

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

ACCELERATING CLIENTS' CAPI ADOPTION THROUGH REUSE

*for educational purposes
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CONTEXT & MOTIVATION

Problem Statement

[P5 4th pillar] Some clients still struggle with sending good quality 'signals' - the raw material for Meta's machine learning.

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

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

* Meta (P5): [en](#), [pt-br](#)

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

This material could be used for:

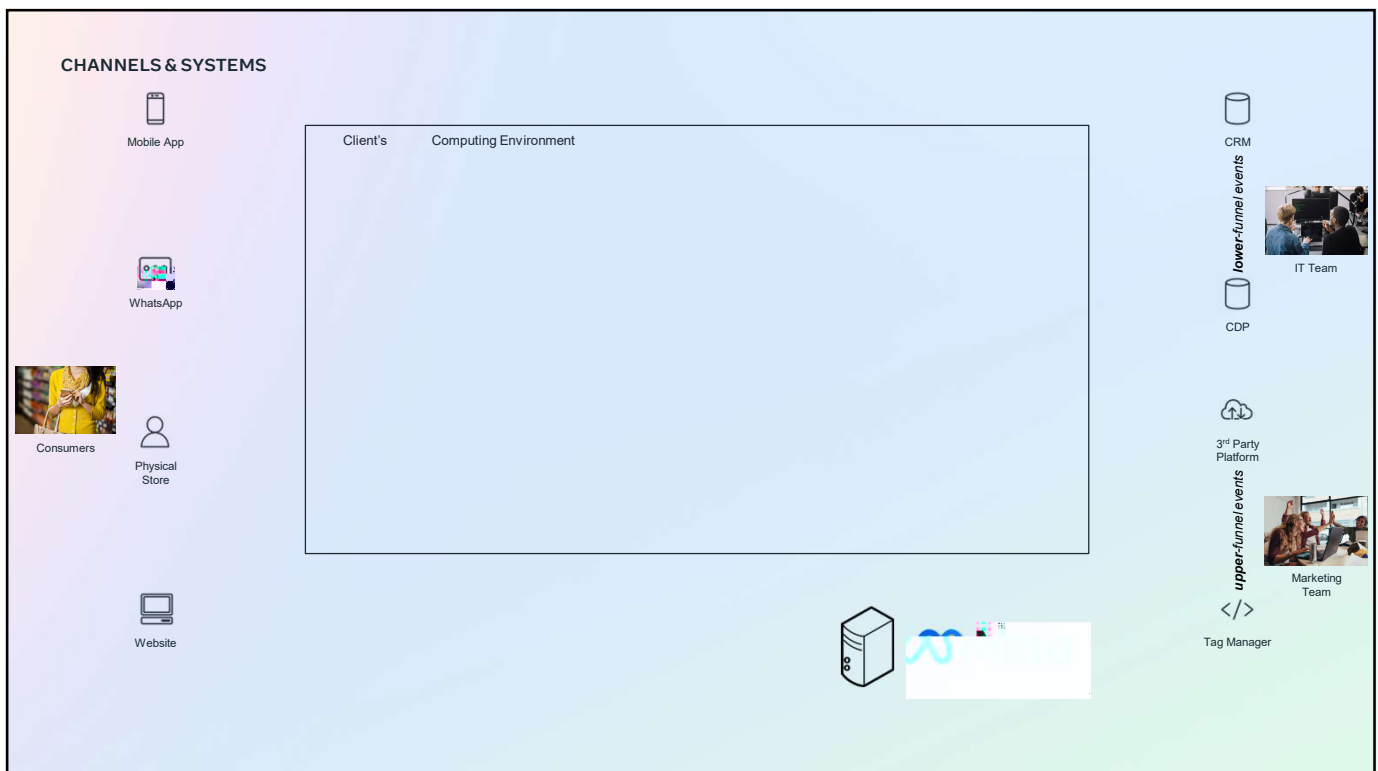
- i) a (1:1);
- ii) (1:few) events; and
- iii) scalable (1: many) – together with the open-source sample program.

