> ℹ
> **Customer Information Parameters Requirements**
>
> As of Facebook Marketing API v13.0+, Facebook began enforcing new requirements for customer information parameters (user data). To ensure your events don't throw an error, Segment recommends that you review Facebook's new requirements.

Benefits of Facebook Conversions API (Actions) vs Facebook Conversions API Classic

The Facebook Conversions API (Actions) destination provides the following benefits over the classic Facebook Conversions API destination:

Fewer settings. Data mapping for actions-based destinations happens during configuration, which eliminates the need for most settings.

Clearer mapping of data. Actions-based destinations enable you to define the mapping between the data Segment receives from your source, and the data Segment sends to Facebook Conversions API.

- **Prebuilt mappings**. Mappings for standard Facebook Conversions API events, like `Purchase`, are prebuilt with the prescribed parameters and available for customization.

- **Support for page calls**. Page calls can be sent to Facebook as a standard Page View.

- **Support for identify calls**. Identify calls can be sent to Facebook as a standard or custom event.

- **Support for multi-product arrays**. Product data nested within arrays, like the `products` array in the Order Completed event, can be sent to Facebook.

- **Data normalization**. Data is normalized before it is hashed to ensure the hashed value matches Facebook Pixel (browser).

Other Facebook Destinations Supported by Segment

This page is about the **Facebook Conversions API**. For documentation on other Facebook destinations, see the pages linked below.

FACEBOOK DESTINATION	SUPPORTED BY ENGAGE
Facebook App Events	Yes
Facebook Offline Conversions	Yes
Facebook Pixel	No
Facebook Custom Audiences	Yes
Facebook Conversions API	Yes

Getting started

Set up your Pixel to work with the Facebook Conversions API (Actions) destination. You can use an existing Facebook Pixel that you already have set up, or create a new one.

Option 1: Create a new pixel

1. Go to the Facebook Business Events Manager and click **Connect Data Sources**.

2. Choose "Web" and then click **Get Started**.

3. Select "Conversions API" and then click **Connect**.

4. Choose "Segment" from the list of partners.

5. Enable the setting to "Authorize Segment Connection" and then click **Continue**.

Option 2: Configure an existing pixel

1. Go to the Pixel Settings in Facebook Business Events Manager

2. Scroll down to the "Set up through a partner integration section" and click **Choose Partner**.

3. Choose "Segment" from the list of partners.

4. Enable the setting to "Authorize Segment Connection" and then click **Continue**.

Connect Facebook Conversions API (Actions) to your workspace

1. From the Segment web app, click **Catalog**, then click **Destinations**.

2. Search for "Facebook Conversions API (Actions)" in the Destinations Catalog, and select the destination.

3. Click **Configure Facebook Conversions API (Actions)** in the top-right corner of the screen.

4. Select the source that will send data to Facebook Conversions API and follow the steps to name your destination.

5. On the **Settings** tab, enter in your Pixel ID and click **Save**.

6. Follow the steps in the Destinations Actions documentation on Customizing mappings.

Actions v2

Segment created new Actions v2 to provide you with additional access to features. Segment's Actions v2 support the following features:

- **Sync modes**: Control how Segment updates your Facebook Business Events Manager by selecting a sync mode, or a strategy for updating your downstream data.

- **Dynamic dropdowns**: When creating or updating a mapping in the Segment app, the dropdown auto-populates all of the available properties directly from Facebook.

> ⚠️ You might need to reauthorize your Facebook Business Events Manager account to use all of the features associated with v2 Actions.

The following Facebook Conversions API (Actions) are Actions v2:

- Purchase v2
- Add to Cart v2
- Custom Event v2
- Page View v2
- View Content v2
- Initiate Checkout v2
- Search v2

Sync modes

Sync modes allow users to define how Segment should update the data in your destination.

Available sync modes for the Facebook Conversions API (Actions) include:

- **Add**: Add records to a list, segment, or journey.

Destination Settings

SETTING	DESCRIPTION
Pixel ID	*Required.* Your Facebook Pixel ID. Note: You may also use a dataset ID here if you have configured a dataset in your Facebook Events Manager.
Test Event Code	Use this field to specify that events should be test events rather than actual traffic. You can find your Test Event Code in your Facebook Events Manager under the "Test events" tab. This can be overridden by the Test Event Code defined in the mapping. You'll want to remove your Test Event Code when sending real traffic through this integration.

Available Actions

Build your own Mappings. Combine supported triggers with the following Facebook Conversions API-supported actions:

> ℹ️
> **Mapping limits per destination**
>
> Individual destination instances have support a maximum of 50 mappings.

Custom Event

Purchase

Search

Page View

Initiate Checkout

View Content

Add to Cart

Purchase V2

Add to Cart V2

Custom Event V2

Page View V2

View Content V2

Initiate Checkout V2

Search V2

Custom Event

Send a custom event

Custom Event is a **Cloud** action.

Click to show / hide fields

FIELD	DESCRIPTION
Action Source *	Type: `STRING` This field allows you to specify where your conversions occurred. See Facebook documentation for supported values.
Event Name *	Type: `STRING` A Facebook standard event or custom event name.
Event Time *	Type: `STRING` A Unix timestamp in seconds indicating when the actual event occurred. Facebook will automatically convert ISO 8601 timestamps to Unix.
User Data *	Type: `OBJECT` These parameters are a set of identifiers Facebook can use for targeted attribution. You must provide at least one of the following parameters in your request. More information on recommended User Data parameters in Facebook's Best Practices for Conversions API.
App Events Fields	Type: `OBJECT` These fields support sending app events to Facebook through the Conversions API. For more information about app events support in the Conversions API, see the Facebook docs here. App events sent through the Conversions API must be associated with a dataset. Instructions for creating a dataset can be found here. Once a dataset is created, the dataset ID can be substituted for the pixel ID in the destination settings.
Custom Data	Type: `OBJECT` The custom data object can be used to pass custom properties. See Facebook documentation for more information.
Event ID	Type: `STRING` This ID can be any unique string. Event ID is used to deduplicate events sent by both Facebook Pixel and Conversions API.

FIELD	DESCRIPTION
Event Source URL	Type: `STRING` The browser URL where the event happened. The URL must begin with http:// or https:// and should match the verified domain. This is required if the action source is "website."
Data Processing Options	Type: `BOOLEAN` The Data Processing Options to send to Facebook. If set to true, Segment will send an array to Facebook indicating events should be processed with Limited Data Use (LDU) restrictions. More information can be found in Facebook's documentation.
Data Processing Country	Type: `NUMBER` A country that you want to associate to the Data Processing Options. Accepted values are 1, for the United States of America, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Data Processing State	Type: `NUMBER` A state that you want to associate to the Data Processing Options. Accepted values are 1000, for California, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Test Event Code	Type: `STRING` Use this field to specify that events should be test events rather than actual traffic. You can find your Test Event Code in your Facebook Events Manager under the "Test events" tab. This property overrides the test event code defined in Settings. You'll want to remove your Test Event Code when sending real traffic through this integration.

