

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

ACCELERATING CLIENTS' CAPI ADOPTION THROUGH REUSE

*for educational purposes

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Problem Statement

— —

Solution

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



3rd Party Platform

upper-funnel events



Tag Manager



IT Team

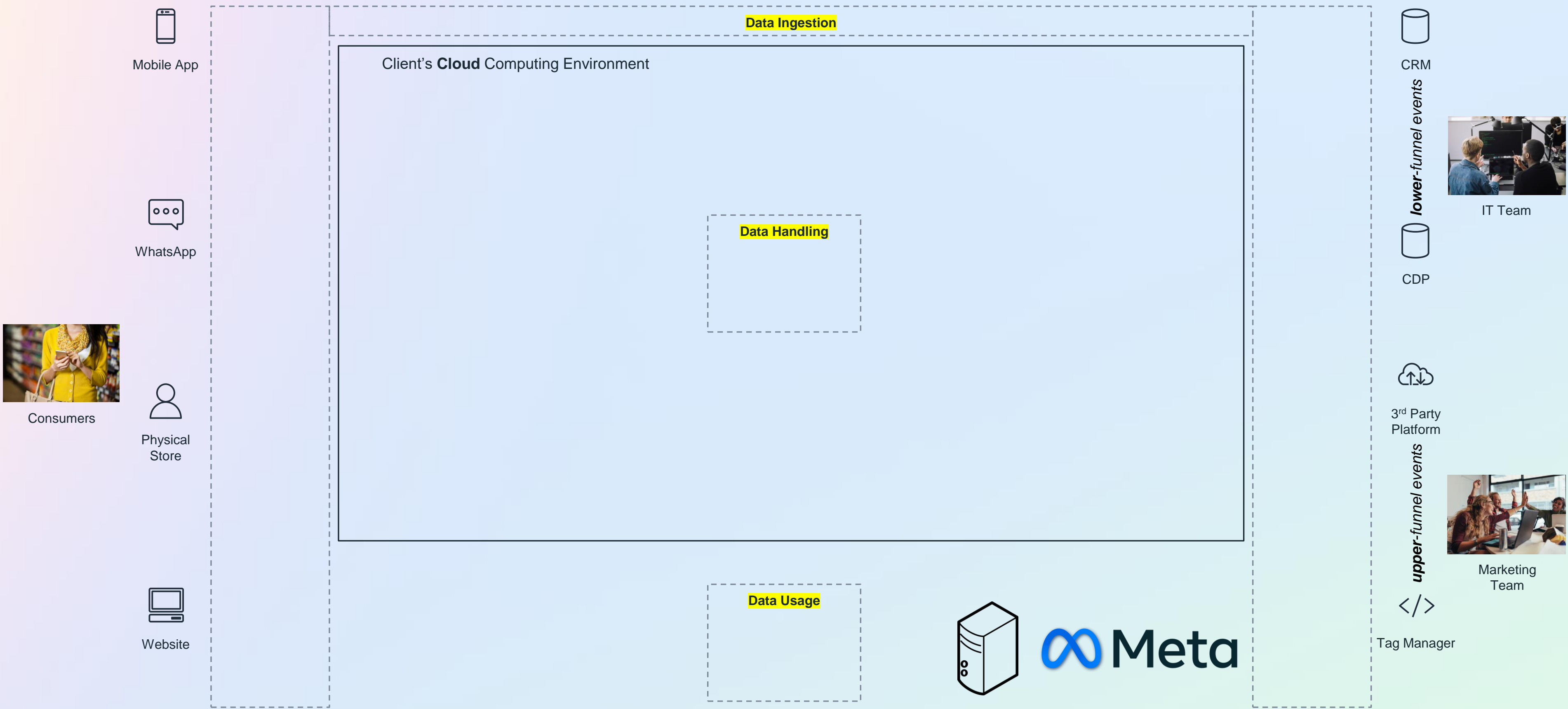


Marketing Team

