

# Omni-CAPI: A Reference Architecture\* for a Non-Linear Journey

ACCELERATING CLIENTS' CAPI ADOPTION THROUGH REUSE

\*for educational purposes

v4 July 2024

França M  
Solutions Architect

Mirella Silva  
Business Engineer

Lucas Tavares  
Business Engineer

Vitor Falcão  
Business Engineer



## Problem Statement

[P5 4<sup>th</sup> pillar] Some clients still struggle with sending good quality 'signals' - the raw material for Meta's state-of-the-art machine learning.

[P5 2<sup>nd</sup> pillar] Clients might have suboptimal ASC+ campaigns' results without a proper signals integration.

[P5 4<sup>th</sup> pillar] Customers can become confused with so many CAPI "flavors", resulting in an overhead due to multiple CAPI integrations.

## Solution

CAPI is CAPI: it should be a single "pipeline" between the client's and Meta's servers.

A reference architecture can provide clients with recommended structures and integrations of IT components to form a single CAPI solution yet encompassing all channels.

This material could be used for both:  
technical consultancy (1:1) engagements,  
as well as for technical advocacy (1:many) ones.

## WHY SHOULD CLIENTS CARE?

Having the right **solutions architecture** in place allows clients to save business time and money.

CHANNELS & SYSTEMS



Mobile App



WhatsApp



Consumers



Physical Store



Website

Client's **Cloud** Computing Environment



CRM

*lower-funnel events*



CDP



3<sup>rd</sup> Party Platform

*upper-funnel events*



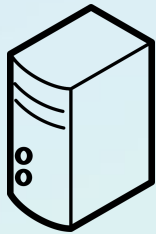
Tag Manager



IT Team

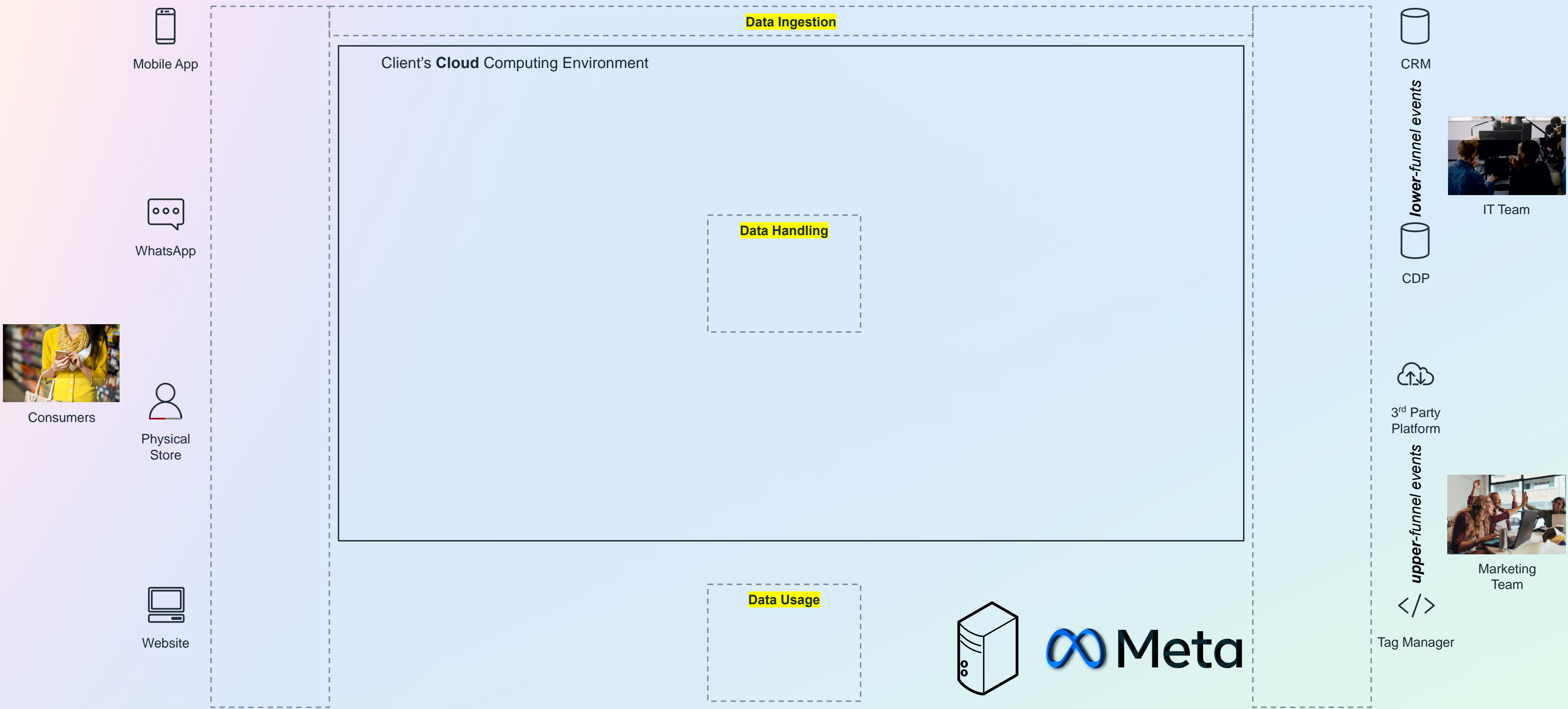


Marketing Team



Meta

MACRO PROCESSES



