

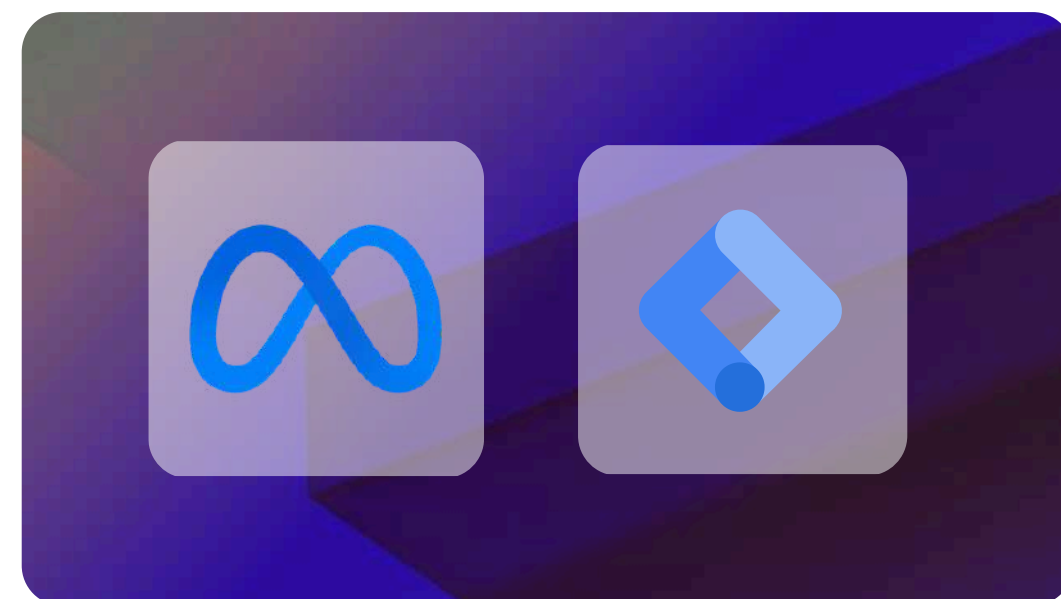
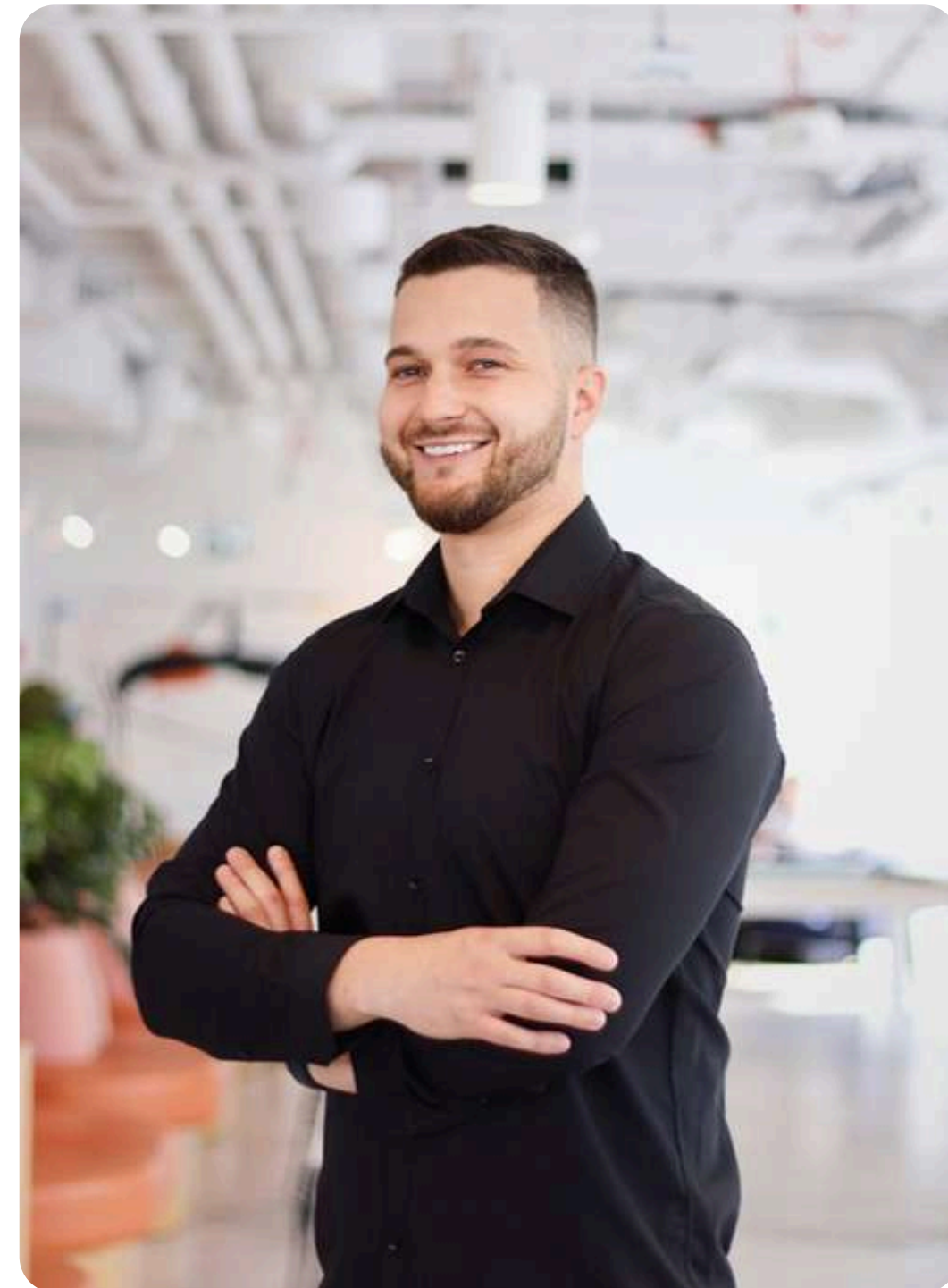