Purchase

Send event when a user completes a purchase

Purchase is a **Cloud** action. The default Trigger is: `type = "track" and event = "Order Completed"`

Click to show / hide fields

FIELD	DESCRIPTION
Action Source *	Type: `STRING` This field allows you to specify where your conversions occurred. See Facebook documentation for supported values.
Currency *	Type: `STRING` The currency for the value specified. Currency must be a valid ISO 4217 three-digit currency code.
Event Time *	Type: `STRING` A Unix timestamp in seconds indicating when the actual event occurred. Facebook will automatically convert ISO 8601 timestamps to Unix.
User Data *	Type: `OBJECT` These parameters are a set of identifiers Facebook can use for targeted attribution. You must provide at least one of the following parameters in your request. More information on recommended User Data parameters in Facebook's Best Practices for Conversions API.
App Events Fields	Type: `OBJECT` These fields support sending app events to Facebook through the Conversions API. For more information about app events support in the Conversions API, see the Facebook docs here. App events sent through the Conversions API must be associated with a dataset. Instructions for creating a dataset can be found here. Once a dataset is created, the dataset ID can be substituted for the pixel ID in the destination settings.
Value *	Type: `NUMBER` A numeric value associated with this event. This could be a monetary value or a value in some other metric.
Content IDs	Type: `STRING` The content IDs associated with the event, such as product SKUs.
Content Name	Type: `STRING` The name of the page or product associated with the event.
Content Type	Type: `STRING` The content type should be set to product or product_group. See Facebook documentation for more information.

FIELD	DESCRIPTION
Contents	Type: `OBJECT` A list of JSON objects that contain the product IDs associated with the event plus information about the products. ID and quantity are required fields.
Event ID	Type: `STRING` This ID can be any unique string. Event ID is used to deduplicate events sent by both Facebook Pixel and Conversions API.
Event Source URL	Type: `STRING` The browser URL where the event happened. The URL must begin with http:// or https:// and should match the verified domain. This is required if the action source is "website."
Number of Items	Type: `INTEGER` The number of items when checkout was initiated.
Custom Data	Type: `OBJECT` The custom data object can be used to pass custom properties. See Facebook documentation for more information.
Data Processing Options	Type: `BOOLEAN` The Data Processing Options to send to Facebook. If set to true, Segment will send an array to Facebook indicating events should be processed with Limited Data Use (LDU) restrictions. More information can be found in Facebook's documentation.
Data Processing Country	Type: `NUMBER` A country that you want to associate to the Data Processing Options. Accepted values are 1, for the United States of America, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Data Processing State	Type: `NUMBER` A state that you want to associate to the Data Processing Options. Accepted values are 1000, for California, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Test Event	Type: `STRING`

Search

Send event when a user searches content or products

Search is a **Cloud** action. The default Trigger is: `type = "track" and event = "Products Searched"`

Click to show / hide fields

FIELD	DESCRIPTION
Action Source *	Type: `STRING` This field allows you to specify where your conversions occurred. See Facebook documentation for supported values.
Event Time *	Type: `STRING` A Unix timestamp in seconds indicating when the actual event occurred. Facebook will automatically convert ISO 8601 timestamps to Unix.
User Data *	Type: `OBJECT` These parameters are a set of identifiers Facebook can use for targeted attribution. You must provide at least one of the following parameters in your request. More information on recommended User Data parameters in Facebook's Best Practices for Conversions API.
App Events Fields	Type: `OBJECT` These fields support sending app events to Facebook through the Conversions API. For more information about app events support in the Conversions API, see the Facebook docs here. App events sent through the Conversions API must be associated with a dataset. Instructions for creating a dataset can be found here. Once a dataset is created, the dataset ID can be substituted for the pixel ID in the destination settings.
Content Category	Type: `STRING` The category of the content associated with the event.
Content IDs	Type: `STRING` The content IDs associated with the event, such as product SKUs.

FIELD	DESCRIPTION
Contents	Type: `OBJECT` A list of JSON objects that contain the product IDs associated with the event plus information about the products. ID and quantity are required fields.
Currency	Type: `STRING` The currency for the value specified. Currency must be a valid ISO 4217 three-digit currency code.
Event ID	Type: `STRING` This ID can be any unique string. Event ID is used to deduplicate events sent by both Facebook Pixel and Conversions API.
Event Source URL	Type: `STRING` The browser URL where the event happened. The URL must begin with http:// or https:// and should match the verified domain. This is required if the action source is "website."
Search String	Type: `STRING` A search query made by a user. This must be a string.
Value	Type: `NUMBER` A numeric value associated with this event. This could be a monetary value or a value in some other metric.
Custom Data	Type: `OBJECT` The custom data object can be used to pass custom properties. See Facebook documentation for more information.
Data Processing Options	Type: `BOOLEAN` The Data Processing Options to send to Facebook. If set to true, Segment will send an array to Facebook indicating events should be processed with Limited Data Use (LDU) restrictions. More information can be found in Facebook's documentation.
Data Processing Country	Type: `NUMBER` A country that you want to associate to the Data Processing Options. Accepted values are 1, for the United States of America, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Data Processing State	Type: `NUMBER` A state that you want to associate to the Data Processing Options. Accepted values are 1000, for California, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Test Event Code	Type: `STRING` Use this field to specify that events should be test events rather than actual traffic. You can find your Test Event Code in your Facebook Events Manager under the "Test events" tab. This property overrides the test event code defined in Settings. You'll want to remove your Test Event Code when sending real traffic through this integration.

Page View

Send a page view event when a user lands on a page

Page View is a **Cloud** action. The default Trigger is: `type = "page"`

Click to show / hide fields

FIELD	DESCRIPTION
Action Source *	Type: `STRING` This field allows you to specify where your conversions occurred. See Facebook documentation for supported values.
Event Time *	Type: `STRING` A Unix timestamp in seconds indicating when the actual event occurred. Facebook will automatically convert ISO 8601 timestamps to Unix.
User Data *	Type: `OBJECT` These parameters are a set of identifiers Facebook can use for targeted attribution. You must provide at least one of the following parameters in your request. More information on recommended User Data parameters in Facebook's Best Practices for Conversions API.

