions are suitable for companies with a simple customer funnel and 100% online conversions (DNVBs Shopify without store sales, for example). We'll come back to the limitations of these solutions in a next section.

At DinMo, we recommend centralizing all your conversion data from all sources (your back office, CRM etc.) in a cloud datawarehouse like Bigquery or Snowflake. This allows you to have a single source of truth for the entire customer journey. By doing so, you can take advantage of the full power of Conversions APIs by sending both online and offline events.

This will also enable you to use first-party information that you only have in your back office or CRM (external id, Country, City etc), which can considerably improve the quality of the implementation (see next section for more information).
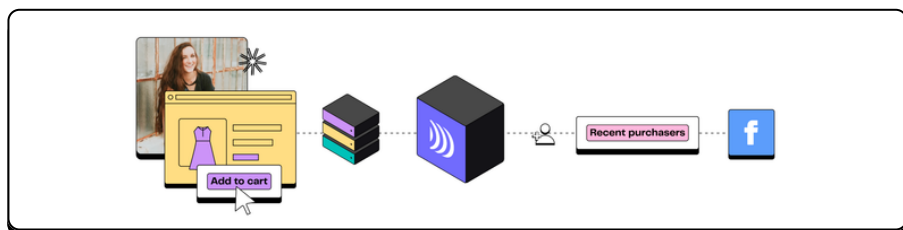
CAPI implementation via DinMo

4 Monitoring data quality

Once CAPI has been implemented for the selected events, it is important to monitor 3 KPIs: the number of pixel vs. server events, the EMQ score and the deduplication rate.

Number of pixel vs. server events

By implementing the Meta Ads Conversions API in addition to pixel tracking, you can see the number of events received from each source.
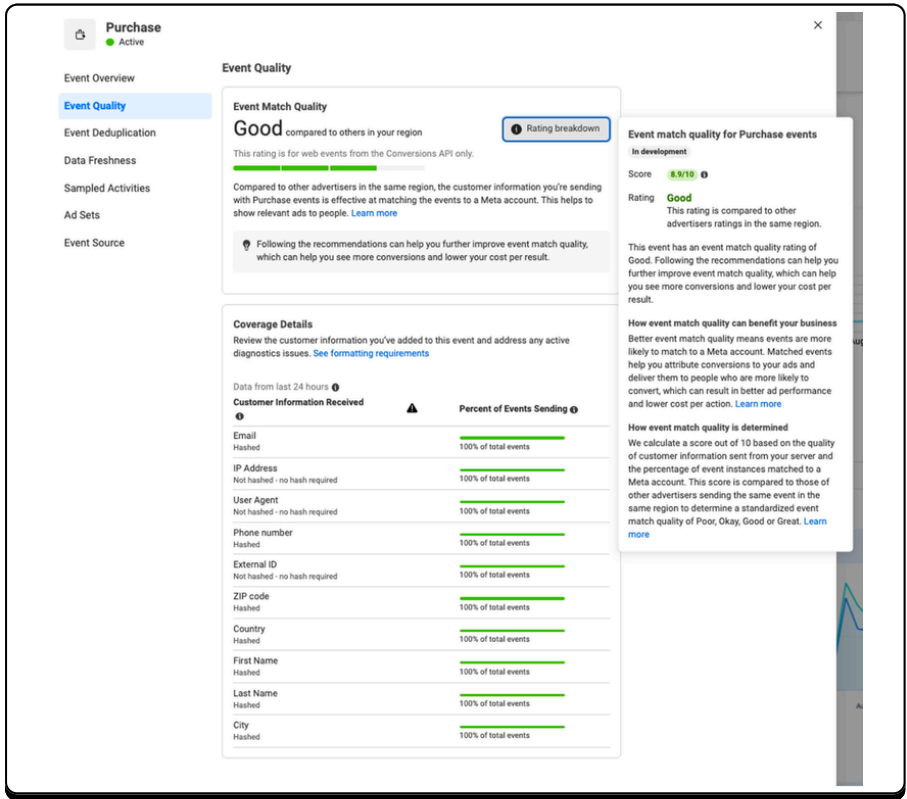Make sure you have at least the same number of events from the server as you receive from the pixel.

Implementation example of Meta Conversions API

EMQ or Event Match

What's your Facebook EMQ? It's the question on every marketer's lips in the U.S. And it means your **Event Matching Quality**. It's easy to find out: go to your Facebook event manager and click on your event rating.

