

Conversions API Event Match Quality (EMQ)

ENHANCE YOUR CONVERSIONS
API INVESTMENT

WHAT IS EVENT MATCH QUALITY (EMQ)?



This is a score that indicates how effective the customer information sent from your server may be to matching to a Meta account.



Event Match Quality is scored from 1 to 10. The value is calculated daily and the recommended score is 6.0. Where possible, you should aim for an EMQ score of 6.0 or higher.



Matched events can be used for conversion optimization, and **increasing your Event Match Quality score may help decrease your cost per action.**



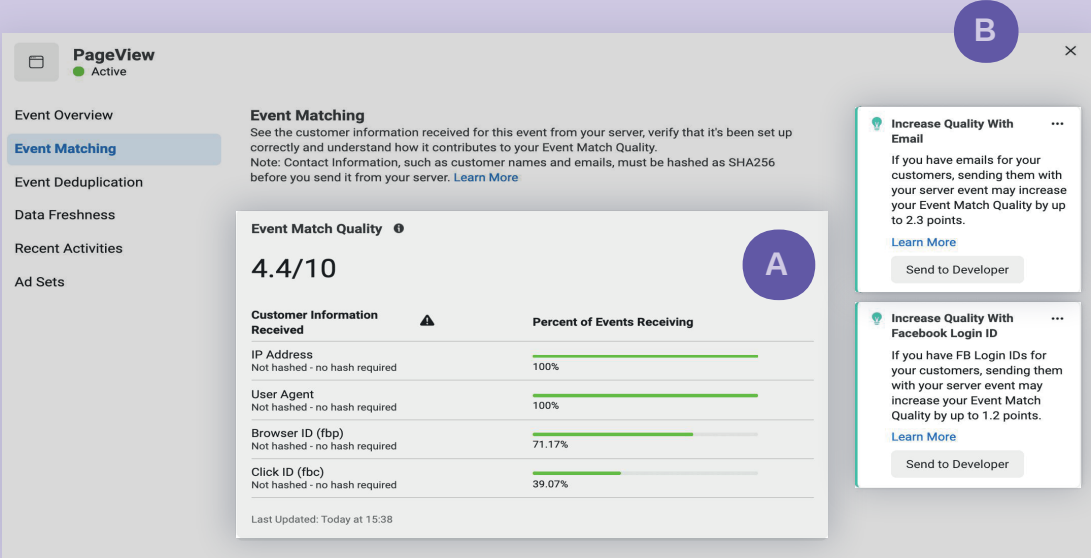
EMQ score is based on which customer information parameters are received, how many events used those parameters, and the quality of the specific parameters received.

HOW TO CHECK YOUR EMQ SCORE

A. Look at customer information received and percent of events received

B. Along the right side of the event matching window, there may be recommendations for improving your Event Match Quality score

You can check EMQ score in [Events Manager](#) by navigating to **Data Sources > Select CAPI Connection > Overview > Scroll down to desired event at the bottom of the page > View Details > Event Matching**



Example: Illustration purposes only

EMQ Score Conversion Lift Requirement

An EMQ score of **>3.0 is required** for events to be included in conversion lift studies. Events without an EMQ score >3.0 will not be eligible to be included in conversion lift studies.

How to improve your EMQ score

To help improve EMQ score, you can pass additional parameters through the Conversions API. On the right, you can find the parameters ranked by priority.

Prioritize the customer information parameters that are most likely to increase Event Match Quality.

Unlike technology-specific parameters such as IP address and user agent, **PII is expected to be more resilient to changes to ad technology in the future**. For this reason, even advertisers with sufficiently high EMQ should aim to increase PII coverage where permitted.

- ✓ Identify what additional information to send for each event in the “Events Matching Tab” in Events Manager.
- ✓ When passing [certain PII](#), ensure the data is **hashed**.
 - Hashing data allows PII data to be securely passed to Meta while respecting people’s privacy choices.

If you have setup Conversions API the estimated level of effort/amount of time required for your engineering team to implement is generally low—if this information is readily available in your system, it should take your tech or eng teams **1-2 hours** to implement and QA.

If you haven't yet set up the Conversions API, we recommend setting expectations with your developer team about the potential performance improvements associated with increasing EMQ score.

Please note that the formatting and content of the values in each parameter matters. Values should be sent in the format noted in our [dev docs](#). For example, the birthdate of December 26, 1997 should be formatted as 19971226 before hashing and sending. Any other format than YYYYMMDD would not process as desired.

RESOURCES

- [Best Practices for Conversions API](#)
- [Monitor and Improve Your Conversions API Setup in Meta Events Manager](#)
- [Developer Guide for Parameters](#)
- [Developer Guide Best Practices for Conversions API](#)

Parameter	Priority
Hashed email	Highest
Client IP address/ client user agent	High
Hashed phone number	High
Meta login ID	Medium
Other hashed contact information	Medium
(In addition to hashed email and phone parameters, contact information you can send includes hashed parameters for gender, date of birth, last name, first name, city, state, ZIP, country)	
External ID	Medium
Browser ID	Medium
Click ID	Medium
Lead ID	Low
Subscription ID	Low

