


# Gravity Form to Facebook Conversion API (FB CAPI) - v3.1

Click the Facebook CAPI menu in UTM and enter the Facebook pixel ID and access token

 HandL UTM Grabber

HandL Options

Custom Fields

Gravity Forms

Predefined Variables

WooCommerce Postback

Facebook CAPI

FB Pixel ID

122345640235768

FB Access Token

EAAo7kmrsTXgBAMCVjGYnGoZC7CUFuFYasdasdHzfDySZAYMxJMuGDZB  
asdasdkXasdasdasdApYJUsm3QHiSXZA9YSjiTRNqeVaHQzK3ISutxdHgKxZ  
CkcztOF8I12YUymasdasdasdasdEkc8LPJVMqvpOxxbJE6agkfZAZA9CEhC  
0ZD

Save Changes

How to generate an Access Token: Go to your pixel, click "Settings," scroll down to the Conversion API section, and click "Generate Access Token."



Use information your customers have provided to your business, like email address or phone number, to match your website's visitors to people on Facebook. This can help you attribute more conversions to your Facebook ads and reach more people through remarketing campaigns. [Learn More](#)

▼ [Show Options](#)

### Event Setup

View the events currently setup. To add or edit events directly without changing your website code, use the Event Setup Tool.

[Open Event Setup Tool](#)

#### Track Events Automatically Without Code

OFF ☐

Your Facebook Pixel can find and report on valuable website events, such as purchases or registrations, based on your site traffic, button text and page metadata. This feature can help you set up events without having to install code. You can choose to turn this functionality on or off. [Learn More](#).

### Conversions API

Send web events directly from your server. [Learn More](#)

#### Set up manually

You can set up the Conversions API by following our step-by-step guide.

[Get Started](#)

[Generate access token](#)

#### Set up through a partner integration

Easily connect your web activity through a partner integration - no coding required. Choose from Wordpress, Tealium, Segment and more.

[Choose a Partner](#)




### Traffic Permissions

Use a block list or an allow list to control if domains are allowed to send Facebook events through your pixel. We suggest using an allow list because it helps ensure that your pixel isn't used to send events through domains you haven't authorized. [Learn More](#)

**Allow list:** Only domains added to the allow list can send events to Facebook through this pixel. Domains not on the allow list will be blocked from sending events.

**Block list:** Only domains added to the block list will be blocked from sending events to Facebook through this pixel. Domains not on the block list will be allowed to send events.

Once you have set everything up, keep monitoring your events and watch your event match increases to the high 8-9s.

 <b>Lead</b> ● Active	Browser • Server	8.0/10	13.3K Last received 42 minutes ago	▼
 <b>Initiate Checkout</b> ● Active	Browser • Server	8.5/10	1.7K Last received 56 minutes ago	▼
 <b>Purchase</b> ● Active	Browser • Server	9.0/10	1K Last received 1 hour ago	▼

When you are ready, enable the feature by checking the "Enable Facebook Conversion API (CAPI)" functionality.

### HandL UTM Grabber

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Facebook CAPI

#### Support Coverage/Disclaimer

Currently only WooCommerce is supported for FB CAPI. [Check here](#) for details

Enable Facebook CAPI

☒ Enable Facebook Conversion API (CAPI) functionality

FB Pixel ID

3934216015206782

FB Access Token

EAAB0sT881z8BO5knhMZAwr3K4IXNBqjVQ49EDAOUbZB9C0DxMZCGZA8qkzD0VoR94ZBEIs7JwQib2cHljUe5KDI0Idzv2AK95B6QJrJKZB4Que9tMJUf9bBhRefTw07ypAdvIUgeasYIVoG167Mfm3BO3wWjcwZDZD

Save Changes

After that, as soon as one of your forms is submitted, the Lead event will be sent to Facebook as well.

You can check the events in the Facebook Conversion API Logs after they are sent. If there is any failure, it will be reported there, detailing what went wrong.

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Enable Facebook CAPI

☒ Enable Facebook Conversion API (CAPI) functionality

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3934216015206782

FB Access Token

EAABoSt881z8B0SknhMZAW3K4dXNBqVQ49EDA0UbZB9C0dMZCGZA8qkzD0VoR94Z8Eik7JwQib2chijJue6KDl0ldzv2AK9S8B6QJrJKZ84Que9HMJUF96bhrRefTw07ypAdvUgeastYVoG167Mfm3BO3wWjcwZDZD

Save Changes

Facebook Conversion API Logs (Last 100)

Timestamp	Event Name	Status	Error	Details
2024-09-16 02:37:37	Lead	✓ Success	N/A	<div>Hide Details</div> <div>Payload:<pre>{  "event_name": "Lead",  "user_data": {    "em": [      "asdad@asdad.com"    ],    "ph": [],    "fn": "asasd",    "ln": "",    "fb": "fb.1.1723844688636.fb.1.1554763741285.AbcDEFghIJKlMnopQrStUvWxYz1234567890",    "fbp": "fb.1.1711637964771.1218381298",    "client_ip_address": "123",    "client_user agent": "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko)"  }</pre></div>
2024-09-16 02:36:09	Lead	✗ Failed	Invalid parameter (The browser ID (_fbp) parameter is not formatted correctly. See the browser ID parameter field for guidelines on formatting this parameter.)	<div>Show Details</div>
2024-09-16 02:34:21	Lead	✓ Success	N/A	<div>Show Details</div>
2024-09-16 02:18:34	Lead	✓ Success	N/A	<div>Show Details</div>
2024-09-16 00:42:05	Lead	✓ Success	N/A	<div>Show Details</div>
2024-09-16 00:40:28	Lead	✓ Success	N/A	<div>Show Details</div>

Revision #4

Created Mon, Sep 16, 2024 2:50 AM by [Leman](#)

Updated Mon, Sep 16, 2024 2:53 AM by [Leman](#)