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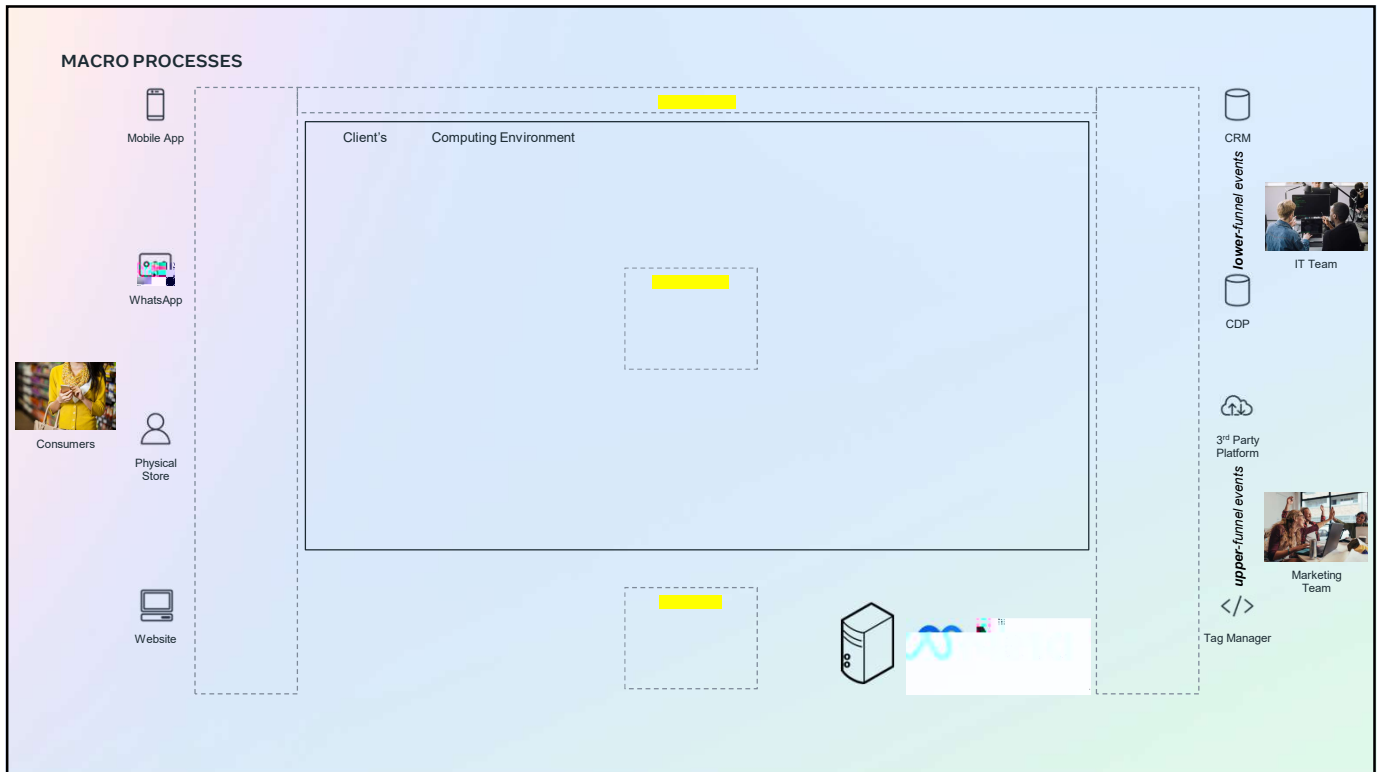
WHY SHOULD CLIENTS CARE?

