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

Subscription ID	subscription_id	**Do Not Hash**	Unique ID for the subscription transaction.
Facebook Login ID	fb_login_id	**Do Not Hash**	ID issued when a user logs into an app.
Lead ID	lead_id	**Do Not Hash**	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).

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

			parameters listed above.
Event Source URL	event_source_url	**Required (Web)**	The URL where the event occurred. Must match verified domain.
Event ID	event_id	**Recommended**	Unique string for deduplication against Pixel events.
Opt Out	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.

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

Content IDs	content_ids	Optional	List of product IDs (SKUs) associated with the event.
Content Type	content_type	Optional	product or product_group.
Order ID	order_id	Optional	Unique transaction ID.
Contents	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.