

Conversions API

Understanding the evolving ecosystem
and data solutions available for
government and nonprofits



AGENDA



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- 03 What is the Conversions API?
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CONVERSIONS API



Evolving ads ecosystem

The future is now

Data policies around the world have gone into effect and new ones are always on the horizon.

User behavior continues to evolve with more people opting out of sharing personal data with websites and apps.

Platforms have implemented new policies and constraints to remove identity and aggregate the data shared with businesses.

For years, we've talked about the upcoming changes to the ecosystem.
We've already seen the impact and more is to come.

Meta has been preparing for industry changes for years



Privacy protections

Meta has invested \$5.5 billion into our rigorous privacy program.



AI and modeling

These programs fill in the gaps when data is missing or partial.



Performance solutions

AI solutions like Meta Advantage+ are delivering results.



Data tools

The combination of Meta Conversions API and Meta Pixel remains a best practice.

Data responsibility and privacy are critical to your organization — and ours

We're investing in three core principles when it comes to ads.



Building responsible data practices **into the design** of our ads products

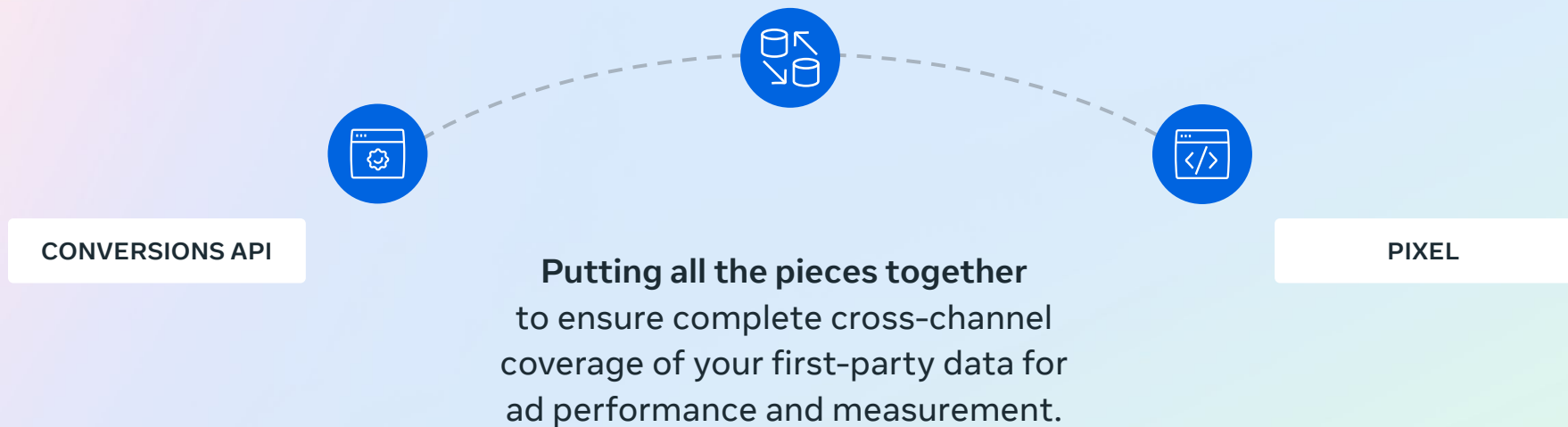


Giving people **control and transparency** over how their data is used



Collaborating with the industry to build a durable ad system

Gain a complete picture of your community interactions by utilizing Meta Business Tools



GETTING STARTED



with Meta Pixel



The Meta Pixel

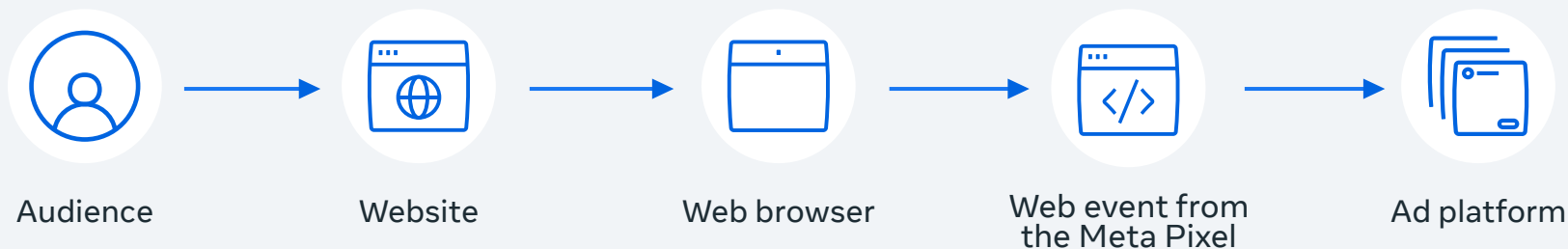
A piece of code for your website that lets you **measure**, **optimize** and **create** audiences for your ad campaigns.

