Facebook Conversion API QA Process

taghash

Document Purpose

This document will help to perform QA for Facebook Conversion API.It covers all corner cases and its solution occurs during the QA process.

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Agenda

Step by step facebook conversion API QA process.

Go to Facebook Business Manager.Select the pixel in which the conversions API is implemented.
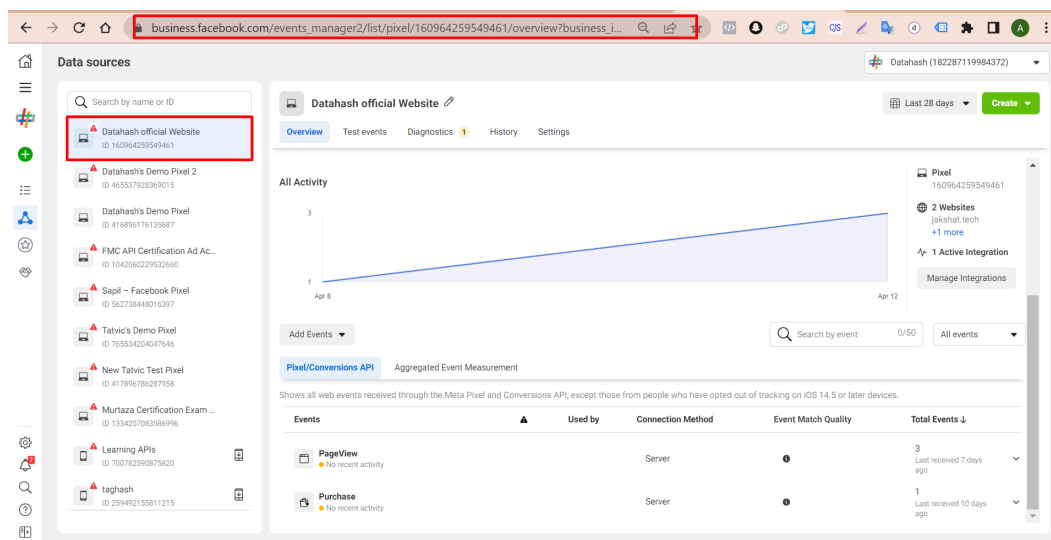
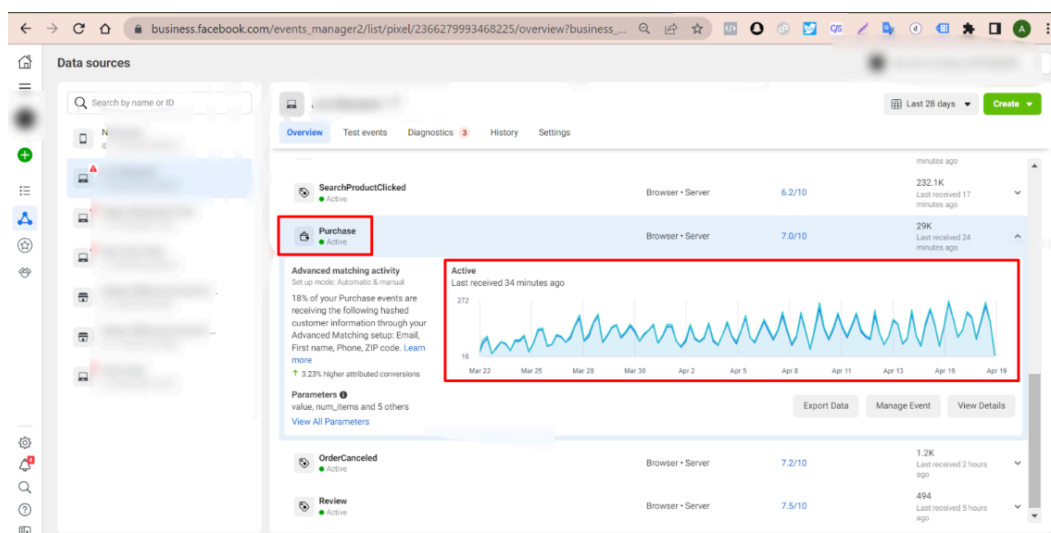Repeat the following steps for all the events of facebook pixel which has a conversion API implemented.

QA of facebook event's graph

Step1 : Click on the event and observe Graph.

Note : In Graph,
1. Green line represents events coming from the server.
2. Blue line represents events coming from the browser.

Ideal Scenario : Green line should be either equal or slightly higher than blue line.

Corner Cases :-

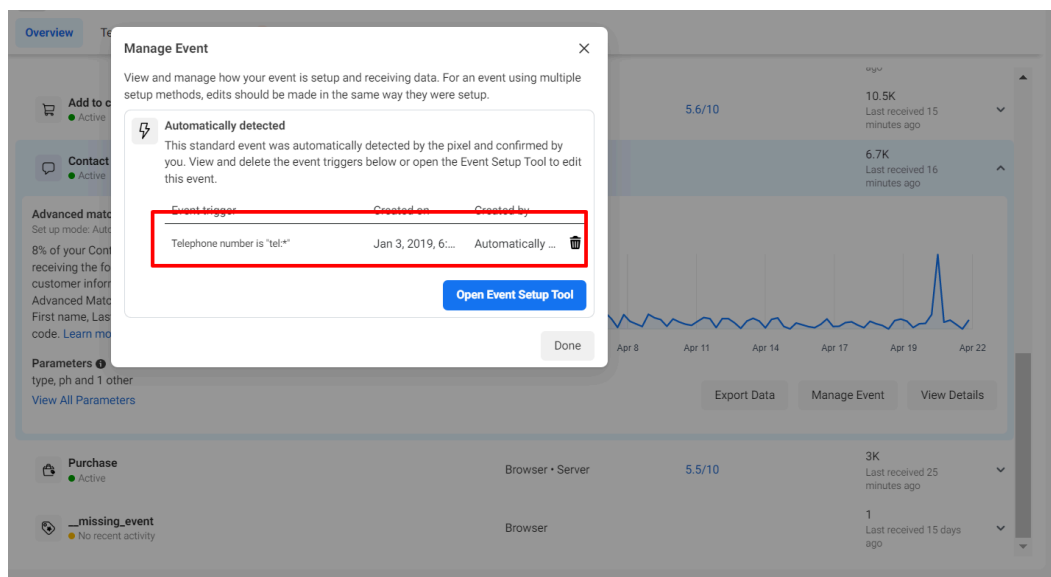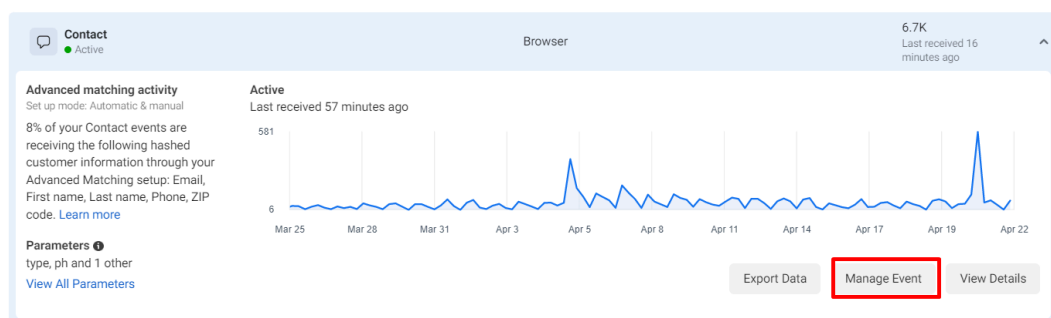Case 1 : Blue(browser graph) line is much higher than the green line (server graph).

