

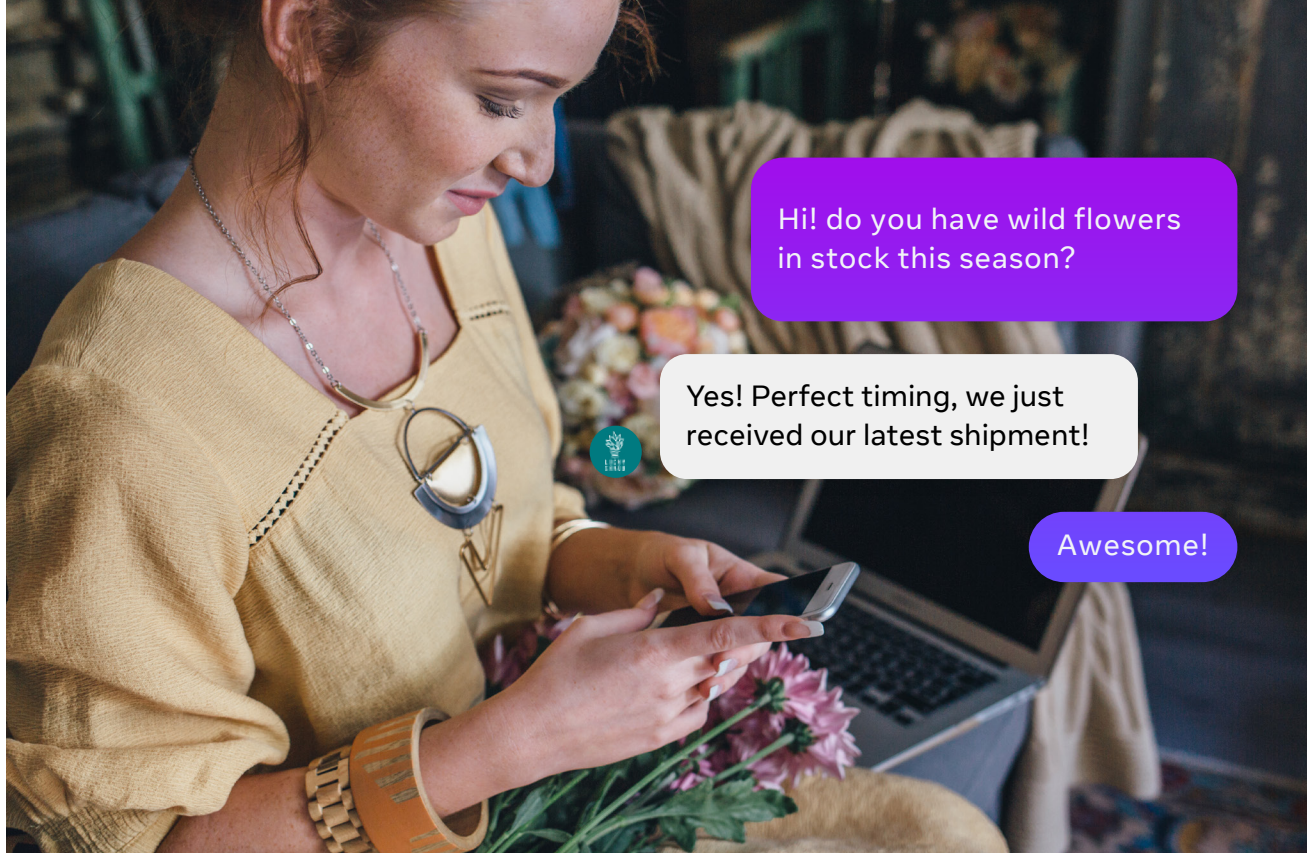
# The Conversions API: A path to best-in-class data-driven marketing



**Organic Skincare**

\$ • Health/Beauty  
San Francisco, CA  
[Open now](#)





In today's business environment, innovative companies think about their customers first. And that has led them to thrive by using data to get the right message to the right person at the right time.