The pixel will fire when someone takes an action on your website. For example, signing up for a government service or simply landing on the site.



To learn more: [About Meta Pixel](#)

Many organizations today connect their website activity using the Meta Pixel



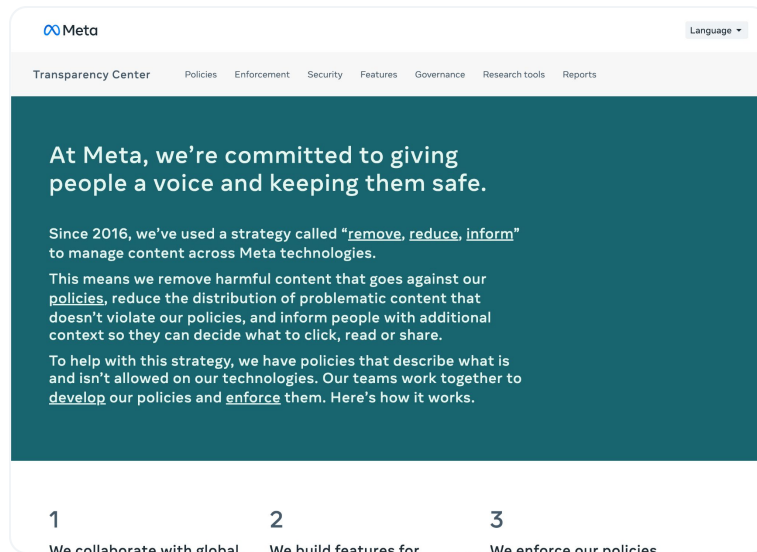
- Landing page view
- Sign up
- Register
- Donate

Every advertiser must agree to the Meta Business Tools Terms

- ✓ Define how organizations choose to use features and the information shared.
- ✓ Require organizations to provide their users with appropriate transparency and control and to obtain consent in jurisdictions where it's legally required.
- ✓ Describe additional requirements for sensitive information that may be shared with Meta.
- ✓ Share supplemental terms for jurisdictions with additional data-sharing requirements.



To learn more: [Meta Transparency Center](#); [Meta Business Tools Terms](#); [State-Specific Terms](#)