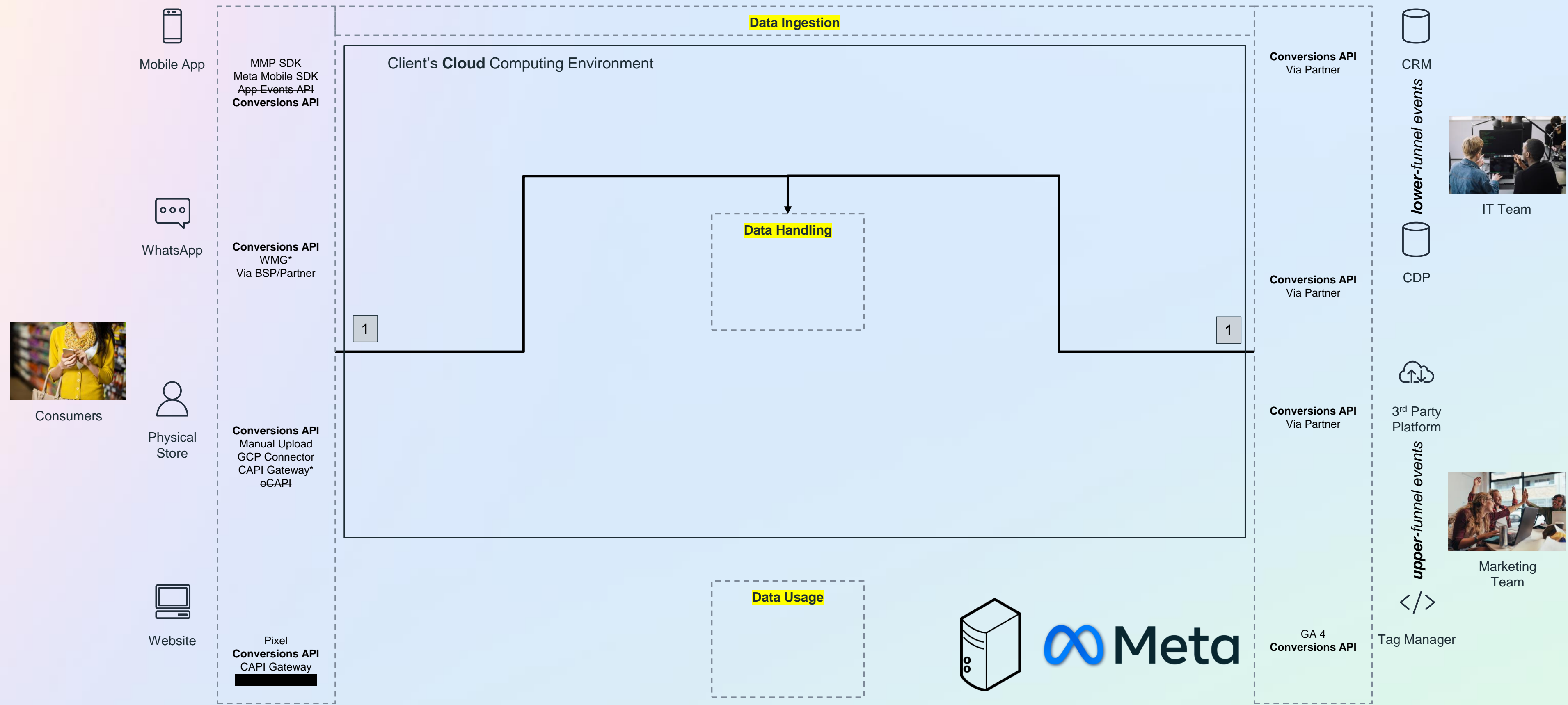


Meta

MACRO PROCESSES

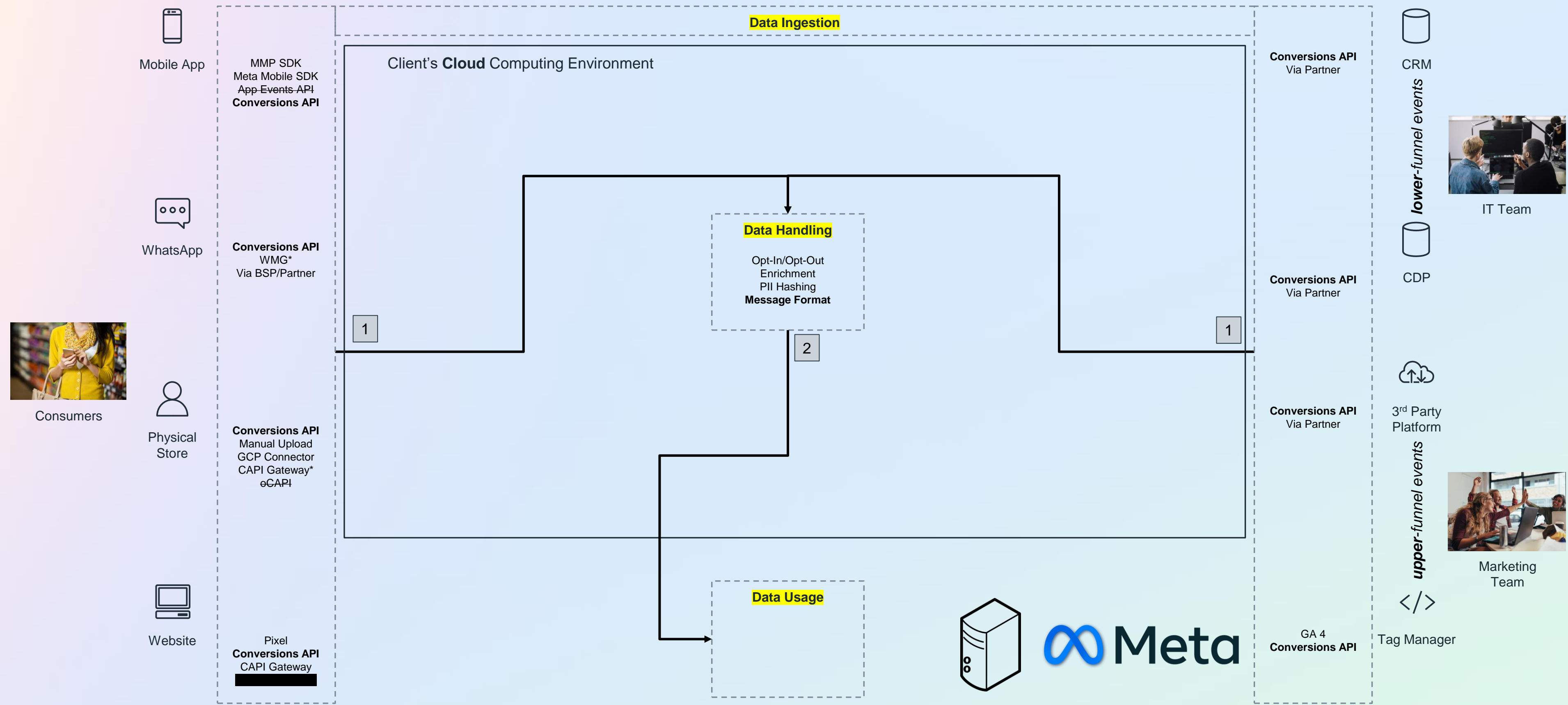


KNOW YOUR INGEST OPTIONS



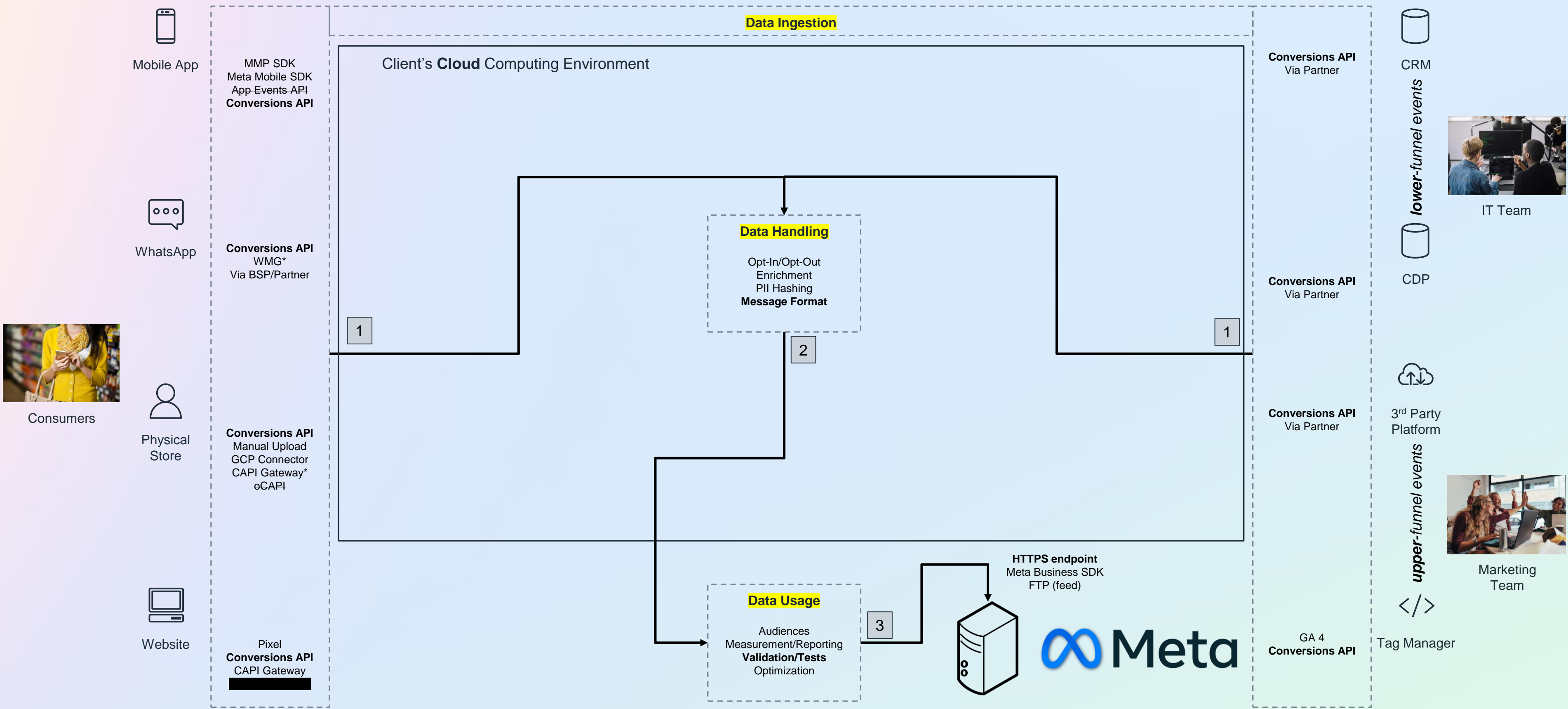
*alpha/beta products

TAKE PRIVACY INTO ACCOUNT



