



## Documentation

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[Facebook Offline Conversions](#) enables offline event tracking, so marketers can run campaigns, upload transaction data, and compare in-store transactions.



#### Customer Information Parameters Requirements

As of Facebook Marketing API v13.0+, Facebook began enforcing new requirements for customer information parameters (match keys). To ensure your events don't throw an error, Segment recommends that you review [Facebook's new requirements](#).

## Other Facebook Destinations Supported by Segment

This page is about the **Facebook Offline Conversions**. 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

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

2. Search for “Facebook Offline Conversions” in the Catalog, select it, and choose which of your sources to connect the destination to.

3. Authorize Segment to send data on your behalf by connecting through OAuth:

The screenshot shows the Segment web app interface. On the left, the 'Sources' tab is active, displaying a grid of integrations. An orange arrow points from the 'Facebook Offline Conversions' integration card in the grid to the right-hand setup page. The setup page for 'Facebook Offline Conversions' includes a 'Setup Guide' link, an 'Activate Integration' button, and a description of the integration. Below the description, there are checkboxes for 'Can receive data from:' with options for 'Browser', 'Mobile', and 'Server'. A green button labeled 'Connect To Facebook Offline Conversions' is prominently displayed. Below this button, there is a text prompt to connect the Facebook account. At the bottom, there is an 'Optional Settings' section with a table of configuration options.

Optional Settings	
Map Track Events as CompleteRegistration Conversions to Data Set IDs	0 ▶
Map Track Events to Data Set IDs	0 ▶
Map Track Events as Lead Conversions to Data Set IDs	0 ▶
Value Field Identifier	value ▶

By doing so, we will ask for `ads_management` and `public_profile` access scopes which will allow Segment to have proper permissions to send offline events to your Event Sets. You can read more about Facebook’s [access and authentication](#) if you would like to know exactly what these scopes allow.

**IMPORTANT:** Note that the Segment user that is OAuthing **MUST** have admin access in your company’s Facebook Business Manager account. Otherwise, the authorization will fail.

Once you complete the OAuth flow, you should be connected.

Connection Settings

facebook Offline Conversions

Reauthorize

Disconnect

Added by han@segment.com on 02/27/2017

Han Kim

Connected

*Note:* Once we retrieve your access token, they should not expire. However, if for whatever reason you are not seeing conversions come through you should check your destination settings and you should reauthorize.

**You MUST** map the name of every Segment track event that you'd like to send and the corresponding ID of the Event Set where you want to send the conversions to. This is to avoid sending unwanted track events as conversions.

You can find Facebook Offline Event Set ID by going to your **Offline Events** page in your Facebook **Business Manager** account and clicking the desired Offline Event Set here:

Business Manager

Search business

Segment

Home

Ad Account Overview

Business Settings

Segment

Business Settings

Search by name or ID

Filters

Role: Ad account advertiser • Owned By: Segment

Segment  
Ad account ID: 794041057373779

7 DAY SPEND

REACH  
161.8K  
+ %

IMPR.  
489.8K  
+ %

CAMPAIGNS NAME	DELIVERY	RESULTS
Connection Modes - Downloads - US/CAN	Active	2 Lead Captured
Connection Modes - Downloads - Retargeting - US/CAN	Active	98 Connection Modes WP Download
Expert's Take - Downloads - Retargeting - US/CAN	Active	25 Lead Captured

Create Ads

Role: Page advertiser • Owned By: Segment

Segment  
Page ID: 339270499517506

NEW PAGE LIKES  
101  
+ %

POST REACH  
171.2K  
+ %

ENGAGEMENT  
4,694  
+ %

Try a Contact Form

Make it easier for customers to respond to your ad by adding a contact form. The form loads instantly, and it's prefilled with info they've given Facebook, like name and address.

