

# Meta CAPI Implementation Checklist

## 1. Customer Information Parameters

These parameters help match server events to Meta users. **Hashing is critical** for personally identifiable information (PII) to ensure privacy and compliance.

Customer Data	FB Parameter Name	Hashing Type	Notes
Email	em	SHA256	Lowercase, trim spaces before hashing.
Phone Number	ph	SHA256	Digits only (remove symbols/letters/zeros), include country code.
First Name	fn	SHA256	Lowercase, no punctuation. UTF-8 for special characters.
Last Name	ln	SHA256	Lowercase, no punctuation. UTF-8 for special characters.
Date of Birth	db	SHA256	Format YYYYMMDD before hashing.
Gender	ge	SHA256	Lowercase initial ('f' or 'm').
City	ct	SHA256	Lowercase, no spaces or

			punctuation.
<b>State</b>	st	<b>SHA256</b>	2-letter lowercase ANSI code (e.g., 'ca' for California).
<b>Zip/Postal Code</b>	zp	<b>SHA256</b>	Lowercase, no spaces/dashes. First 5 digits for US.
<b>Country</b>	country	<b>SHA256</b>	2-letter lowercase ISO code (e.g., 'us', 'gb').
<b>External ID</b>	external_id	<b>SHA256</b> (Recommended)	Unique advertiser ID (e.g., loyalty ID, user ID). Hashing is optional but recommended.
<b>Client IP Address</b>	client_ip_address	<b>Do Not Hash</b>	Standard IPv4 or IPv6 address. <b>Required</b> for web events.
<b>Client User Agent</b>	client_user_agent	<b>Do Not Hash</b>	Browser user agent string. <b>Required</b> for web events.
<b>Click ID (fbc)</b>	fbc	<b>Do Not Hash</b>	From _fbc cookie. Format: fb.1.timestamp.id.
<b>Browser ID (fbp)</b>	fbp	<b>Do Not Hash</b>	From _fbp cookie. Format: fb.1.timestamp.id.

<b>Subscription ID</b>	subscription_id	<b>Do Not Hash</b>	Unique ID for the subscription transaction.
<b>Facebook Login ID</b>	fb_login_id	<b>Do Not Hash</b>	ID issued when a user logs into an app.
<b>Lead ID</b>	lead_id	<b>Do Not Hash</b>	ID associated with a Meta Lead Ad.

## 2. Server Event Parameters

These are mandatory or optional parameters that describe the event itself (what happened and when).

<b>Event Data</b>	<b>FB Parameter Name</b>	<b>Requirement</b>	<b>Notes</b>
<b>Event Name</b>	event_name	<b>Required</b>	Standard (e.g., 'Purchase', 'Lead') or Custom name.
<b>Event Time</b>	event_time	<b>Required</b>	Unix timestamp (seconds) of when the event occurred.
<b>Action Source</b>	action_source	<b>Required</b>	Where the event happened (e.g., website, email, app, physical_store, system_generated).
<b>User Data</b>	user_data	<b>Required</b>	The JSON object containing the customer information

			parameters listed above.
<b>Event Source URL</b>	event_source_url	<b>Required (Web)</b>	The URL where the event occurred. Must match verified domain.
<b>Event ID</b>	event_id	<b>Recommended</b>	Unique string for deduplication against Pixel events.
<b>Opt Out</b>	opt_out	Optional	Boolean flag. If true, event is used for attribution only, not optimization.

### 3. Custom Data Parameters

These provide additional context about the event, such as the value of a purchase or the items involved.

<b>Custom Data</b>	<b>FB Parameter Name</b>	<b>Requirement</b>	<b>Notes</b>
<b>Value</b>	value	<b>Required</b> (for Purchase)	Numeric monetary value (e.g., 100.00).
<b>Currency</b>	currency	<b>Required</b> (for Purchase)	3-digit ISO currency code (e.g., 'USD').
<b>Content Name</b>	content_name	Optional	Name of the product or content page.

<b>Content IDs</b>	content_ids	Optional	List of product IDs (SKUs) associated with the event.
<b>Content Type</b>	content_type	Optional	product or product_group.
<b>Order ID</b>	order_id	Optional	Unique transaction ID.
<b>Contents</b>	contents	Optional	List of JSON objects with product details (id, quantity, item_price).

**4. Best Practices for Implementation**

- **Deduplication:** Always send a unique event\_id and event\_name with both Pixel and CAPI events. Meta uses these to discard duplicates.
- **Real-Time Sending:** Send events as close to real-time as possible for better ad optimization. event\_time can be up to 7 days in the past, but fresh data is preferred.
- **Match Quality:** Maximize the number of Customer Information Parameters you send (em, ph, fbp, fbc, etc.) to improve Event Match Quality (EMQ).
- **Domain Verification:** Ensure the event\_source\_url matches a domain verified in your Meta Business Manager.