

## Why Conversion APIs?

Conversion API services commonly offered by large social media platforms enable advertisers to send conversion data directly from their own servers to the social media companies, bypassing the limitations of traditional browser-based tracking methods. The main benefits are more reliable data collection (unaffected by ad blockers and cookie restrictions), improved attribution and ad optimization, greater control over what data is shared, and better compliance with privacy regulations. These APIs help ensure consistent tracking, support advanced targeting, and future-proof campaign measurement as privacy standards and tracking restrictions continue to evolve.

## GTM Implementation Steps:

Step 1: In web container, set up Google Tag with the ga4 property's measurement ID as the Tag ID (if this tag is not already present in the container).

- Under Configuration Settings dropdown, add a new variable titled "Server Container URL"
  - Value of "Config Parameter" field should be "server\_container\_url"
  - Value of "Value" field should be the domain URL from address bar in debugger window of server-side container

Step 1: In web container, set up ga4 event tags and FB event tags so that they are firing on the exact same trigger(s)

- GA4 event names should be selected from the recommended event names list [here](#), if possible. Otherwise you may use a custom name.

Step 2: Enter preview mode in server-side container. You should now see those ga4 events appear as events in the sidebar of the debugger window (if they were published. You might be able to see them if you refresh preview mode in the web container). These are the events we will position the server-side tags on.

Step 3: In the server-side container, configure a FB template tag.

- Event type: Custom. The value is going to be a lookup table (see step 4)
- You'll need to fetch the api access token from Events Manager (hopefully we have the required developer permissions). Directions [here](#)
- Insert the pixel ID
- Test ID not necessary but if you can set it up, copy what was done for Kori Krill
- Trigger it to fire on Custom: All Events (*different from* the custom event trigger type)

Step 4. Build a lookup table variable in the server-side container.

- Input Variable: Event Name (the built-in variable)
- Input column values should be the name of the GA4 event

- Output column values should be the name of the event being passed in the FB web event pixels

E.g.: GA4 recommends using "add\_to\_cart" but the FB event name is "addToCart"

Step 5. Go back into the FB and GA4 web container tags and add the "Event ID" variable as a custom parameter being sent. Do the same for the FB server container tags. This is to enable FB reporting to deduplicate the incoming stream of web + server events.

\*If there is a purchase event, then a hashed email variable should also be added as a custom parameter to that tag.