Learn More

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

+

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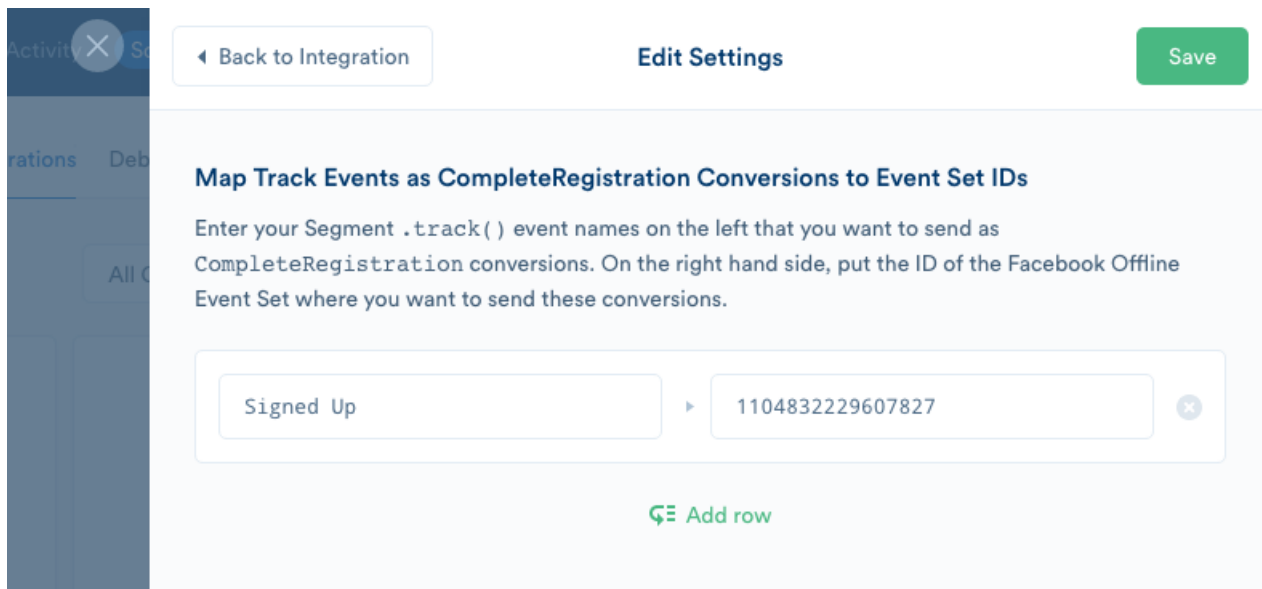
**Track**

If you're not familiar with the Segment Specs, take a look to understand what the [Track method](#) does. An example call would look like:

```
analytics.track({
  userId: '019mr8mf4r',
  event: 'Order Completed',
  properties: {
    revenue: 39.95,
    shippingMethod: '2-day'
  }
});
```

There are 3 places you can map your Segment track events:

1) Map track events to Facebook's CompleteRegistration conversions:

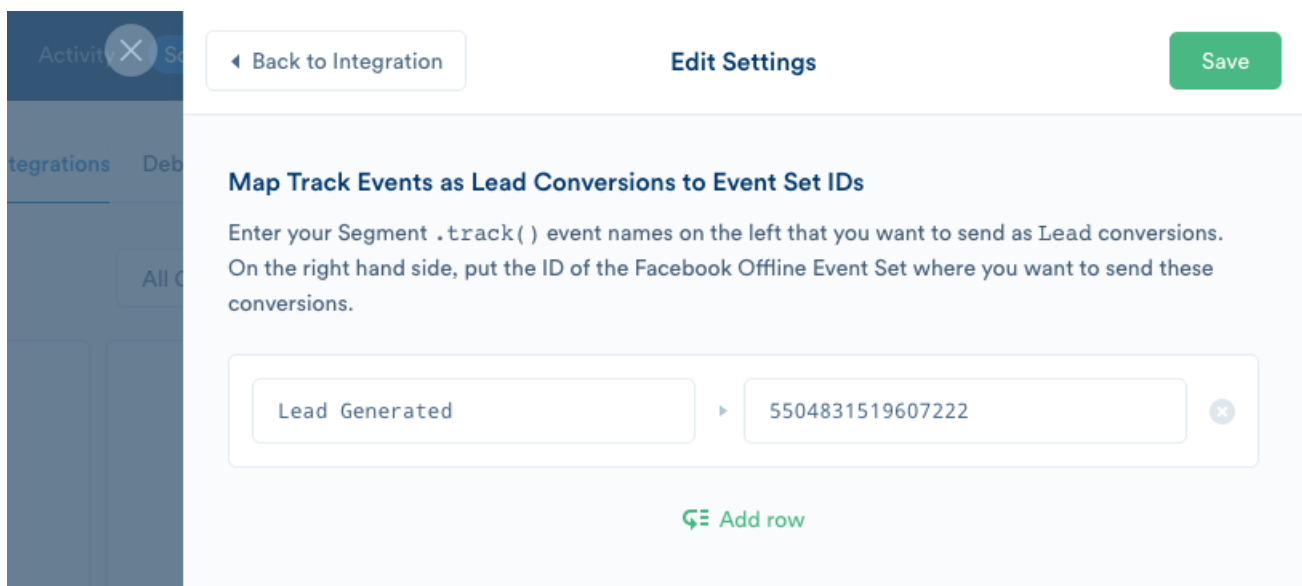


The screenshot shows the 'Edit Settings' page for mapping Segment track events to Facebook's CompleteRegistration conversions. The page has a sidebar on the left with 'Activity' and 'Settings' tabs. The main content area has a title 'Map Track Events as CompleteRegistration Conversions to Event Set IDs' and instructions: 'Enter your Segment .track() event names on the left that you want to send as CompleteRegistration conversions. On the right hand side, put the ID of the Facebook Offline Event Set where you want to send these conversions.' Below the instructions is a table with two columns. The first column contains the text 'Signed Up' and the second column contains the ID '1104832229607827'. There is a green 'Add row' button at the bottom of the table.

Segment Event Name	Facebook Event Set ID
Signed Up	1104832229607827

[Add row](#)

2) Map track events to Facebook's Lead conversions:

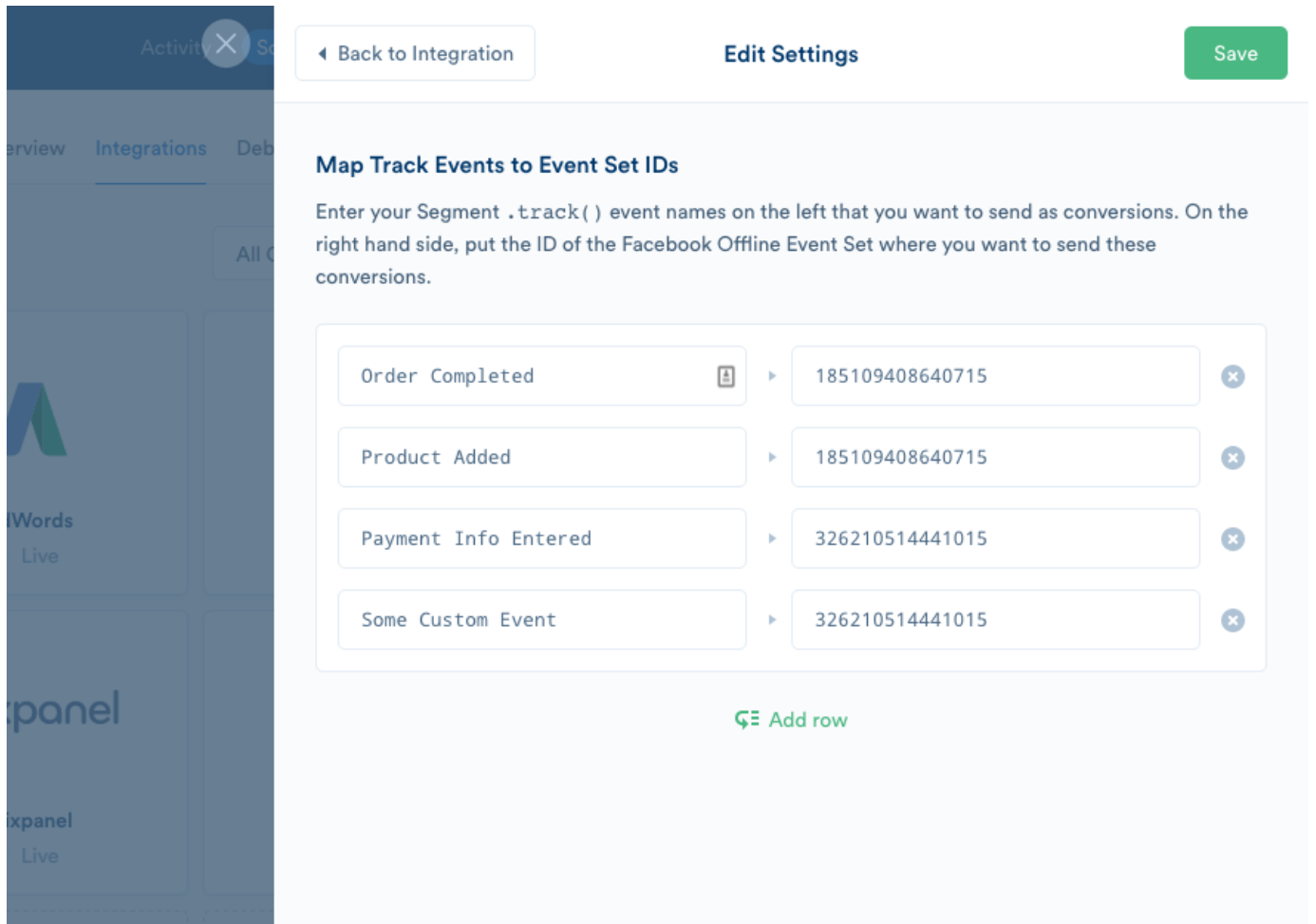


The screenshot shows the 'Edit Settings' page for mapping Segment track events to Facebook's Lead conversions. The page has a sidebar on the left with 'Activity' and 'Settings' tabs. The main content area has a title 'Map Track Events as Lead Conversions to Event Set IDs' and instructions: 'Enter your Segment .track() event names on the left that you want to send as Lead conversions. On the right hand side, put the ID of the Facebook Offline Event Set where you want to send these conversions.' Below the instructions is a table with two columns. The first column contains the text 'Lead Generated' and the second column contains the ID '5504831519607222'. There is a green 'Add row' button at the bottom of the table.

Segment Event Name	Facebook Event Set ID
Lead Generated	5504831519607222

[Add row](#)

3) Map all other custom or ecommerce track events to any Event Set ID:



The following table shows how we map Segment’s [semantic ecommerce](#) or custom event names to Facebook’s semantic conversion event names:

Segment Event Name	Facebook Semantic Conversion Event Name
Products Searched	Search
Product Viewed	ViewContent
Product List Viewed	ViewContent
Product Added to Wishlist	AddToWishlist
Product Added	AddToCart
Checkout Started	InitiateCheckout
Payment Info Entered	AddPaymentInfo
Order Completed	Purchase

*Note:* Lead and CompleteRegistration events can be mapped separately in **Map Track Events as Lead Conversions to Event Set IDs** and **Map Track Events as CompleteRegistration Conversions to Event Set IDs** destination settings respectively.

The following table shows how we map Segment raw message fields or properties to Facebook’s semantic conversion event parameters:

Segment Property	Facebook Semantic Conversion Parameters
------------------	---

Hardcoded as "Segment"	upload_tag
timestamp	event_time
See event name mapping above	event_name
currency	currency
value, price, or revenue*	value
Hardcoded as "product" or "product_group"*	content_type
products.\$.product_id <sup>s</sup> or category*	content_ids
Any remaining properties	custom_data

*Note:* For only Product List Viewed will we set the content\_type as "product\_group" and use properties.category for the content\_ids. All other applicable events will use properties.\$.product\_id(s) and "product" respectively. Any pre-purchase events will default to map Facebook's value parameter to Segment's properties.value. You can override this by choosing "price" in the **Value Field Identifier** dropdown in your settings. Order Completed events will always use properties.revenue.

## Attribution and "Match Keys"

Facebook requires that you send at least *one* match\_key in order for them to attribute which Facebook user should be tied to a conversion. The more user information you send with your track calls, the better the accuracy of Facebook's attribution. Once Facebook has successfully attributed a conversion for a given user, they will store the mapping between the userId to the rest of match\_keys such as the email address for all future conversions.

Since track events by default do not require you to send user metadata, it is still possible for us to send a conversion as long as you send us a userId (which we map to Facebook's extern\_id). However, for better attribution results, we recommend you send as much applicable user data through context.traits as shown in the mapping table below:

Segment context.traits Properties	Facebook Match Key Parameters
email	email
phone	phone
gender	gen
firstName or name*	fn
lastName or name*	ln
address.city	ct
address.state	st
address.postalCode	zip
address.country	country
See Note Below *	lead_id

```
// node.js library example

analytics.track({
  userId: 'hamsolo813',
  event: 'Product Added',
  properties: {
    cart_id: 'cart1234',
    product_id: 'product12356',
    sku: 'G-32',
    category: 'Games',
    name: 'Monopoly: 3rd Edition',
    brand: 'Hasbro',
    variant: '200 pieces',
    price: 18.99,
    quantity: 1,
    coupon: 'MAYDEALS',
    position: 3
  },
  context: {
    traits: {
      email: 'hamsolo813@hamsolo813.com',
      phone: '4011234567',
      gender: 'm',
      name: 'ham solo',
      address: {
        city: 'East Greenwich',
        state: 'RI',
        postalCode: '02818',
        country: 'USA'
      }
    }
  }
});
```