META Pixel & CAPI Tracking Implementation

Get More Quality Data. Drive Smarter Campaigns.

Find out more

★★★★★ 100+ reviews



Up to +150% uplift in reported conversions.
Full-funnel tracking without data gaps -
driving smarter optimization and higher ROI.

 View content ● Active			Multiple ⓘ	6.2/10
 Add to cart ● Active		4 ad sets	Multiple ⓘ	6.4/10
 Initiate checkout ● Active			Multiple ⓘ	7.2/10
 Add payment info ● Active			Multiple ⓘ	8.7/10
 Purchase ● Active		19 ad sets	Multiple ⓘ	9.3/10

 Purchase
● Active

Additional conversions reported ⓘ
from the Conversions API (server)

+150%

 Initiate checkout
● Active

Additional conversions reported ⓘ
from the Conversions API (server)

+141.3%

 Add payment info
● Active

Additional conversions reported ⓘ
from the Conversions API (server)

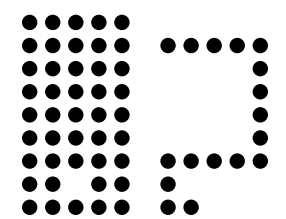
+147.6%

 Add to cart
● Active

Additional conversions reported ⓘ
from the Conversions API (server)

+79.7%

Standard cooperation process

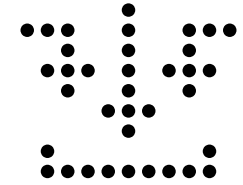


Step 1

Free audit of current implementation

If you already have Meta Pixel or CAPI partially implemented, we start with a detailed audit of your tracking configuration.

Based on this, we identify gaps, data discrepancies, and opportunities for improvement.

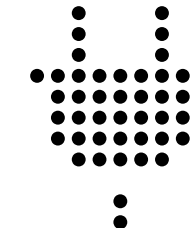


Step 2

Defining implementation scope

We analyze your business goals, advertising strategy, and customer journey to define the exact tracking requirements.

Based on this, we prepare a complete Meta Pixel & CAPI implementation plan with a cost estimate.



Step 3

Implementation

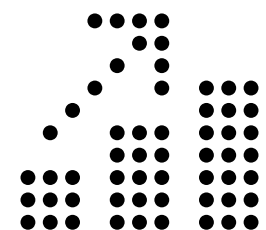
We configure and deploy Meta Pixel & Conversions API, ensuring all key events (from View Content to Purchase) are tracked accurately and privacy-compliantly.



Step 4

Documentation

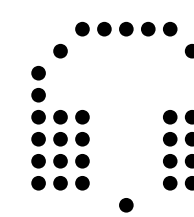
After verifying data quality, we deliver full tracking documentation. If required, we provide a training session on how to read and use the collected data in Ads Manager.



