

Differential Analysis

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Introduction

This document outlines the changes in the source code with every possible configuration I was able to tweak. In every section, an HTML file has been embedded which compares the base code (in left column) with the updated source code after tweaking the configuration (in right column).

Base code configurations

The following set of configurations was used since it minimizes the size of the base code; any of the following configuration changes then allows us to visualize the piece of code added/changed conveniently.

- Custom events: **None**
- Standard events **None**
- Data Restrictions, Core Setup: **Off**
- First-Party cookies: **Off**
- Automatic Website Matching: **Off**
- Track Events Automatically Without Code : **Off**
- Conversions API: **Not Setup**
- Extend Attribution Uploads: **Not Checked**
- Allow Historical Conversion Uploads: **Not Checked**
- Domains/Subdomains in block or allow list: **None**
- Automatic event logging for the Facebook SDK: **Unspecified**
- Microdata: **Not Setup**

Configuration Changes

0.1 Microdata Added

Microdata is an HTML specification used to nest metadata within existing content on webpages. Microdata uses a supporting vocabulary to describe an item and name-value pairs to assign values to its properties. Read more [here](#)

- Used JSON-LD to add a product object, whose data is sent with some events that are also configured. All this was added as code in the head element.
- You can find the changes [here](#).

0.2 Adding Events

Events are actions that happen on your website. Standard events are predefined by Meta and can be used to log conversions, optimize for conversions and build audiences. Read more [here](#)

Events without price/value

- Added Lead and Add to Cart Events by tracking buttons. No price/value was associated with the events. (Ignore Microdata changes here on)
- You can find the changes [here](#).

Events with price/value

- Deleted Last Two Events.
- Added an 'Add to Cart' event triggered by clicking an email hyperlink and selecting a phone number visible on the page to be sent as a value along with the event.
- Added a 'Lead' event triggered by clicking a button and selecting a phone number visible on the page to be sent as a value along with the event.
- Added a 'Contact' event triggered by visiting the URL `https://react-portfolio-alpha-nine-57.vercel.app/contact#`
- You can find the changes [here](#).

0.3 Data Restrictions, Core Setup

When turned on, Meta Business Tools may restrict data such as custom parameters and parts of URLs after the domain. Read more [here](#)

- Deleted all events.
- Enabled Data Restrictions, Core Setup.
- You can find the changes [here](#).

0.4 First-party Cookies

Data from your website's first-party cookies can be shared with Meta. When first-party cookies are turned on, this provides additional data that helps Meta deliver relevant ads to people who may be interested in your products or services. Read more [here](#)

- Turned off core setup.
- Enabled First-party cookies.
- You can find the changes [here](#).

0.5 Automatic Advanced Matching

Use customer information to match event instances on your website to a Meta account. This helps us show relevant ads to people on Meta.

Automatic Website Matching

Use hashed versions of information your customers have provided to your business, like an email address or phone number, to match your customers to people on Meta. This can help you attribute more conversions to your Meta ads and reach more people through remarketing campaigns. Read more [here](#)

- Turned off First-party cookies.
- Enabled Automatic Website Matching.
- 'Email', 'Phone number', 'First and last name', 'Gender', 'City,State, ZIP/Postal Code', 'Country', 'Date of birth', 'External id' - all were enabled to be shared.
- You can find the changes [here](#).

0.6 Event Setup

Manage features related to how your events are setup.

[Track events automatically without code.](#)

Your dataset can find and report on valuable website events, such as purchases or registrations, based on your site traffic, button text and page metadata. This feature can help you set up events without having to install code. Read more [here](#)

- Turned off automatic website matching.
- No events were setup.
- Enabled 'Track events automatically without code'
- You can find the changes [here](#).
- Setup one event automatically through the event setup tool - Add to Cart.
- You can find the new changes [here](#).
- No change observed either way (ignoring microdata and standard event configurations).

0.7 Extend Attribution uploads and Allow historical conversions uploads

Manage features related to how your events are setup.

[Extend Attribution uploads](#)

Allow attributions on impressions that are 90 days old by extending the number of days your ad can receive credit for an uploaded event after it has occurred. Extensions will only be applied to offline events from a physical store. Review recommended guidelines for sending events to help you get the best performance in Ads Manager.

[Allow historical conversion uploads](#)

Allow more time to upload conversion events by extending the upload window from 7 days to 90 days. Use only if your businesses can't upload events within at least 7 days after occurrence. Extensions will only be applied to offline events from a physical store.

- Turned off automatic event tracking.
- No events setup.
- Enabled 'Extend Attribution Uploads'
- Enabled 'Historical Conversion Uploads'
- You can find the changes [here](#).
- No changes observed (ignoring microdata).

0.8 Block list

Domains added to the block list will be blocked from sending events to Facebook. Domains not on the block list will be allowed to send events.

- Added 'react-portfolio-alpha-nine-57.vercel.app' and subdomains to blocklist.
- Added sample.com and subdomains to blocklist.
- You can find the changes [here](#).
- No changes observed (ignoring microdata).