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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](#).



Server Event Parameter Requirements

On February 15th, 2021, Facebook began enforcing new requirements for server event parameters. After that date, events sent to the Conversions API that don't meet the new requirements might not be available for optimization, targeting, or measurement. For details on how to implement these requirements see [Server Event Parameter Requirements](#).



Destination name change

Facebook Conversions API was renamed from Facebook Pixel Server-Side.

Other Facebook destinations supported by Segment

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

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

Getting started

Next, set up your Pixel to work with the Facebook Conversions API destination. You can use an existing Facebook Pixel that you already have set up, or create a new one. If you don't already have a Facebook Pixel configured, follow the "New Pixel" instructions below to create one.

Option 1 - Create a new pixel

- 1 Go to the Facebook Business [Events Manager](#) and click **Connect Data Sources**.
- 2 Choose Web, App, or Offline 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 Facebook Business Event Manager Pixel Settings.
- 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**.

Set up in Segment

- 1 From the Destinations catalog page in the Segment App, click **Add Destination**.
- 2 Search for "Facebook Conversions API" in the Destinations Catalog, and select the "Facebook Conversions API" destination.
- 3 Choose which Source should send data to the "Facebook Conversions API" destination.
- 4 Go to the Facebook Business [Event Manager Pixel Settings](#), find and copy the "Pixel ID".
- 5 Enter the "Pixel ID" in the "Facebook Conversions API" destination settings in Segment.



See the [Configuration options](#) section below for additional implementation steps.

Configuration options

The Segment Facebook Conversions API destination gives you several ways to implement your conversion tracking. You can use it as a compliment to [Facebook Pixel](#), or as a stand-alone alternative.

The following implementation options are available:

- 1 Send the same events from both the browser and the server.
- 2 Send different events; some from the browser others from the server.
- 3 Only send events from the server.

Send the same 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 browser, are now captured using the 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 achieve this, go to the Facebook Pixel destination settings in Segment and enable the **Enable Advanced Matching** and **Use User ID or Anonymous ID as External ID** settings. By default, the Facebook Conversions API destination uses the `userId` (or `anonymousId` if not present) to set the `external_id`, so when you configure Facebook Pixel to use the same settings, Facebook matches users by those IDs.

You can also increase the match rate for events from a server source by sending [user traits in the context object of the track events](#). Collect other fields from the browser, such as `userAgent`, `ip` address, and [Facebook's parameters \(fbp, fbc\)](#), pass them to the server, and manually add them to the events.

Deduplication considerations

Events are only deduplicated if the same event is sent *first* from the browser and *then* from the server. When events are received in this order, the server event is discarded. If the events are sent from the server and *then* the browser, they create a duplicate. If you send two consecutive browser events with the same information, neither is discarded. If you send two consecutive server events with the same information, neither is discarded.

Send different events - some from the browser others from the server

Use this approach if you want to separate tracking events completed on a user's browser from events completed outside the browser, such as a server-based payment system. 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** and **Use User ID or Anonymous ID as External ID** settings. By default the Facebook Conversions API destination uses the `userId` (or `anonymousId` if not present) to set the `external_id`, so when you set up Facebook Pixel to use the same settings, Facebook can then match the users.

You can also send [user traits in the context object of the track events](#) to increase the match rate for events from a server source. Collect other fields from the browser, like `userAgent`, `ip` address, and [Facebook's parameters \(fbp, fbc\)](#), pass them to the server, and manually add them to the events.

Deduplication considerations

If you choose this option, each source sends different events and no deduplication is needed.

Only 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.

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 also increase the match rate for events from a server source by sending [user traits in the context object of the track events](#). Collect other fields from the browser, such as `userAgent`, ip address, and [Facebook's parameters \(fbp, fbc\)](#), pass them to the server, and manually add them to the events.

Deduplication considerations

If you choose this option, you are only sending events once, and no deduplication is needed.

Track

Currently, Facebook Conversions only supports Track calls.

For more information about Track calls, see the [Track method](#) in the Segment Spec.

Server event parameter requirements

Beginning February 15th, 2021, Facebook requires the `action_source` server event parameter for all events sent to the Conversions API. This parameter is used to specify where the conversions occurred. 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 after February 15th that do not meet the requirements may not be available for optimization, targeting, or measurement.

SERVER EVENT PARAMETER	REQUIREMENT	IMPLEMENTATION
<code>action_source</code>	Always required	It is set automatically but it can be set manually.
<code>client_user_agent</code>	Only required if <code>action_source</code> = "website"	It must be set manually if using a server library. It is set automatically if using the Segment web library.
<code>event_source_url</code>	Only required if <code>action_source</code> = "website"	It must be set manually if using a server library. It is set automatically if using the Segment web library.