FIELD	DESCRIPTION
App Events Fields	Type: `OBJECT` These fields support sending app events to Facebook through the Conversions API. For more information about app events support in the Conversions API, see the Facebook docs here. App events sent through the Conversions API must be associated with a dataset. Instructions for creating a dataset can be found here. Once a dataset is created, the dataset ID can be substituted for the pixel ID in the destination settings.
Event ID	Type: `STRING` This ID can be any unique string. Event ID is used to deduplicate events sent by both Facebook Pixel and Conversions API.
Event Source URL	Type: `STRING` The browser URL where the event happened. The URL must begin with http:// or https:// and should match the verified domain. This is required if the action source is "website."
Custom Data	Type: `OBJECT` The custom data object can be used to pass custom properties. See Facebook documentation for more information.
Data Processing Options	Type: `BOOLEAN` The Data Processing Options to send to Facebook. If set to true, Segment will send an array to Facebook indicating events should be processed with Limited Data Use (LDU) restrictions. More information can be found in Facebook's documentation.
Data Processing Country	Type: `NUMBER` A country that you want to associate to the Data Processing Options. Accepted values are 1, for the United States of America, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Data Processing State	Type: `NUMBER` A state that you want to associate to the Data Processing Options. Accepted values are 1000, for California, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Test Event Code	Type: `STRING` Use this field to specify that events should be test events rather than actual traffic. You can find your Test Event Code in your Facebook Events Manager under the "Test events" tab. This property overrides the test event code defined in Settings. You'll want to remove your Test Event Code when sending real traffic through this integration.

Initiate Checkout

Send event when a user enters the checkout flow

Initiate Checkout is a **Cloud** action. The default Trigger is: `type = "track" and event = "Checkout Started"`

Click to show / hide fields

FIELD	DESCRIPTION
Action Source *	Type: `STRING` This field allows you to specify where your conversions occurred. See Facebook documentation for supported values.
Event Time *	Type: `STRING` A Unix timestamp in seconds indicating when the actual event occurred. Facebook will automatically convert ISO 8601 timestamps to Unix.
User Data *	Type: `OBJECT` These parameters are a set of identifiers Facebook can use for targeted attribution. You must provide at least one of the following parameters in your request. More information on recommended User Data parameters in Facebook's Best Practices for Conversions API.
App Events Fields	Type: `OBJECT` These fields support sending app events to Facebook through the Conversions API. For more information about app events support in the Conversions API, see the Facebook docs here. App events sent through the Conversions API must be associated with a dataset. Instructions for creating a dataset can be found here. Once a dataset is created, the dataset ID can be substituted for the pixel ID in the destination settings.
Content Category	Type: `STRING` The category of the content associated with the event.
Content IDs	Type: `STRING` The content IDs associated with the event, such as product SKUs.

FIELD	DESCRIPTION
Contents	Type: `OBJECT` A list of JSON objects that contain the product IDs associated with the event plus information about the products. ID and quantity are required fields.
Currency	Type: `STRING` The currency for the value specified. Currency must be a valid ISO 4217 three-digit currency code.
Event ID	Type: `STRING` This ID can be any unique string. Event ID is used to deduplicate events sent by both Facebook Pixel and Conversions API.
Event Source URL	Type: `STRING` The browser URL where the event happened. The URL must begin with http:// or https:// and should match the verified domain. This is required if the action source is "website."
Number of Items	Type: `INTEGER` The number of items when checkout was initiated.
Value	Type: `NUMBER` A numeric value associated with this event. This could be a monetary value or a value in some other metric.
Custom Data	Type: `OBJECT` The custom data object can be used to pass custom properties. See Facebook documentation for more information.
Data Processing Options	Type: `BOOLEAN` The Data Processing Options to send to Facebook. If set to true, Segment will send an array to Facebook indicating events should be processed with Limited Data Use (LDU) restrictions. More information can be found in Facebook's documentation.
Data Processing Country	Type: `NUMBER` A country that you want to associate to the Data Processing Options. Accepted values are 1, for the United States of America, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Data Processing State	Type: `NUMBER` A state that you want to associate to the Data Processing Options. Accepted values are 1000, for California, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Test Event Code	Type: `STRING` Use this field to specify that events should be test events rather than actual traffic. You can find your Test Event Code in your Facebook Events Manager under the "Test events" tab. This property overrides the test event code defined in Settings. You'll want to remove your Test Event Code when sending real traffic through this integration.

View Content

Send event when a user views content or a product

View Content is a **Cloud** action. The default Trigger is: `type = "track" and event = "Product Viewed"`

<div>

Click to show / hide fields

</div>

FIELD	DESCRIPTION
Action Source *	Type: `STRING` This field allows you to specify where your conversions occurred. See Facebook documentation for supported values.
Event Time *	Type: `STRING` A Unix timestamp in seconds indicating when the actual event occurred. Facebook will automatically convert ISO 8601 timestamps to Unix.
User Data *	Type: `OBJECT` These parameters are a set of identifiers Facebook can use for targeted attribution. You must provide at least one of the following parameters in your request. More information on recommended User Data parameters in Facebook's Best Practices for Conversions API.

FIELD	DESCRIPTION
App Events Fields	Type: `OBJECT` These fields support sending app events to Facebook through the Conversions API. For more information about app events support in the Conversions API, see the Facebook docs here. App events sent through the Conversions API must be associated with a dataset. Instructions for creating a dataset can be found here. Once a dataset is created, the dataset ID can be substituted for the pixel ID in the destination settings.
Content Category	Type: `STRING` The category of the content associated with the event.
Content IDs	Type: `STRING` The content IDs associated with the event, such as product SKUs.
Content Name	Type: `STRING` The name of the page or product associated with the event.
Content Type	Type: `STRING` The content type should be set to product or product_group. See Facebook documentation for more information.
Contents	Type: `OBJECT` A list of JSON objects that contain the product IDs associated with the event plus information about the products. ID and quantity are required fields.
Currency	Type: `STRING` The currency for the value specified. Currency must be a valid ISO 4217 three-digit currency code.
Event ID	Type: `STRING` This ID can be any unique string. Event ID is used to deduplicate events sent by both Facebook Pixel and Conversions API.
Event Source URL	Type: `STRING` The browser URL where the event happened. The URL must begin with http:// or https:// and should match the verified domain. This is required if the action source is "website."
Value	Type: `NUMBER` A numeric value associated with this event. This could be a monetary value or a value in some other metric.
Custom Data	Type: `OBJECT` The custom data object can be used to pass custom properties. See Facebook documentation for more information.
Data Processing Options	Type: `BOOLEAN` The Data Processing Options to send to Facebook. If set to true, Segment will send an array to Facebook indicating events should be processed with Limited Data Use (LDU) restrictions. More information can be found in Facebook's documentation.
Data Processing Country	Type: `NUMBER` A country that you want to associate to the Data Processing Options. Accepted values are 1, for the United States of America, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Data Processing State	Type: `NUMBER` A state that you want to associate to the Data Processing Options. Accepted values are 1000, for California, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.