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

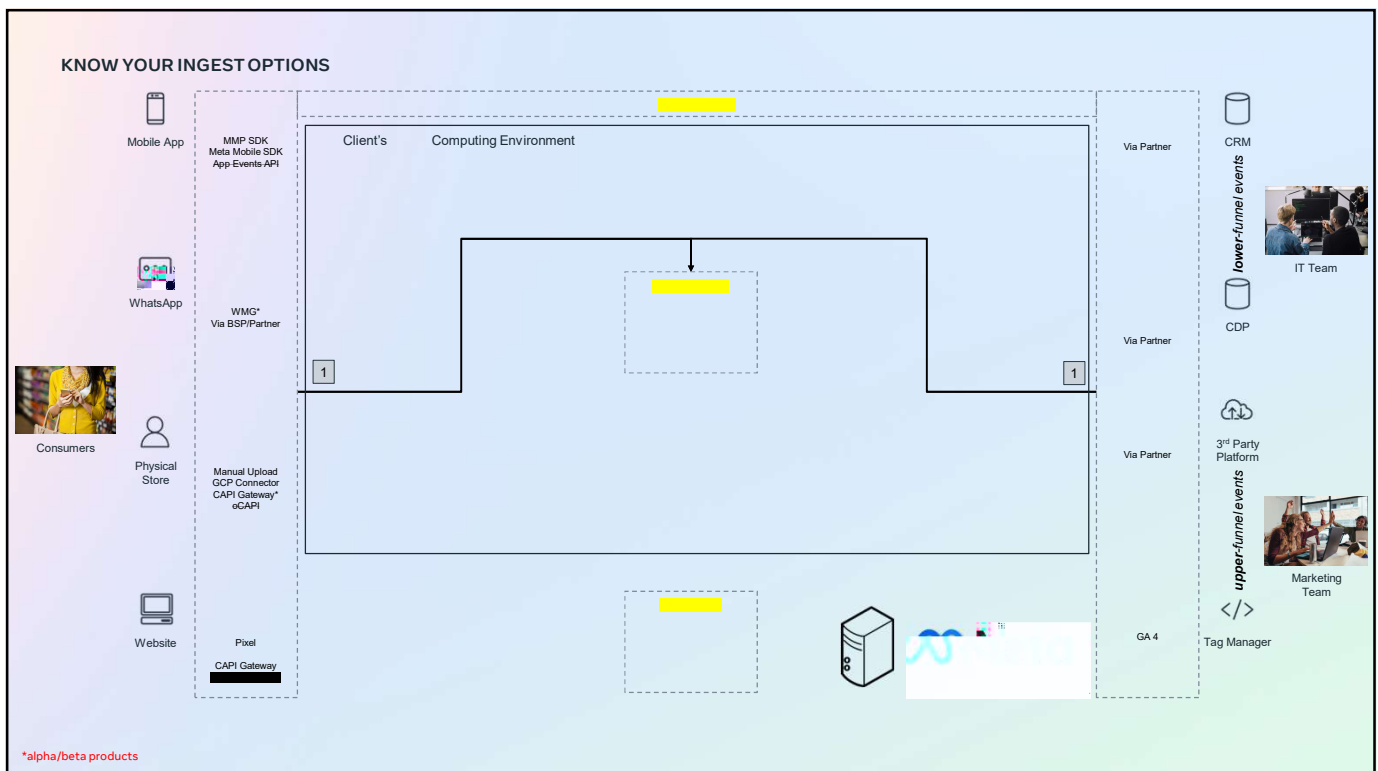
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