Step 5

Testing & validation

We test the implementation in both browser and server events, verifying correct deduplication and attribution in Meta Events Manager.



Step 6

Ongoing analytics support

We monitor performance, assist with troubleshooting, and adjust tracking as your campaigns evolve. We're here to keep your data accurate and your ROI growing.

website.com Tasks to be done	
Area	
Server implementation of advertising events (API Facebook)	Preparing a measurement plan and data structure in the new tool
	Creating an environment in Google Tag Manager
	Create an environment on Google Cloud Platform (or other)
	Creating a subdomain.
	Cloud Run (or other) service setup
	Providing guidance to the domain administrator regarding adding new DNS records
	Google Tag Manager Server-side configuration for Conversion API
	Event implementation
	Implementation of event deduplication
	Testing the Google Tag Manager Server-side implementation.

Tags			
☐	Name ↑	Type	Firing Triggers
☐	Facebook Conversion API – AddToCart	Facebook Conversion API	 DC Event - add_to_cart
☐	Facebook Conversion API – Lead	Facebook Conversion API	 DC Event - Lead
☐	Facebook Conversion API – PageView	Facebook Conversion API	 DC Event - cookie_consent_update
☐	Facebook Conversion API – Purchase	Facebook Conversion API	 DC Event - purchase
☐	Facebook Conversion API – ViewContent	Facebook Conversion API	 DC Event - view_item

GTM tag implementation aligned with the approved tracking scope.

Test ID ⓘ
{{Debug FB API}}

GTM tag implementation aligned with the approved tracking scope.

Server Event Data Override

Property Name

Property Value

Event ID

{{ED - event_id}}

User Data

Property Name

Property Value

Email

{{ED - user_data.email_address}}

Phone

{{ED - user_data.phone_number}}

External ID

{{ED - user_id}}

Custom Data

Standard Parameters that you can send to Meta you can find [by this link](#).

Property Name

Property Value

currency

{{ED - currency}}

value

{{ED - value}}

fbp

{{ED - common_cookie._fbp}}

contents

{{ED - contents}}



Purchase

● Active

Event overview

Event coverage New

Event quality

Event deduplication

Data freshness

Sampled activities

Ad sets

Event source

Event breakdown

It may take up to 20 minutes for your events to be displayed.

Additional conversions reported trend

Jul 18, 2025 – Aug 14, 2025

7-day aggregated additional conversions reported from the Conversions API (server).



Date	Additional conversions reported (%)
Jul 18	65
Jul 19	40
Jul 20	30
Jul 21	32
Jul 22	32
Jul 23	32
Jul 24	32
Jul 25	28
Jul 26	28
Jul 27	35
Jul 28	40
Jul 29	55
Jul 30	52
Jul 31	65
Aug 1	48
Aug 2	48
Aug 3	45
Aug 4	35
Aug 5	22
Aug 6	22
Aug 7	55
Aug 8	55
Aug 9	55
Aug 10	38
Aug 11	40
Aug 12	58

Additional conversions reported

Improve your Conversions API setup to get additional conversions reported. [See recommended actions](#)

Event coverage New

Meeting best practices

Last Updated: Today at 11:49 AM

Event Match Quality

8.3/10

Last Updated: Today at 11:05 AM

Event deduplication

Meeting best practices

Data from Aug 13 at 9:00 AM – Yesterday at 8:59 AM



Purchase

● Active

Event overview

Event coverage New

Event quality

Event deduplication

Data freshness

Sampled activities

Ad sets

Event source

Match quality

Event match quality score (web) ⓘ

8.3/10

Current parameter performance

Here is the average change in reported conversions over the past 7 days due to parameters sent to Conversions API.

+57.1%

Additional conversions reported with Conversions API vs pixel alone



Event quality

Event deduplication

Data freshness

Sampled activities

Ad sets

Event source

[View details for websites](#)

Identical event instances received from the pixel and the Conversions API through your partner integrations need to be deduplicated to prevent them from being counted twice. Monitor how your events are being deduplicated and see any active diagnostics impacting deduplication to help ensure your events are counted correctly.

[Learn more](#)

Deduplication keys

Best Practices

 No issues detected

Your average percentage of events with deduplication keys from the last 7 days.

Details 0

Dedupe Keys	Browser events	Server events	Event coverage ⓘ
Event ID	100 %	100 %	96.69 %
External ID	0 %	0 %	0 %
FBP	100 %	98.44 %	0 %
Total rate of pixel events covered by Conversions API ⓘ			96.69 %