Add to Cart

Send event when a user adds a product to the shopping cart

Add to Cart is a **Cloud** action. The default Trigger is: `type = "track" and event = "Product Added"`

Click to show / hide fields

FIELD	DESCRIPTION
Action Source *	Type: `STRING` This field allows you to specify where your conversions occurred. See Facebook documentation for supported values.

FIELD	DESCRIPTION
Event Time *	Type: `STRING` A Unix timestamp in seconds indicating when the actual event occurred. Facebook will automatically convert ISO 8601 timestamps to Unix.
User Data *	Type: `OBJECT` These parameters are a set of identifiers Facebook can use for targeted attribution. You must provide at least one of the following parameters in your request. More information on recommended User Data parameters in Facebook's Best Practices for Conversions API.
App Events Fields	Type: `OBJECT` These fields support sending app events to Facebook through the Conversions API. For more information about app events support in the Conversions API, see the Facebook docs here. App events sent through the Conversions API must be associated with a dataset. Instructions for creating a dataset can be found here. Once a dataset is created, the dataset ID can be substituted for the pixel ID in the destination settings.
Content IDs	Type: `STRING` The content IDs associated with the event, such as product SKUs.
Content Name	Type: `STRING` The name of the page or product associated with the event.
Content Type	Type: `STRING` The content type should be set to product or product_group. See Facebook documentation for more information.
Contents	Type: `OBJECT` A list of JSON objects that contain the product IDs associated with the event plus information about the products. ID and quantity are required fields.
Currency	Type: `STRING` The currency for the value specified. Currency must be a valid ISO 4217 three-digit currency code.
Event ID	Type: `STRING` This ID can be any unique string. Event ID is used to deduplicate events sent by both Facebook Pixel and Conversions API.
Event Source URL	Type: `STRING` The browser URL where the event happened. The URL must begin with http:// or https:// and should match the verified domain. This is required if the action source is "website."
Value	Type: `NUMBER` A numeric value associated with this event. This could be a monetary value or a value in some other metric.
Custom Data	Type: `OBJECT` The custom data object can be used to pass custom properties. See Facebook documentation for more information.
Data Processing Options	Type: `BOOLEAN` The Data Processing Options to send to Facebook. If set to true, Segment will send an array to Facebook indicating events should be processed with Limited Data Use (LDU) restrictions. More information can be found in Facebook's documentation.
Data Processing Country	Type: `NUMBER` A country that you want to associate to the Data Processing Options. Accepted values are 1, for the United States of America, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Data Processing State	Type: `NUMBER` A state that you want to associate to the Data Processing Options. Accepted values are 1000, for California, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Test Event Code	Type: `STRING` Use this field to specify that events should be test events rather than actual traffic. You can find your Test Event Code in your Facebook Events Manager under the "Test events" tab. This property overrides the test event code defined in Settings. You'll want to remove your Test Event Code when sending real traffic through this integration.

Purchase V2

Send event when a user completes a purchase

Purchase V2 is a **Cloud** action. The default Trigger is: `type = "track" and event = "Order Completed"`

Click to show / hide fields

FIELD	DESCRIPTION
Action Source *	Type: `STRING` This field allows you to specify where your conversions occurred. See Facebook documentation for supported values.
Currency *	Type: `STRING` The currency for the value specified. Currency must be a valid ISO 4217 three-digit currency code.
Event Time *	Type: `STRING` A Unix timestamp in seconds indicating when the actual event occurred. Facebook will automatically convert ISO 8601 timestamps to Unix.
User Data *	Type: `OBJECT` These parameters are a set of identifiers Facebook can use for targeted attribution. You must provide at least one of the following parameters in your request. More information on recommended User Data parameters in Facebook's Best Practices for Conversions API.
App Events Fields	Type: `OBJECT` These fields support sending app events to Facebook through the Conversions API. For more information about app events support in the Conversions API, see the Facebook docs here. App events sent through the Conversions API must be associated with a dataset. Instructions for creating a dataset can be found here. Once a dataset is created, the dataset ID can be substituted for the pixel ID in the destination settings.
Value *	Type: `NUMBER` A numeric value associated with this event. This could be a monetary value or a value in some other metric.
Content IDs	Type: `STRING` The content IDs associated with the event, such as product SKUs.
Content Name	Type: `STRING` The name of the page or product associated with the event.
Content Type	Type: `STRING` The content type should be set to product or product_group. See Facebook documentation for more information.
Contents	Type: `OBJECT` A list of JSON objects that contain the product IDs associated with the event plus information about the products. ID and quantity are required fields.
Event ID	Type: `STRING` This ID can be any unique string. Event ID is used to deduplicate events sent by both Facebook Pixel and Conversions API.
Event Source URL	Type: `STRING` The browser URL where the event happened. The URL must begin with http:// or https:// and should match the verified domain. This is required if the action source is "website."
Number of Items	Type: `INTEGER` The number of items when checkout was initiated.
Custom Data	Type: `OBJECT` The custom data object can be used to pass custom properties. See Facebook documentation for more information.
Data Processing Options	Type: `BOOLEAN` The Data Processing Options to send to Facebook. If set to true, Segment will send an array to Facebook indicating events should be processed with Limited Data Use (LDU) restrictions. More information can be found in Facebook's documentation.
Data Processing Country	Type: `NUMBER` A country that you want to associate to the Data Processing Options. Accepted values are 1, for the United States of America, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Data Processing State	Type: `NUMBER` A state that you want to associate to the Data Processing Options. Accepted values are 1000, for California, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.

FIELD	DESCRIPTION
Test Event Code	Type: `STRING`

Add to Cart V2

Send event when a user adds a product to the shopping cart

Add to Cart V2 is a **Cloud** action. The default Trigger is: `type = "track" and event = "Product Added"`