*alpha/beta products

(P5) BUSINESS RESULTS VALIDATION

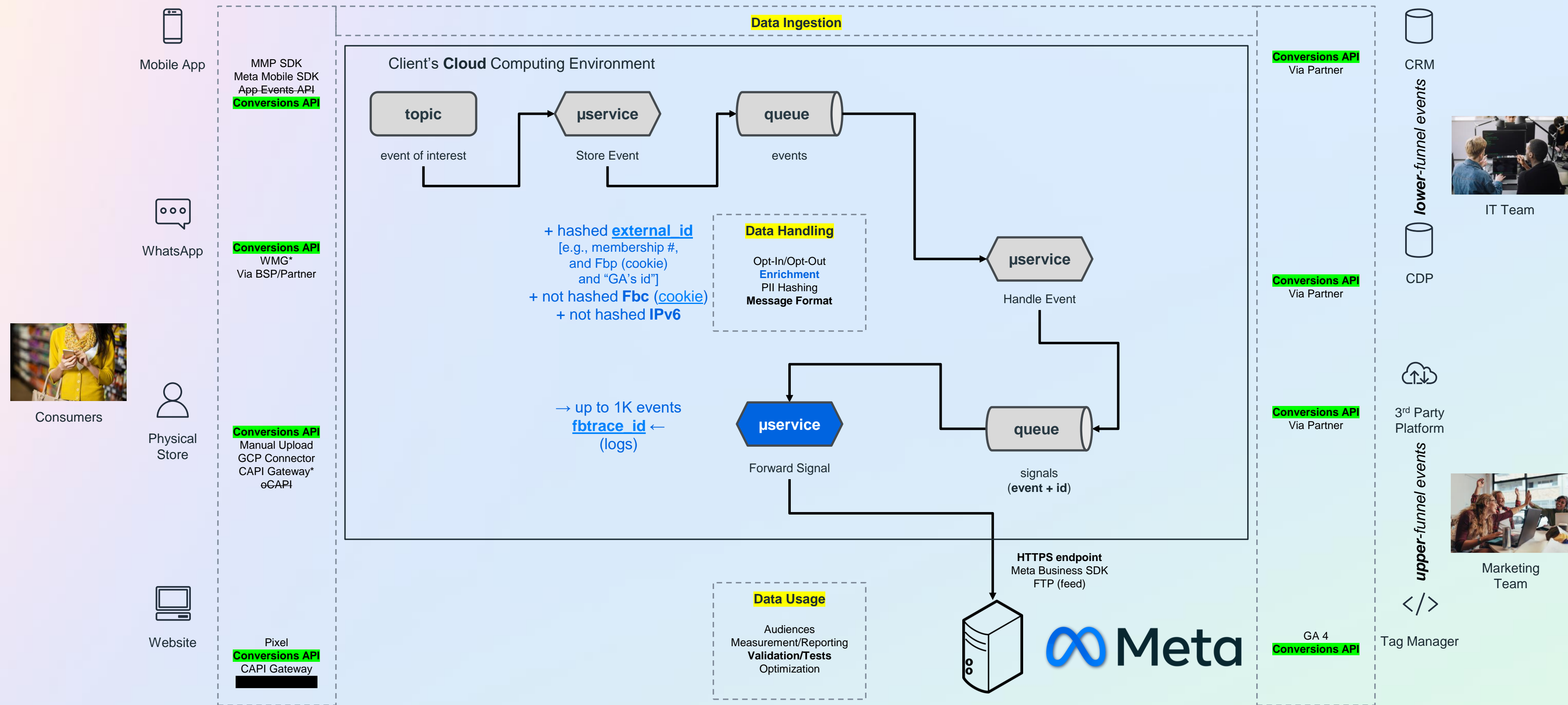


*alpha/beta products

Event-Driven Architecture

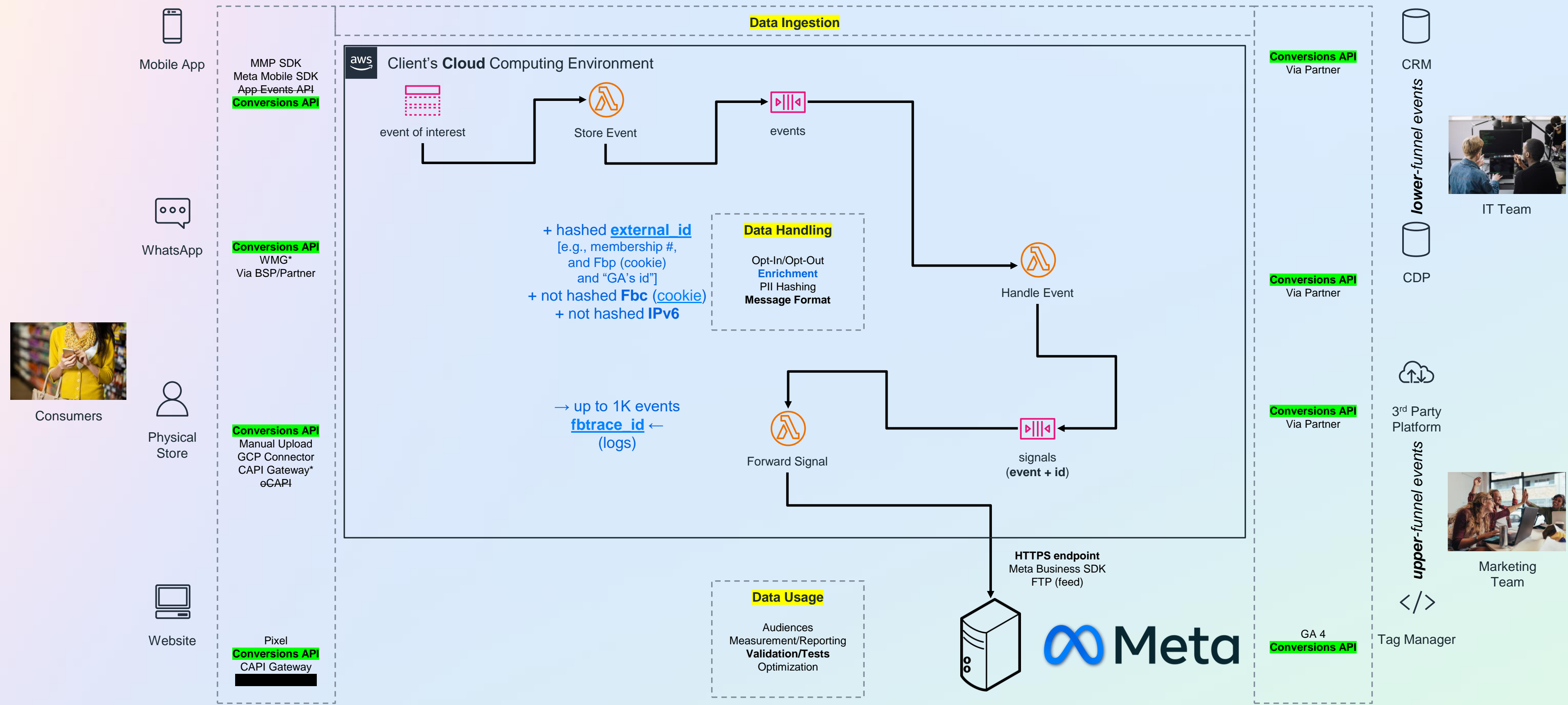
- An architectural approach/pattern that **applications can leverage regardless of their programming language** or platform.
- A system of **loosely coupled microservices** that exchange information with each other through the **production and consumption of events**.
- **Advantages** include:
 - Producers 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 NEAR 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](#)