KNOW YOUR INGEST OPTIONS



Mobile App



WhatsApp



Physical Store



Website

Consumers



CRM

*lower-funnel events*



CDP

IT Team



3<sup>rd</sup> Party Platform

*upper-funnel events*



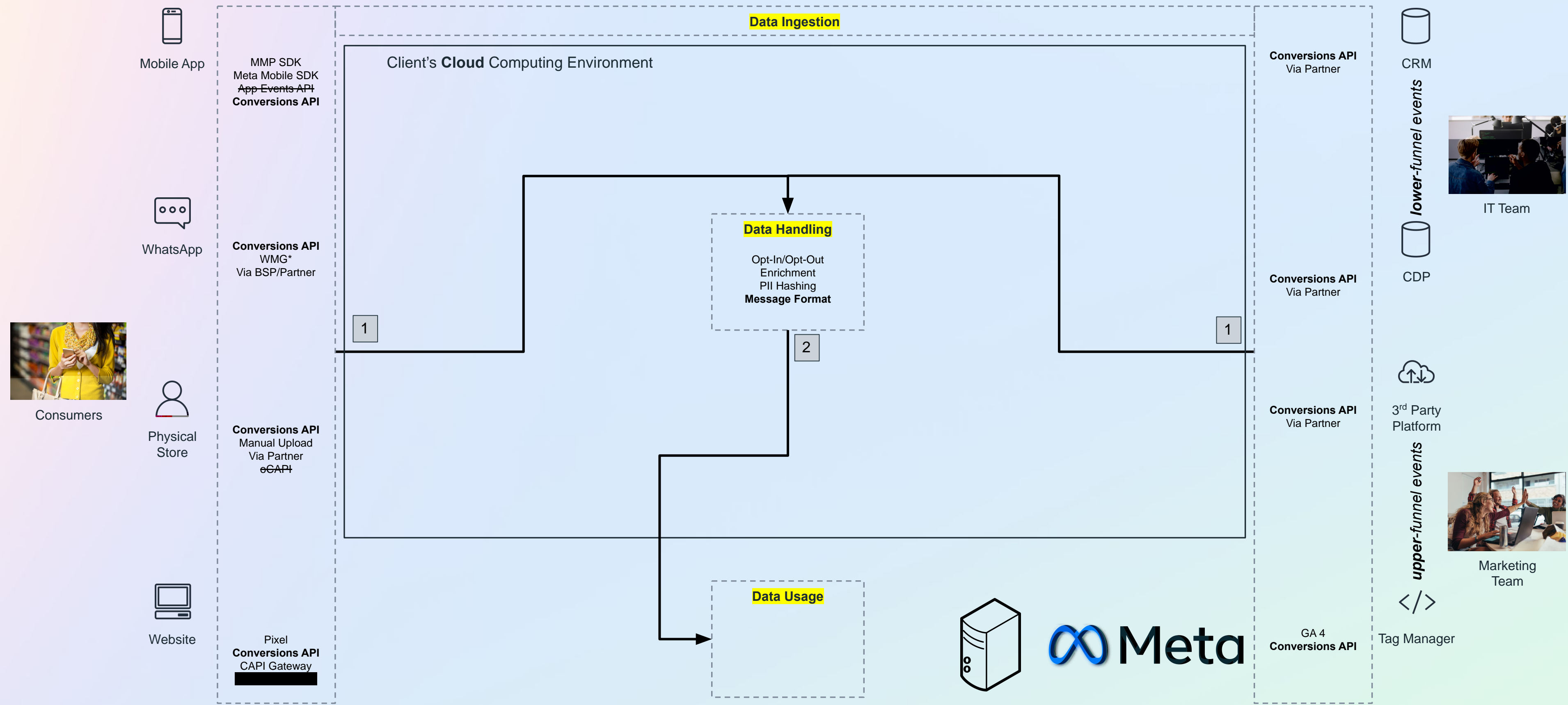
Tag Manager

Marketing Team



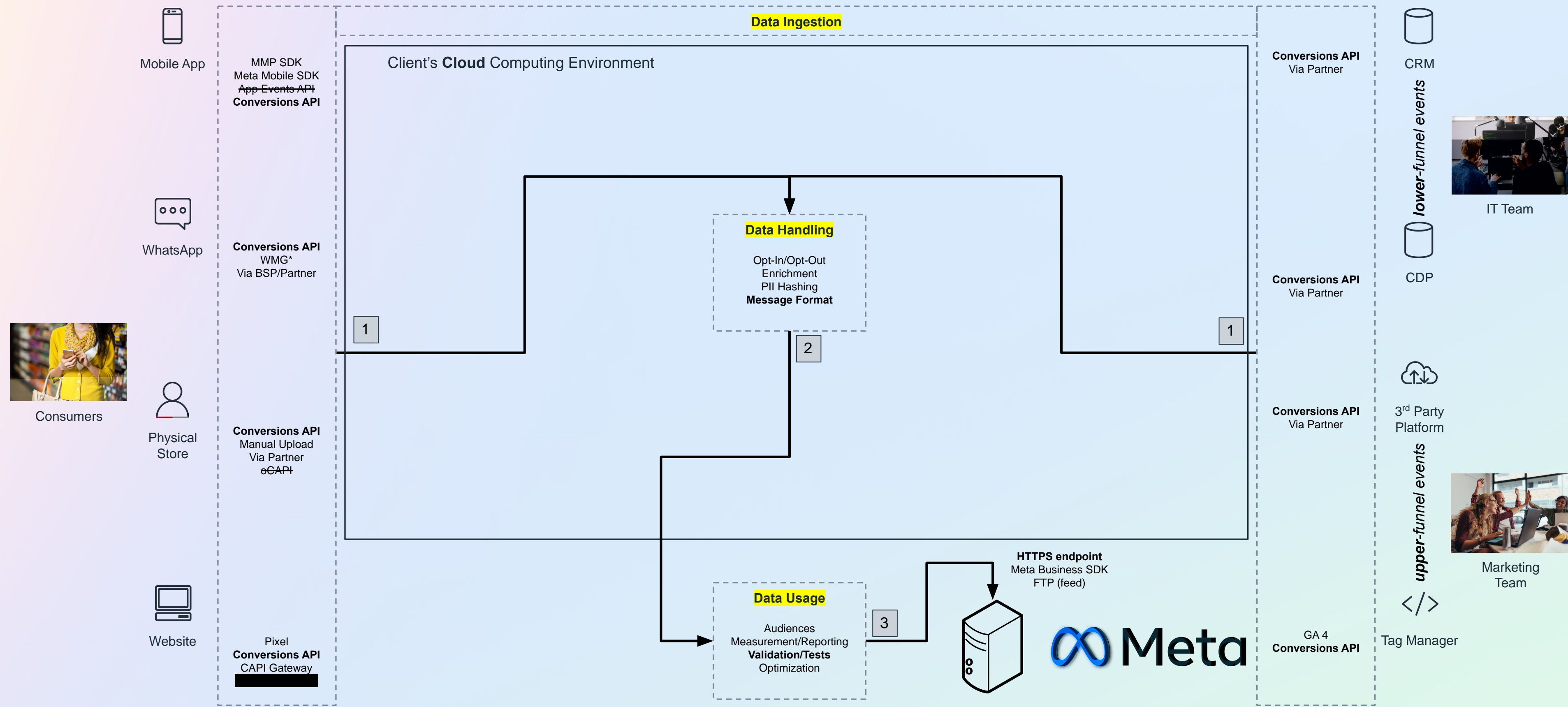
Meta

TAKE PRIVACY INTO ACCOUNT



\*alpha/beta products

(P5) BUSINESS RESULTS VALIDATION



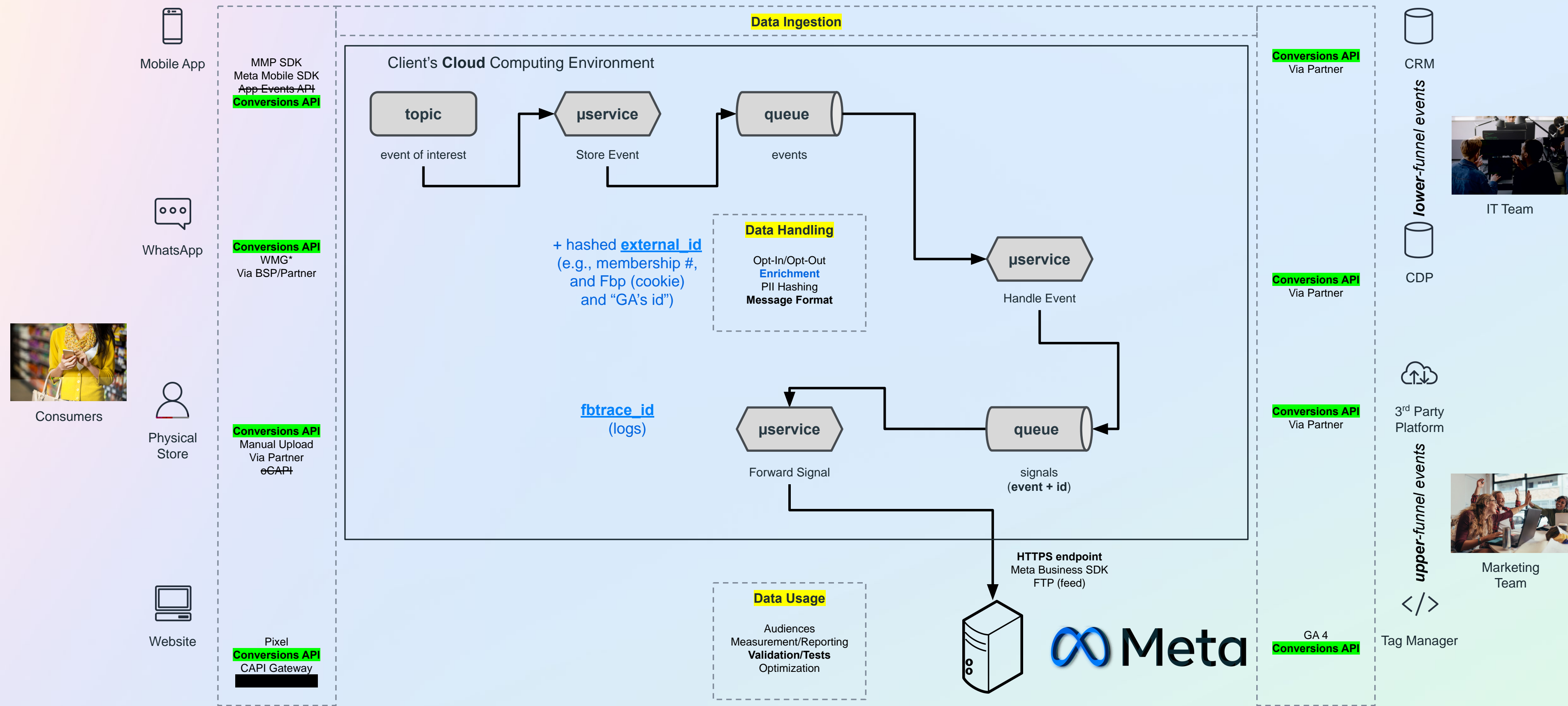
\*alpha/beta products



# Event-Driven Architecture

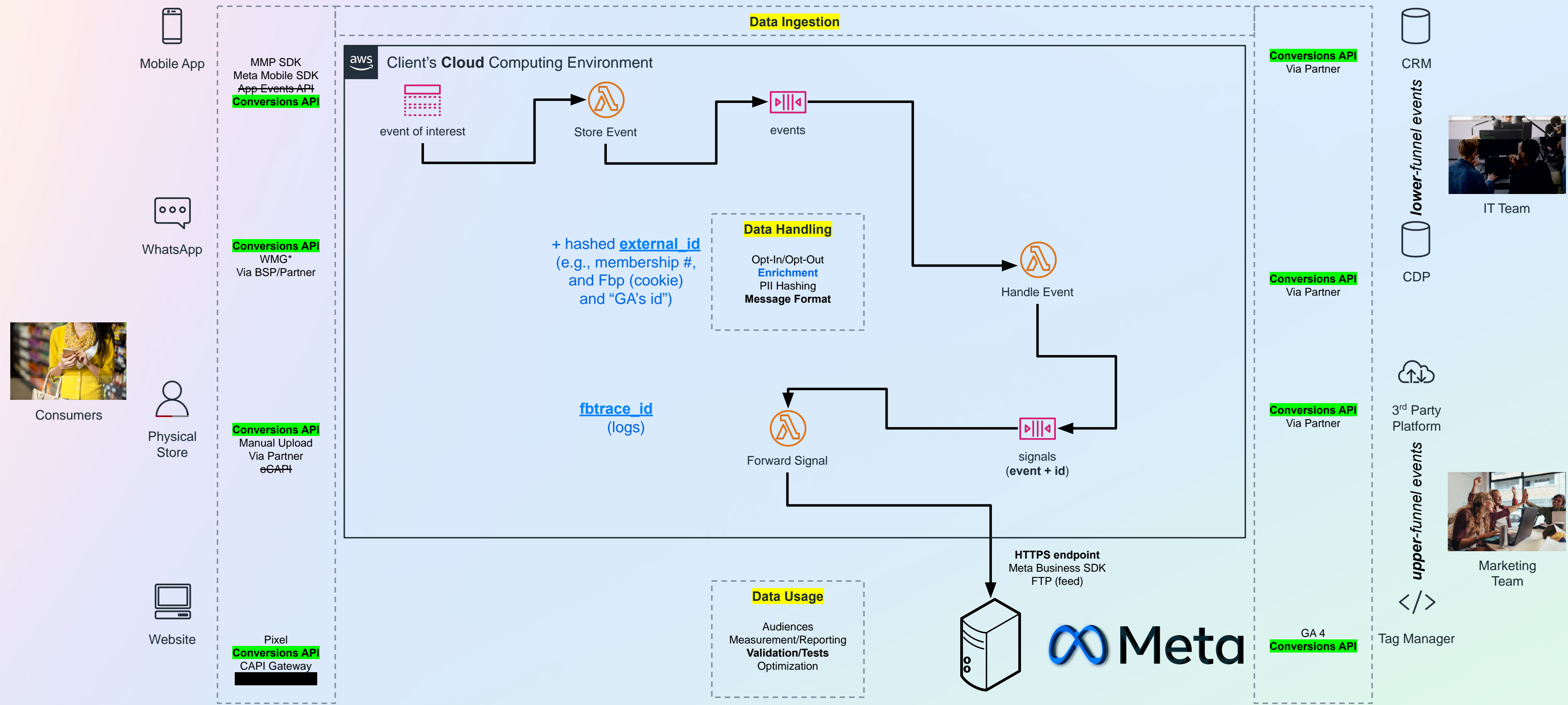
- An architectural approach/pattern that **applications can leverage regardless of their programming language** or platform.
- A system of **loosely coupled microservices** that exchange information with each other through the **production and consumption of events**.