Action Source

`action_source` is set to "website" as a default value.

You can set `action_source` manually by passing it as a property of a Track event. You can use either snake case or camel case to include `action_source` as a property in Track events.

ACTION SOURCE VALUES	DESCRIPTION
<code>chat</code>	Conversion was made through a messaging app, SMS, or online messaging feature.
<code>email</code>	Conversion happened over email.
<code>other</code>	Conversion happened in a way that is not listed.
<code>phone_call</code>	Conversion was made over the phone.

ACTION SOURCE VALUES	DESCRIPTION
physical_store	Conversion was made in person at your physical store.
system_generated	Conversion happened automatically, for example, a subscription renewal that's set on auto-pay each month.
website	Conversion was made on your website.

Client User Agent

`client_user_agent` is set by including `context.userAgent` in the track event. The value used should be the user agent of the browser where the conversion event occurred. If you're using a server library, set `client_user_agent` manually. If you're using the Segment web library, `client_user_agent` is set automatically.

Event Source URL

`event_source_url` is set by including `context.page.url` in the track event. The value used should be the browser URL where the conversion event occurred. If you're using a server library, set `event_source_url` manually. If you're using the Segment web library, `event_source_url` is set automatically.

Implementing server event parameter requirements

If `action_source` is set to 'website', the `context.userAgent` and the `context.page.url` fields are required. Segment server-side libraries do not collect `context.userAgent` or `context.page.url` by default. This data must be retrieved manually from the client and passed to the server.

The snippet below provides an example of a `Product Added` event using Node.js. Notice in this example that the `action_source` parameter has not been set manually by passing this field into the event. The `action_source` parameter will default to "website". Since `action_source = "website"` the `client_user_agent` and the `event_source_url` parameters are required. Therefore the `context.userAgent` and the `context.page.url` fields have been manually passed into the event.

```
analytics.track({
  context: {
    userAgent: "Mozilla/5.0 (Macintosh; Intel Mac OS X 11_1_0) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/88.0.4324.96 Safari/537.36",
    page: {
      url: "https://segment.com/"
    }
  },
  userId: "97980cfea0067",
  event: "Product Added",
  properties: {
    brand: "Hasbro",
    cart_id: "skdjsidjsdkdj29j",
    category: "Games",
    coupon: "MAYDEALS",
    image_url: "https://www.example.com/product/path.jpg",
    name: "Monopoly: 3rd Edition",
    position: 3,
    price: 18.99,
    product_id: "507f1f77bcf86cd799439011",
    quantity: 1,
    sku: "G-32",
    url: "https://www.example.com/product/path",
    variant: "200 pieces"
  }
});
```

Default mappings to Facebook standard events

The following mappings are automatic and require no additional set up. Any of the Segment Ecommerce Events in the table below will be sent as the corresponding Facebook Standard Event. You learn more about these in the Facebook pixel [standard events documentation](#).

SEGMENT E-COMMERCE EVENT	FACEBOOK STANDARD EVENT
Checkout Started	InitiateCheckout
Order Completed	Purchase
Product Added	AddToCart
Product List Viewed	ViewContent
Product Viewed	ViewContent
Products Searched	Search



Facebook requires a currency for “Purchase” events – if you leave it out, Segment will set a default value of “USD”.

Custom mappings to Facebook standard events

To map any of your Segment Events (not listed in the table above) to a Facebook *Standard event*, use the Segment destination setting labeled **Map Your Events to Standard FB Events**. Then, when Segment receives an event that appears in that mapping, the event is sent to Facebook as the standard event you specified. All properties included in the event are sent as event properties.

Facebook custom events

Any unmapped events are automatically sent to Facebook Conversions as a *custom* event. If Facebook’s predefined standard events aren’t suitable for your needs, you can track your own custom events, which also can be used to define [custom audiences](#) for ad optimization. Custom events also support parameters, which you can include to provide additional information about each custom event.



Custom event names cannot exceed 50 characters in length.