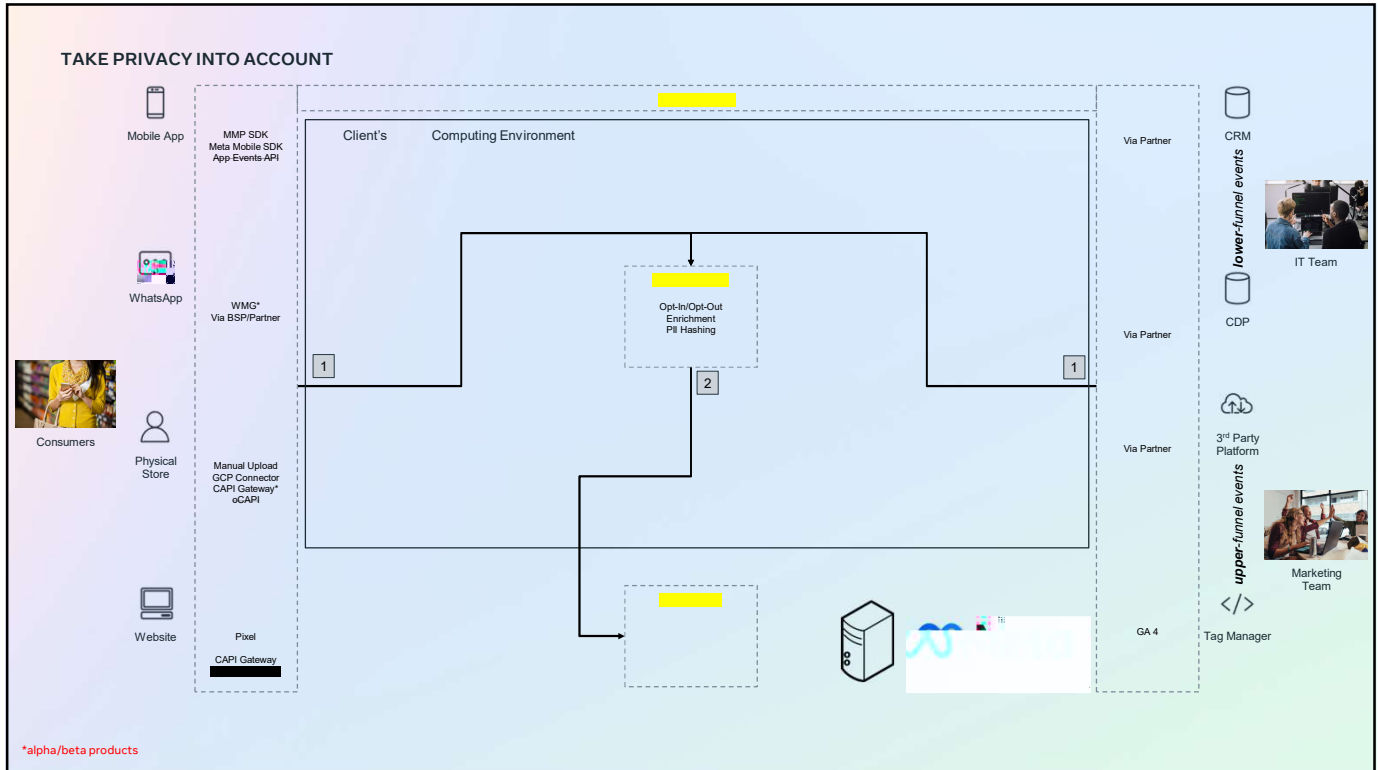
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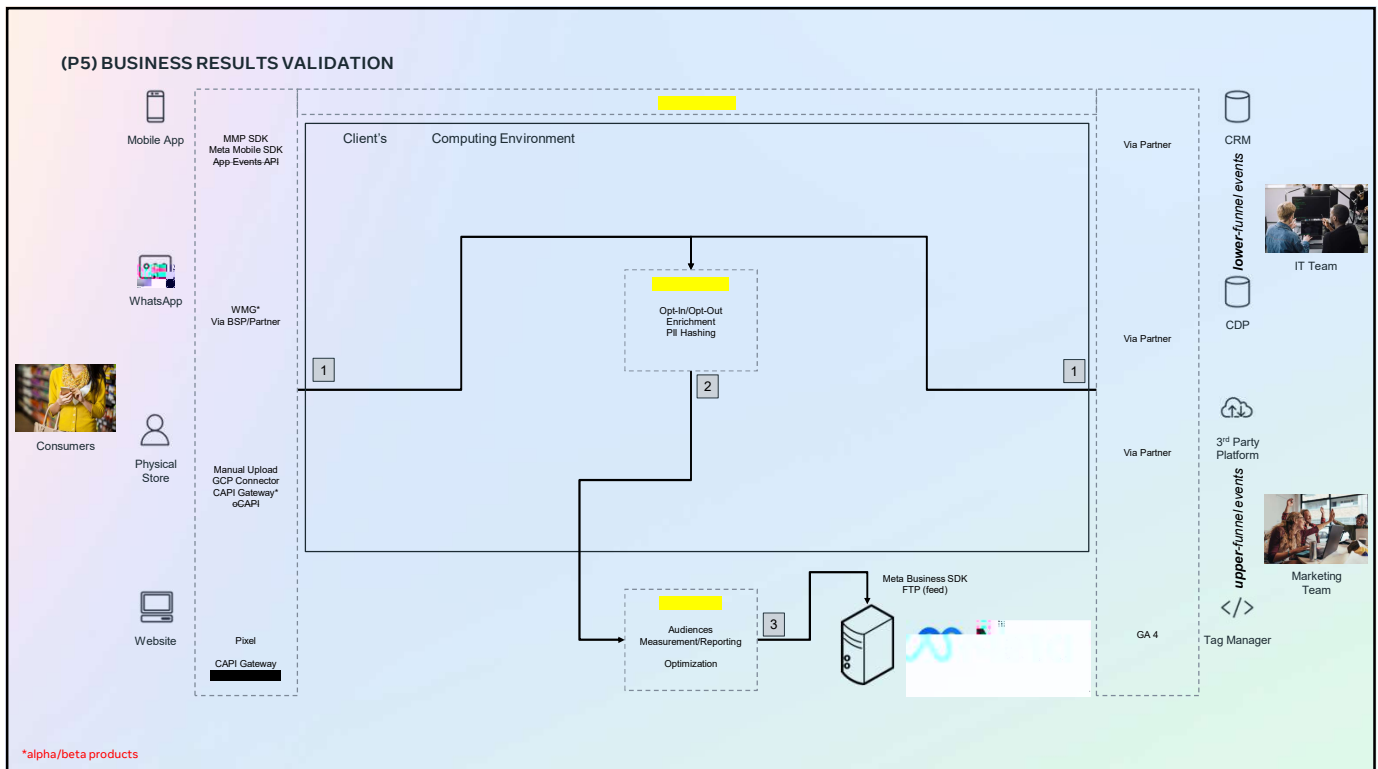
