

CONVERSIONS API

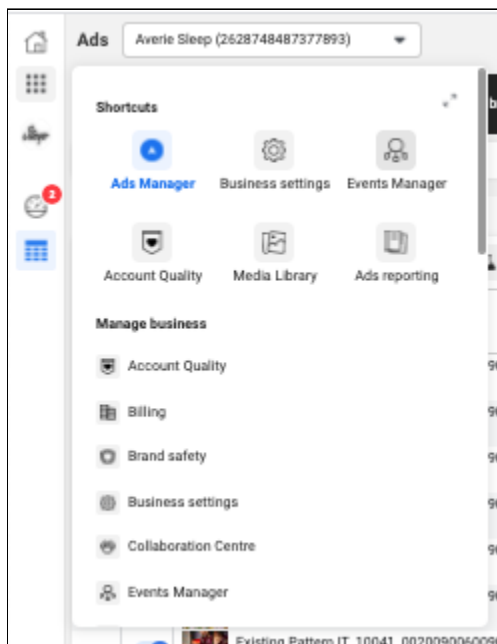
1) Manual Setup Process

For a normal Performance Marketing Manager the Steps 1-13 are important. Everything after that should be implemented by a developer who has access to your server infrastructure to do the post request.

If you are using a CRM System for your Store or Website please check first if there is a partner integration with which you can easily set up the CAPI without any coding (see [2. Partner Integration Setup Process](#)). This is mostly due to the fact that you won't get access to the server of CRM tools like WIX or Shopify.

Manual Setup Process:

1. Open your ads manager
2. Go to Events Manager



3. Select your correct Pixel
4. Click on Settings
5. Scroll down and click the button "Get started" under Conversions API - Set up manually
-> Please note if there is an existing partner integration we highly recommend to use the partner integration as this is way easier and it also might be that CRM tools like WIX, Shopify, etc won't give you access to their servers on which your store is hosted and such the partner integration is your only option.

The screenshot shows the 'Settings' tab for the 'Averie Sleep Pixel'. The page is divided into several sections:

- Advanced matching:** A section for managing customer information sent to Facebook. It includes a toggle for 'Automatic advanced matching' which is currently turned 'ON'.
- Event setup:** A section for viewing and editing events. It includes a button labeled 'Open Event Setup Tool'.
- Track events automatically without code:** A section with a toggle currently set to 'OFF'.
- Conversions API:** A section for sending web events directly from the server. It includes a 'Get Started' button and a 'Generate access token' link.
- Set up through a partner integration:** A section for connecting web activity through partner integrations like WordPress or Tealium. It includes a 'Choose a Partner' button.
- Traffic permissions:** A section for using block lists or allow lists to control which domains can send events. It includes a 'Create Allow List' button.

6. Click continue

7. You will now see this page where you can select the events you want to track

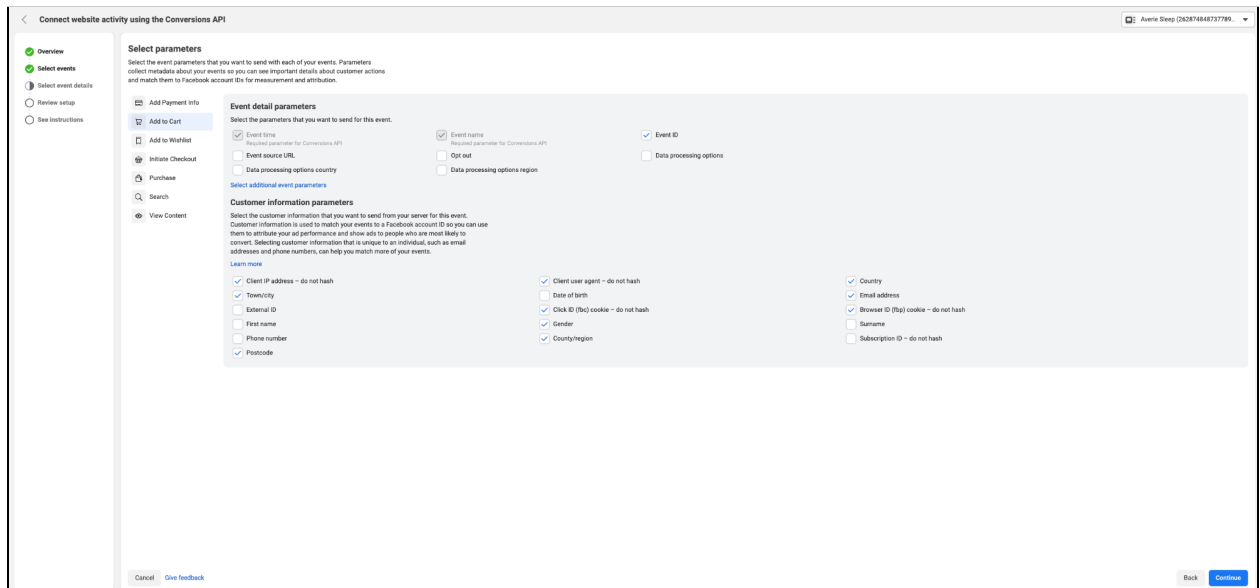
The screenshot shows the 'Connect website activity using the Conversions API' page. It features a sidebar with navigation options: Overview (selected), Select events, Select event details, Review setup, and See instructions. The main content area is titled 'Select events' and includes:

- A description: 'Events measure customer actions that are important to your business. Select the events that you want to send through the Conversions API.'
- A list of 'Events previously selected for Conversions API' with checkboxes: Add Payment Info, Add to Cart, Add to Wishlist, Initiate Checkout, Purchase, Search, and View Content. All are checked.
- A section for 'Additional events' with a dropdown menu set to 'E-commerce and retail'. It lists events like Subscribe, Start trial, Complete Registration, Contact, Find location, and Schedule, all of which are currently unchecked.

At the bottom right, there are 'Back' and 'Continue' buttons.

8. Select those which you want to track and click on “Continue”

9. Now it is about what data you want to select for each event



10. Go through each event and check the important check box
 - > Be aware that you have to select something on “Customer information parameters” for each event otherwise you are not able to proceed by clicking “Continue”
 - > Make sure to always check the Event ID as well as the URL Source for the Purchase Event
11. When you are done click “Continue”
12. Review your set up and click “Confirm Setup”
13. Now you can either send the Instructions to your developer (highly recommended, but if you are experienced with coding or doing a post request go ahead!) or you can click on “Open implementation guide” which will lead you to this page
14. Facebooks Setup Guide:

https://business.facebook.com/events_manager2/implementation_instructions/383312135988354?business_id=225743214424603

< Using the Conversions API

- Getting started
- Explore integration
- Generate an access token
- Set up events
- Managing your implementation
- Finish implementation



Using the Conversions API

Learn how to use the Conversions API to send events directly from your server so that you can measure and drive more conversions. [Learn more](#)

Note: You'll need access to your server environment to set up this API.

[Get Started](#)

About the Conversions API

Using the API

Learn more about the Conversions API and how it works. [Learn more](#)

Setting up parameters

Learn more about the necessary parameters to send with your Conversions API events. [Learn more](#)

Generate an access token

An access token gives you access to the Conversions API. Each time you make an API call, you'll be required to use your access token.

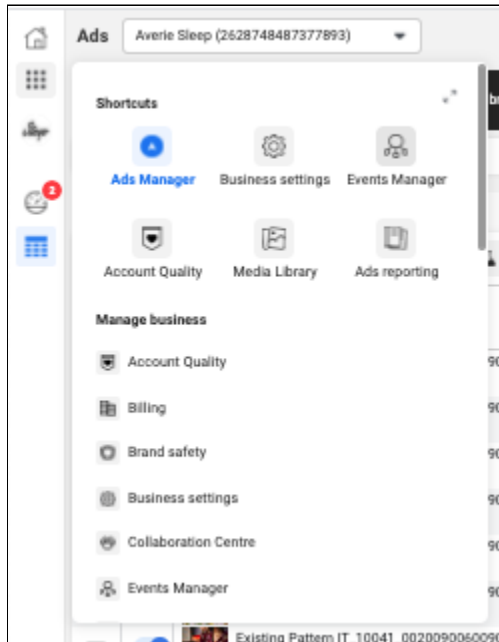
Generate your access token and then copy it from below. For your security, Facebook won't save your access token. If you forget your access token, you can create a new one. [Learn more](#)

[Generate Access Token](#)

2) Partner Integration Setup Process

Open your Ads Manager

1. Go to Events Manager



2. Select your correct Pixel
3. Click on Settings

4. Scroll down and click on “Choose a Partner”

The screenshot shows the 'Settings' tab for the 'Averie Sleep Pixel'. The page is divided into several sections:

- Advanced matching:** Includes a toggle for 'Automatic advanced matching' which is currently turned ON.
- Event setup:** Includes a button to 'Open Event Setup Tool'.
- Track events automatically without code:** Includes a toggle which is currently turned OFF.
- Conversions API:** Includes a 'Get Started' button and a 'Generate access token' link.
- Set up through a partner integration:** Includes a 'Choose a Partner' button.
- Traffic permissions:** Includes a 'Create Allow List' dropdown menu.

5. Select your Partner

The 'Choose a partner' dialog box displays a grid of partner logos for selection:

- Row 1: Zapier (with BETA tag), WordPress, WooCommerce, Tealium.
- Row 2: Shopify (online), Segment (with BETA tag), Makeshop, Magento.
- Row 3: Cafe24.

At the bottom of the dialog, there is a link to 'Request a new partner', a 'Give feedback' link, and a 'Close' button.

6. Follow the given instructions

2.1 Shopify Partner Integration

Please follow the instructions of the video. If you are having any trouble with selecting the correct, Business Manager, Ads Manager, Pixel, etc. simply because the right one is not appearing in the selection, ask your co-worker which is facebook admin as well to do it. We are still seeing random bugs on this for some people which is why the easiest way of troubleshooting this is asking your co-worker.

Shopify Partner Integration - Facebook Conversion API Process:

Please double click on the video

