

PUBLIC FACEBOOK CAPI & PIXEL USE

IMPORTANT BROWSER TO SERVER NOTE:

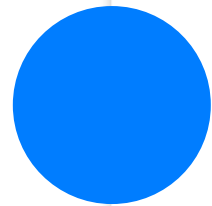
Website events shared using the Conversions API **require the** `client_user_agent`, `action_source`, **and** `event_source_url` **parameters**, while non-web events require only `action_source`. These parameters contribute to improving the quality of events used for ad delivery **and may improve campaign performance.**

REFERENCE: [BEST PRACTICES - CONVERSION API](#)



BROWSER BASED PARAMETERS:

These are the needed values for all our work on browser end to make CAPI dedup:



External_id

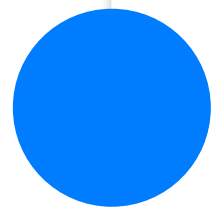
Any unique ID from the advertiser, such as loyalty membership IDs, user IDs, and external cookie IDs. You can send one or more external IDs for a given event.

(`external_id`s are not available in the Test Events tool.)



fbclid (click id)

The Facebook click ID value is stored in the `_fbclid` browser cookie under your domain. See [Managing fbclid and fbclid Parameters](#) for how to get this value or generate this value from a `fbclid` query parameter



fbp

The Facebook browser ID value is stored in the `_fbp` browser cookie under your domain.



BROWSER BASED PARAMETERS

REFERENCE: [CUSTOMER INFORMATION PARAMETERS](#)



BROWSER EVENTS TO PASS:

BROWSER PARAM	MEANING	HASHED?
em	email	yes
ph	phone	yes
fn	First name	yes
ln	Last name	yes
db	Date of birth	yes
ct	city	yes
st	state	yes
zp	zip	yes
external_id	customer id in system	recommended
client_ip_address	Ip address	no
client_user_agent	User agent info	no
fbclid	(fbclid from url)	no
fbp	Browser id from _fbp cookie	no
trackCustom	CUSTOMHERE	no



BROWSER EVENTS TO PASS:

BROWSER PARAM	MEANING	HASHED?
eventID	Unique Trans ID for this event only. (must be different by customer)	recommended

REFERENCE: [MANAGING FBC AND FBP PARAMETERS](#)



SERVER BASED PARAMETERS





SERVER BASED PARAMETERS:

user_data	Fields to send	Most are hashed	required
em	email	yes	
ph	phone	yes	
fn	First name	yes	
ln	Last name	yes	
db	Date of birth	yes	
ct	city	yes	
st	state	yes	
zp	zip	yes	
external_id	customer id in system	recommended	
client_ip_address	Ip address	no	
client_user_agent	User agent info	no	
fbclid	(fbclid from url)	no	
fbp	Browser id from _fbp cookie	no	



SERVER BASED PARAMETERS:

user_data	Fields to send	Most are hashed	required
event_name	Purchase	Matches "event" from pixel	required
event_time	Unix timestamp	no	required
event_source_url	Url of action	no	recommended
event_id	Unique Trans ID for this event only for THIS CUSTOMER.	recommended	Optional
action_source	website		required

REFERENCE: [SERVER EVENT PARAMETERS](#)



Main Body Parameters

- `data`
- `test_event_code`

Customer Information Parameters

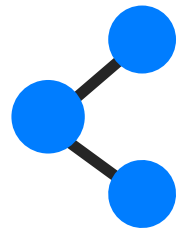
- `em`: Email — Hashing required
- `ph`: Phone Number — Hashing required
- `fn`: First Name — Hashing required
- `ln`: Last Name — Hashing required
- `ge`: Gender — Hashing required
- `db`: Date of Birth — Hashing required
- `ct`: City — Hashing required
- `st`: State — Hashing required
- `zp`: Zip Code — Hashing required
- `country`: Country — Hashing required
- `external_id`: External ID — Hashing required
- `client_ip_address`: Client IP Address — Do not hash
- `client_user_agent`: Client User Agent — Do not hash
- `fbclid`: Click ID — Do not hash
- `fbid`: Browser ID — Do not hash
- `subscription_id`: Subscription ID — Do not hash
- `fb_login_id`: Facebook Login ID — Do not hash
- `lead_id`: Lead ID — Do not hash

Server Event Parameters

- `event_name`
- `event_time`
- `user_data`
- `custom_data`
- `event_source_url`
- `opt_out`
- `event_id`
- `action_source`
- `data_processing_options`
- `data_processing_options_count`
- `data_processing_options_status`

Custom Data Parameters

- `value`
- `currency`
- `content_name`
- `content_category`
- `content_ids`
- `contents`
- `content_type`
- `order_id`
- `predicted_ltv`
- `num_items`
- `search_string`
- `status`
- `delivery_category`
- Custom Properties



**THANK
YOU!**

