

About advanced matching for web

Advanced matching can help you optimize your Meta ads to drive better results. With advanced matching, you can send us hashed customer information along with your Meta Pixel events, which can help you attribute more conversions and reach more people. We hash the customer information on the website before they're sent to Meta technologies to help protect user privacy.

You can use advanced matching to help:

- Increase the number of attributed conversions. We can match more of the conversions that happen on your website to people on Meta. This helps you understand the impact of your ads on website conversions.
- Increase your custom audience size. We're able to better match your website visitors to people on Meta and increase the size of your custom audience.
- Decrease the cost per conversion. Conversion-optimized campaigns become more efficient because we can better identify and deliver ads to the types of people likely to take the actions you care about.

There are 2 types of advanced matching: manual and automatic. [Learn about best practices for automatic and manual advanced matching](#) to choose the version that's right for your business.

- To set up advanced matching manually, you or your developer must modify the Meta Pixel base code to pass website visitor input (for example, email addresses) as parameters in the pixel initialization. The pixel will automatically hash the visitor's input unless you have an IMG pixel, in which case you must hash the values on your own. Setting up advanced matching manually provides additional benefits. You can use it when the pixel is in an iframe, with an IMG pixel and for any business vertical.
- To set up automatic advanced matching, you don't need to code. You can toggle it on in Meta Events Manager. Automatic advanced matching will tell your pixel to look for recognizable form fields and other sources on your website that contain information such as first name, last name and email address. The Meta Pixel receives that information along with the event, or action, that took place. This information gets hashed in the visitor's browser. We can then use the hashed information to more accurately determine which people took action in response to your ad. After matching, we promptly discard the hashed information.

Note: Businesses (including event data sources they own, such as the Meta Pixel) may not have certain features available to them if they're categorized as being in a restricted vertical. If you see a message in Meta Events Manager that says you're unable to use automatic advanced matching, this may be because your business is categorized as being in a restricted vertical. Examples of restricted verticals include industries such as banking, lending, financial services, insurance, pharmaceuticals and health. Automatic advanced matching may also be unavailable if your pixel is set up in an iframe or if you're using an IMG pixel. Businesses in restricted verticals can set up advanced matching manually instead.

Learn more

- [Set up advanced matching manually using our Meta for Developers site](#)
- [Set up automatic advanced matching](#)
- [Best practices for advanced matching for web](#)
- [About advanced matching for app](#)

Was this information helpful? *

☐ Yes

☐ No

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Meta Business Help Center

Set up automatic advanced matching in Meta Events Manager

If you want to use advanced matching on your website or in your mobile app but you can't edit your website's or app's code, you may turn on the automatic version.

Before you begin

Steps to complete before you use automatic advanced matching for your website.

For automatic advanced matching to work on your website, make sure:

- Your website has sources such as form fields that ask for the information you'd like to set up through automatic advanced matching. For example, email address, phone number, first name, last name, city, state, country, ZIP code and gender.
- The Meta Pixel is placed on web pages where people are most likely to enter the relevant information.
- Your pixel isn't in an iframe.
- You're not using an IMG pixel.
- Your business isn't in a restricted vertical.


Steps to complete before you use automatic advanced matching for your app.

For automatic advanced matching to work on your app, make sure:

- You're using the Facebook SDK version 5.8.0 or later.
- Your app has sources such as form fields that ask for the information you'd like to set up through automatic advanced matching (for example, email address or phone number).
- Your business isn't in a restricted vertical.

Note: Businesses (including event data sources they own, such as the Meta Pixel) may not have certain features available to them if they're categorized as being in a restricted vertical. If you see a message in Meta Events Manager that says you're unable to use automatic advanced matching, this may be because your business is categorized as being in a restricted vertical. Examples of restricted verticals include industries such as banking, lending, financial services, insurance, pharmaceuticals and health. Automatic advanced matching may also be unavailable if you use an IMG pixel, if your pixel is in an iframe or if you haven't updated to Facebook SDK version 5.8.0 or later. These businesses can set up advanced matching manually instead.

Set up automatic advanced matching for your website or mobile app

- Go to [Events Manager](#).
- Click the  **Data sources** icon on the left side of the page.
- Select the name and ID of your data.
- Select the **Settings** tab.
- Below the **automatic advanced matching** section, click the toggle **ON**.
- Select **Show customer information parameters**.
- Toggle **ON** the parameters you want to share from your website or app. We suggest selecting at least **Email** and **Phone number** for the best results.

Once setup is complete, it may take up to 48 hours before you see results in Meta Events Manager.