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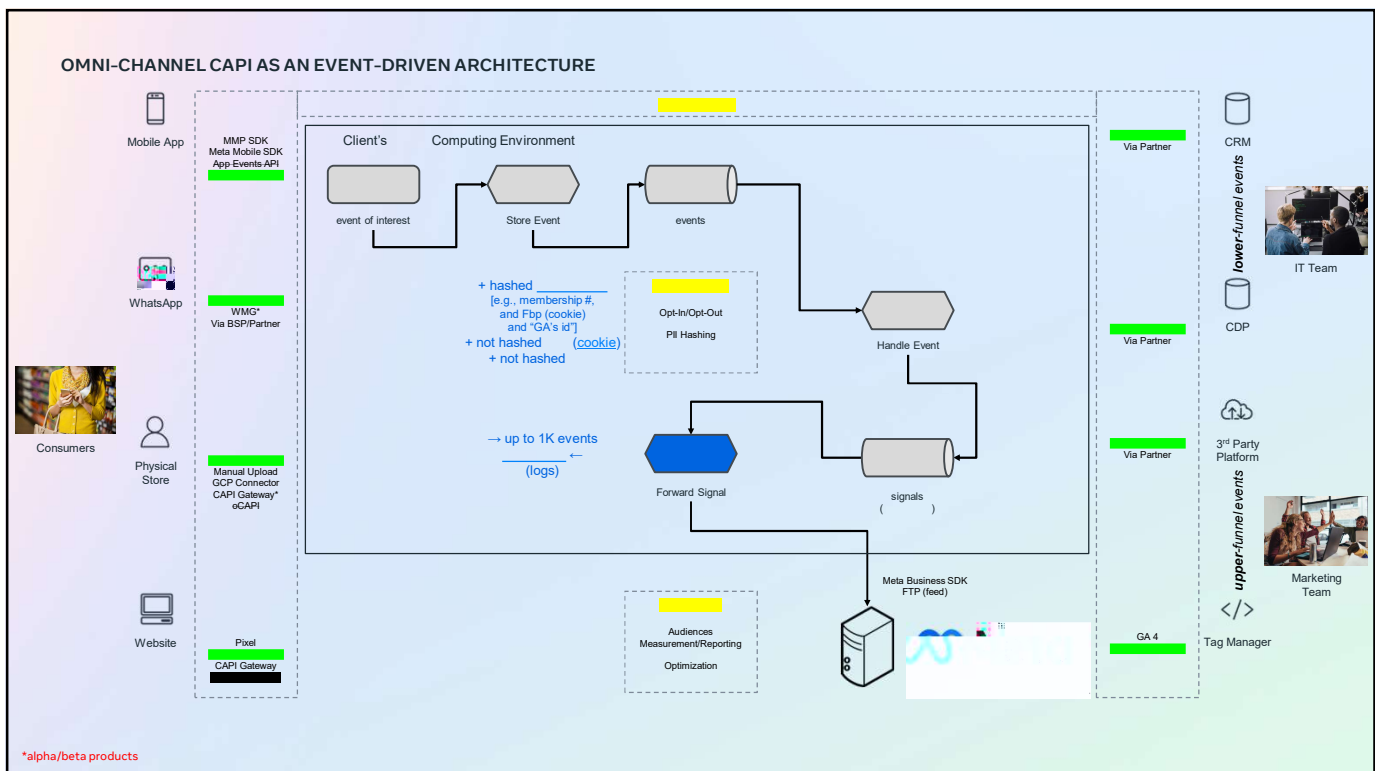
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WHY EVENT-DRIVEN ARCHITECTURE?

