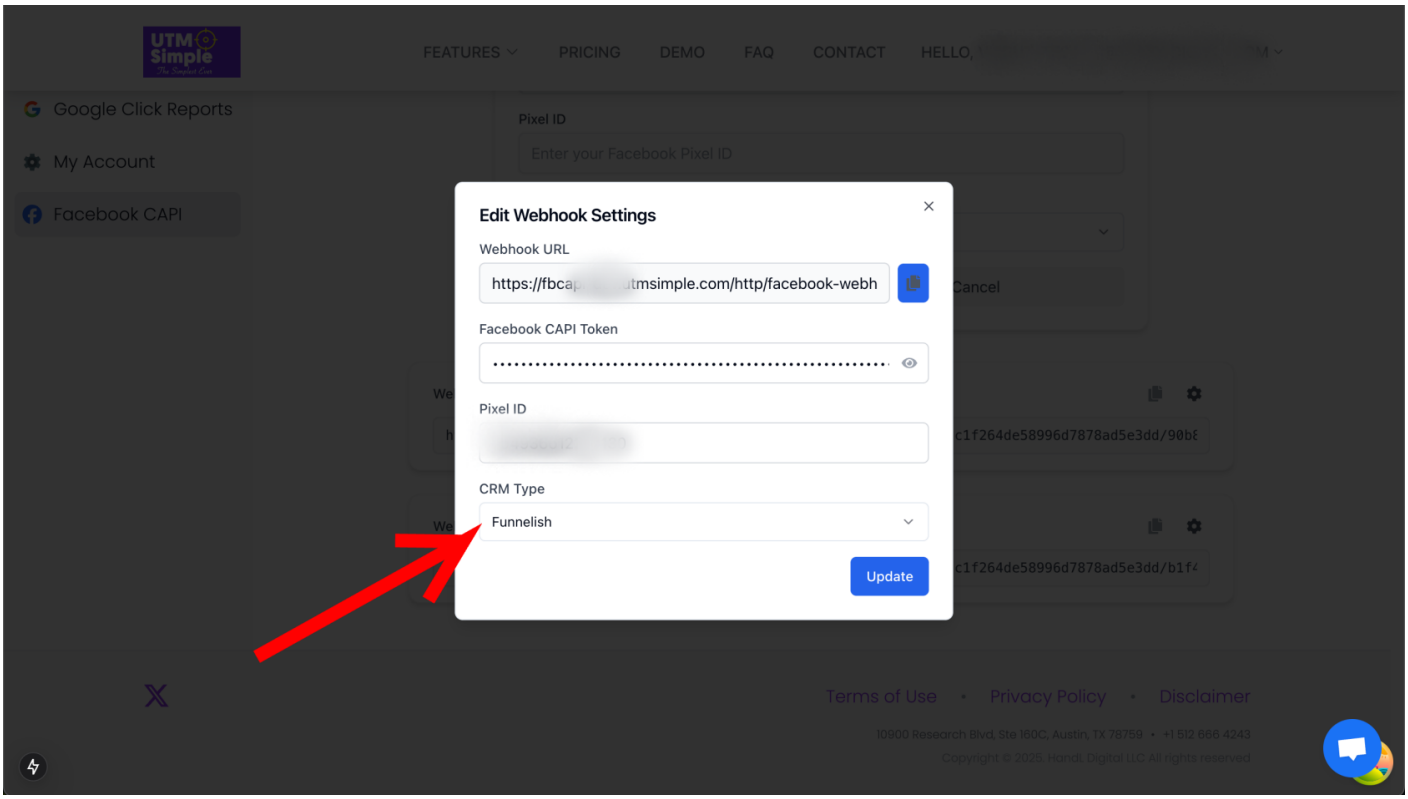
# Funnelish Facebook CAPI Integration: Complete Setup Guide

Server-side tracking is essential in today's privacy-focused world. By integrating your Funnelish funnels with Facebook's Conversion API (CAPI) via UTMSimple, you'll capture every funnel event (leads, purchases, etc.) even when ad blockers or cookie restrictions are in place. Funnelish itself highlights built-in Facebook Pixel & Conversion API support, making this integration a natural fit for optimizing your ad campaigns. With server-side events from Funnelish, you can:

- **Track full funnel journeys:** Attribute ads to actual leads and sales from your funnels.
- **Bypass blockers:** Server-side events aren't affected by browser ad blockers or cookies, so no conversions are missed.
- **Optimize campaigns:** Use accurate funnel data to improve Facebook ad performance (e.g. optimize for real Purchase events).
- **Maintain privacy compliance:** Send only hashed user data (emails/phones) and UTM tags to Facebook, as UTMSimple automatically captures UTM parameters for deeper attribution.

## Step 1: Get Your UTMSimple Webhook URL

After subscribing to UTMSimple's Facebook CAPI product, log in to your UTMSimple dashboard and go to **Facebook CAPI Settings**. Enter your **Facebook CAPI Access Token** and **Facebook Pixel ID (Dataset ID)**, and choose **Funnelish** as the CRM type. When you save, UTMSimple will generate a unique webhook endpoint URL for your account. Copy this URL — it is your secure, personal endpoint that connects Funnelish to Facebook CAPI.

