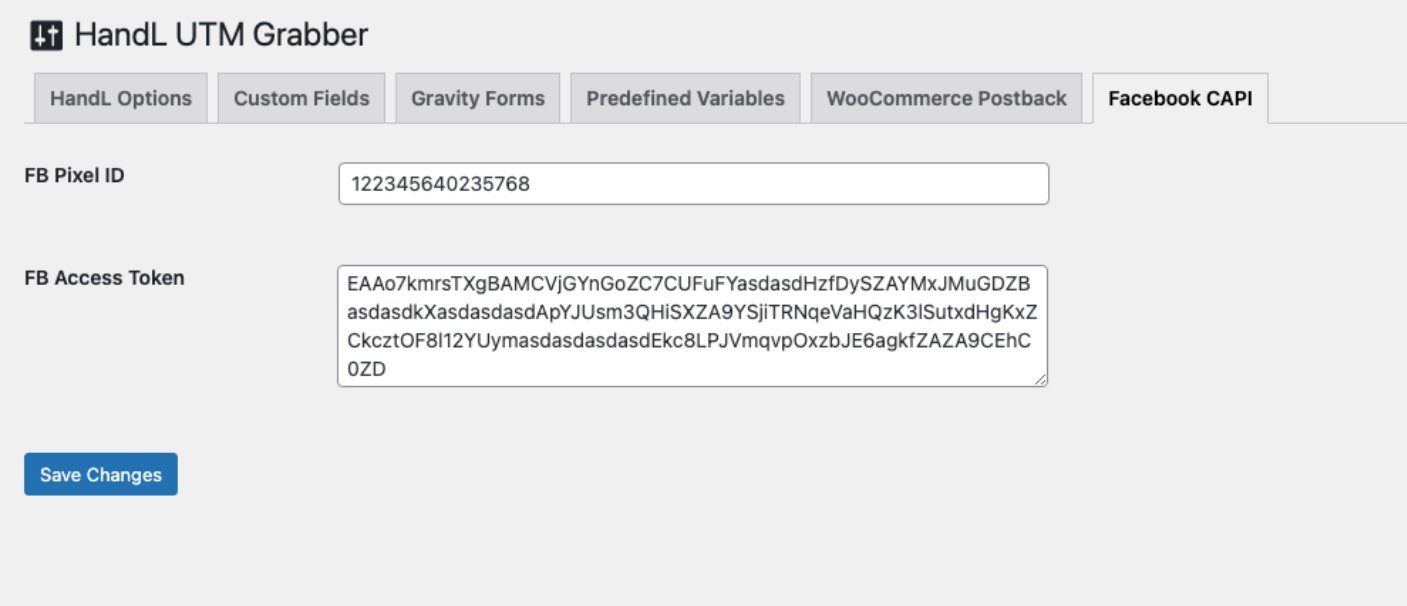
Gravity Form to Facebook Conversion API (FB CAPI) - v3.1

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



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

HandL UTM Grabber Ads Acc's Pixel

Overview | Test Events | Diagnostics | History | **Settings**

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

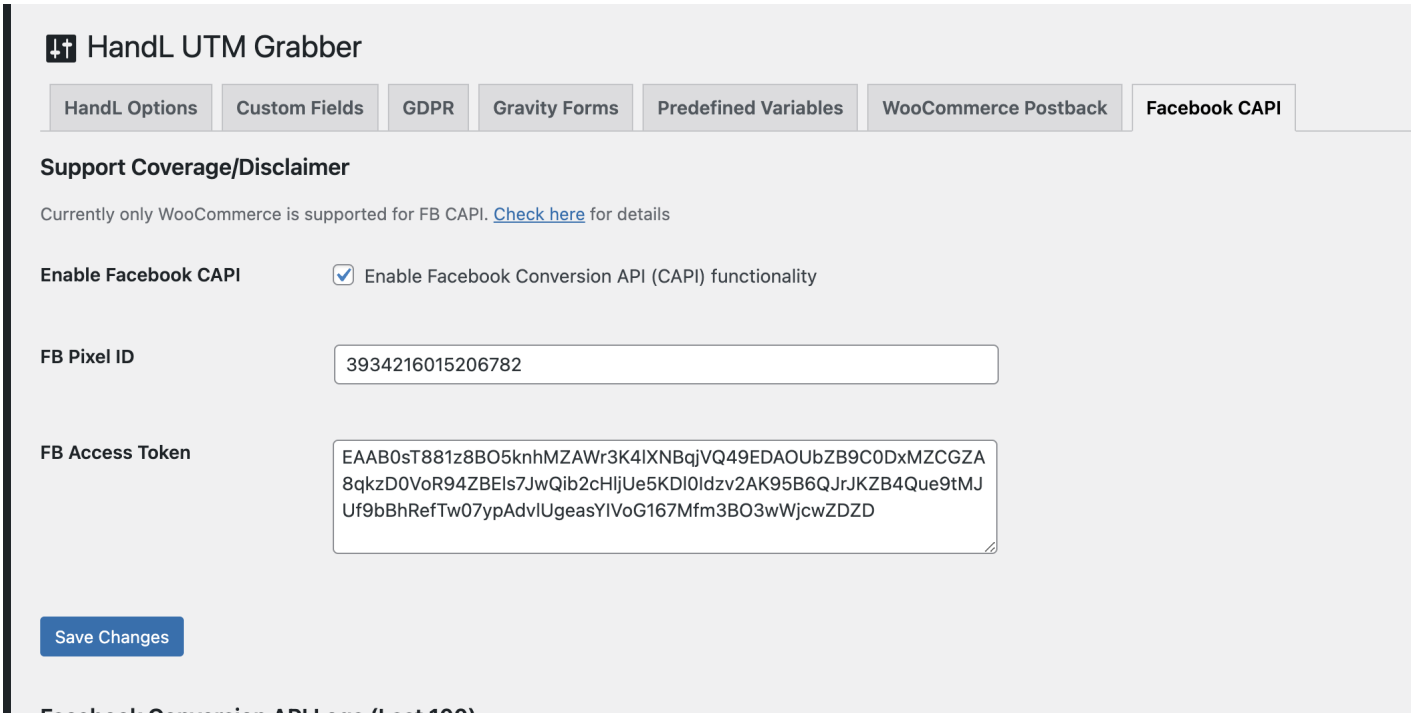
Use a block list or an allow list to control if domains are allowed to send Facebook events through your pixel. We suggest using an allow list because it helps ensure that your pixel isn't used to send events through domains you haven't authorized. Learn More