Solution 1 :-

Check if the event setup tool is on or not?
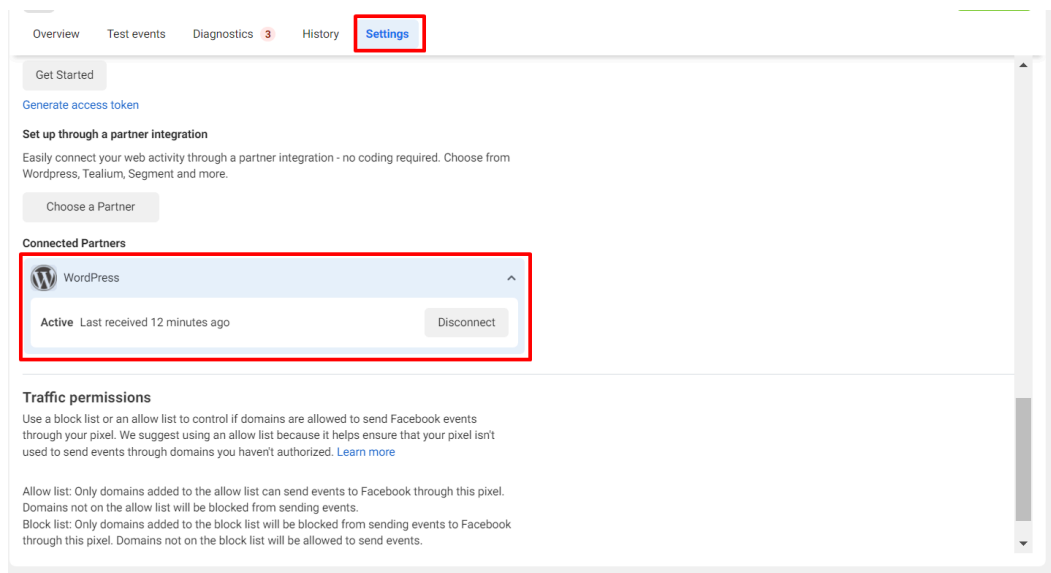If the event setup tool is on then ask the client to turn it off.
Before turning it off, check if they are running any ads on automatic tracked events or not.
You can see defined rules in the Manage Events section.

Sometimes it is also possible that a pixel is implemented via connected partners like shown in the screenshot.

Solution 2 :-

Check domains on which event is firing.

Ask the client to update the content security policy on different domains.You can update this doc and send this to the client.

Whitelist all domains from server side.

Solution 3 :-

If the event is coming only from one domain, then check if pixel base code is present on the page or not.
If Pixel base code is present then ask the client to remove base code bcz it will override datahash's code.

Solution 4 :-

Check all event parameters like content_ids , value, currency in the Conversion API request.
Parameters should pass as per below document.
https://developers.facebook.com/docs/meta-pixel/reference
If parameters are not passed with the above format then facebook will discard API's request and that's why server graph will remain low.

Case 2 : Server Graph is higher than browser graph.

Solution 1 :-

 It normally happens when there are more than one pixel implemented on the website.
To solve this issue, put a filter in the DhPixel file to send the request if only a particular pixel is firing an event.
To solve above case we put a filter in Dhpixel file so that it will fire for a particular pixel only.

Solution 2 :-

Check if the pixel is installed and firing correctly or not. Sometimes we get errors in the console like the screenshot below.
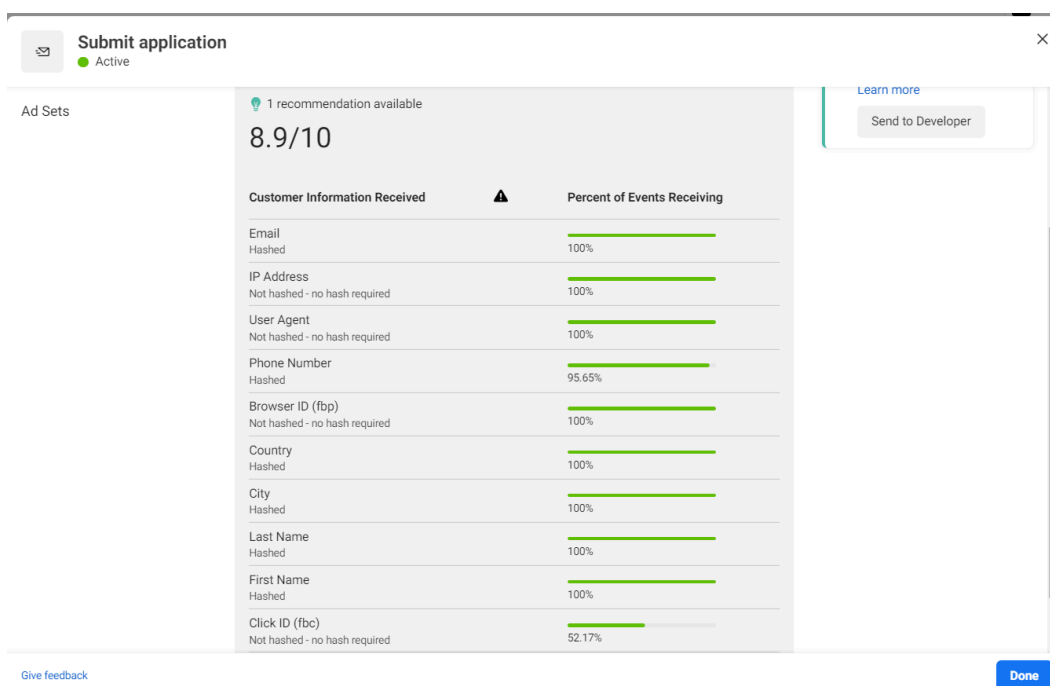
QA of Event Matching section

Step 1: [Go to Event Matching.](#)

Step 2 : Follow below steps for event matching.