EMQ Example for a "Purchase" Event

This indicator is essential to ensure the quality of the implementation on Meta. It is calculated on a scale of 10 and gives you an idea of the effectiveness of your customer information parameters attached to each event. The more personal information you share about the users who made the event, the higher the score. This allows Meta to match conversions to users connected to Meta and thus attribute more conversions to your campaigns.

At DinMo, we understand the importance of these metrics and can help you maximize your efficiency by using all available data. By targeting 'Good' or 'Excellent' quality scores, you can not only increase your conversions, but also reduce your costs per result.
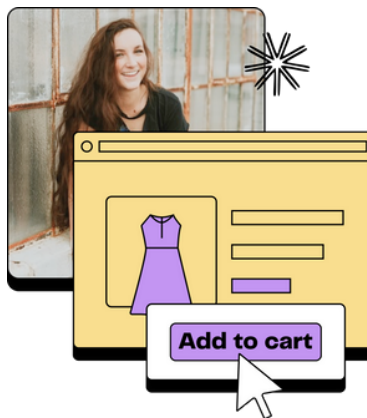
Event deduplication

If you connect your web events via both the pixel and the Conversions API, Meta may receive the same events from both the browser and the server. If Meta determines that the events are identical and therefore redundant, the platform will keep one and ignore the others. This is called deduplication.

We recommend de-duplicating your event as best practice for using the Conversions API, but de-duplication may not be necessary depending on your event configuration. If you wish to send web events via both the Pixel and the Conversions API, you have two configuration options:

- **Share different events from the browser and the server (deduplication is not necessary).** For example, you share "add to cart" events from the browser and "purchase" events from your server. Deduplication is not necessary in this case, as you are not sending redundant events from both browser and server.

- **Share the same events from both browser and server (deduplication is required).** For example, you send the same "purchase" events from the browser and from the server. This can help recover events that were not received by the Meta Pixel. If your redundant browser and server events are not deduplicated, you will see 2 purchases appear in your report (one sent from the browser and one sent from the server) when only one purchase actually occurred. **Deduplication is necessary in this case to prevent the same purchase appearing twice in your reports.**

For events to be deduplicated, you need to add two event parameters that help determine whether the events are identical: the event name (e.g. Buy or AddToShop) and the event identifier (eventID).

Find out more about server-side event parameters on Meta for Developers.

For example, Meta Ads deduplicates the following events:

- **Redundant pixel events**

  Pixel events with the same **event parameters** and **event identifier** are deduplicated.

- **Redundant server events**

  Server events with the same event parameters and event identifier are deduplicated.

- **Redundant pixel and server events**

  Pixel and server events that satisfy the following **two conditions**:
    - The pixel event corresponds to the **name** of the Conversions API event.
    - The pixel **event identifier** corresponds to the Conversions API event identifier.

- **Redundant pixel and server events using fbp and External ID**

  Pixel and server events that satisfy the following two conditions:
    - The pixel event corresponds to the **name** of the Conversions API event.
    - The **External ID** of the pixel corresponds to the one of the Conversions API.

  Pixel and server events that satisfy the following two conditions are also deduplicated:
    - The pixel event corresponds to the name of the Conversions API event.
    - The **fbp** of the pixel corresponds to the one of the Conversions API.

You can check which events are deduplicated using the event test tool in Meta Events Manager.

You can also see the quality of the deduplication by looking at the event details in your event manager. Meta requires a match of over 70%.

To validate the quality of the implementation, Facebook will display the number of additional conversions attributed to the Conversions API implementation for each event.

On average, you can expect +20% conversions for Purchase events.

Here's an example of a successful implementation for a retail customer

# Why Choose Solutions like DinMo over GTM Server Side or Zapier?

The challenge

In many cases, you're not just tracking interactions on your website. Event tracking is often scattered across multiple point-to-point solutions used to fuel your business:

- Lead events in CRM
- Product usage events in your backend product
- Engagement events in your analytics tool
- In-store purchase events in your offline databases
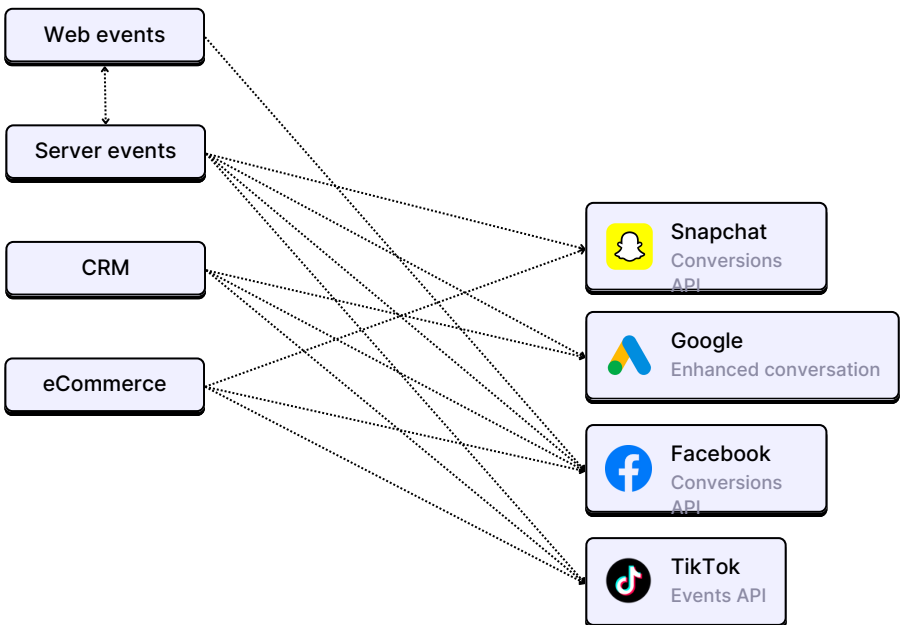
All these events are necessary to reconstruct your customers' journey. To avoid event loss and duplicate sending of all customer touches, it is recommended to centralize all these events in a cloud data warehouse (such as BigQuery).

Once the events are centralized, we recommend using a solution like DinMo to send these events to all the platforms that need them by connecting your data warehouse to your DinMo Workspace in just a few minutes.
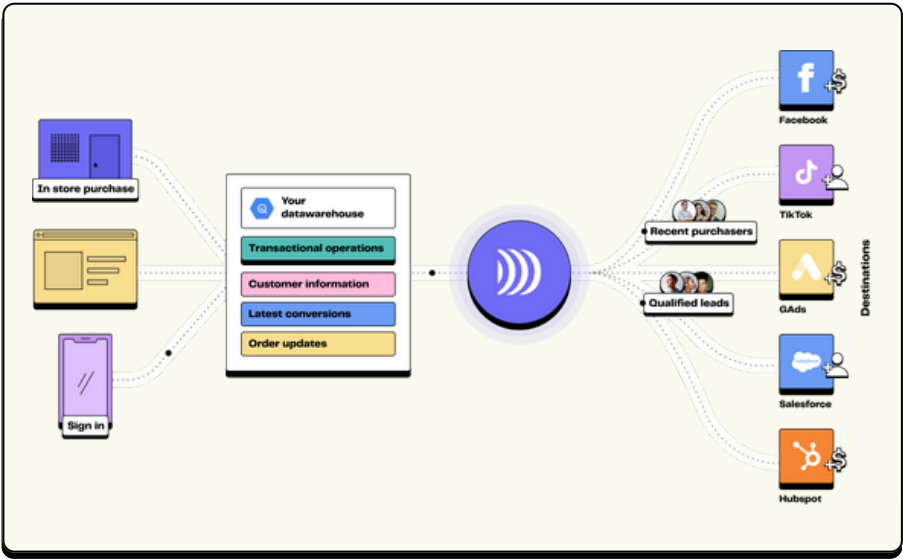
DIPTYQUE
PARIS

How DinMo helped Diptyque Paris to reduce its Customer Acquisition Costs by 20% in a few weeks

Introduction: The challenge of eCommerce in the digital age

In a world where digital is omnipresent, companies are faced with increased competition and ever-higher customer acquisition costs.

In this context, Diptyque Paris, a luxury perfumery and cosmetics house founded in 1961, was looking to innovate and accelerate its e-commerce activity. Although the brand had a rich heritage and a loyal audience, it needed to adopt more sophisticated and scalable methods to remain competitive on advertising platforms such as Facebook, Google, and Pinterest. The challenge was therefore daunting: how to improve the efficiency of advertising spend while maintaining the authenticity and quality of customer engagement?

That's where DinMo steps in.

