

Facebook Conversion API (FBCAPI)

- [Zapier to Facebook Conversion API \(FBCAPI\)](#)

Zapier to Facebook Conversion API (FBCAPI)

Set Zapier from your Facebook account as Partner

- Go to the Data Sources tab in Meta Events Manager.
- Select Settings.
- Scroll down and select Choose a Partner.
- Select Zapier and follow the setup instructions.

see more here [Facebook Documentation](#)

Head back to Zapier

- Find your actions (This can be vary depending on the integration e.g. Click Funnel Purchase Event or Webhook Catch Event)
- Add `Facebook Conversions` as action and select appropriate Event (we selected Lead Event)



... Action

2. Send Lead Event in Facebook Conversions



^ Choose app & event ✓



Facebook Conversions

Change

* Event (required)

Send Lead Event



This is performed when the Zap runs.

Continue

∨ Choose account ✓

∨ Set up action ✓

∨ Test action ✓

Close

- Select your Business Account and Pixel

Set up action



Source and destination

 See [Conversions API documentation](#) for details about the API and the parameters it supports.

* **Action Source** (required)

Website

Select where the event occurs.

* **Business Account** ^{1 2 3} (required)

HandL Inc.

Select the business account that will receive the event.

* **Pixel** ^{1 2 3} (required)

HandL Inc.'s Pixel

Select which Pixel the event will be sent to.

Event info

 See [Conversions API documentation](#) to learn more about [server event parameters](#).

Event Time 

now

Use a timestamp that indicates when the event occurred. The time of the Zap firing will be used if the field is empty.

Event ID

Enter text or insert data...

This ID is used to remove duplicates when sending the same event from more than one source.

Event Source URL

 **1. Input 18:** <https://handl-s...ign=1stCampaign>

The URL where the web event occurred.

Test Event Code

TEST52864

This code is used to signify events as test events and used during "Test & Review" of your action. Ignored whe... [more](#)

Opt-out of Ads Delivery Optimization

Choose value...

Select True if the event should only be

Ready to publish your Zap?

Publish



- Set up the action based on the data you collect (you should send name and email as minimum for Lead event. And more for Purchase event)

Email

1. Input 3: haktan@domain.com

Phone Number

Enter text or insert data...

First Name

1. Input 2 3: Haktan

Last Name

1. Input 2 6: S

City

Enter text or insert data...

State Code

Enter text or insert data...

Country Code

Enter text or insert data...

Zip Code

Enter text or insert data...

External ID

Enter text or insert data...

A user identifier such as a loyalty membership ID, user ID, or external cookie ID.

Show All Fields

True

Toggle True to display all additional customer information fields.

Date of Birth 📅

Enter text or insert data...

That's it!