1) During the audit please make sure that the script is making First Party data correctly.

   Reference : [How to check First Party data on a website?](#)

2) For Lower funnel events like Purchase First Party data should look like below.

3) For upper funnel events like PageView, initially

4) First Party data will be low volume.It will increase as the user base will increase on the website.

0.2/10

Customer Information Received ⚠	Percent of Events Receiving
Email Hashed	9.52%
IP Address Not hashed - no hash required	100%
User Agent Not hashed - no hash required	100%
Phone Number Hashed	9.52%
Browser ID (fbp) Not hashed - no hash required	97.96%
Country Hashed	100%
City Hashed	100%
Last Name Hashed	9.52%
First Name Hashed	9.52%
Click ID (fbc) Not hashed - no hash required	34.69%

Last Updated: Today at 2:57 PM

Send to Developer

Give feedback

Done

QA of Event Deduplication Section

Step 1 : [Go to Event Deduplication.](#)

Step 2 : Make sure scores are matching ideal scenarios.If not find ideal scenarios from below conditions.
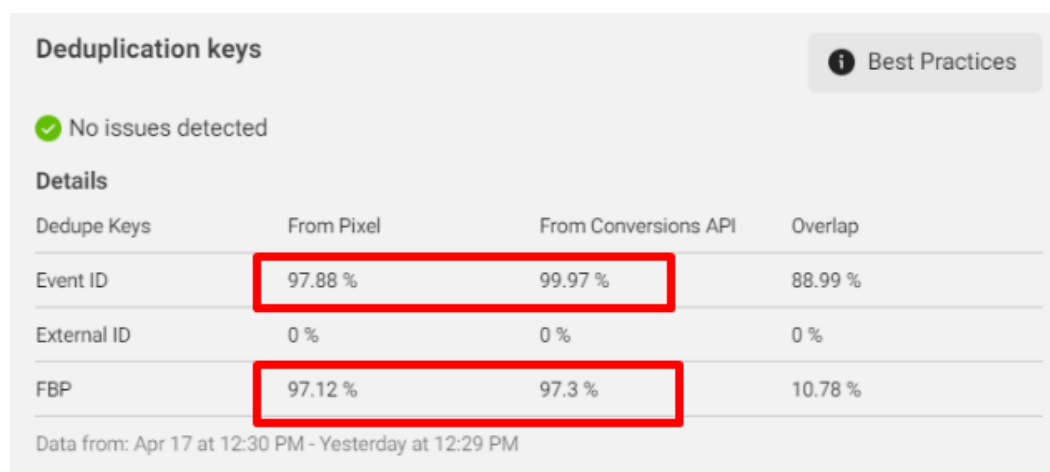
Ideal Scenarios :-

1)Server's rate of event deduplication should be more than 60-70%.
Note : It is okay if the browser's rate of event deduplication is 10-15%.But, it should not be more than 10-15%.

Rate of events deduplicated   ⓘ Best Practices

Browser | 0%

Server   ▬▬▬▬▬▬▬▬ 93%

Data from: Apr 17 at 12:30 PM - Yesterday at 12:29 PM
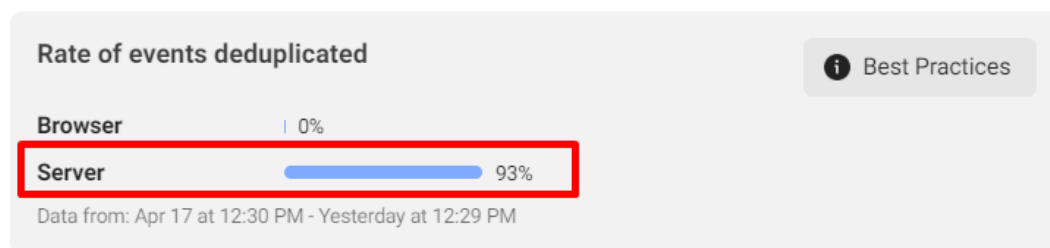
2)Pixel and conversion API should receive eventID and FBP more than 60-70%.
Note : If not all then one of the keys (EventID/ExternalID/FBP) should be more than 60-70%.

Deduplication keys   ⓘ Best Practices

✅ No issues detected

Details

Dedupe Keys	From Pixel	From Conversions API	Overlap
Event ID	97.88 %	99.97 %	88.99 %
External ID	0 %	0 %	0 %
FBP	97.12 %	97.3 %	10.78 %

Data from: Apr 17 at 12:30 PM - Yesterday at 12:29 PM

3)Overlap of Pixel and Conversion API's eventID should be more than 60-70%.

Note: At least for one of the dedupe key overlaps should be more than 60%.

Corner Cases:-

Case 1:-

Rate of event deduplication of server events is very low.

Dedupe keys are not coming from the Pixel or Conversion API side.

Overlap of Dedupe keys is very low.

Solution :-

1) Make sure that one of the dedupe keys (eventID/FBP/ExternalID) is passing from both pixel and conversion API.

2) Event ID passing from pixel should be same as Event Id passing from server.

Reference :-

https://developers.facebook.com/docs/marketing-api/conversions-api/deduplicate-pixel-and-server-events