> **Click to show / hide fields**

FIELD	DESCRIPTION
Action Source *	Type: `STRING` This field allows you to specify where your conversions occurred. See Facebook documentation for supported values.
Event Time *	Type: `STRING` A Unix timestamp in seconds indicating when the actual event occurred. Facebook will automatically convert ISO 8601 timestamps to Unix.
User Data *	Type: `OBJECT` These parameters are a set of identifiers Facebook can use for targeted attribution. You must provide at least one of the following parameters in your request. More information on recommended User Data parameters in Facebook's Best Practices for Conversions API.
App Events Fields	Type: `OBJECT` These fields support sending app events to Facebook through the Conversions API. For more information about app events support in the Conversions API, see the Facebook docs here. App events sent through the Conversions API must be associated with a dataset. Instructions for creating a dataset can be found here. Once a dataset is created, the dataset ID can be substituted for the pixel ID in the destination settings.
Content IDs	Type: `STRING` The content IDs associated with the event, such as product SKUs.
Content Name	Type: `STRING` The name of the page or product associated with the event.
Content Type	Type: `STRING` The content type should be set to product or product_group. See Facebook documentation for more information.
Contents	Type: `OBJECT` A list of JSON objects that contain the product IDs associated with the event plus information about the products. ID and quantity are required fields.
Currency	Type: `STRING` The currency for the value specified. Currency must be a valid ISO 4217 three-digit currency code.
Event ID	Type: `STRING` This ID can be any unique string. Event ID is used to deduplicate events sent by both Facebook Pixel and Conversions API.
Event Source URL	Type: `STRING` The browser URL where the event happened. The URL must begin with http:// or https:// and should match the verified domain. This is required if the action source is "website."
Value	Type: `NUMBER` A numeric value associated with this event. This could be a monetary value or a value in some other metric.
Custom Data	Type: `OBJECT` The custom data object can be used to pass custom properties. See Facebook documentation for more information.
Data Processing Options	Type: `BOOLEAN` The Data Processing Options to send to Facebook. If set to true, Segment will send an array to Facebook indicating events should be processed with Limited Data Use (LDU) restrictions. More information can be found in Facebook's documentation.
Data Processing Country	Type: `NUMBER` A country that you want to associate to the Data Processing Options. Accepted values are 1, for the United States of America, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.

FIELD	DESCRIPTION
Data Processing State	Type: `NUMBER` A state that you want to associate to the Data Processing Options. Accepted values are 1000, for California, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Test Event Code	Type: `STRING` Use this field to specify that events should be test events rather than actual traffic. You can find your Test Event Code in your Facebook Events Manager under the "Test events" tab. This property overrides the test event code defined in Settings. You'll want to remove your Test Event Code when sending real traffic through this integration.

Custom Event V2

Send a custom event

Custom Event V2 is a **Cloud** action.

Click to show / hide fields

FIELD	DESCRIPTION
Action Source *	Type: `STRING` This field allows you to specify where your conversions occurred. See Facebook documentation for supported values.
Event Name *	Type: `STRING` A Facebook standard event or custom event name.
Event Time *	Type: `STRING` A Unix timestamp in seconds indicating when the actual event occurred. Facebook will automatically convert ISO 8601 timestamps to Unix.
User Data *	Type: `OBJECT` These parameters are a set of identifiers Facebook can use for targeted attribution. You must provide at least one of the following parameters in your request. More information on recommended User Data parameters in Facebook's Best Practices for Conversions API.
App Events Fields	Type: `OBJECT` These fields support sending app events to Facebook through the Conversions API. For more information about app events support in the Conversions API, see the Facebook docs here. App events sent through the Conversions API must be associated with a dataset. Instructions for creating a dataset can be found here. Once a dataset is created, the dataset ID can be substituted for the pixel ID in the destination settings.
Custom Data	Type: `OBJECT` The custom data object can be used to pass custom properties. See Facebook documentation for more information.
Event ID	Type: `STRING` This ID can be any unique string. Event ID is used to deduplicate events sent by both Facebook Pixel and Conversions API.
Event Source URL	Type: `STRING` The browser URL where the event happened. The URL must begin with http:// or https:// and should match the verified domain. This is required if the action source is "website."
Data Processing Options	Type: `BOOLEAN` The Data Processing Options to send to Facebook. If set to true, Segment will send an array to Facebook indicating events should be processed with Limited Data Use (LDU) restrictions. More information can be found in Facebook's documentation.
Data Processing Country	Type: `NUMBER` A country that you want to associate to the Data Processing Options. Accepted values are 1, for the United States of America, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Data Processing State	Type: `NUMBER` A state that you want to associate to the Data Processing Options. Accepted values are 1000, for California, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Test Event Code	Type: `STRING` Use this field to specify that events should be test events rather than actual traffic. You can find your Test Event Code in your Facebook Events Manager under the "Test events" tab. This property overrides the test event code defined in Settings. You'll want to remove your Test Event Code when sending real traffic through this integration.

Page View V2

Send a page view event when a user lands on a page

Page View V2 is a **Cloud** action. The default Trigger is: `type = "page"`

Click to show / hide fields

FIELD	DESCRIPTION
Action Source *	Type: `STRING` This field allows you to specify where your conversions occurred. See Facebook documentation for supported values.
Event Time *	Type: `STRING` A Unix timestamp in seconds indicating when the actual event occurred. Facebook will automatically convert ISO 8601 timestamps to Unix.
User Data *	Type: `OBJECT` These parameters are a set of identifiers Facebook can use for targeted attribution. You must provide at least one of the following parameters in your request. More information on recommended User Data parameters in Facebook's Best Practices for Conversions API.
App Events Fields	Type: `OBJECT` These fields support sending app events to Facebook through the Conversions API. For more information about app events support in the Conversions API, see the Facebook docs here. App events sent through the Conversions API must be associated with a dataset. Instructions for creating a dataset can be found here. Once a dataset is created, the dataset ID can be substituted for the pixel ID in the destination settings.
Event ID	Type: `STRING` This ID can be any unique string. Event ID is used to deduplicate events sent by both Facebook Pixel and Conversions API.
Event Source URL	Type: `STRING` The browser URL where the event happened. The URL must begin with http:// or https:// and should match the verified domain. This is required if the action source is "website."
Custom Data	Type: `OBJECT` The custom data object can be used to pass custom properties. See Facebook documentation for more information.
Data Processing Options	Type: `BOOLEAN` The Data Processing Options to send to Facebook. If set to true, Segment will send an array to Facebook indicating events should be processed with Limited Data Use (LDU) restrictions. More information can be found in Facebook's documentation.
Data Processing Country	Type: `NUMBER` A country that you want to associate to the Data Processing Options. Accepted values are 1, for the United States of America, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Data Processing State	Type: `NUMBER` A state that you want to associate to the Data Processing Options. Accepted values are 1000, for California, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Test Event Code	Type: `STRING` Use this field to specify that events should be test events rather than actual traffic. You can find your Test Event Code in your Facebook Events Manager under the "Test events" tab. This property overrides the test event code defined in Settings. You'll want to remove your Test Event Code when sending real traffic through this integration.

View Content V2

Send event when a user views content or a product

View Content V2 is a **Cloud** action. The default Trigger is: `type = "track" and event = "Product Viewed"`

Click to show / hide fields

FIELD	DESCRIPTION
Action Source *	Type: `STRING` This field allows you to specify where your conversions occurred. See Facebook documentation for supported values.