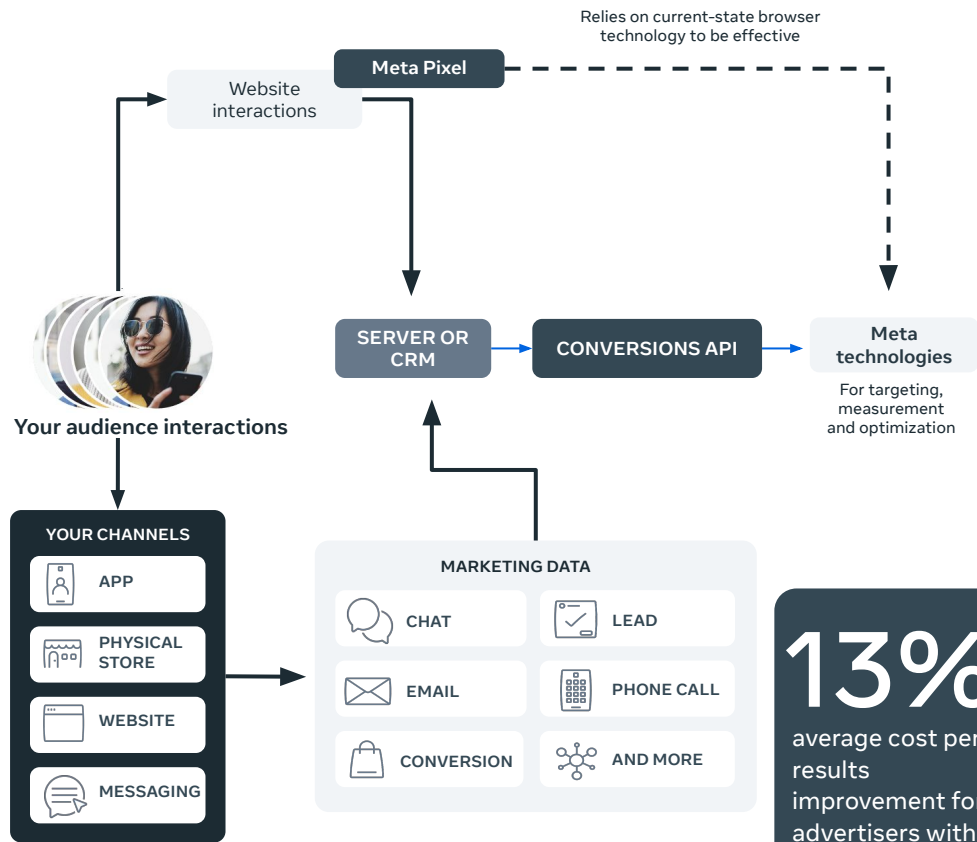


**What is the
Conversions API?**

What is the Conversions API?

The Conversions API, one of the Meta Business Tools, creates a direct connection between your marketing data and Meta technologies.

This helps you to use your own marketing data to optimize ad targeting, decrease cost per result and see a more complete picture of campaign outcomes while respecting people's privacy.



13%

average cost per results improvement for advertisers with the Meta Pixel who set up the Conversions API.

Conversions API

Foundational data-sharing business tool from Meta.



Control what data you share.



Increase ad performance
and reduce ad costs.



Get a more complete picture
of your marketing activities.



Simplify omnichannel data
sharing set-up.

GETTING STARTED



with the
Conversions API

Prepare your organization to use the Conversions API

- ✓ Understand the outcomes you can drive from using the Conversions API.
- ✓ Choose your setup method and make sure that you have the resources you need.
- ✓ Consider your stakeholders and engage them early.
- ✓ Develop a timeline that accounts for both stakeholder approvals and your setup method.



To learn more: [Preparing your organization to use the Conversions API](#)



Understand the outcomes you can drive from using the Conversions API

- ✓ The Conversions API is designed to create a direct connection between your marketing data and the systems at Meta that help optimize ad targeting, decrease cost per result and measure results.



To learn more: [Preparing your organization to use the Conversions API](#)



Choose your preferred setup method and make sure that you have the resources you need

Organizations of all sizes have varying resources to support the Conversions API.

Choose a method that best fits your needs.

Conversions API Gateway

A self-service, codeless option that can take less than one hour to implement.

Perfect for any advertiser, particularly those that can't invest significant technical resources.

Partner solutions

Get support from Meta Business Partners - you can learn about Meta Business Partners [here](#).

Best for advertisers already leveraging these partnerships to reduce their own maintenance and technical overhead.

Direct integration

Customize your Conversions API integration by setting it up yourself via direct access to your server's codebase.

Recommended for advertisers that have complex, internal ad stacks that are managed by an internal developer team.



To learn more: [Compare Conversion API setups](#)

Consider your stakeholders and engage them early

- ✓ It may take time to get stakeholder buy-in, so we recommend that you get in touch with stakeholders early on.
- ✓ This may include your marketing team, executive decision-makers, legal counsel, developers and technology teams, measurement and analytics.



To learn more: [Preparing your organization to use the Conversions API](#)



Develop your integration timeline that accounts for both stakeholder approvals and your setup method

- ✓ Get stakeholder buy-in.
- ✓ Onboard your technical team and solutions partner, if applicable.
- ✓ Prepare for additional review of your compliance obligations under your data regulation laws and approve data sharing with your legal team. The use and sharing of data from Meta Business Tools is governed by the Meta Business Tools Terms and, as applicable, our Platform Terms.
- ✓ Set up the Conversions API. Remember that each setup method requires a different amount of time. Compare Conversions API setup options.
- ✓ Test your data connection.