https://www.facebook.com/business/help/823677331451951?id=1205376682832142

How can clients share their query with us?
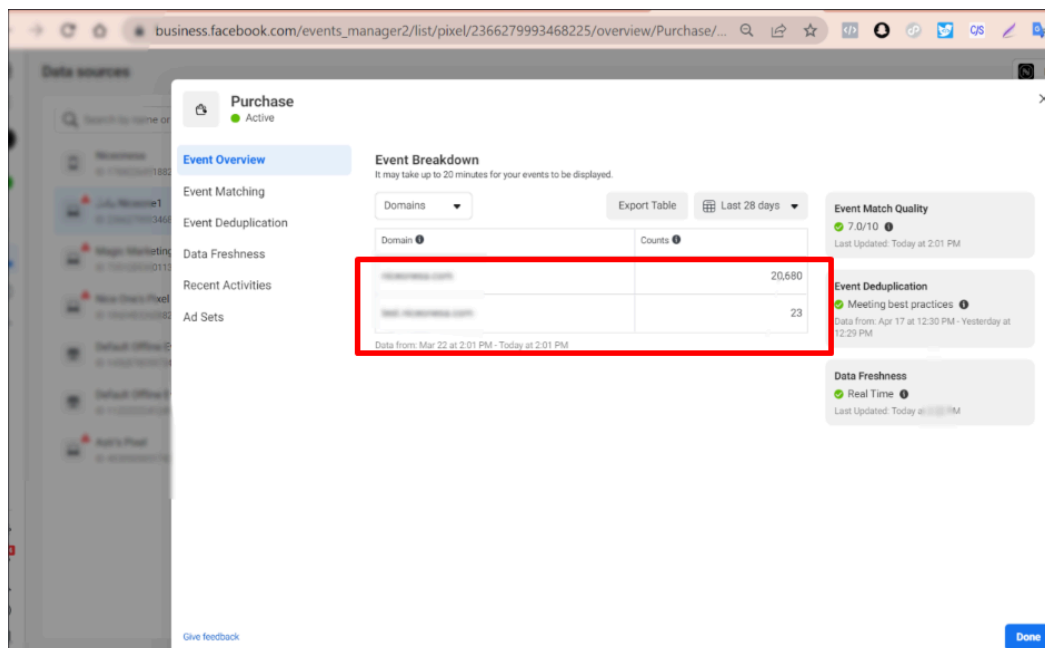
If any of the above scenarios are not giving results please make a separate document in below format and share information of all events with us on analytics@datahash.com.

Event Name : Purchase

Graph : Share event's graph.
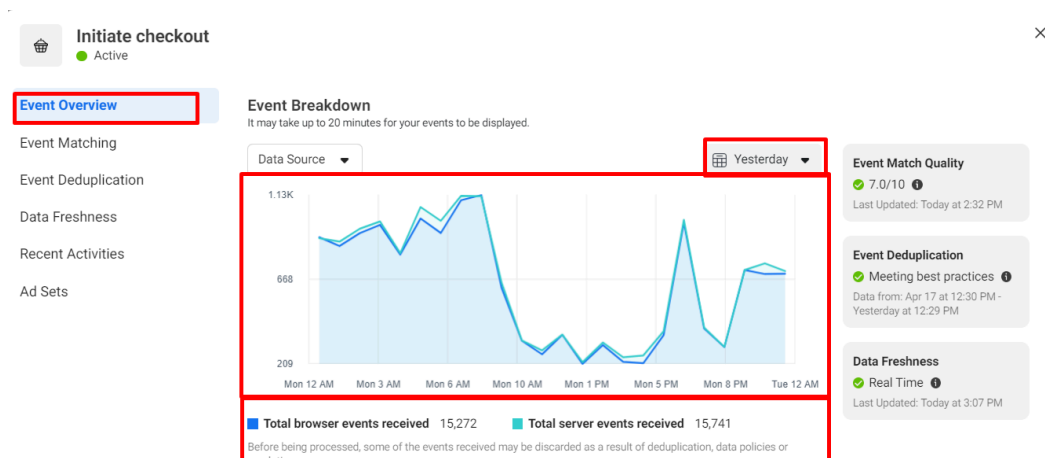
Domains : Share domains of events.

URLs : Attach exported file in mail.
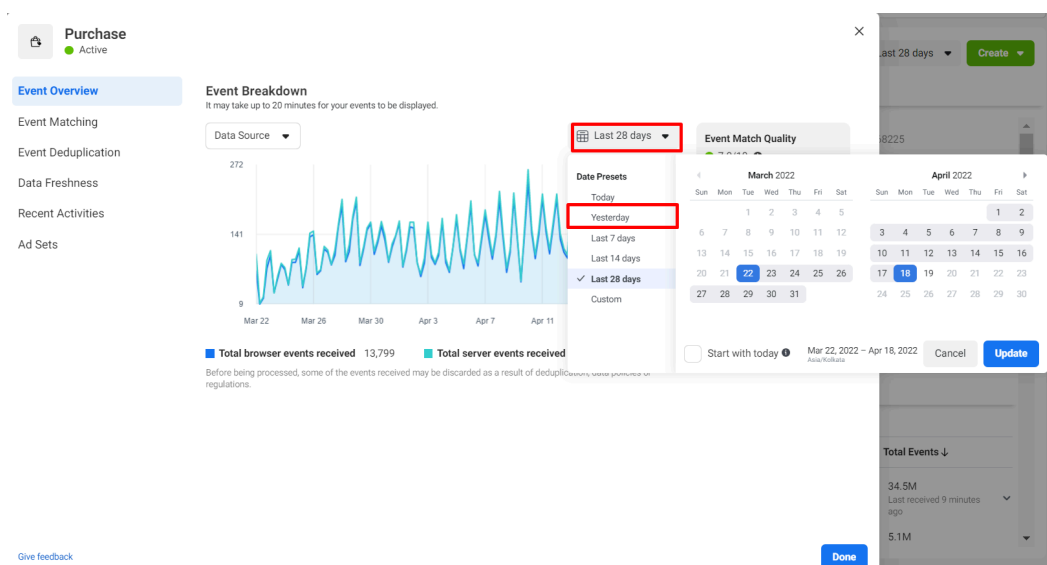
FAQs

