

Custom CAPI (Advanced) Implementation

Future-proof performance with server-side tracking

Own Your Signal. Perform in a Privacy-First World.

We implement server-side tracking that bypasses browser limitations — stronger match rates, cleaner data, and campaigns built to last.

Server-Side Signal Strategy

We define which events to route via CAPI vs Pixel, design the server-side approach, and align it with your existing stack (CDP, backend, MMP).



CAPI Build & Deduplication Logic →

We implement end-to-end server-side tracking, configure deduplication between Pixel and CAPI, and support full technical rollout.



QA, Validation & Post-Launch Audit

We verify data consistency across all systems, detect signal gaps, and run a 30-day optimization audit.

What We Need

Business access: Goals + funnel definition + access to marketing strategy
Technical access: Codebase / backend / Meta Accounts + dev support available during implementation

Process & Terms

2-week sprint from kickoff to delivery. Includes Discovery, Implementation Guidance, QA & Validation, and a 30-day Post-Launch Audit

Package

	Package
Investment	USD 5,000
Web	1 Business Digital Property + Backend integration
Deliverables	Event mapping doc, CAPI implementation on code, deduplication logic, QA report
Timeline	2 weeks sprint + 30 days post-launch audit

Thank You

Winclap Data