Learn more

- About advanced matching
- [Best practices for advanced matching for web](#)
- [Set up advanced matching manually using our Meta for Developers site](#)

Was this information helpful? *

- ☐ Yes
- ☐ No

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Best practices for advanced matching for web

There are 2 types of advanced matching for web: [manual and automatic](#).

Here are best practices for deciding which option to use:

- **If you don't have access to developer help, use automatic advanced matching:** You can turn on the automatic version with a few clicks in Meta Events Manager. [Learn how to set up automatic advanced matching](#).
- **Use both manual and automatic advanced matching if possible:** Because manual and automatic advanced matching work in different ways, this helps you achieve maximum performance from advanced matching. The manual version involves coding so you may need help from a developer. [Learn how to set up advanced matching manually](#). If you don't have the resources to set up advanced matching manually, you may still benefit from using automatic advanced matching alone.
- **Set up advanced matching manually if your Meta Pixel is in an iframe:** Automatic advanced matching won't work if your pixel is set up in an iframe, but manual advanced matching will.
- **Set up advanced matching manually if you use an IMG pixel:** Automatic advanced matching won't work if you use an IMG pixel, but manual advanced matching will. If you use an IMG pixel, you must format and hash your visitor input on your own. [Learn more on our Meta for Developers site](#).
- **Set up advanced matching manually if your business is in a restricted vertical:** Businesses (including event data sources they own, such as the Meta Pixel) may not have certain features available to them if they're categorized as being in a restricted vertical. If you see a message in Meta Events Manager that says you're unable to use automatic advanced matching, this may be because your business is categorized as being in a restricted vertical. Examples of restricted verticals include industries such as banking, lending, financial services, insurance, pharmaceuticals and health. [Learn how to set up advanced matching manually](#).
- **Set up advanced matching manually on websites where users often remain logged in for extended periods:** Automatic advanced matching doesn't know who a person is unless they take an action, such as filling out a form or logging into your website. If you have a website where people remain logged in, instead of logging in each time they visit, set up advanced matching manually. Manual setup allows us to receive hashed customer information, regardless of if someone recently logged into the website.
- **When using automatic advanced matching, make sure your website contains form fields where visitors enter relevant information:** For example, email address, phone number, first name, last name, city, state, country, ZIP code or gender.
- **When using automatic advanced matching, place the Meta Pixel on web pages where people are most likely to enter relevant information.**

	Automatic advanced matching	Manual advanced matching
Increase custom audience size	✓	✓
Increase number of attributed conversions	✓	✓
Decrease cost per conversion	✓	✓
No coding required	✓	
Works when the pixel is in an iframe		✓
Works with an IMG pixel		✓
Available for all business verticals		✓

Was this information helpful? *

- ☐ Yes
- ☐ No

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Suggested for you

How to fix a disabled ad account due to failed payment issues on Meta →

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Best practices for privacy and data use for Meta Business Tools

Personalized advertising is powered by data and machine learning and helps people receive the most relevant message at the right time across their customer journey. But people are also demanding greater data privacy, and the ecosystem is rapidly evolving in an effort to meet those expectations.

Meta Business Tools, such as the Meta Pixel and the Conversions API, allow businesses to leverage their customer data to personalize their advertising and grow their business. If your business uses the Meta Business Tools to share customer data, please read through these best practices for privacy and data use:

- Understand data sharing terms.** You and your stakeholders, such as your legal counsel or information security teams, should review the following information and resources to help make informed decisions when choosing to use Meta Business Tools for data sharing.
 - When you implement Meta Business Tools, such as installing the code into your websites and/or apps or integrating with applicable APIs, you have choices about how to configure the tools and the data that you wish to share.
 - The use of all Meta Business Tools is subject to the [Business Tools Terms](#). These terms contain information about the types of data that may be shared, the requirements for sending data and details about the ways the data may be used.
 - The Business Tools Terms also contain information about data processing and data security. You should refer to and understand the [Data Processing Terms](#) and the [Data Security Terms](#), along with other context-specific terms that may apply to the data you choose to share.
 - Other terms and policies may apply when you use Meta Business Tools in conjunction with the [Platform Terms](#) or the [Self-Serve Ad Terms](#) or other specific advertising or measurement products.
 - In addition, use of general policies and terms of use will apply depending on the products and services being used, such as but not limited to the [Terms of Service](#), [Privacy Policy](#), [Commercial Terms](#), [Advertising Standards](#), [Pages, Groups and Events Policies](#), and the [Instagram Terms of Use](#).
- Ensure responsible data handling.** Investing in this work now will make it easier for you to address future regulatory requirements and industry changes, including enhanced transparency and control responsibilities. Steps you can take now to help ensure responsible data handling include:
 - Take inventory of the data that comes in and out of your systems.
 - Be sure that you understand how your data is acquired, used and stored.
 - Be aware of any potentially sensitive information that could be shared with your analytics and advertising service providers. You should review the information you share with Meta using Meta Business Tools, such as the Conversions API, App Events API, Offline Conversions API, or the Meta Pixel, including information stored in URL parameters and custom events, and remove information that violates the [Business Tools Terms](#).
 - Ensure you have obtained the necessary rights and permissions and a lawful basis, including any necessary consents, before you share any information with a third party, including Meta. We provide general information and links to helpful industry resources in our [Consent Guide](#), but ultimately you'll need to work with your own legal counsel to develop your data sharing compliance plan and to implement Meta Business Tools.
 - Learn about how our [Limited Data Use flag](#) gives you more control over how certain data is used.
 - Learn how the [General Data Protection Regulation \(GDPR\)](#) or the [Lei Geral de Proteção de Dados Pessoais \(LGPD\)](#) may affect your advertising.
- Help your customers understand how you use their data.** Design explicit online educational experiences to teach your customers about how their data is used:
 - Consider data education as an integral part of the user experience.
 - Create a content strategy for data education.
 - Explain your data practices in a clear and accessible way for learners at every level and obtain the necessary consents or other rights you need to use and share their data (see the [Business Tools terms](#) for specific requirements when using Meta Business Tools).

Want to learn more about the information we receive and how it's used? [Learn more about our Privacy Policy](#).

Learn more

Meta Business Help Center:

- [About the Conversions API](#)
- [About the Meta Pixel](#)
- [About the Offline Conversions API](#)

Meta for Developers:

- [Conversions API](#)
- [App Events API](#)
- [Facebook SDKs for Apps](#)
- [Meta Pixel](#)
- [Offline Conversions API](#)

Was this information helpful? *

Yes

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About restricted Meta Business Tools data

At Meta, we have policies around the kinds of information businesses can share with us. We don't want websites or apps sending us certain restricted information about people.

Meta Business Tools data is data sent from advertisers to Meta technologies in connection with advertising, matching, measurement and analytics, including through the use of business tools, social plugins, login, and certain APIs. The Meta Business Tools terms outline the type of data that advertisers should not send to Meta via any of the Meta Business Tools.

Advertisers must comply with all applicable laws, regulations and industry guidelines, including having all of the necessary rights, permissions and a lawful basis for sending us and allowing us to use the Business Tools data.

Advertisers should not share Meta Business Tools data with Meta that they know or reasonably should know is either from or about children under the age of 13, or includes health or financial information or other categories of sensitive information. This includes any information defined as sensitive under applicable laws, regulations and applicable industry guidelines. While our system is designed to filter out potentially sensitive data it detects, advertisers must ensure their integrations do not send sensitive information to Meta.

Advertisers may use the Meta Business Tools to send information to Meta that personally identifies individuals (referred to as 'contact information'), such as names, email addresses, and phone numbers, to help Meta match the data advertisers share with user accounts on Meta technologies. However, such contact information must be hashed in a manner specified by Meta before transmission. Visit [Meta for Developers](#) for hashing instructions.

Use the 'learn more' section below for further guidance on some types of Business Tools data prohibited under Meta Business Tools terms.

If you receive a notification that you may be violating the Meta Business Tools data policies, [learn how to troubleshoot the issue](#).

Learn more

- [About prohibited information](#)
- [About customer information parameters](#)
- [Troubleshoot Meta Business Tools prohibited information notifications](#)
- [How to view pages, parameters and URLs in Meta Events Manager](#)
- [Best practices for privacy and data use for Meta Business Tools](#)

Was this information helpful? *

- ☐ Yes
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General Data Protection Regulation

The General Data Protection Regulation (GDPR) creates consistent data protection rules across Europe. It applies to companies (regardless of where they are based) who process personal data about individuals in the EU.

While many of the principles build on current EU data protection rules, the GDPR has a wider scope, more prescriptive standards and substantial fines. For example, it requires a higher standard of consent for using some types of data and broadens individuals' rights with respect to accessing and porting their data.

Businesses who advertise with the Facebook companies can continue to use Facebook platforms and solutions in the same way they do today. Each company is responsible for ensuring their own compliance with the GDPR, just as they are responsible for compliance with the laws that apply to them today.