To learn more: [Preparing your organization to use the Conversions API](#)

CONVERSIONS API



Best practices to
maximize performance

Follow these best practices to help maximize performance ahead of your next campaign

01

Event match quality

This score, which is only available for web events, can range from 0-10.

Share high-value audience information parameters to drive improved matching.

02

Redundancy

Implement a browser plus server connection and share the same events across both methods.

03

Deduplication

Regularly check that your events are being deduplicated. Add more deduplication keys if necessary.

04

Data freshness

Share events as close to real time as possible.



To learn more: [Best practices for Conversions API](#)

What is event matching with the Conversions API?

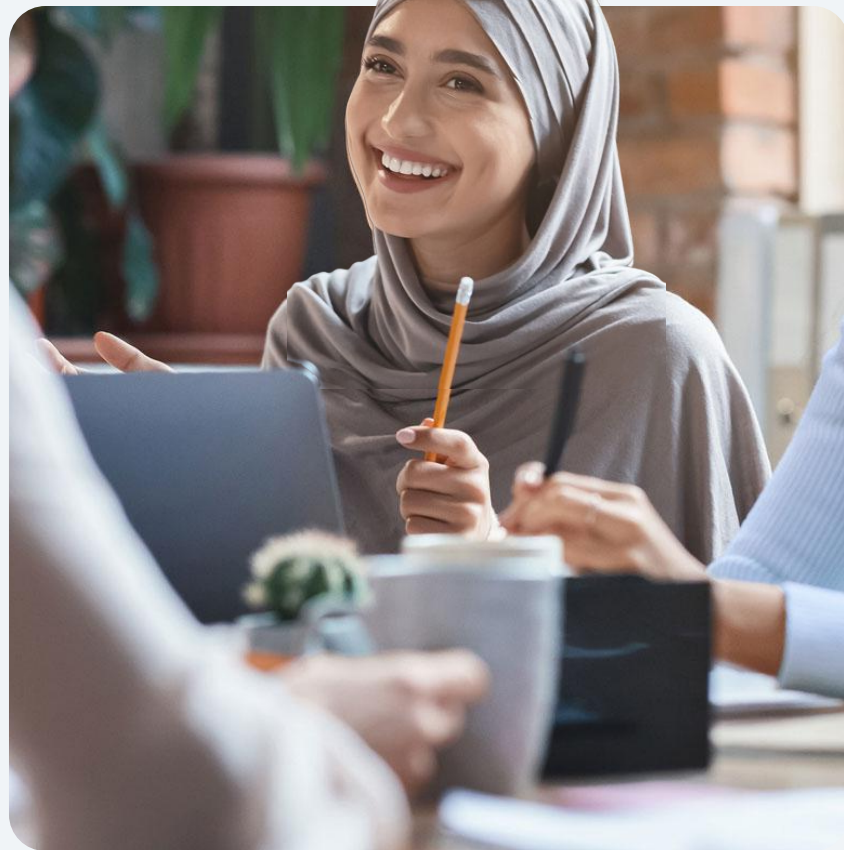
Event matching refers to the process of connecting actions taken by people online to specific marketing campaigns or touchpoints.

The matching process of Meta Business Tools tries to match events to people using Meta technologies.

If our system can't match your events, then your performance may suffer and reporting may be incomplete.



To learn more: [Best practices for Conversions API](#)





Improving event matching helps

- ➔ **Expand your audience**
Sharing audience information parameters helps tie actions on your website back to people across Meta technologies so our systems can help find more people like them.
- ➔ **Improve attribution**
Passing data helps tie web events to engagement with your original ad so you can get an accurate view of how you're driving results.



To learn more: [Best practices for Conversions API](#)

