Configuring your Facebook Ads conversion events

Execution Time: *~10 minutes*

Goal: Configure the 8 conversion events you will be able to use to optimize your Facebook campaigns.

Ideal Outcome: You have your 8 most important conversions set up in Facebook Business Manager, which you can use as the optimization objective for your campaigns.

Why this is important: With the release of iOS 14, Facebook Ads will now only allow you to optimize your campaigns for one of the 8 configured conversion events you select for your domain.
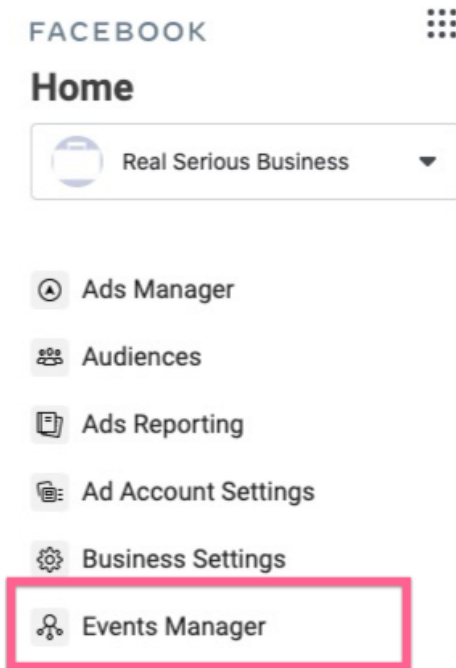
Where this is done: In Facebook Business Manager.

When this is done: Before you run any Facebook Ad campaigns. You only need to do this once.
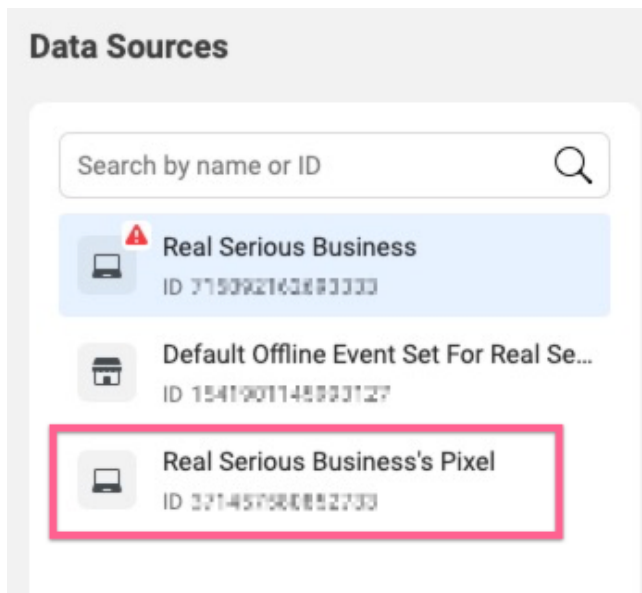
Who does this: The person responsible for Facebook Ads.