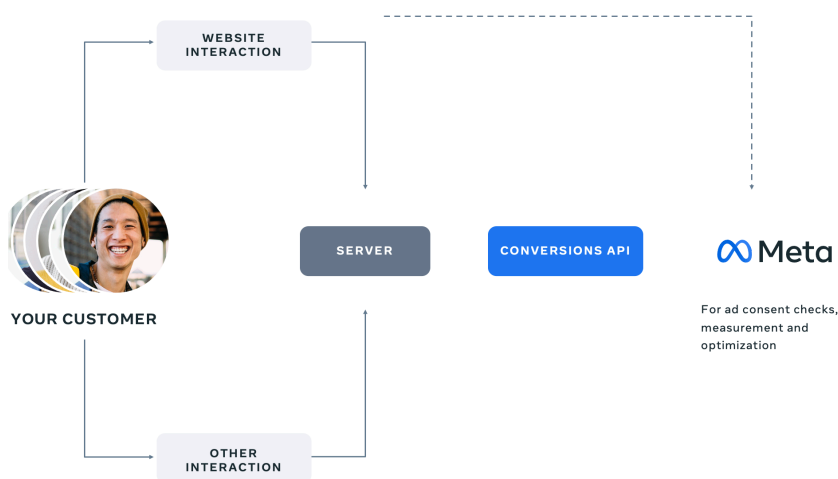
But the future of how we use data will look different. And it's important to build a strong, foundational data strategy and put your customers first.

The Conversions API is a Meta Business Tool that helps advertisers use their own marketing data to optimize ad targeting, decrease cost per action and more accurately measure campaign outcomes.

Like many advertisers, you may be used to sharing web data with Meta using the Meta Pixel, which relies on third-party cookies to identify customers who took actions on a website. The Conversions API creates a direct connection between your marketing data and our Meta systems that seek to optimize ad targeting, decrease cost per action and measure results. Just like our other business tools, the Conversions API is built to honor people's privacy and tracking preferences and is not a means to bypass policies such as iOS AppTrackingTransparency or regulations such as the ePrivacy Directive. And since the Conversions API is less dependent on browser technologies than the Meta Pixel, it can help both improve your performance today and safeguard your performance as browser technologies become less effective in the future.

# Why the Conversions API?

The Conversions API is a foundational Meta solution and will continue to be at the center of our product innovation. It doesn't just improve performance today, it positions you for better performance and offers a tool for helping you manage your privacy obligations—in the future, too.



## BETTER PERFORMANCE TODAY

- More reliable data**  
 By using both the Meta Pixel and the Conversions API together, you can maximize the reliability of the data you collect and match to users, thus decreasing cost per action.
- More sophisticated data**  
 With the Conversions API, you can optimize for deep funnel events that better reflect your business goals. For example, you can optimize for subscriptions, lead quality, custom web events and non-web events.
- Improved measurement capabilities**  
 The Conversions API unlocks better measurement capabilities (for example, lift measurement) to assess the causal impact of your ads on actual business outcomes and allows you to understand which channels and surfaces are most effective.
- Improved re-targeting and Custom Audience effectiveness**  
 The Conversions API allows you to use the marketing data you already have to improve your ability to retarget the people you care about and improve your ad performance.



## DIGITAL PREPAREDNESS FOR TOMORROW

- **Adapt successfully to ads ecosystem changes.**

The Conversions API helps you improve the ways in which you can work responsibly with the data available to you, to measure and optimize your ad campaigns for the outcomes you want, helping you adjust to changes and limitations in browser policies.

- **Improve performance with the same privacy controls and user choices.**




Both the Conversions API and the Meta Pixel are covered by the same terms for utilizing Meta Business Tools, minimizing disruptions to existing data practices.