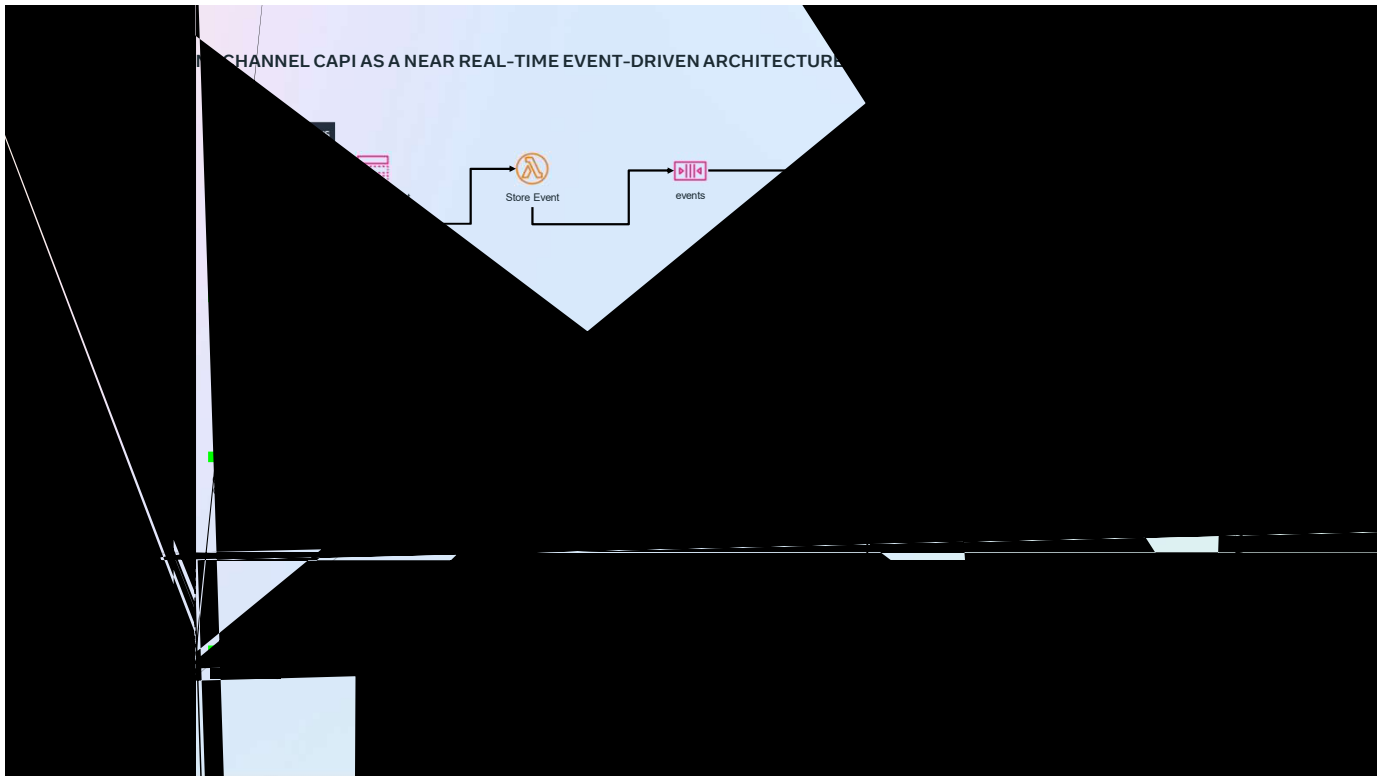
Event-Driven Architecture

- 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.