**Note:** You can choose to explicitly send `firstName` or `lastName` separately or just send `name`. We will properly map to `fn` and `ln` properly. If your server has access to Facebook's **Lead IDs** from their Lead Ads product, you can opt to send this using integration specific options:

```
// node.js library example

analytics.track({
  userId: 'hamsolo813',
  event: 'Order Completed',
  properties: {
    ...
  },
  context: {
    'Facebook Offline Conversions': { leadId: '<LEAD ADS ID>' }
  }
});
```

We will use SHA256 to hash all `match_keys` that include personally identifiable data in compliance with Facebook's privacy requirements.

Keep in mind that Facebook's furthest possible attribution window is 28 days. It is recommended that you send your server side track conversions within 62 days of the offline conversion occurring.

## 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.

The Facebook API does not accept an IP address field to determine the geolocation of a user. Instead, you would need to set the specific user geography options (**Data Processing Options Country** and **Data Processing Options State**) in the `integrations` object.



If the **Use Limited Data Use** destination setting is enabled, but you do *not* pass the Data Processing parameters in the `integrations` object, Segment sends an empty data processing object which disables LDU for this event.

The example below shows how you might set custom Data Processing parameters for a Segment server library.

```
// node.js library example

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

## Engage

You can send computed traits and audiences generated using [Engage](#) to this destination as a **user property**. To learn more about Engage, schedule a [demo](#).

For user-property destinations, an [identify](#) call is sent to the destination for each user being added and removed. The property name is the snake\_cased version of the audience name, with a true/false value to indicate membership. For example, when a user first completes an order in the last 30 days, Engage sends an Identify call with the property `order_completed_last_30days: true`. When the user no longer satisfies this condition (for example, it's been more than 30 days since their last order), Engage sets that value to `false`.

When you first create an audience, Engage sends an Identify call for every user in that audience. Later audience syncs only send updates for users whose membership has changed since the last sync.



**Real-time to batch destination sync frequency**



Real-time audience syncs to Facebook Offline Conversions may take six or more hours for the initial sync to complete. Upon completion, a sync frequency of two to three hours is expected.

## Settings

Segment lets you change these destination settings from the Segment app without having to touch any code.

SETTING	DESCRIPTION
Map Track Events as CompleteRegistration Conversions to Event Set IDs	<code>text-map</code> , defaults to {}.  Enter your Segment <code>.track()</code> event names on the left that you want to send as <b>CompleteRegistration</b> conversions. On the right hand side, put the ID of the Facebook Offline Event Set where you want to send these conversions.
Map Track Events to Event Set IDs	<code>text-map</code> , defaults to {}.  Enter your Segment <code>.track()</code> event names on the left that you want to send as conversions. On the right hand side, put the ID of the Facebook Offline Event Set where you want to send these conversions.
Map Track Events as Lead Conversions to Event Set IDs	<code>text-map</code> , defaults to {}.  Enter your Segment <code>.track()</code> event names on the left that you want to send as <b>Lead</b> conversions. On the right hand side, put the ID of the Facebook Offline Event Set where you want to send these conversions.
Limited Data Use	<code>boolean</code> , defaults to <code>FALSE</code> .  The Limited Data Use (LDU) setting controls whether or not Data Processing Options are sent to Facebook. When enabling LDU, you <b>must</b> set the user geography values in the <b>Facebook Offline Conversions</b> integration options under the <code>dataProcessingOptions</code> key. If you do not pass specific geography values, Segment will default to empty Data Processing Options.
oauth	<code>oauth</code> , defaults to {}.  Authorize Segment to oauth <UPDATE>
Value Field Identifier	<code>select</code> , defaults to value.  For pre-purchase events such as <b>Product Viewed</b> , <b>Product Added</b> , and <b>Product List Viewed</b> , choose which Segment property you would like to map to Facebook's <code>value</code> property.

This page was last modified: 27 Oct 2023

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