Context

Diptyque is not just any company; it's a luxury brand with a global reach, operating in Europe, North America and Asia.

Each market presents its own challenges and opportunities, exacerbated by rapid technological change and the disappearance of third-party cookies. Old methods of targeting and customer acquisition are no longer viable in this new context.

As a result, Diptyque was looking for innovative ways to maintain and even improve its marketing KPIs, notably cost per acquisition (CPA), while preserving the high quality of the online customer experience.
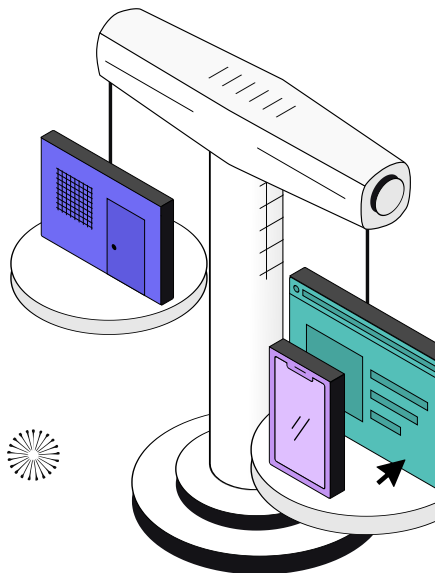
DinMo's role

DinMo provided Diptyque with an adaptive solution that enabled them to overcome these obstacles. Thanks to our modular Customer Data Platform, which integrates seamlessly with cloud data warehouses such as Snowflake and BigQuery, Diptyque's marketing teams were able to autonomously drive their efforts. Our platform not only facilitated the creation and synchronization of audiences, but also optimized the management of conversions APIs on various advertising platforms such as Facebook, Google and Pinterest.

In less than a week, Diptyque was able to switch 8 advertising accounts managing all online acquisition investments to conversions APIs, guaranteeing them maximum feedback of conversion events and thus better performance.
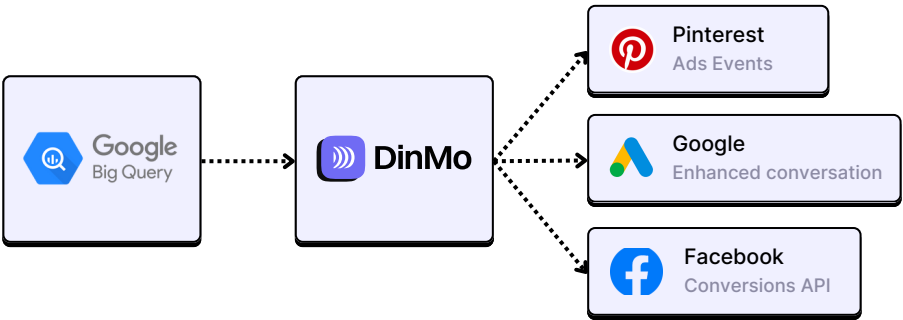

Results

The collaboration between DinMo and Diptyque Paris has produced quantifiable results that illustrate the potential of leveraging customer data to optimize the digital experience. Here are some of the most significant results:

- **Increased conversions:** The use of DinMo led to an impressive 62% increase in the number of conversions attributed on Facebook for the "Purchase" event. This means not only greater return on ad spend, but also a better understanding of customer needs and behaviors.

- **CPA reduction:** Increased efficiency in targeting and data orchestration has reduced the cost per acquisition (CPA) by 18%. In an increasingly expensive marketing environment, this reduction is crucial to long-term profitability.

- **Improved customer experience:** By avoiding displaying ads to customers who have already made a purchase, DinMo has helped maintain a high-quality user experience. This strengthens brand loyalty and enhances the overall customer experience.

- **Multicontinental Adaptability:** The successful deployment across three continents demonstrates the flexibility and scalability of the DinMo solution, capable of adapting to the specific requirements of very different markets.

