

Conversions API

STRENGTHEN THE INSIGHTS THAT POWER
YOUR FACEBOOK CAMPAIGNS

HOW DATA IS USED

Customer activity, like page visits and conversions, on your business-owned properties provide valuable insights that power your Facebook campaigns.

This data is used for:

- Audience targeting and retargeting
- Conversion optimization
- Dynamic ads
- Measurement and reporting

THE ADS ECOSYSTEM IS EVOLVING

Web browsers are enacting new policies that limit or block the use of cookies.

Today, browsers representing 22% of Internet usage have already severely limited or blocked 3rd party cookies.¹

By 2022, one of the world's largest browsers, with 67% market share, may completely limit the functionality of 3rd party cookies.²

These changes may significantly weaken the insights businesses use for campaign measurement, targeting and conversion optimization unless they take action now.

Without conversion optimization, advertisers have seen higher acquisition costs.

150%

Average increase in cost per action (CPA) when moving from conversion optimization to link-click optimization ³



1. <https://digiday.com/marketing/buyers-advertisers-planning-end-third-party-cookie>

2. <https://clearcode.cc/blog/advertising-without-third-party-cookies/>

3. Internal Facebook study, "Quantifying Advertiser Value of Offsite Conversion Optimization" June 2019.

OUR SOLUTION

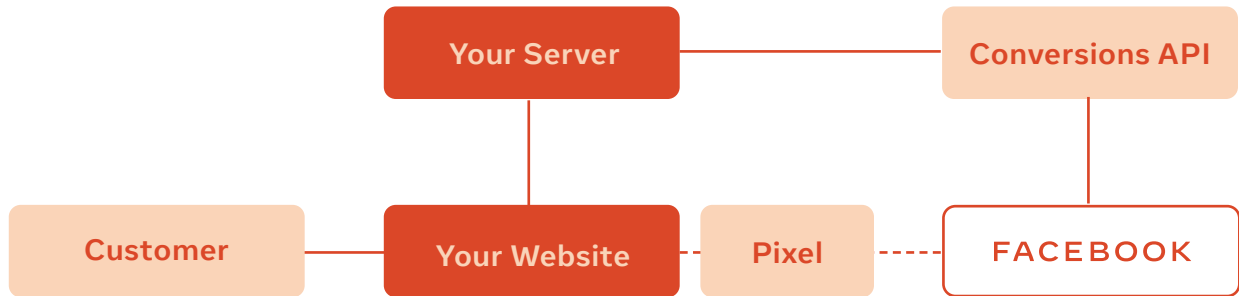
Businesses who value data-driven outcomes are taking steps now to establish more reliable data connections with their ad platforms.

Combined with the Pixel

Conversions API strengthens your data for targeting, optimization and measurement.

As an alternative to the Pixel

Conversions API gives you more control over what data you share and when you share it.



Conversions API is designed to honor Facebook user privacy choices

START NOW

Our clients typically need time to get stakeholder buy-in and onboard technical teams.

Key Stakeholders

- Marketing executives
- Marketing technology or analytics teams
- IT or information security teams
- Solutions partners
- Legal counsel or data security teams

90+ Days

Secure stakeholder buy-in

Approve data sharing with legal and policy teams

Validate data volume and quality

Onboard your tech team or solutions partner

Test your data connection

Test for performance efficiencies

SUCCESS STORIES

See how businesses are using Conversions API to maximize campaign performance on Facebook:

[How Lull increased campaign efficiency using Conversions API](#)

[How HoneyBook used Conversions API to cut acquisition costs by 50%](#)