1) Go to View Details

Step 1 : Go to the event and click on the View Details button.
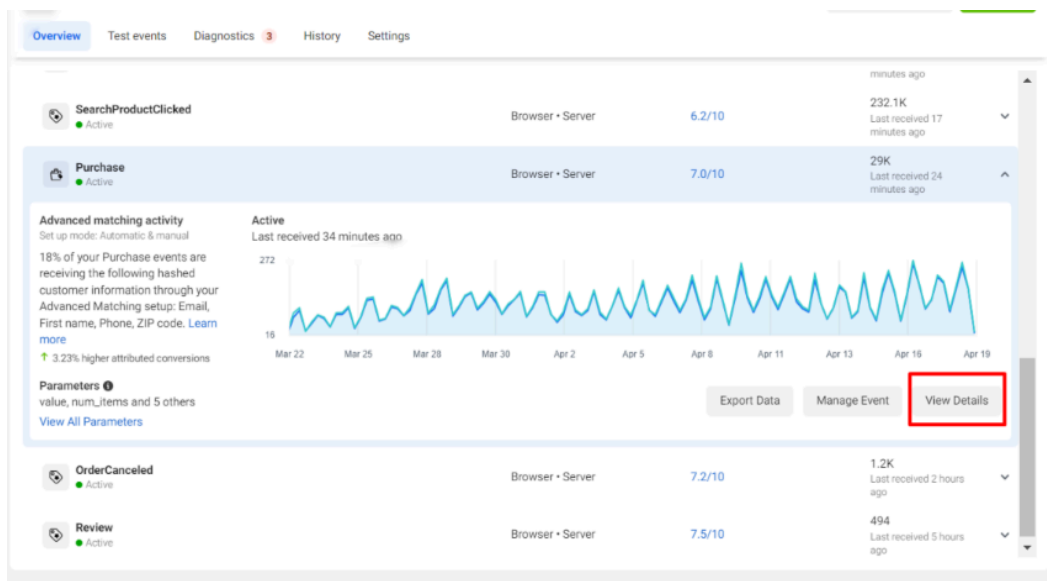
2) How Can I see Yesterday's data?
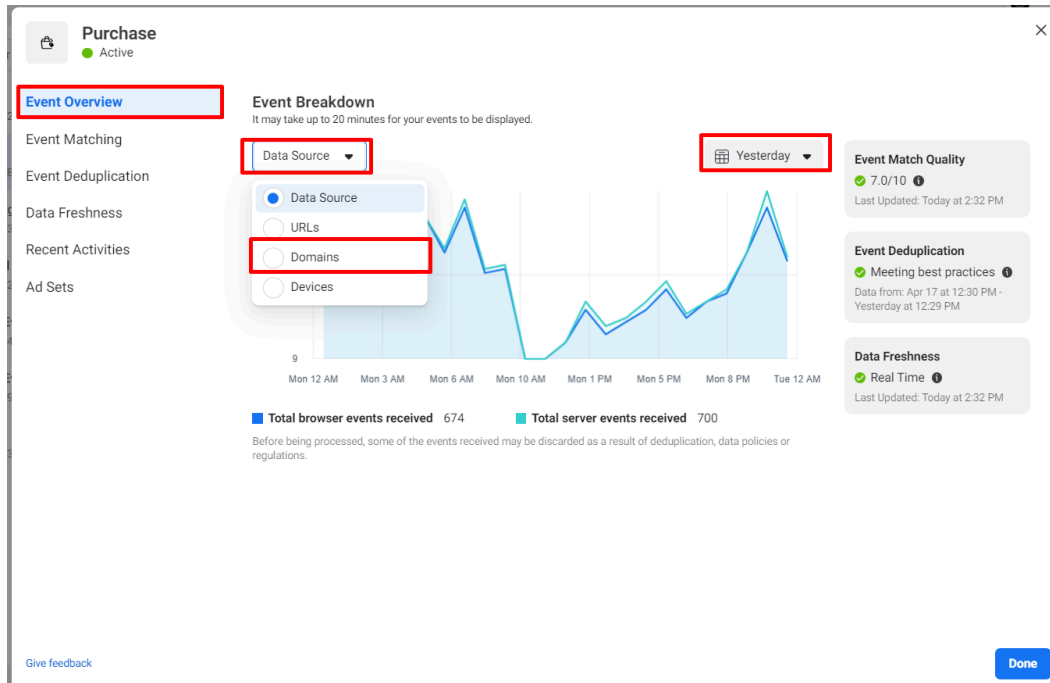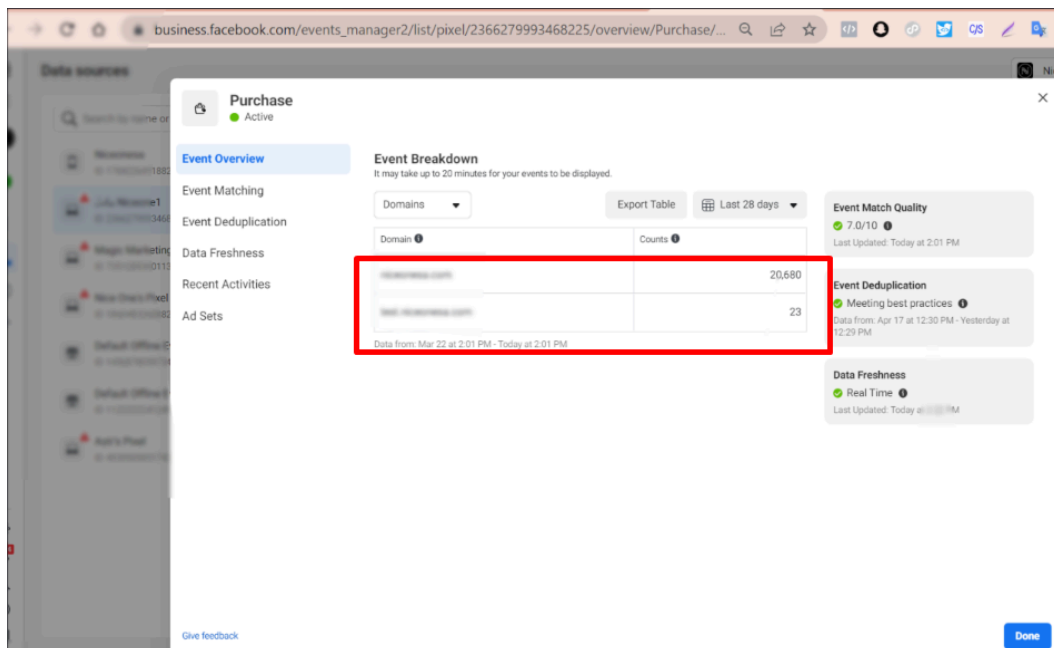
Step 1 : Go to View Details.

Step 2: In Event Overview , Click on the last 28 days and select Yesterday.

3) How Can I get domains from where the event is coming?