These results not only attest to the effectiveness of the DinMo platform but also to the ability of the Diptyque marketing team to integrate new technologies into a coherent and effective strategy. In a world where data and marketing are increasingly converging, these successes serve as a model for other companies looking to achieve similar gains in a rapidly evolving digital environment.
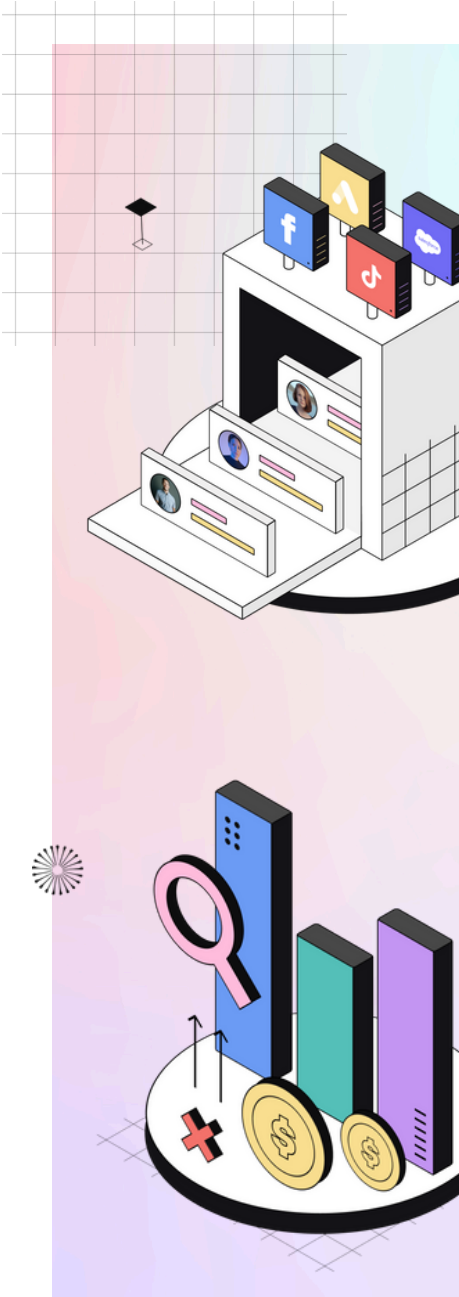
Conclusion and Next Steps

Summary of Key Points

We have explored the gradual disappearance of third-party cookies and its impact on online advertising, notably through platforms like Meta Ads. Through this guide, you have discovered the potential of Conversions APIs to circumvent these obstacles. By using the concrete example of the collaboration between DinMo and Diptyque Paris, we demonstrated how a data orchestration platform like DinMo can simplify and enhance the efficiency of implementing these APIs.

Why Act Now

The disappearance of third-party cookies is imminent, and addressing its impact is vital for many brands operating online. Advertisers who quickly adopt new technologies and best practices will have a lasting competitive advantage. If you have not yet considered how Conversions APIs can benefit your business, now is the time to do so.

Next steps
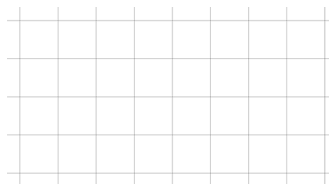
1 **Technical Evaluation**

Review the technical capabilities of your team and your infrastructure to assess your readiness for the implementation of Conversions APIs.

2 **Consultation with Experts**

Consider engaging with expert partners in data and advertising, such as DinMo, to maximize the ROI of your implementation.

3 **Test and optimisation**

After implementation, continuous monitoring and optimization are essential to ensure that you are getting the most out of your advertising investments.

4 **Continuing Learning**

The advertising landscape is constantly evolving. Stay up to date with the latest trends, tools, and regulations to maintain a competitive edge.

Additional Resources

For those who wish to deepen their understanding, we recommend the following resources and readings, available on our website or via our newsletter.

- Our Linkedin newsletter
- Our Blog and our best practices in our resources section
- If you need a free consultation to assess your potential losses, contact us by email at hello@dinmo.com, or via our contact form.

Acknowledgements

We would like to thank all the marketing and data experts and professionals who contributed to this guide. A special thanks to our client, Diptyque Paris, for sharing their experience and successes.

This is just the beginning, and the future of online advertising looks exciting. Thank you for taking the time to read this guide, and we hope you have found valuable information to guide your digital strategy.

For any questions or to discuss the topics covered in more detail, do not hesitate to contact us by directly booking a slot via our contact form.
Our dedicated data marketing experts are here to help through this implementation.

To stay informed and receive our latest publications, you can sign up for our newsletter.

Follow us on LinkedIn, X, and other social media platforms for updates and real-time insights.

For personalised support and a free consultation

Contact Us

Good luck with your digital marketing projects!

Oussama Ghanmi
CEO & CPO, DinMo