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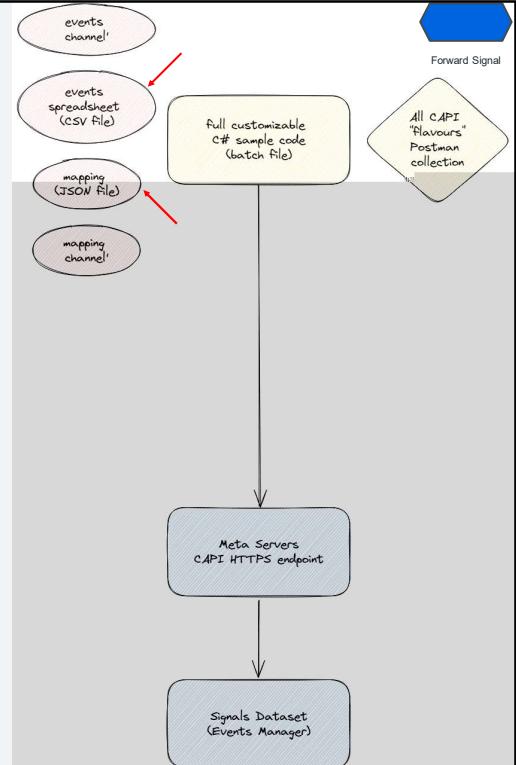


BUT WAIT... THERE'S MORE!

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>



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SAMPLE: CSV FILES – PHYSICAL STORE AND WEBSITE

Physical Store

event_name	event_time	action_source	ct	zip	country	order_id	currency	value	contents
Purchase	1721905633	physical_store	b7697673b3c5d6d8409935e71588a3591218e0fd5e61	01c95cd0515476d3efb1a079b0d44d9da1d777a75a642ef72b74a1ge9b1ee	885036a0da3dfff3c3e05bc79bf49382b12bc5098514ed57ce0875aba1a2c6d	ATN10005	brl	220.00	products

Website

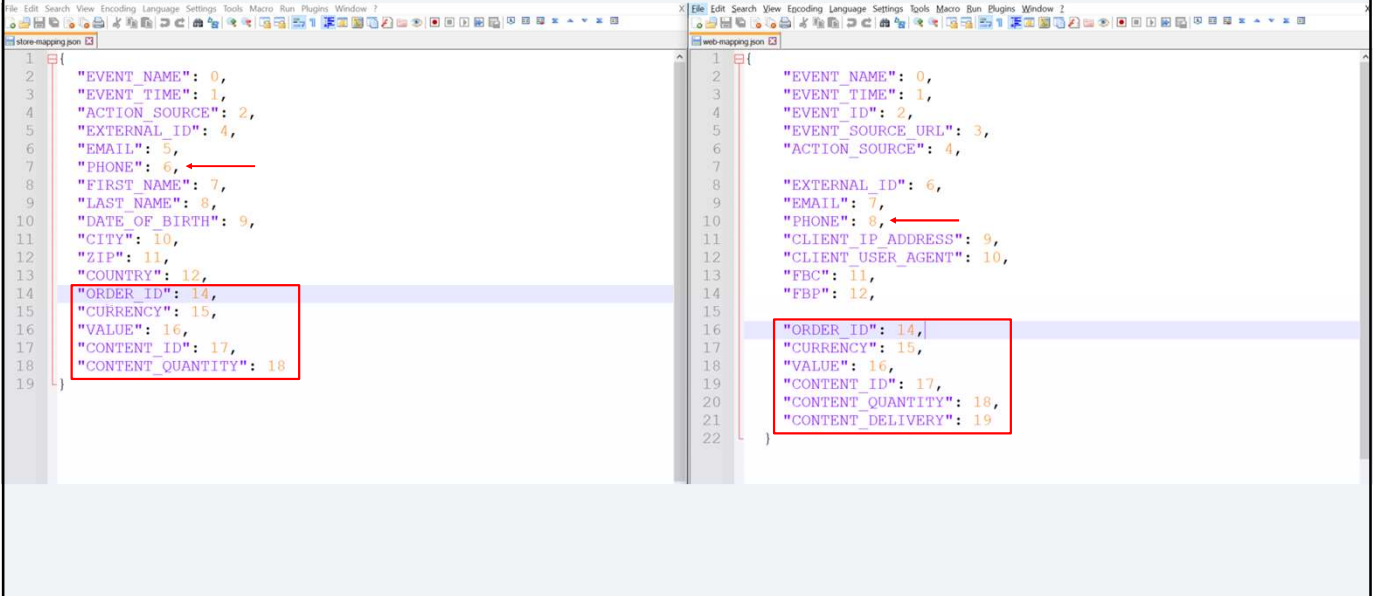
event_name	event_time	action_source	ct	zip	country	order_id	currency	value	contents
Purchase	1721905633	physical_store	b7697673b3c5d6d8409935e71588a3591218e0fd5e61	01c95cd0515476d3efb1a079b0d44d9da1d777a75a642ef72b74a1ge9b1ee	885036a0da3dfff3c3e05bc79bf49382b12bc5098514ed57ce0875aba1a2c6d	ATN10005	brl	220.00	products