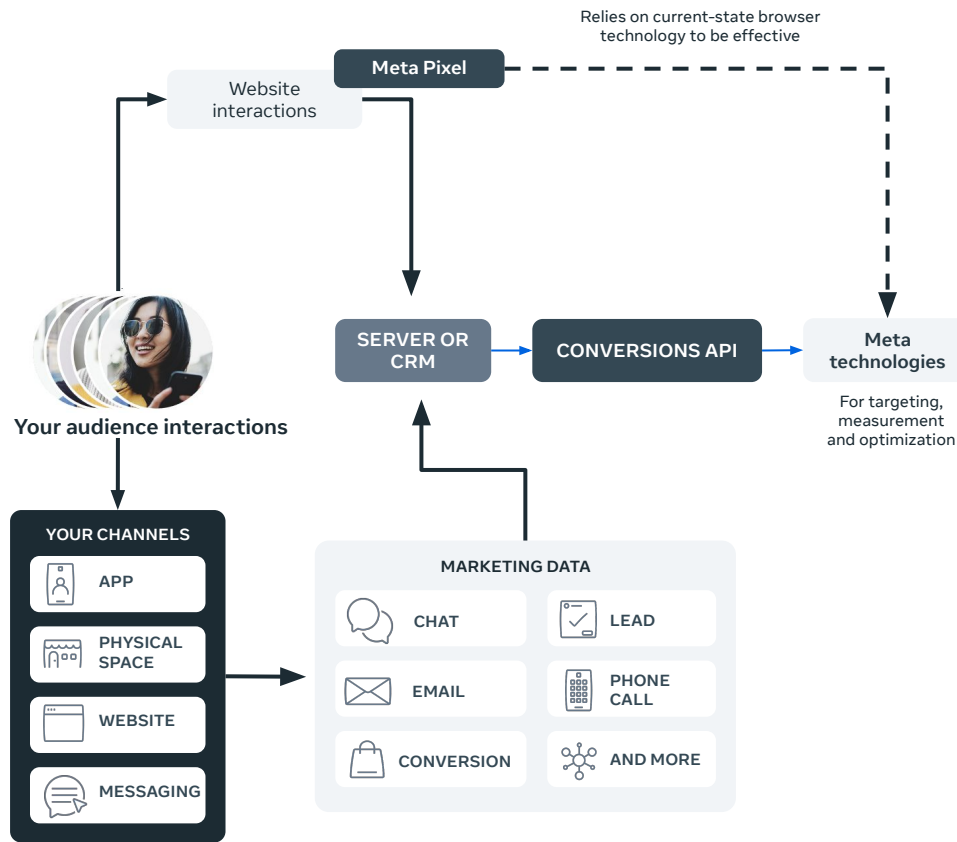
What is a redundant setup?

It's when you use the Conversions API in addition to the Meta Pixel and share the same events across both tools.



BEST PRACTICES

- ➔ Implement a redundant setup for all events.
- ➔ Share the same number of events, or more, using the Conversions API as you do with the Meta Pixel.



To learn more: [Best practices for Conversions API](#)



Why is a redundant setup important?

- ➔ Connecting more pixels and events to the Conversions API means that you have more data to improve your ad measurement and optimization.



To learn more: [Best practices for Conversions API](#)

What is deduplication?

If we know that the events are the same and therefore redundant, we can **keep one and discard the rest**. This is called deduplication.



BEST PRACTICES

Regularly check that your events are being deduplicated. Aim for a high deduplication rate.



To learn more: [Best practices for Conversions API](#)



Why is deduplication important?

- ➔ Deduplication helps ensure optimal performance and reporting.



To learn more: [Best practices for Conversions API](#)

What is data freshness?

- ➔ It means that there is little to no delay from when your events occur to when you share them with Meta.
- ➔ Delay is the average amount of time that passes between the time when the action happens and when it's sent to Meta.



BEST PRACTICES

Share your events in real time or as close to real time as possible.



To learn more: [Best practices for Conversions API](#)





Why is data freshness important?

The sooner you share events with Meta, the better the ad delivery system can evaluate how likely a person is to take your desired action after seeing your ad.

It will help you:

- ➞ Run ads that are better optimized by having real-time data to update your audiences.
- ➞ See the results of an ad campaign closer to real time in Meta Ads Manager.