Cookie Consent

Businesses may want to implement code that creates a banner and requires affirmative consent (for example, an “I agree” checkbox at the top of the page) to use the Pixel. If you already have a system in place that addresses this need, such as a tag manager, you can make this code optional.

Use the following API to pause sending Pixel fires to Facebook, and once cookie consent is granted, send Pixel fires to Facebook. You need to call revoke on every page.

```
fbq('consent', 'revoke');
fbq('consent', 'grant');
```

For example:

```
// Revoke consent before 'init' is called
fbq('consent', 'revoke');
fbq('init', '<your pixel ID>');
fbq('track', 'PageView');
```

```
// Once affirmative consent has been granted
fbq('consent', 'grant');
```

See our [Cookie Policy](#) for details about the cookies used and the data received. The Meta Pixel receives these types of data:

- **Http Headers** – Anything that is generally present in HTTP headers, a standard web protocol sent between any browser request and any server on the internet. This information may include data like IP addresses, information about the web browser, page location, document, referrer and person using the website.
- **Pixel-specific Data** – Includes Pixel ID and the Facebook Cookie.
- **Button Click Data** – Includes any buttons clicked by site visitors, the labels of those buttons and any pages visited as a result of the button clicks.
- **Optional Values** – Developers and marketers can optionally choose to send additional information about the visit through [conversion tracking](#). Example custom data events are conversion value, page type, and more.
- **Form Field Names** – Includes website field names like ‘email’, ‘address’, ‘quantity’ for when you purchase a product or service. We don't capture field values unless you include them as part of [Advanced Matching](#), or [conversion tracking](#).

Learn more

- [Advertiser Help](#)
- [Facebook's GDPR microsite](#)



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Starting June 1, 2023, Limited Data Use for people in Colorado and Connecticut via Meta Business Tools and Meta Audience Network will be effective. Starting June 1, 2023, Limited Data Use for people in California via customer list custom audiences will also be effective. To give businesses time to prepare, Limited Data Use's expanded features are available to explore as of May 1, 2023, but won't go into effect until June 1, 2023. Please note that any Limited Data Use flag sent for these updated states and products prior to June 1, 2023, will not be implemented.

Limited Data Use is a data processing option that gives you more control over how your data is used in Meta's systems and better supports your compliance efforts with various US state privacy regulations. To utilize this feature, you must proactively enable Limited Data Use. When Meta receives data with Limited Data Use enabled from people in the states where Limited Data Use applies, we will process that data in accordance with our role as a service provider or processor, as applicable, and limit the use of that data as specified in our [State-Specific Terms](#).

For [Business Tools](#) and Audience Network, Limited Data Use is available only for people in California, Colorado or Connecticut. If a business enables Limited Data Use but does not set the location parameters to US and California, Colorado or Connecticut, we will determine if the event is from one of those states. If Limited Data Use is enabled for an event in California, Colorado or Connecticut, we will process data in accordance with our role as a service provider or processor and limit the use of that data in accordance with our [State-Specific Terms](#).

Businesses may notice an impact to campaign performance and effectiveness, and retargeting and measurement capabilities will be limited when Limited Data Use is enabled.

Implementation

Implementation	Adding Data Processing Options
Browser Pixel	<p>Update Pixel initialization code to specify the <code>dataProcessingOptions</code> method before you call <code>fbq('init')</code>.</p> <p>To explicitly not enable Limited Data Use (LDU):</p> <pre>fbq('dataProcessingOptions', []); fbq('init', '{pixel_id}'); fbq('track', 'PageView');</pre> <p>To enable LDU and have Meta perform geolocation:</p> <pre>fbq('dataProcessingOptions', ['LDU'], 0, 0);</pre> <p>To enable LDU and specify the location, e.g., for California:</p> <pre>fbq('dataProcessingOptions', ['LDU'], 1, 1000);</pre>
Image tag	<p>Add the following to the Pixel image tag:</p> <ul style="list-style-type: none"><code>dpo</code>: data processing options<code>dpoco</code>: data processing options country<code>dpost</code>: data processing options state <p>See Reference for accepted values.</p> <p>To explicitly not enable LDU, pass an empty value for the <code>dpo</code> parameter:</p> <pre><img src="https://www.facebook.com/tr?id={pixel_id}&ev=P</pre> <p>To enable LDU and have Meta perform geolocation:</p> <pre><img src="https://www.facebook.com/tr?id={pixel_id}&ev=P</pre> <p>To enable LDU and manually specify the location, e.g., for California:</p> <pre><img src="https://www.facebook.com/tr?id={pixel_id}&ev=P</pre>



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