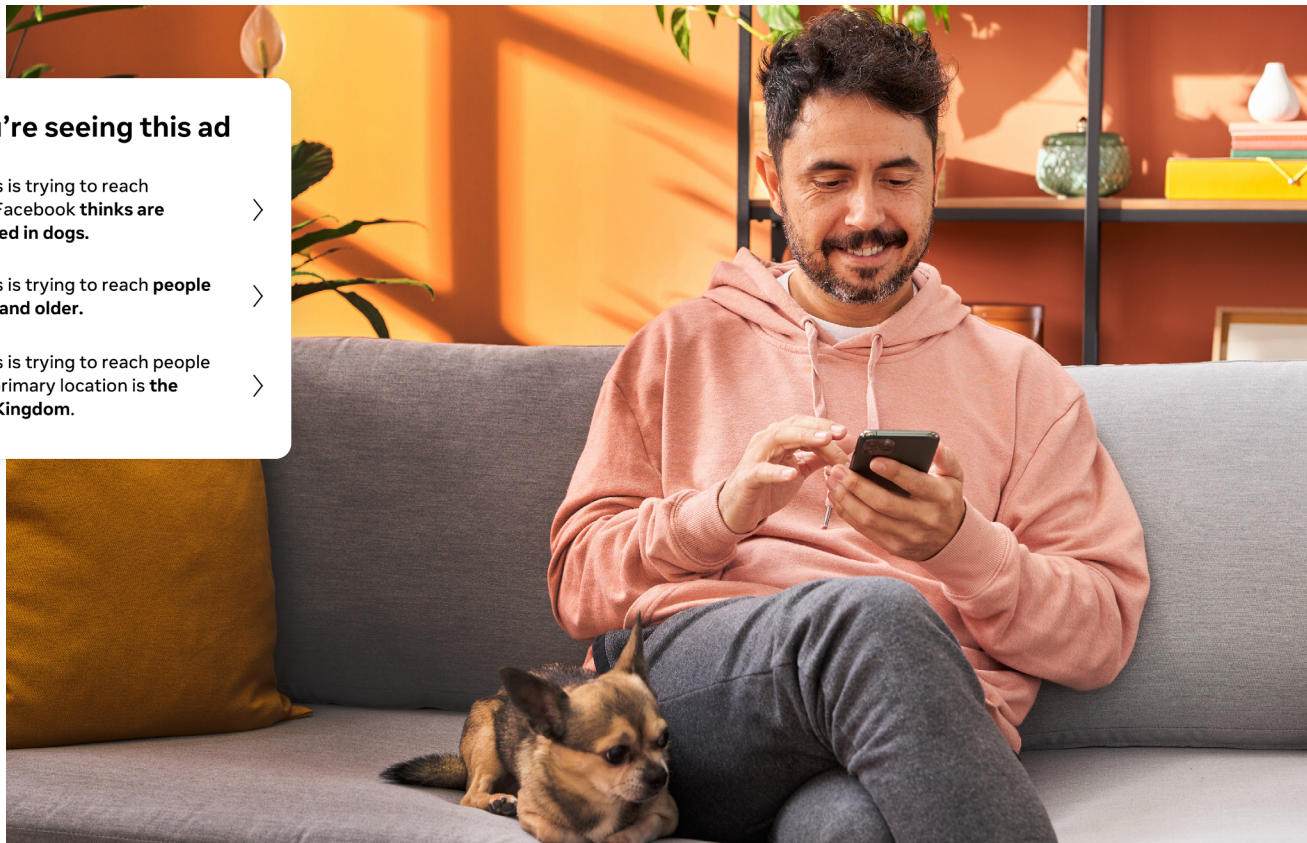
- **Benefit from new privacy-enhancing technologies.**

We expect that the Conversions API will be required for advertisers to benefit from certain new privacy-enhancing technologies. They minimize the amount of personal information we process, while still allowing us to show people relevant ads and measure ad effectiveness.