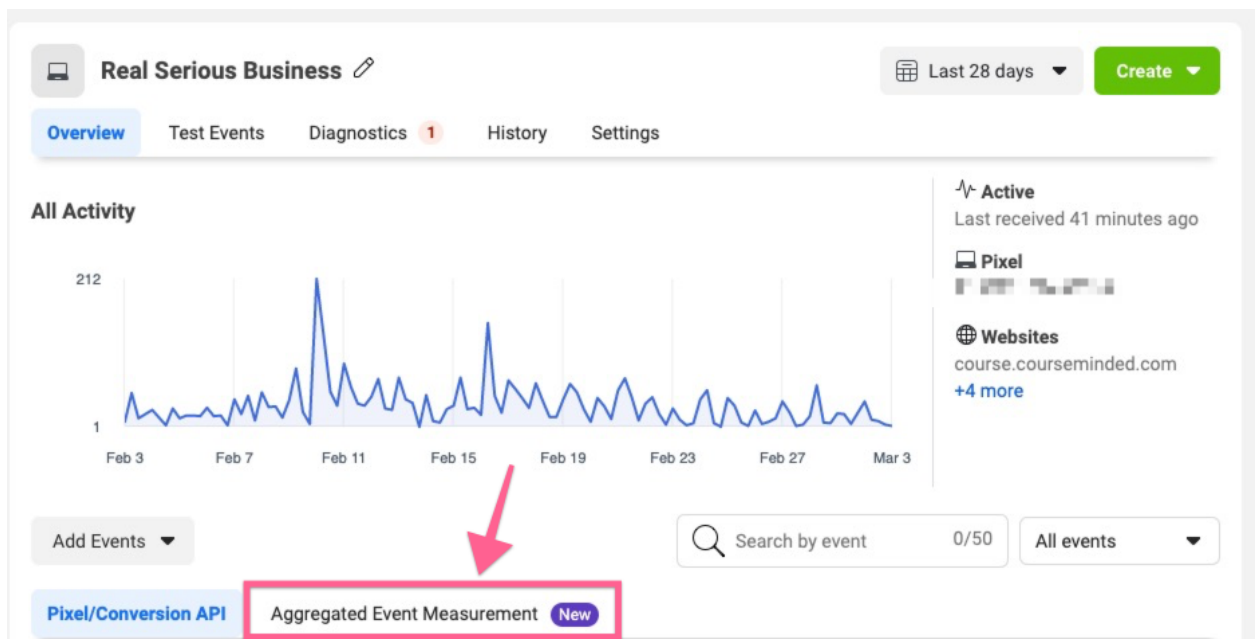# Configure Aggregated Event Measurement

1. Go to your [Facebook Business Manager dashboard](#) and click on the account you want to work on.
2. Click on "Events Manager"

3. Select your Facebook Pixel from the list of data sources:
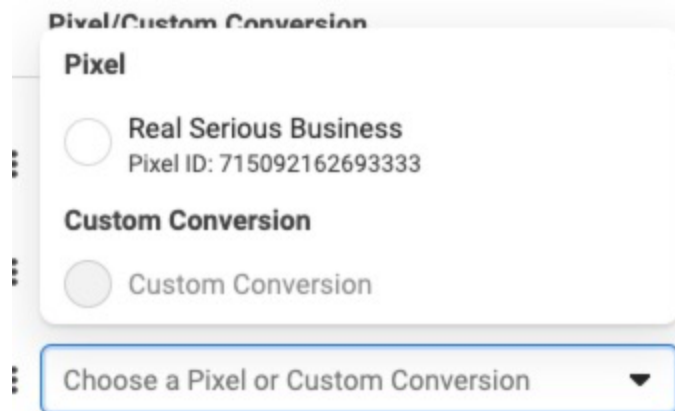
4. Click on "Aggregated Event Measurement"

5. Next, click on "Configure Web Events"
6. You'll see a list of your verified domains. You'll be able to configure up to 8 conversion events per domain. Facebook will try to suggest events for you, but you can edit these. Click on the domain you wish to edit and click "Edit Events"
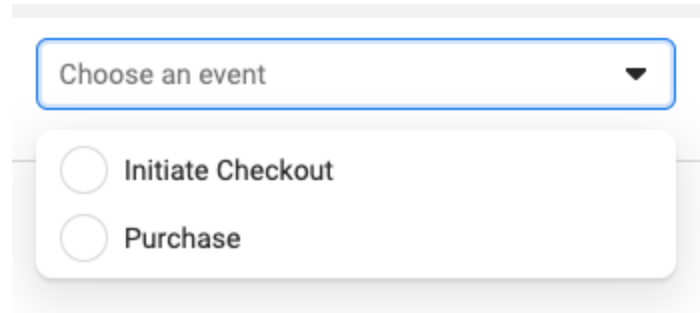

7. Next, you'll be able to add and reorder our web events. **Important**: if you have any campaigns optimizing for events not included in your list, those campaigns will be turned off by Facebook.
    ○ Click "Add Event" to add more events, you're allowed to add up to 8 events.

○ Next, choose if you want to add standard events or custom events.

Pixel/Custom Conversion

Pixel

○ Real Serious Business
Pixel ID: 715092162693333

Custom Conversion

○ Custom Conversion

⋮ | Choose a Pixel or Custom Conversion ▼ |

○ And select the specific event you wish to add

| Choose an event ▼ |

○ Initiate Checkout

○ Purchase

○ Re-order your events in order of priority by dragging and dropping. The events that are most important to your business (e.g. purchases) should be at the top, and the least important (e.g. page views) should be at the bottom.