FIELD	DESCRIPTION
Event Time *	Type: `STRING` A Unix timestamp in seconds indicating when the actual event occurred. Facebook will automatically convert ISO 8601 timestamps to Unix.
User Data *	Type: `OBJECT` These parameters are a set of identifiers Facebook can use for targeted attribution. You must provide at least one of the following parameters in your request. More information on recommended User Data parameters in Facebook's Best Practices for Conversions API.
App Events Fields	Type: `OBJECT` These fields support sending app events to Facebook through the Conversions API. For more information about app events support in the Conversions API, see the Facebook docs here. App events sent through the Conversions API must be associated with a dataset. Instructions for creating a dataset can be found here. Once a dataset is created, the dataset ID can be substituted for the pixel ID in the destination settings.
Content Category	Type: `STRING` The category of the content associated with the event.
Content IDs	Type: `STRING` The content IDs associated with the event, such as product SKUs.
Content Name	Type: `STRING` The name of the page or product associated with the event.
Content Type	Type: `STRING` The content type should be set to product or product_group. See Facebook documentation for more information.
Contents	Type: `OBJECT` A list of JSON objects that contain the product IDs associated with the event plus information about the products. ID and quantity are required fields.
Currency	Type: `STRING` The currency for the value specified. Currency must be a valid ISO 4217 three-digit currency code.
Event ID	Type: `STRING` This ID can be any unique string. Event ID is used to deduplicate events sent by both Facebook Pixel and Conversions API.
Event Source URL	Type: `STRING` The browser URL where the event happened. The URL must begin with http:// or https:// and should match the verified domain. This is required if the action source is "website."
Value	Type: `NUMBER` A numeric value associated with this event. This could be a monetary value or a value in some other metric.
Custom Data	Type: `OBJECT` The custom data object can be used to pass custom properties. See Facebook documentation for more information.
Data Processing Options	Type: `BOOLEAN` The Data Processing Options to send to Facebook. If set to true, Segment will send an array to Facebook indicating events should be processed with Limited Data Use (LDU) restrictions. More information can be found in Facebook's documentation.
Data Processing Country	Type: `NUMBER` A country that you want to associate to the Data Processing Options. Accepted values are 1, for the United States of America, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Data Processing State	Type: `NUMBER` A state that you want to associate to the Data Processing Options. Accepted values are 1000, for California, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Test Event Code	Type: `STRING` Use this field to specify that events should be test events rather than actual traffic. You can find your Test Event Code in your Facebook Events Manager under the "Test events" tab. This property overrides the test event code defined in Settings. You'll want to remove your Test Event Code when sending real traffic through this integration.

Initiate Checkout V2

Send event when a user enters the checkout flow

Initiate Checkout V2 is a **Cloud** action. The default Trigger is: `type = "track" and event = "Checkout Started"`

Click to show / hide fields

FIELD	DESCRIPTION
Action Source *	Type: `STRING` This field allows you to specify where your conversions occurred. See Facebook documentation for supported values.
Event Time *	Type: `STRING` A Unix timestamp in seconds indicating when the actual event occurred. Facebook will automatically convert ISO 8601 timestamps to Unix.
User Data *	Type: `OBJECT` These parameters are a set of identifiers Facebook can use for targeted attribution. You must provide at least one of the following parameters in your request. More information on recommended User Data parameters in Facebook's Best Practices for Conversions API.
App Events Fields	Type: `OBJECT` These fields support sending app events to Facebook through the Conversions API. For more information about app events support in the Conversions API, see the Facebook docs here. App events sent through the Conversions API must be associated with a dataset. Instructions for creating a dataset can be found here. Once a dataset is created, the dataset ID can be substituted for the pixel ID in the destination settings.
Content Category	Type: `STRING` The category of the content associated with the event.
Content IDs	Type: `STRING` The content IDs associated with the event, such as product SKUs.
Contents	Type: `OBJECT` A list of JSON objects that contain the product IDs associated with the event plus information about the products. ID and quantity are required fields.
Currency	Type: `STRING` The currency for the value specified. Currency must be a valid ISO 4217 three-digit currency code.
Event ID	Type: `STRING` This ID can be any unique string. Event ID is used to deduplicate events sent by both Facebook Pixel and Conversions API.
Event Source URL	Type: `STRING` The browser URL where the event happened. The URL must begin with http:// or https:// and should match the verified domain. This is required if the action source is "website."
Number of Items	Type: `INTEGER` The number of items when checkout was initiated.
Value	Type: `NUMBER` A numeric value associated with this event. This could be a monetary value or a value in some other metric.
Custom Data	Type: `OBJECT` The custom data object can be used to pass custom properties. See Facebook documentation for more information.
Data Processing Options	Type: `BOOLEAN` The Data Processing Options to send to Facebook. If set to true, Segment will send an array to Facebook indicating events should be processed with Limited Data Use (LDU) restrictions. More information can be found in Facebook's documentation.
Data Processing Country	Type: `NUMBER` A country that you want to associate to the Data Processing Options. Accepted values are 1, for the United States of America, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Data Processing State	Type: `NUMBER` A state that you want to associate to the Data Processing Options. Accepted values are 1000, for California, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.

FIELD	DESCRIPTION
Test Event Code	Type: `STRING` Use this field to specify that events should be test events rather than actual traffic. You can find your Test Event Code in your Facebook Events Manager under the "Test events" tab. This property overrides the test event code defined in Settings. You'll want

Search V2

Send event when a user searches content or products

Search V2 is a **Cloud** action. The default Trigger is: `type = "track" and event = "Products Searched"`

Click to show / hide fields

FIELD	DESCRIPTION
Action Source *	Type: `STRING` This field allows you to specify where your conversions occurred. See Facebook documentation for supported values.
Event Time *	Type: `STRING` A Unix timestamp in seconds indicating when the actual event occurred. Facebook will automatically convert ISO 8601 timestamps to Unix.
User Data *	Type: `OBJECT` These parameters are a set of identifiers Facebook can use for targeted attribution. You must provide at least one of the following parameters in your request. More information on recommended User Data parameters in Facebook's Best Practices for Conversions API.
App Events Fields	Type: `OBJECT` These fields support sending app events to Facebook through the Conversions API. For more information about app events support in the Conversions API, see the Facebook docs here. App events sent through the Conversions API must be associated with a dataset. Instructions for creating a dataset can be found here. Once a dataset is created, the dataset ID can be substituted for the pixel ID in the destination settings.
Content Category	Type: `STRING` The category of the content associated with the event.
Content IDs	Type: `STRING` The content IDs associated with the event, such as product SKUs.
Contents	Type: `OBJECT` A list of JSON objects that contain the product IDs associated with the event plus information about the products. ID and quantity are required fields.
Currency	Type: `STRING` The currency for the value specified. Currency must be a valid ISO 4217 three-digit currency code.
Event ID	Type: `STRING` This ID can be any unique string. Event ID is used to deduplicate events sent by both Facebook Pixel and Conversions API.
Event Source URL	Type: `STRING` The browser URL where the event happened. The URL must begin with http:// or https:// and should match the verified domain. This is required if the action source is "website."
Search String	Type: `STRING` A search query made by a user. This must be a string.
Value	Type: `NUMBER` A numeric value associated with this event. This could be a monetary value or a value in some other metric.
Custom Data	Type: `OBJECT` The custom data object can be used to pass custom properties. See Facebook documentation for more information.
Data Processing Options	Type: `BOOLEAN` The Data Processing Options to send to Facebook. If set to true, Segment will send an array to Facebook indicating events should be processed with Limited Data Use (LDU) restrictions. More information can be found in Facebook's documentation.