Default mappings to Facebook properties

Segment maps the following Segment traits to [Facebook properties](#):

SEGMENT PROPERTY	PIXEL PROPERTY	NOTES
context.ip	user_data.client_ip_address	
context.page.url	event_source_url	
context.traits.address.city	user_data.ct	hashed
context.traits.address.postalCode	user_data.zp	hashed
context.traits.address.state	user_data.st	hashed
context.traits.birthday	user_data.db	hashed
context.traits.email	user_data.em	hashed

SEGMENT PROPERTY	PIXEL PROPERTY	NOTES
context.traits.firstName	user_data.fn	hashed
context.traits.lastName	user_data.ln	hashed
context.traits.phone	user_data.ph	hashed
context.userAgent	user_data.client_user_agent	
event	event_name	
messageId	event_id	
properties.action_source	action_source	
properties.currency	custom_data.currency	Defaults to USD if not set
properties.fbc	fbc	
properties.fbp	fbp	
properties.products[x].price	custom_data.contents[x].item_price	Must be an integer
properties.products[x].product_id	custom_data.contents[x].id	Must be a string
properties.products[x].quantity	custom_data.contents[x].quantity	Must be an integer
properties.products	custom_data.contents	Must be an array. <code>num_items</code> is set to the length of this
properties.query	custom_data.search_string	
properties.revenue	custom_data.value	Customizable, see Alternative Value Properties
properties.status	custom_data.status	
timestamp	event_time	
userId	external_id	Any unique ID from the advertiser, such as membership IDs, user IDs, and cookie IDs. See Alternative External IDs .



About hashing

For each of the hashed properties above, Segment's integration code hashes the values before they're sent to the destination.

To access the contexts and `context.traits` objects in a Track call, you can use the [context-traits format](#) as in the example below.

```
analytics.track("Clicked Email", {
  emailCampaign: 'First Touch'
},
{
  traits: {
    name: "John Doe"
  }
});
```

Custom mappings to Facebook properties

Any properties you send that aren't listed above are sent in the `custom_data` part of the Segment payload to Facebook.

Alternative external IDs

By default, Segment sends the `userId` as `external_id`, and if `userId` is absent falls back to `anonymousId`. To use a different field in your payload as the `external_id`, use the **Alternative External ID Field** setting. An example value for this setting would be `properties.externalId`.

Alternative value properties

For most events Segment sends revenue for the Pixel value field, but for the pre-purchase events `Product Viewed` and `Product Added`, Segment uses the value of the **Value Field Identifier** setting to determine which property to use for the `value` field. This field defaults to `price`.

Limited data use

In July 2020, Facebook released [Limited Data Use feature](#) to help businesses comply with the California Consumer Privacy Act (CCPA). This feature limits the way user data is stored and processed for all California residents who opt out of the sale of their data. You can send Limited Data Use data processing parameters to Facebook on each event so that Facebook can appropriately apply the user's data choice. Segment recommends that you first familiarize yourself on this feature and the [Data Processing Options Facebook accepts](#).

This destination supports the following parameters:

Data Processing Options

Data Processing Options Country

Data Processing Options State

You can enable the feature using the **Use Limited Data Use** destination setting and control it using Data Processing Initialization Parameters.



The **Use Limited Data Use** destination setting is disabled by default for all Facebook destinations except for Facebook Pixel. This must be enabled manually from the destination settings if you're using other Facebook destinations.

Data Processing Destination Setting

You can change the **Use Limited Data Use** destination setting to enable or disable Limited Data Use. This must be enabled (set to "on") if you want to send data processing parameters as part of the the Limited Data Use feature.

Data Processing Initialization Parameters

The Data Processing parameters you set are the Data Processing Options Segment uses when sending data to Facebook. By default, Segment uses the following Data Processing Parameters:

DATA PROCESSING PARAMETER	DEFAULT VALUE	WHAT IT MEANS
Data Processing Options	<code>["LDU"]</code>	Use Facebook's Limited Data Use processing
Data Processing Options Country	<code>0</code>	Use Facebook's geolocation to determine country

DATA PROCESSING PARAMETER	DEFAULT VALUE	WHAT IT MEANS
Data Processing Options State	0	Use Facebook's geolocation to determine state

Facebook uses the `context.ip` to determine the geolocation if it exists on the event.

You can manually change the Data Processing parameters by adding settings to the `integrations` object. The example below shows how you might set custom Data Processing parameters in Node.

```
// node.js library example

analytics.track({
  event: 'Membership Upgraded',
  userId: '97234974',
  integrations: {
    "Facebook Conversions API": {
      "dataProcessingOptions": [[], 1, 1000]
    }
  }
})
```