- **Advantages** include:
  - Producers do not need to worry about how the events they produce will be consumed (so **additional consumers can be added without affecting producers**).
  - **Consumers don't need to worry** about how events were produced.
  - This loose coupling provides a level of **resiliency within the system**, so, if a microservice goes down, the application can continue running in its absence.
  - This is achieved by **storing events in the messaging backbone** so that the consuming service can retrieve them when it recovers.

# OMNI-CHANNEL CAPI AS AN EVENT-DRIVEN ARCHITECTURE



\*alpha/beta products

[EXAMPLE] OMNI-CHANNEL CAPI AS A REAL-TIME EVENT-DRIVEN ARCHITECTURE ON AWS



\*alpha/beta products

# Let me give you Six Next Steps

1. Make sure you familiarize yourself with our [Performance 5](#) (P5) framework for growth
2. Keep improving your [event match quality](#) (signals) for better performance
3. Leverage both strategies for [lead acquisition](#): Lead Ads and Conversion Leads
4. Take advantage of the growing impact of [Short-Form Video](#) in your product catalog
5. Understand the key for getting the most out of Advantage+ ads: [a strong catalog](#)
6. Consolidate your omni-channel presence by learning more about your customers using [app-based signals](#)

## REVIEWERS WHO CONTRIBUTED TO THIS WORK

# Thank You

**Ezequiel** González Busquin – Business Engineer

**Sean** Bedford – Business Engineer

**Vitaliy** Sobur – Solutions Architect

**Ashish** Kharbanda – Solutions Architect

**Erion** Fishta – Solutions Architect

**Akash** Puri – Solutions Architect

**Alan** Wong – Business Engineer