Step 1 : <u>Select Yesterday's data.</u>

Step 2 : Click on Data source and select Domains.
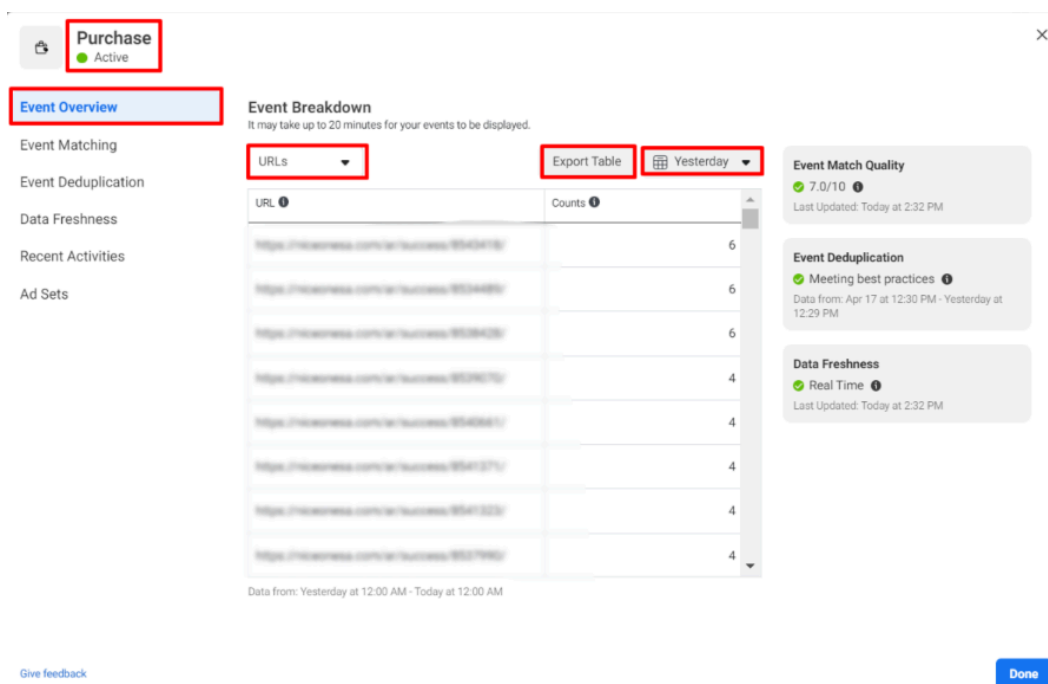
4) How to export Urls of events?

Step 1 : <u>Select Yesterday's Data.</u>

Step 2: Click on Data source and select URLs.
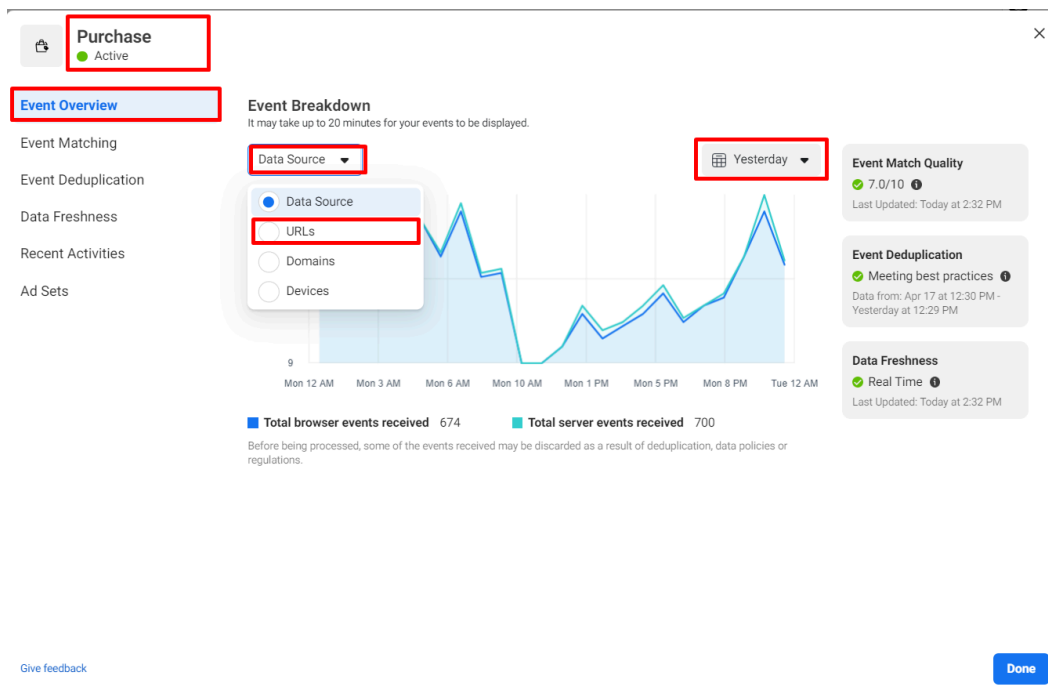
Step 3 : Click on the export table .

5) How Can I see the graph of the event ?

Step 1 : <u>Go to View Details.</u>

Step2 : <u>Select Yesterday's data.</u>

6) How to see Event Matching of events?

Step1 : <u>Go to View Details.</u>

Step 2: Click on Event Matching.

Initiate checkout
● Active

Event Overview

Event Matching

Event Deduplication

Data Freshness

Recent Activities

Ad Sets

Event Matching
See the customer information received for this event through your partner integrations, verify that it's been set up correctly and understand how this information contributes to your Event Match Quality.
Note: Contact Information, such as customer names and emails, must be hashed as SHA256 before you send it from your server. Learn more

💡 **Increase Quality With Facebook Login ID**   ⋯

If you have FB Login IDs for your customers, sending them with your server event may increase your Event Match Quality by up to 1 points.

Learn more

Send to Developer

Event Match Quality ⓘ
7.0/10

Customer Information Received ⚠	Percent of Events Receiving
Email Hashed	46.23%
IP Address Not hashed - no hash required	100%
User Agent Not hashed - no hash required	100%
Phone Number Hashed	25.23%
Browser ID (fbp) Not hashed - no hash required	97.85%
State Hashed	100%

