

Questions about your business

Business Information

Please provide the following:

- Business ID associated with ad accounts that you want to measure.
- App ID for the app that you make API calls with. Tip: check with your technical partners since this may not be the same app that you send events to FB with.
 - Please also share the business ID that owns the app.
- Ad Account ID to be measured.

Expected Timeline

- What is the target date for completion of your first Private Lift run?
- What is the target date for setting up the infrastructure?

Traffic sources and volume

- Where is the traffic coming from? Web, app, offline, or some combination?
 - For web traffic, what is the Pixel ID that sends the events you would like to measure with Private Measurement products?
 - For app traffic, what is the App ID that sends the events you would like to measure with Private Measurement products?
- We are trying to get a sense of the scale expected for data processing. Approximate numbers (100K, 1M, 10M, 100M, etc.) are acceptable.
 - What's the approximate number of conversion records per day?
 - How many days of conversion data do you expect to use for a given study?
 - What is the approximate spike/average traffic volume per second of the events with each pixel/app?