FIELD	DESCRIPTION
Data Processing Country	Type: NUMBER A country that you want to associate to the Data Processing Options. Accepted values are 1, for the United States of America, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Data Processing State	Type: NUMBER A state that you want to associate to the Data Processing Options. Accepted values are 1000, for California, or 0, to request that Facebook geolocates the event using IP address. This is required if Data Processing Options is set to true. If nothing is provided, Segment will send 0.
Test Event Code	Type: STRING Use this field to specify that events should be test events rather than actual traffic. You can find your Test Event Code in your Facebook Events Manager under the "Test events" tab. This property overrides the test event code defined in Settings. You'll want to remove your Test Event Code when sending real traffic through this integration.

Configuration options

The Facebook Conversions API (Actions) destination gives you several ways to implement your conversion tracking. You can use it with Facebook Pixel, or as a stand-alone alternative. You can read more about implementation options below and in Facebook documentation.

Send events from both the browser and the server

This approach provides a redundancy that ensures maximum signal reliability. Events that previously could have been lost (for several different reasons) when sent from the browser to Facebook Pixel, are also captured using the Facebook Conversions API. You can use this if you do not want to miss any events coming from the browser.

Match rate considerations

For this option to work best, pass the same External ID from the browser and the server. To do this, go to your Facebook Pixel destination settings in Segment and enable the **Enable Advanced Matching** setting. Next, enable the **Use User ID or Anonymous ID as External ID** setting, or choose a custom trait for External ID using the **Advanced Match Trait Key for External ID** setting.

With the Facebook Conversions API (Actions) destination, you can choose any field in your event to map to External ID. By default, Segment uses the userId (or anonymousId if userId is not present) to set the External ID, but you can change this in the User Data object mapping of your Action.

f User Data *   ☰ Edit Object

These parameters are a set of identifiers Facebook can use for targeted attribution. You must provide at least one of the following user_data keys in your request.

You can specify individual key/value pairs for the object. If you don't need to specify individual key/value pairs, you can switch back to "Edit Object" mode.

| externalId | ⓘ = | coalesce(userId, anonymousId) |

You can send additional User Data to increase the match rate for events from a server source. Collect other fields from the browser, like User Agent, IP Address, and Facebook's cookie parameters (fbp, fbc), pass them to the server, and map them in the User Data object. See Facebook's Customer Information Parameters for more information on User Data fields, and Facebook's Best Practices for Conversions API for match rate best practices. In addition, you can check your event match quality (EMQ) rating in the Meta Events Manager.

User Data *

f User Data *   ☰ Edit Object

These parameters are a set of identifiers Facebook can use for targeted attribution. You must provide at least one of the following user_data keys in your request.
Specify individual key/value pairs for the object. If you don't need to specify individual key/value pairs, you can switch back to the "Edit Object" mode.

externalId	❶ >	coalesce({{properties.userId}}, {{properties.anonymousId}})
email	❶ >	context.traits.email
phone	❶ >	context.traits.phone
gender	❶ >	
dateOfBirth	❶ >	context.traits.birthday
lastName	❶ >	context.traits.lastName
firstName	❶ >	context.traits.firstName
city	❶ >	context.traits.address.city
state	❶ >	context.traits.address.state
zip	❶ >	context.traits.address.postalCode
country	❶ >	
client_ip_address	❶ >	context.ip
client_user_agent	❶ >	context.userAgent
fbc	❶ >	properties.fbc
fbp	❶ >	properties.fbp
subscriptionID	❶ >	
leadID	❶ >	
fbLoginID	❶ >	

Deduplication considerations

A redundant setup requires deduplication to ensure browser events that are sent to Facebook Pixel and Facebook Conversions API are not duplicated. Facebook can deduplicate identical events sent through the Pixel and the Conversions API in two ways:

- Event ID and Event Name
- FBP or External ID

Segment's Facebook Conversions API (Actions) destination allows you to map your data to these four fields, to support either deduplication method. Please note that Segment's Facebook Pixel destination will set `messageId` as the `eventId`. See Facebook's Handling Duplicate Pixel and Conversions API Events for more information.

Send some events from the browser and others from the server

If you want to separate events completed on a user's browser from events completed outside the browser, such as a server-based payment system, you can send some events to Facebook Pixel and other events to Facebook Conversions API. Sensitive information is best kept out of browsers, so any data you don't want exposed to users should only be sent using a server source. You can also set up the Conversions API to measure customer actions that are deeper in your marketing funnel. Seeing these deeper funnel events means you can more accurately

measure how your ads are helping you reach your business goals.

Match rate considerations

For this option to work best, the same External ID needs to be passed from the browser and the server. To achieve this, go to your Facebook Pixel destination settings in Segment and enable the **Enable Advanced Matching** setting. Next, enable the **Use User ID or Anonymous ID as External ID** setting, or choose a custom trait for External ID using the **Advanced Match Trait Key for External ID** setting.

With the Facebook Conversions API (Actions) destination, you can choose any field in your event to map to External ID. By default, Segment uses the userId (or anonymousId if userId is not present) to set the External ID, but you can change this in the User Data object mapping of your Action.

> **f** User Data *   ☰ Edit Object
>
> These parameters are a set of identifiers Facebook can use for targeted attribution. You must provide at least one of the following user_data keys in your request.
>
> You can specify individual key/value pairs for the object. If you don't need to specify individual key/value pairs, you can switch back to "Edit Object" mode.
>
> | externalId | ⓘ = | coalesce(userId, anonymousId) |

You can send additional User Data to increase the match rate for events from a server source. Collect other fields from the browser, like User Agent, IP Address, and Facebook's cookie parameters (fbp, fbc), pass them to the server, and map them in the User Data object. See Facebook's Customer Information Parameters for more information on User Data fields, and Facebook's Best Practices for Conversions API for match rate best practices. In addition, you can check your event match quality (EMQ) rating in the Meta Events Manager.

User Data *

These parameters are a set of identifiers Facebook can use for targeted attribution. You must provide at least one of the following user_data keys in your request.