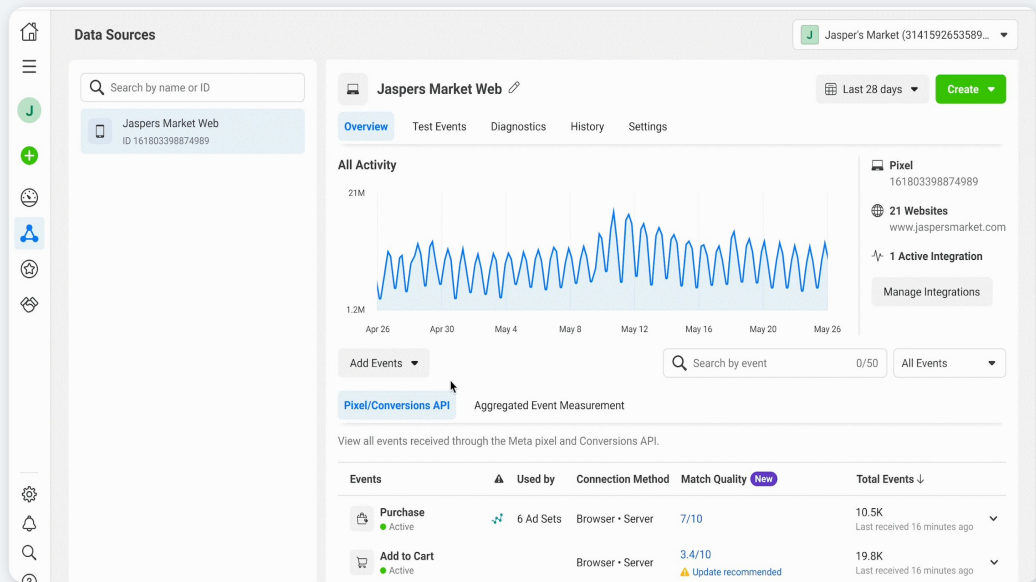


To learn more: [Best practices for Conversions API](#)

How do I check my additional conversions reported?


This is the share of your conversions that were measured as a result of your Conversions API integration over the last 7 days.

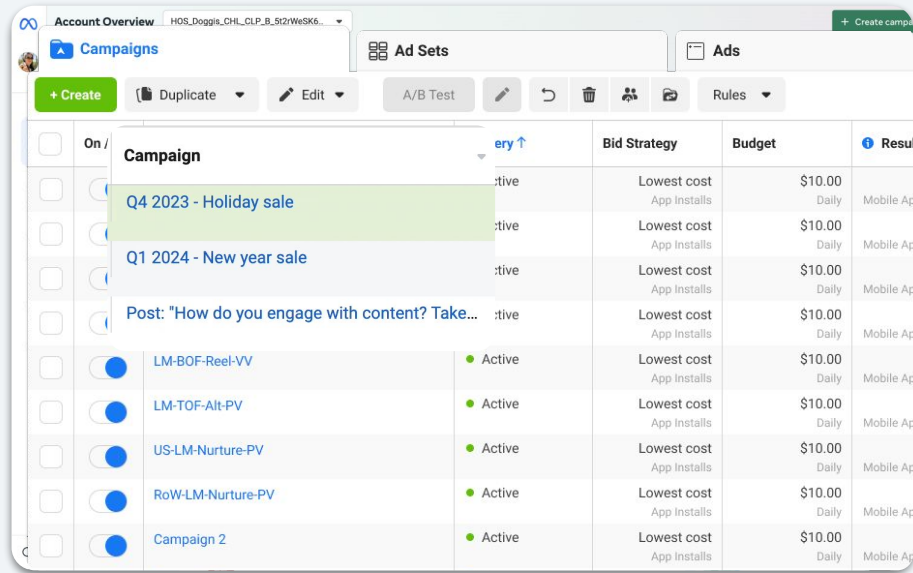
- Go to Meta Events Manager.
- Click the **Data sources** tab.
- Select one event to expand and see the percentage in the top left-hand corner.



To learn more: [About additional conversions reported](#)

Quickly reference your additional conversions reported in Ads Manager

- ➔ Go to Ads Manager.
- ➔ Hover over the menu on the left side of the screen and click **Campaigns**.
- ➔ Select your campaign.
- ➔ Click the **View charts**  icon in line or on the right side of the screen. Your ads performance page will open.



To learn more: [About additional conversions reported](#)

Summary

- ✓ The Conversions API, one of the Meta Business Tools, creates a direct connection between your marketing data and Meta technologies.
- ✓ The Conversions API can help improve targeting, decrease cost per result and allow you a complete picture of campaign outcomes while respecting people's privacy.
- ✓ Prepare your organization to use the Conversions API:
 - Understand the outcomes you can drive from using the Conversions API.
 - Choose your setup method.
 - Consider your stakeholders and engage them early.
 - Develop a timeline that accounts for both stakeholder approvals and your setup method.
- ✓ Once the Conversions API is implemented, don't forget to follow the best practices to help maximize your performance.