Give feedback

Done

Initiate checkout
● Active

Ad Sets

Send to Developer

7.0/10

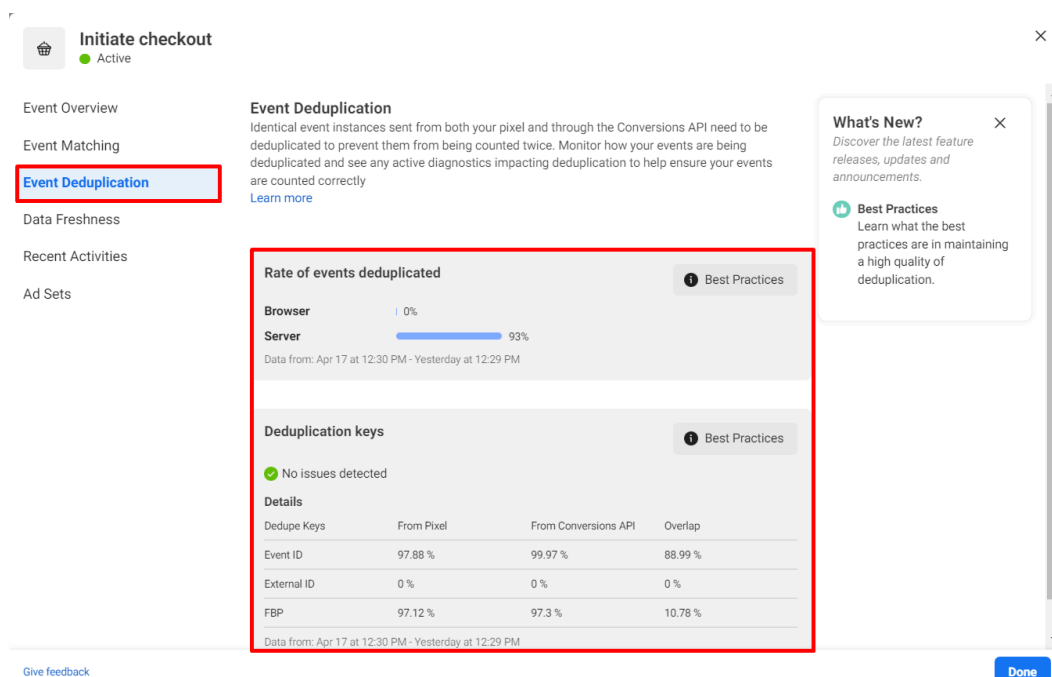| Customer Information Received ⚠	Percent of Events Receiving
Email Hashed	46.23%
IP Address Not hashed - no hash required	100%
User Agent Not hashed - no hash required	100%
Phone Number Hashed	25.23%
Browser ID (fbp) Not hashed - no hash required	97.85%
State Hashed	100%
Country Hashed	100%
City Hashed	100%
First Name Hashed	0.14%
Click ID (fbc) Not hashed - no hash required	0.91%

Last Updated: Today at 2:32 PM

Give feedback

Done

7) How to see Event Deduplication?

Step 1 : Go to View Details.

Step 2 : Click on Event Deduplication.

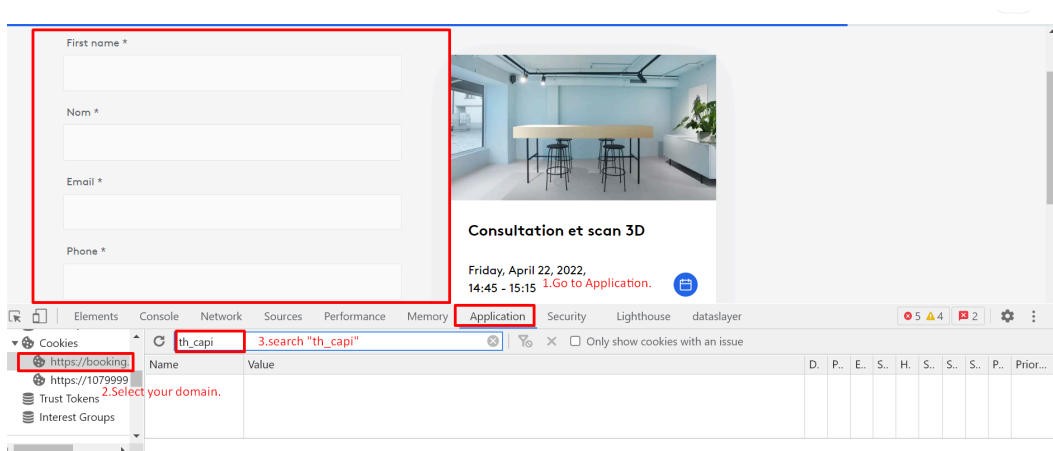# 8) How to check First Party data on a website?

Follow below steps for all forms present on the website.

Step 1 : Go to the page where the form is present.

Step 2 : Open Inspect element and Go to Application.

Step 3 : Under the Cookie section , select your domain.

Step 4 : search "th_capi" in the search bar.

Step 5: Now try to fill up the form and submit it and see if the cookie of the following name is built on the cookie section or not.

| Cookie Name	Explanation
th_capi_fn	First Name
th_capi_ln	Last Name
th_capi_em	Email
th_capi_ph	Phone Number
th_capi_db	Date of birth
th_capi_ge	gender
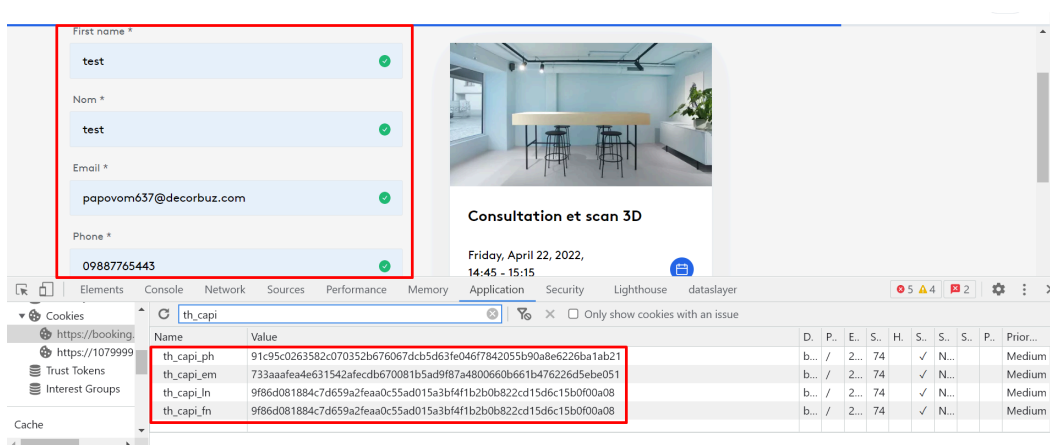
Step 6 : After checking First Party data , fire any event and check server side request.All First Party data should be passed as a parameter with request.
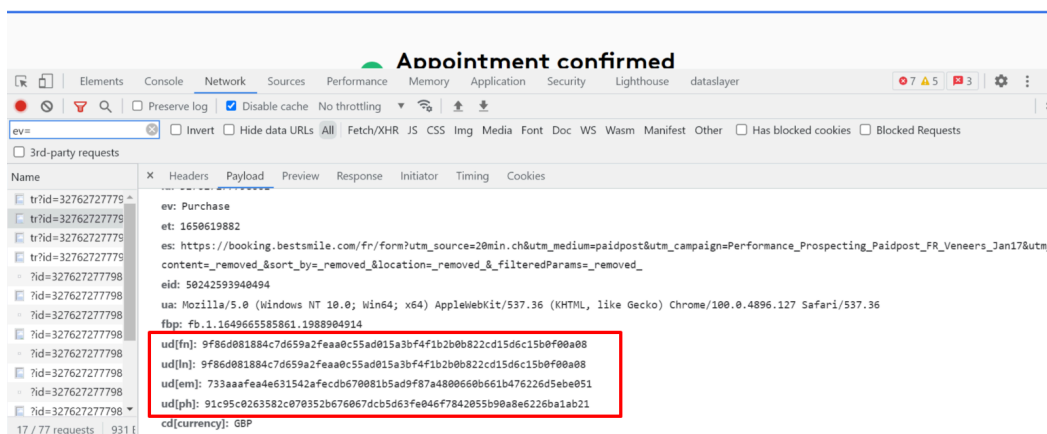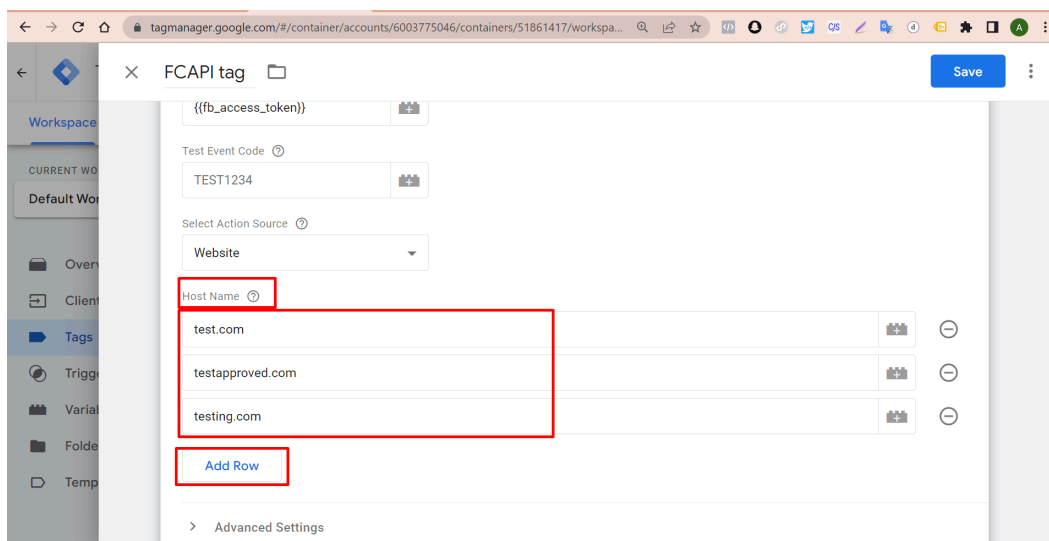
9) How to whitelist domains on the server side?