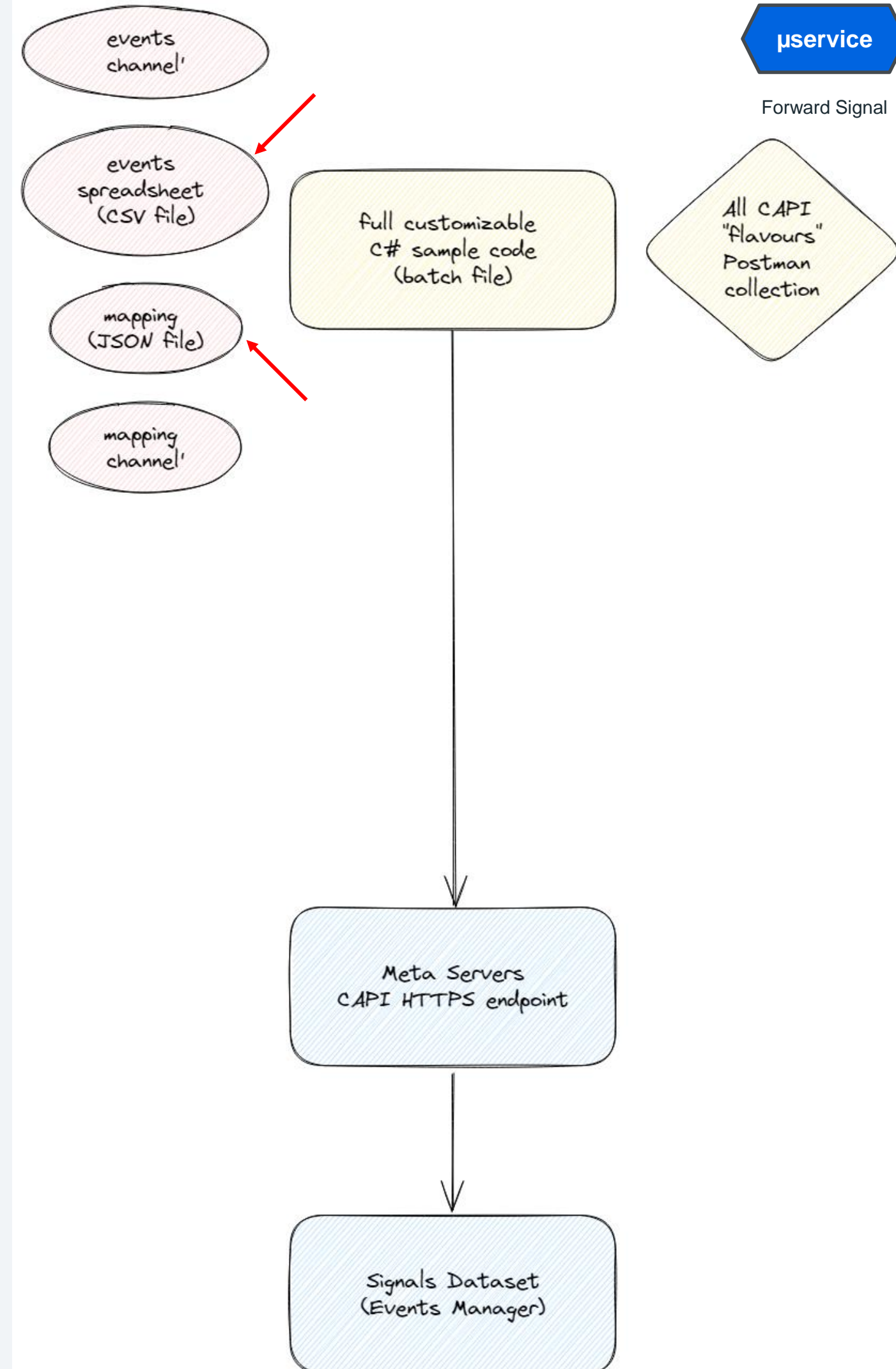
BUT WAIT... THERE'S MORE!