Specify individual key/value pairs for the object. If you don't need to specify individual key/value pairs, you can switch back to the "Edit Object" mode.

Field			Value
externalId	❶	>	coalesce({{properties.userId}}, {{properties.anonymousId}})
email	❶	>	context.traits.email
phone	❶	>	context.traits.phone
gender	❶	>	
dateOfBirth	❶	>	context.traits.birthday
lastName	❶	>	context.traits.lastName
firstName	❶	>	context.traits.firstName
city	❶	>	context.traits.address.city
state	❶	>	context.traits.address.state
zip	❶	>	context.traits.address.postalCode
country	❶	>	
client_ip_address	❶	>	context.ip
client_user_agent	❶	>	context.userAgent
fbc	❶	>	properties.fbc
fbp	❶	>	properties.fbp
subscriptionID	❶	>	
leadID	❶	>	
fbLoginID	❶	>	

Deduplication considerations

If you choose this option, each source sends different events, and deduplication is not necessary.

Send events from the server

Use this approach if you don't want to track users from the browser with Facebook Pixel. By default, Facebook Pixel collects cookie data, as well as browser data such as the IP Address and the User Agent, some of which you might not want to collect. By sending from a Segment server source to Facebook's Conversions API, you can control which identifiers you pass to Facebook.

Send app events

App events may be sent through the Conversions API by first setting up a dataset in your Facebook Events Manager. Learn more about passing app events through the Conversions API in Facebook's Conversions API for App Events documentation. Learn how to create a dataset in Facebook's About datasets in Meta Events Manager documentation.

Configuring app events

Sending app events requires the `action_source` parameter to be set to `app`.

App events usage is opt-in, and you're required to set the `use_app_data` field to `Yes` before sending app data.

Additionally, configure the "App Events Fields" object with the required fields:

- `advertiser_tracking_enabled`
- `application_tracking_enabled`
- `version`
- `osVersion`

> ℹ️ The value for the **version** field should be `a2` for Android or `i2` for iOS, as stated in Facebook's documentation.

Match rate considerations

If you use Facebook Conversions API as a stand-alone without certain data fields collected from the browser, the match rate might not be as high as if you included them. You can increase the match rate for events from a server source by including User Data, such as Zip Code, Country and State.

You can send additional User Data to increase the match rate for events from a server source. Collect other fields from the browser, like User Agent, IP Address, and Facebook's cookie parameters (fbp, fbc), pass them to the server, and map them in the User Data object. In addition, you can check your event match quality (EMQ) rating in the Meta Events Manager.

Deduplication considerations

If you choose this option, each source sends different events, and deduplication is not necessary.

FAQ & Troubleshooting

Other Standard Events

If you want to send a Facebook standard event that Segment does not have a prebuilt mapping for, you can use the Custom Event action to send the standard event. For example, if you want to send a `CompleteRegistration` event, create a mapping for Custom Event, set up your Event Trigger criteria for completed registrations, and input a literal string of "CompleteRegistration" as the Event Name. You can use the Custom Data key/value editor to add fields that are in the `CompleteRegistration` event such as `content_name` and `currency`.

PII Hashing

Segment creates a SHA-256 hash of the following fields before sending to Facebook:

- External ID
- Email
- Phone
- Gender
- Date of Birth
- Last Name
- First Name
- City
- State
- Zip Code
- Country

If you use Facebook Pixel, the Pixel library also hashes the External ID. This means External IDs will match across Facebook Pixel and Facebook Conversions API if they use the External ID for deduplication.

Double hashing PII data

If you hash data before sending it to Segment, and then Segment applies its hashing, this could result in double hashing. Double hashing might make the data unusable for matching purposes on platforms like Facebook, which rely on specific hashing algorithms (like SHA-256) applied to the original PII to match users. If your data involves a lot of PII and PHI, Segment recommendeds that you send this data to Segment in its original, non-hashed format. You can then rely on Segment's privacy tools and destination-specific configurations to ensure that data is hashed appropriately when sent to destinations that require hashed PII. This approach helps maintain the integrity and usability of the data while ensuring privacy and compliance.

User data formatting

Segment applies formatting to User Data Parameters as follows:

USER DATA FIELD	FORMATTING APPLIED TO FIELD VALUE BEFORE HASHING
External ID	All whitespace is removed from string, set to lowercase.
Email	All whitespace is removed from string, set to lowercase.
First Name, Last Name	All whitespace is removed from string, set to lowercase.
Gender	All whitespace is removed from string, set to lowercase. "male" is set to "m", "female" is set to "f".
Date of Birth	No formatting is applied.

USER DATA FIELD	FORMATTING APPLIED TO FIELD VALUE BEFORE HASHING
Phone	All whitespace is removed from string.
Zip Code	All whitespace is removed from string.
State	All whitespace is removed from string and the result is compared against a map object of states and their two-character ANSI abbreviation code. Example: "Texas", "TX", or "tx" in this field will be formatted as "tx".
Country	All whitespace is removed from string and the result is compared against a map object of countries and their two-letter ISO 3166-1 alpha-2 country code. Example: "Germany", "germany", or "de" will be formatted as "de".

User Data Parameters

Segment automatically maps User Data fields to their corresponding parameters as expected by the Conversions API before sending to Facebook:

USER DATA FIELD	CONVERSIONS API USER DATA PARAMETER
External ID	external_id
Email	em
Phone	ph
Gender	ge
Date of Birth	db
Last Name	ln
First Name	fn
City	ct
State	st
Zip Code	zp
Country	country

Server Event Parameter Requirements

Facebook requires the `action_source` server event parameter for all events sent to the Facebook Conversions API. This parameter specifies where the conversions occur. If `action_source` is set to **website**, then the `client_user_agent` and the `event_source_url` parameters are also required. Events sent to the Conversions API that don't meet the requirements may not be available for optimization, targeting, or measurement. Facebook requires additional fields as well such as, Event Name, Event Type, and User Data. See the full list of required fields in Facebook's Server Event Parameters documentation.

Verify Events in Facebook

After you start sending events, you should start seeing them in twenty minutes. You can confirm that Facebook received them:

1. Go to the Events Manager.
2. Click on the corresponding pixel.
3. In the Overview tab, look for events where the "Connection Method" is Server.

Send multiple External IDs

[Facebook](#) allows you to send one External ID per payload as a string, or multiple per payload in an array of External ID strings. Send an array of External IDs through Segment by mapping an array to the `externalId` field when setting up your Actions mappings.

Not seeing events in Facebook

Facebook releases updates to its platform regularly. Those updates can include new requirements for use of the Conversions API. Check Facebook's [Graph API Changelog](#) to keep up to date with the current requirements.

This page was last modified: 20 Sep 2024

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