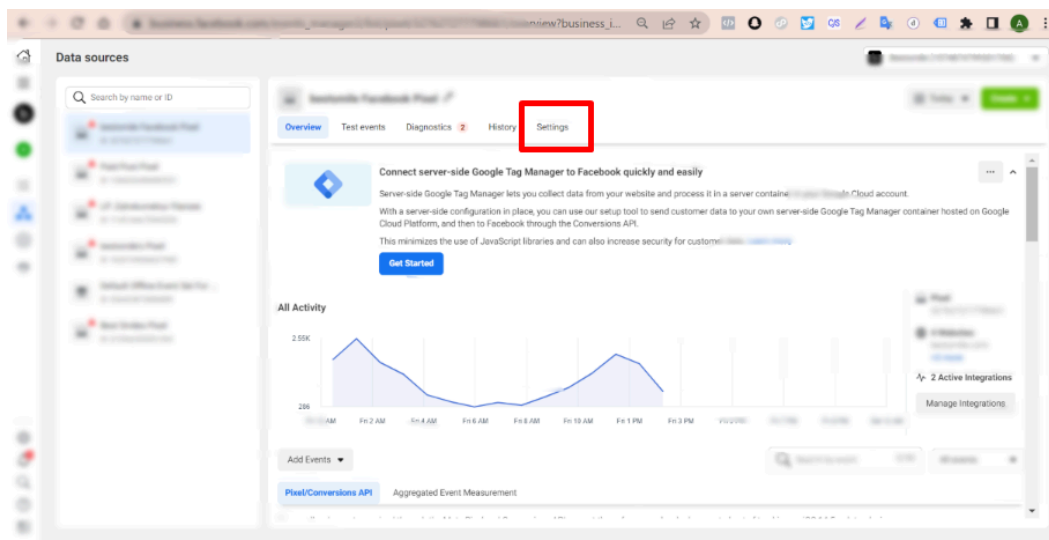Step 1: Go to the server side GTM of the client.Go to Tags.
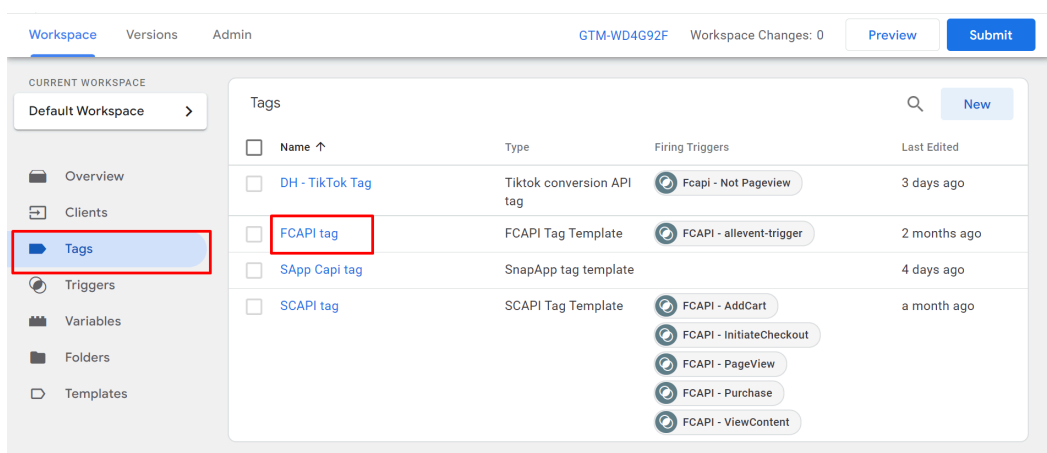
Step 2 : Open tags and add host name.

Step 3: Preview the GTM container and test for additional domains and then Publish the container.

10)   Check if the event setup tool is on or not?

Step 1 : In the Events Manager , Go to settings.

Step 2 : Under settings there is an option to Track events automatically without code.

Use customer information to match event instances on your website to a Facebook account. This helps us show relevant ads to people on Facebook. Learn more

Automatic advanced matching   ON ⬤

⌄ Show customer information parameters

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 Meta 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 with Conversions API Gateway

Set up the Conversions API so data is processed with Conversions API Gateway in your own