New Omni-CAPI Technical Accelerator

- C# Open-Source **sample** leveraging our Postman [collections](#)
 - Adaptable for running in the cloud (serverless)
 - Customizable for different spreadsheet columns/names
 - Can **forward data** from different channels (formats)
- Illustrates some **best practices** for a CAPI integration
- Allows for **bootstrapping** an **Omni-CAPI** integration
 - **Can reduce time-to-market**
 - Getting dev teams up to speed by not starting from scratch

[source code] <https://github.com/fbsamples/lead-ads-webhook-sample/tree/main/omni>

[workshop recording pt-br] <https://events.atmeta.com/metaperformancehub#to3597944662>



SAMPLE: MAP FILES – PHYSICAL STORE AND WEBSITE

Physical Store – phone number on column “G”

Website – phone number on column “I”

store-mapping.json

1 {

2

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21

22

"EVENT_NAME": 0,

"EVENT_TIME": 1,

"ACTION_SOURCE": 2,

"EXTERNAL_ID": 4,

"EMAIL": 5,

"PHONE": 6,

"FIRST_NAME": 7,

"LAST_NAME": 8,

"DATE_OF_BIRTH": 9,

"CITY": 10,

"ZIP": 11,

"COUNTRY": 12,

"ORDER_ID": 14,

"CURRENCY": 15,

"VALUE": 16,

"CONTENT_ID": 17,

"CONTENT_QUANTITY": 18,

"CONTENT_DELIVERY": 19,

web-mapping.json

1 {

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14

15

16

17

18

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22

"EVENT_NAME": 0,

"EVENT_TIME": 1,

"EVENT_ID": 2,

"EVENT_SOURCE_URL": 3,

"ACTION_SOURCE": 4,

"EXTERNAL_ID": 6,

"EMAIL": 7,

"PHONE": 8,

"CLIENT_IP_ADDRESS": 9,

"CLIENT_USER_AGENT": 10,

"FBG": 11,

"ORDER_ID": 14,

"CURRENCY": 15,

"VALUE": 16,

"CONTENT_ID": 17,

"CONTENT_QUANTITY": 18,

"CONTENT_DELIVERY": 19,



DATASET (EVENTS MANAGER)

 Frana's -



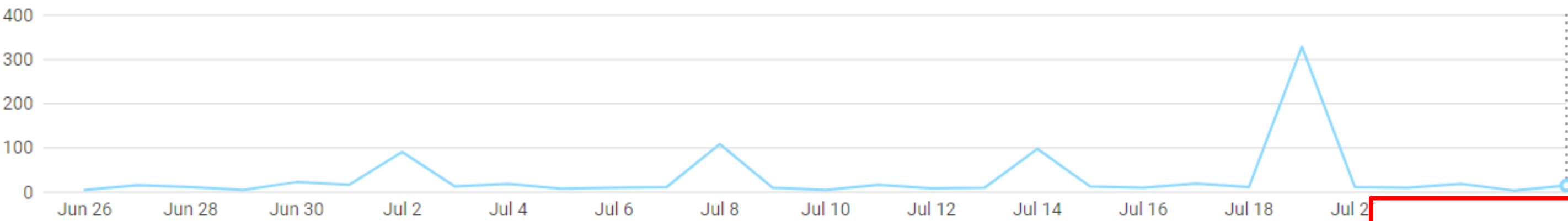
 Jun 27, 2024 – Jul 24, 2024


Create


- Overview
- Test events
- Diagnostics
- History
- Settings

Event Activity

This chart displays any events from your business' website, mobile app or server that we've processed and received within the selected date range. Events may take up to 30 minutes to appear.








 2 Active Integrations
[Manage Integrations](#)

 Websites

[+4 more](#)

 Dataset ID

Add Events

| Events | ↕ | Status | Used by | Integration | Event |
|---|---|--------|---------|--|---|
| <div><div></div><div>PageView</div><div>● Active</div></div> | | | | Multiple  | |
| <div><div></div><div>5sPageView</div><div>● Active</div></div> | | | | Multiple  | |
| <div><div></div><div>Purchase</div><div>● Active</div></div> | | | | Conversions API | <div>9</div> <div>Last received 5 hours ago</div> |

7/24/24, 9:00 PM

Events received from:

| | |
|---------------------------|----|
| Website | 14 |
| Physical Store | 1 |
| <div>● Total Events</div> | 15 |

America/Sao Paulo
Timezone