CONVERSIONS API



FAQ

Should I remove the Meta Pixel from my website when I adopt Conversions API?

No. The recommended implementation is to adopt Conversions API in addition to (i.e., redundant to) the Meta Pixel, as it maximizes advertisers' performance on Meta technologies across targeting, optimization and measurement. Bear in mind that a redundant setup requires event deduplication. More information can be found on the Meta Business Help Center.

Certain types of advertisers may decide to use Conversions API on its own (without the Meta Pixel), specifically for its enhanced control over which data they send to Meta technologies and when. Bear in mind that there may be performance trade-offs to consider when removing the Meta Pixel.

How does Conversions API compare to the Meta Pixel?

Similar to the Meta Pixel, Conversions API gives advertisers the ability to collect and share their audience data for targeting, optimizing and measuring their ad campaigns on Meta technologies.

Conversions API events are similar to — and should be thought of in the same way as — standard and custom website events from the Meta Pixel. For example, Conversions API events:

- Are used for the same ad optimizations as website events from the Meta Pixel (e.g., conversion optimization, value optimization)
- Show up on all the same surfaces as website events from the Meta Pixel (Ads Manager, Events Manager, activity off Meta technologies, etc.)

What are the benefits of Conversions API compared with the Meta Pixel?

Conversions API works by sharing data directly from the advertiser's own servers, whereas the Meta Pixel relies on web browsers, to do so, which is less reliable.

Conversions API provides advertisers more control than the pixel over what data they share and when.

Conversions API provides advertisers with more visibility into supporter interactions across the full funnel of their supporters' journey, compared with the pixel which only provides visibility into web events.

Compare Conversion API setups

	Conversions API Gateway	Partner solutions	Direct integration
Cost	Cloud storage fees	Cost depends on the partner	Free
Resources required	Marketer (minimal IT or developer support recommended)	Required resources depend on the partner	Developer
Other setup requirements	Requires cloud server provider (Amazon Web Services and Google Cloud Platform are currently supported)	Other setup requirements depend on the partner	Requires infrastructure necessary to send your events to Meta in real time
Event sources supported	All events	Event sources depend on the partner	Website, email, phone call, physical shop (offline), business chat, system generated, mobile app, other
Event selection (which events you can send)	The events shared through the Meta Pixel are also shared through the Conversions API Gateway and are automatically deduplicated	Configuration options depend on the partner	Configurable
Parameter selection and transformation (which audience details you send for each event)	The parameters shared through the Meta Pixel are also shared through the Conversions API Gateway	Configuration options depend on the partner	Configurable



To learn more: [Compare Conversion API setups](#)



APPENDIX

UNICEF Argentina

UNICEF Argentina implemented Conversions API to drive donations.

UNICEF Argentina implemented Conversions API for their main conversion events, such as donations, and is now able to measure the impact of their fundraising campaigns on incremental donations via Conversion Lift, a measurement solution from Meta. An experimental study randomly allocated the audience to either a test group (exposed to an ad) or to a control group (not exposed to an ad) and statistically calculated the difference in conversions generated by both groups.

The conversion lift study showcased the test group exposed to the ad campaign donated 41.7% more than the control group not exposed. The campaign generated an additional 499 donations meaning that UNICEF can continue to scale this ad strategy.

Source : GPA case studies :

<https://www.facebook.com/gpa/case-studies/2023-04-11-UNICEF-Argentina>



Troubleshooting additional conversions reported

In some cases, your additional conversions reported results may not be available in Events Manager or Ads Manager.



To learn more: [Troubleshooting additional conversions reported](#)

- Your deduplication overlap is below 50% or your deduplication key coverage is below 70% for either server or browser events.
- Your deduplication setup needs improvement, but you use a partner integration that doesn't give you control over deduplication.
- We received 0 additional reported conversions in the last 7 days.
- We haven't received the event through both the Conversions API and the pixel in the last 7 days.
- The number of events received from the Meta Pixel is much higher or lower than the number of events received from the Conversions API.
- The volume of conversions is too low.
- Your event match quality needs improvement.
- Your additional conversions reported is 5% or below.