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.

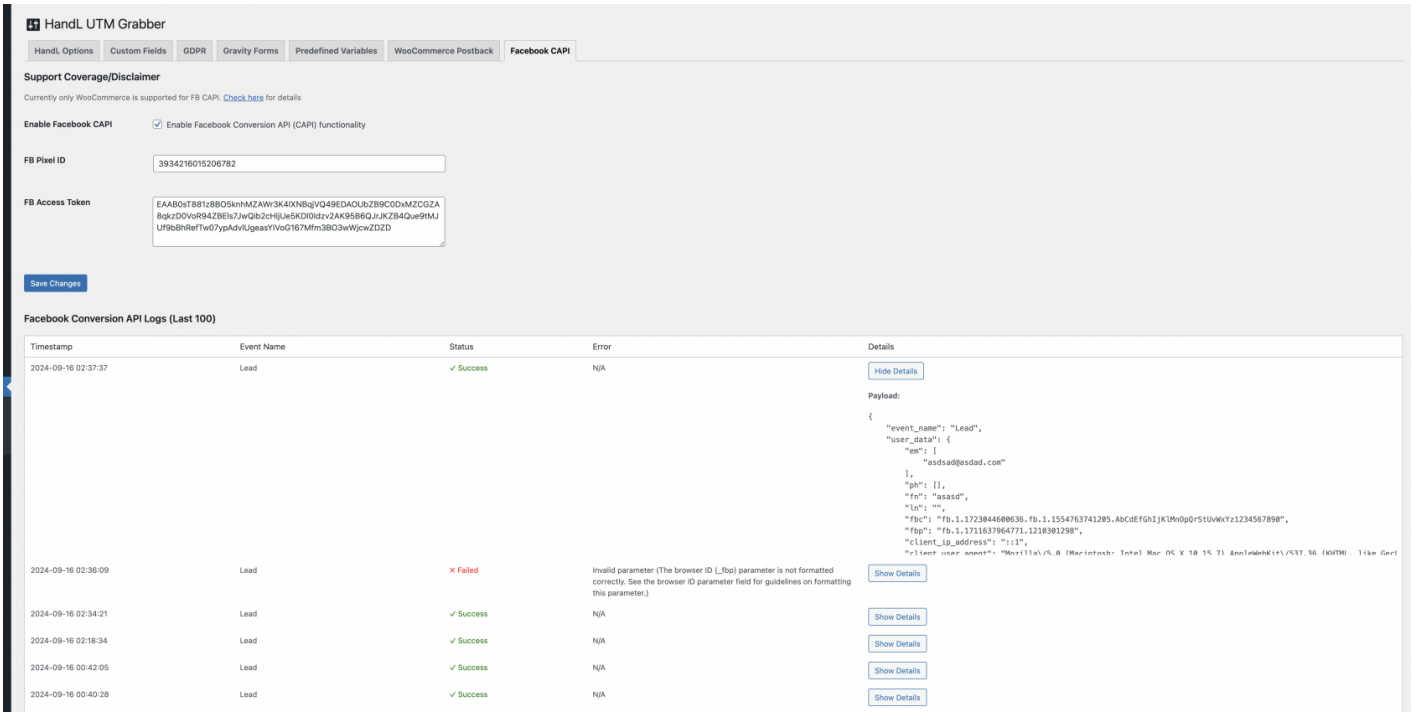


When you are ready, enable the feature by checking the "Enable Facebook Conversion API (CAPI)" functionality.



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.



Revision #4

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Updated Mon, Sep 16, 2024 2:53 AM by Leman