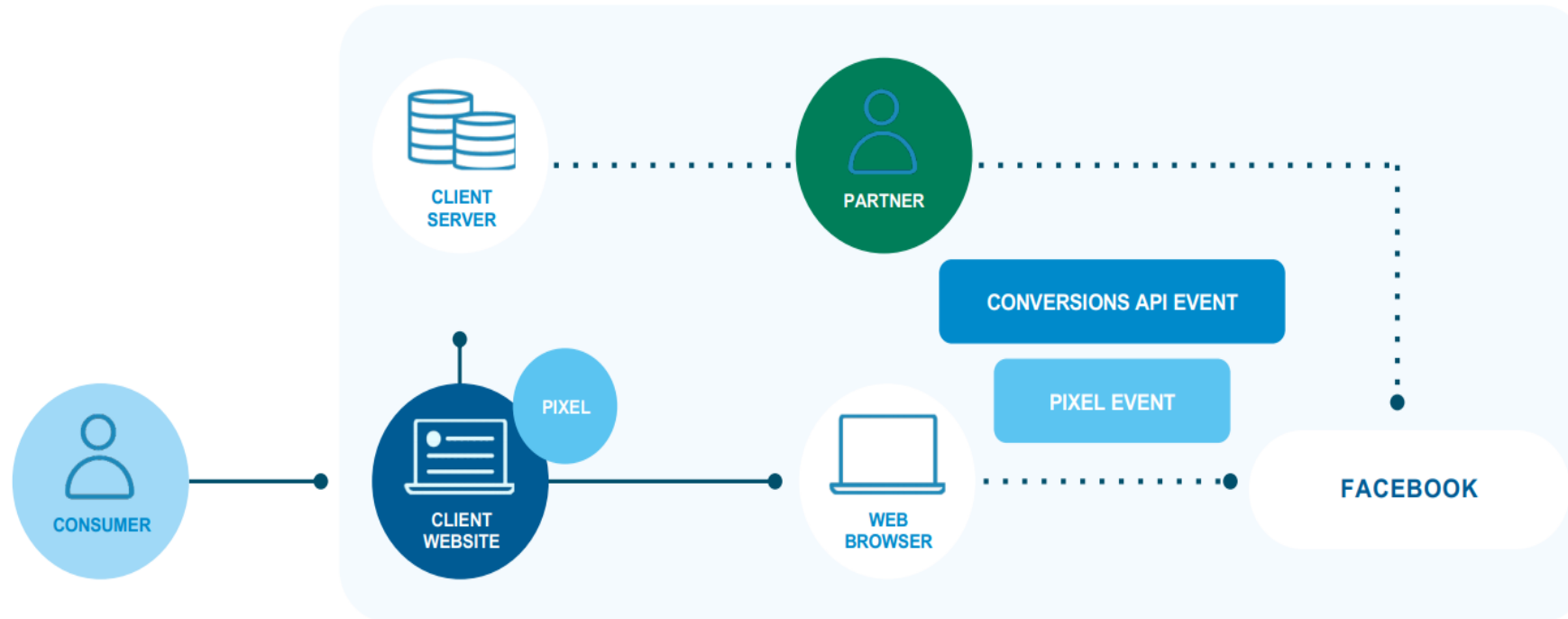


# ► CONVERSION API



- **Mandatory** from the end of the year
- direct information route
- Advertiser decides when data is shared
- As early adopter, enough time to test and optimize

# ► CONVERSION API

## With Pixel only

- Pixel sends advertiser data immediately, regardless of their other processes
- Data that is dropped by the browser can get lost
- The scope of the data an advertiser can use for their advertising is limited
- Industry changes are a looming problem

## With Pixel and Conversion API

- Advertisers choose exactly when data is shared via Conversions API, allowing them to include additional important events
- Add the data which are lost by the browser
- Customers can benefit from their one, more detailed databases
- Advertising effectiveness can be maintained despite industry changes