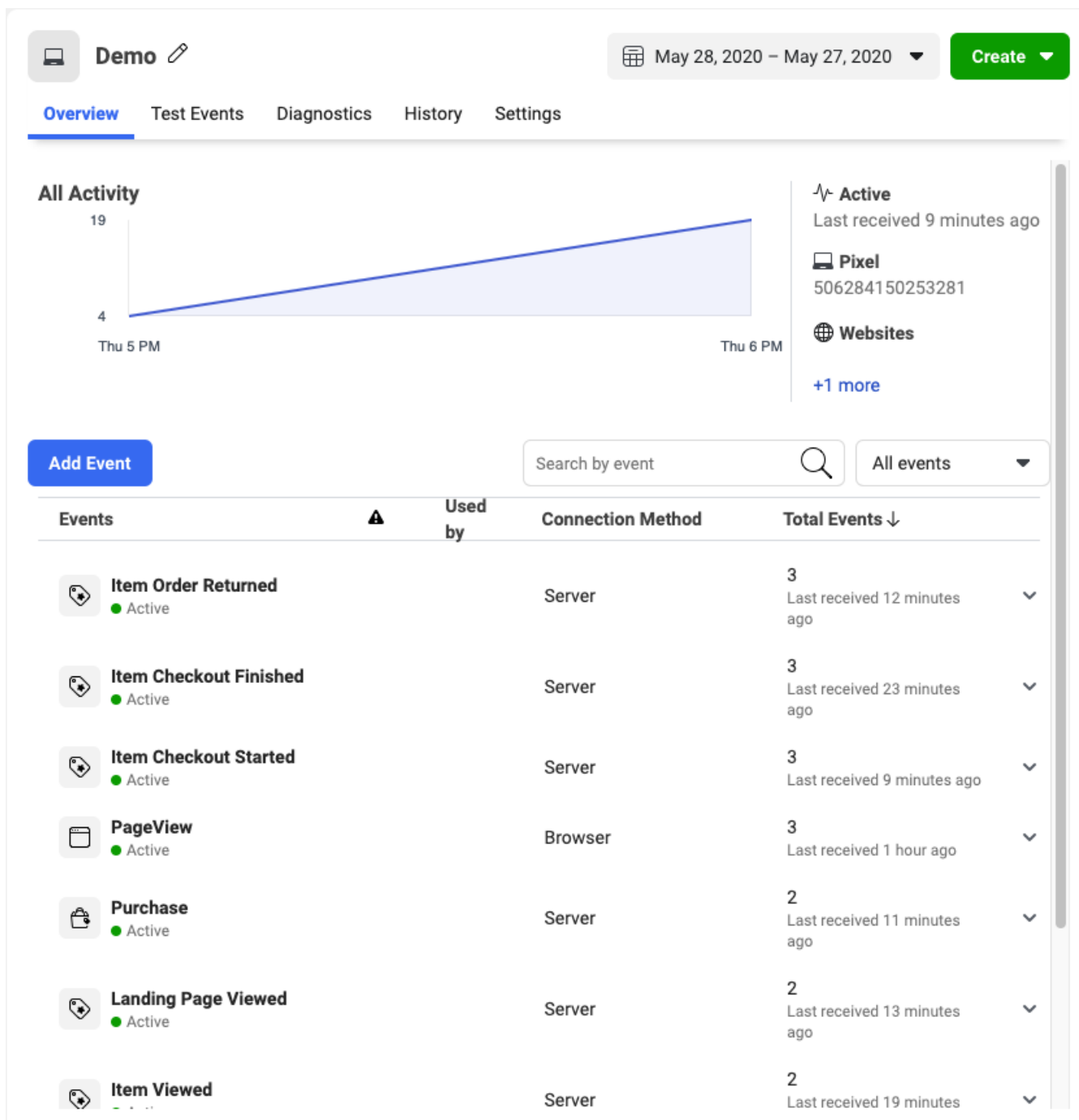
Verify events in Facebook

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`.



Note: It might take a few minutes before events appear in the Events Manager.



Troubleshooting

Why do I see a “Mismatched IP Address” warning in Facebook after enabling the Facebook Conversions API alongside Facebook Pixel?

When you enable both Facebook Pixel and the Facebook Conversions API, you may see a “Mismatched IP Address” warning in Facebook reports. This happens because:

- Facebook Pixel collects the user’s IP address directly from the browser, [including IPv6 addresses when available](#), independently of Segment. Even though Segment’s Analytics.js defaults to collecting only IPv4 addresses, Facebook Pixel automatically collects IPv6 if available, and sends it to Facebook.

- Events sent to Facebook through the Conversions API may include an IPv4 address collected by Segment Analytics.js, which results in both IPv4 and IPv6 addresses being sent for the same event.

Since these two addresses don’t match, Facebook flags it as a “Mismatched IP Address.” To resolve this, you can manually collect and send the IPv6 address (when available) in the event payload to Segment, and map it to

the Facebook Conversions API destination. This ensures consistency between the IP addresses received by Facebook.

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