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SAMPLE: MAP FILES – PHYSICAL STORE AND WEBSITE

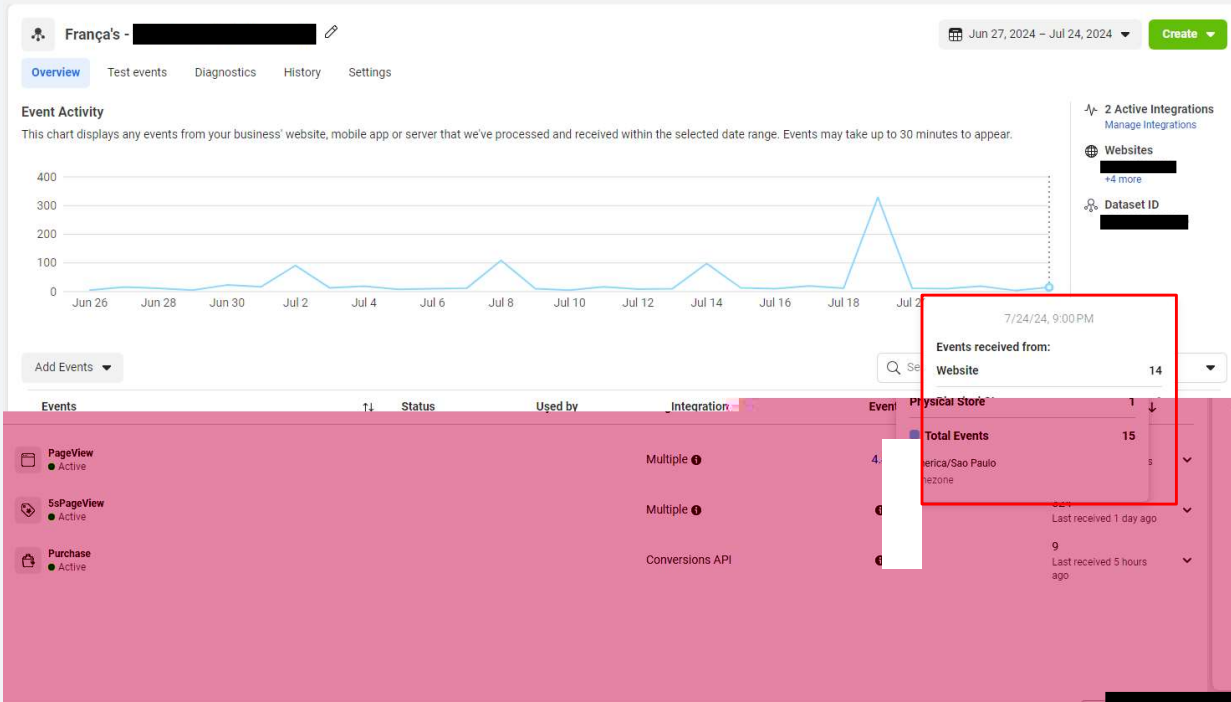
Physical Store – phone number on column “G”

Website – phone number on column “I”



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DATASET (EVENTS MANAGER)



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REVIEWERS WHO CONTRIBUTED TO THIS WORK

Thank You

quiel González Busquin – Business Engineer
Bedford – Business Engineer
Sobur – Solutions Architect
Kharbanda – Solutions Architect
Fishta – Solutions Architect
Puri – Solutions Architect
Wong – Business Engineer

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