We want to help you build data practices that allow you to continually respect consumer privacy and treat data as a valuable asset. Implementing the Conversions API can take time, commitment and resources, but respecting people's privacy choices is absolutely critical. It's what is needed to help take your marketing to the next level, gain a competitive edge and become best-in-class data-driven marketers.

### Why you're seeing this ad

-  Feroldi's is trying to reach people Facebook **thinks are interested in dogs.** >
-  Feroldi's is trying to reach **people ages 18 and older.** >
-  Feroldi's is trying to reach people whose primary location is **the United Kingdom.** >



# Setting up the Conversions API

We recommend you set up the Conversions API with the Meta Pixel in a redundant setup. By using both tools together, you can help strengthen the reliability of data you share, thus decreasing cost per action.

There are several methods for setting up the Conversions API, and some may take less than an hour. Integration methods vary by their cost, implementation difficulty, and the features they enable. Review the below to help determine which integration method is right for your business.

## DIRECT INTEGRATION

Customize your Conversions API integration by setting it up yourself. While this method is at no cost (excluding internal developer cost), setup often takes multiple weeks and requires access to your server's codebase and ongoing maintenance. This granular approach to implementing works best for businesses with developer resources that build and maintain digital infrastructure.

- **Configurability:** A direct integration may be a good option for advertisers that need the ability to customize their configuration, control what data they share to Meta, and when they share it.







## → CONVERSIONS API GATEWAY

The Conversions API Gateway is a new integration method that connects your website to an Amazon Web Services instance, owned and operated by you, to send your data directly to Meta quickly and easily.

This comes at no additional cost beyond what you pay for your AWS instance and this code-free method doesn't require a developer. If you do not have an AWS account, you can create one by following [this guide](#).

Gateway may be best suitable to businesses with limited developer resources as it can be integrated by a marketer with minimal IT support. Due to the codeless set up, the Conversions API Gateway can cut integration time from months to hours.

The Conversions API Gateway offers added benefits such as:

- **Speed**  
It can help bring down the Conversions API integration time from weeks to hours.
- **Cost**  
The Conversions API Gateway may mean a lower cost to you due to lower technical resources or requirements. The Amazon Web Services fees are the only cost required with the Conversions API Gateway.
- **Low technical lift**  
With some technical knowledge, you can set up and configure the Conversions API yourself with minimal support from your IT or developer teams.
- **Low maintenance cost**  
Unlike manual direct integrations, the Conversions API Gateway can auto-update whenever new features become available, and therefore can help reduce long-term maintenance costs.

## PARTNER INTEGRATION

Not all advertisers have the resources or experience to set up or maintain the Conversions API Gateway instance. Partners and certain agencies can fill in this gap. This method might also be suitable for advertisers that use a partner integration with partial-funnel coverage and want to supplement it to capture upper- or mid-funnel events.

- **Flexibility of a partner ecosystem**

Over 50 partners support Conversions API integrations, including Shopify, WooCommerce, Google Tag Manager, Tealium, Segment and others (see [here](#)). Cost and implementation complexity varies by partner, with some requiring just a few clicks to implement.

- **Leverage existing partner relationships**

You may already be working with a partner, from managing your ad campaigns, to setting up and running your online shop. Your existing partner may be able to help you integrate the Conversions API. For example, some partners such as e-commerce platforms may be able to implement Conversions API with no additional costs and reduce the overhead of deduplicating website events.



## BEST-IN-CLASS DATA-DRIVEN MARKETING WITH THE CONVERSIONS API

Learn more about how the Conversions API can help improve your advertising performance [here](#).



# 43%

increase in purchase  
conversion rate

[Fair Harbor Clothing](#)



# 51%

increase in acquisition  
of paying customers

[Xero](#)



# 42%

decrease in cost  
per purchase

[Safe Line Defense](#)



# 17%

increase in attributed  
revenue

[Love Your Melon](#)



# 52%

decrease in cost per  
qualified lead

[Università  
Telematica Pegaso](#)



# 46%

increase in  
conversions

[Clip](#)