

**Snap Pixel Conversion API with Event Deduplication**

| **Event Name** | **Parameters** |
| --- | --- |
| PAGE\_VIEW | client\_dedup\_id, |
| VIEW\_CONTENT | Item\_ids, item\_category, price, currency, client\_dedup\_id, email |
| ADD\_CART | Item\_ids, item\_category, price, currency, client\_dedup\_id, email |
| START\_CHECKOUT | Item\_ids, item\_category, price, currency, number\_items, client\_dedup\_id, email |
| PURCHASE | Item\_ids, item\_category, price, currency, transaction\_id, number\_items, client\_dedup\_id, email |

**Hashing-256 an email:**

**First add the code head of your website -**

<script src="<https://cdnjs.cloudflare.com/ajax/libs/crypto-js/4.1.1/crypto-js.min.js>"></script>

**And use a custom js variable and replace the {{email}} with your {{dlv-email}}**

function() {

var email = {{email}};

var hashedEmail = CryptoJS.SHA256(email.trim().toLowerCase()).toString(CryptoJS.enc.Hex);

return hashedEmail;

}

Required Link -

* <https://businesshelp.snapchat.com/s/article/pixel-website-install?language=en_US>