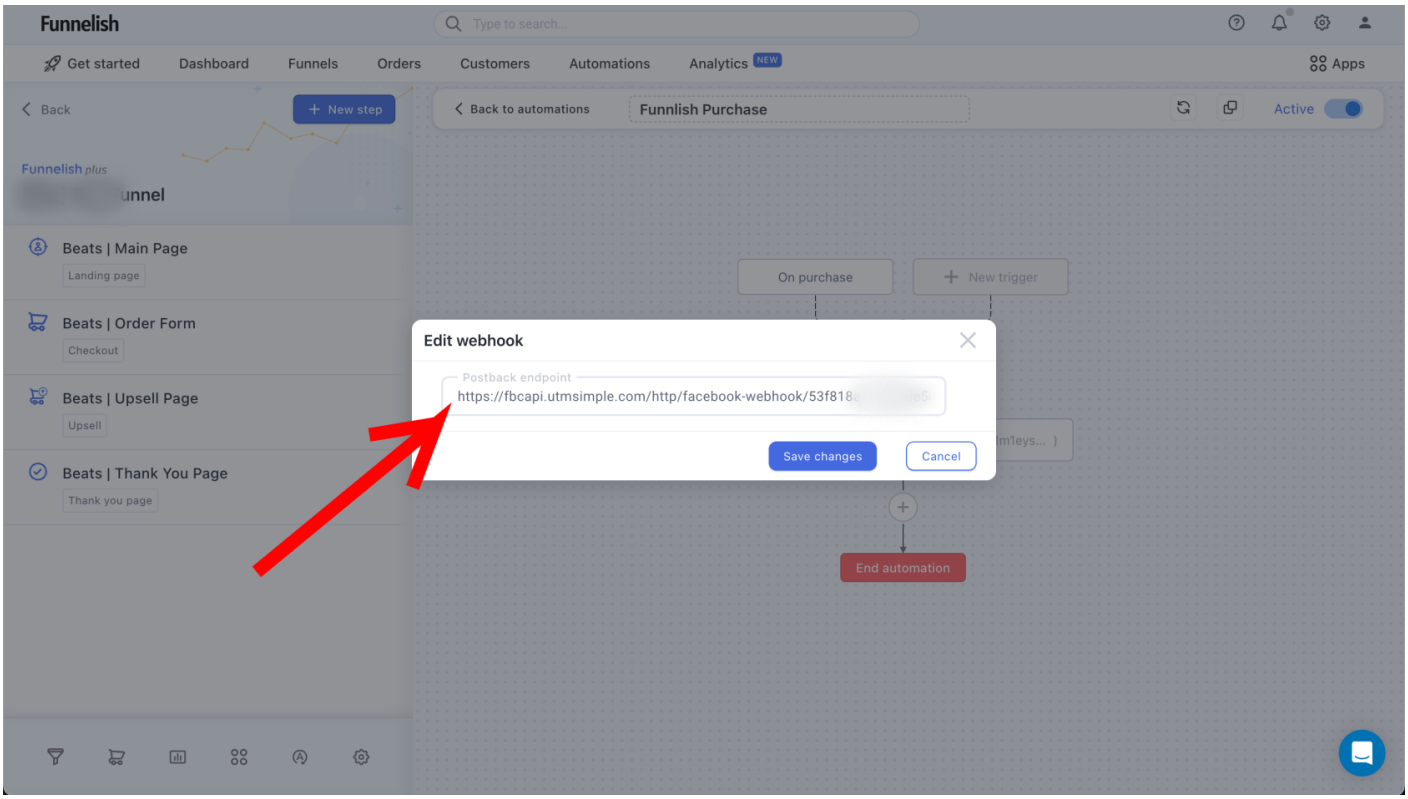



*UTMSimple's documentation notes:* "You have to enter your Facebook CAPI token, Dataset ID and select your desired CRM to get unique URL". Treat this URL like a password and do not share it publicly.

# Step 2: Configure Funnelish Automation

In Funnelish, set up an Automation to send events to UTMSimple. Open your Funnelish funnel and click the **Automations** (workflow) icon. Create a new automation and select an appropriate **trigger** for the events you want to track. For example:

1. **On Purchase** – fires when a purchase is completed (ideal for sending *Purchase* events with revenue).
2. **Optin** – fires when a visitor submits their email on any funnel page (use this to send *Lead* events).
3. (Other triggers like **Recurring Payment** can be used for subscription renewals, or **Purchase Attempt** for abandoned carts.)




Next, click the **+** button under the trigger to add an action, choose **Webhook**, and paste your UTMSimple webhook URL into the URL field. Funnelish will now POST your funnel data (contact info, order details, etc.) to UTMSimple whenever the trigger fires. UTMSimple is *"pre-configured to understand"* Funnelish's event format, so it will automatically parse those fields (like `email`, `event_name`, `value`, `currency`, etc.) and forward them to Facebook CAPI. You typically don't need to build a custom JSON payload – just ensure your funnel collects the needed data (email or phone for user matching, and order value for revenue tracking).

# Step 3: Testing Your Integration

After saving the automation, test it end-to-end:

- Run a test funnel: submit a lead or place a test order in your Funnelish funnel.
- **Check UTMSimple:** In your UTMSimple dashboard (Live Events or logs), you should see the event recorded. UTMSimple notes that its solution ensures "you never miss a conversion", so this test should appear.
- **Check Facebook Events Manager:** Log into Facebook Events Manager for your Pixel. You should see the new event (Lead or Purchase) coming through the Conversion API.

If you don't see the event, verify that your UTMSimple token, Pixel ID, and Funnelish webhook URL are all correct. Make sure the correct trigger is firing in Funnelish and that the automation is active. Once confirmed, your Funnelish funnel events will reliably flow into Facebook via UTMSimple.

# Pro Tips for Funnelish Integration

- **Use the Right Triggers:**
  - *On Purchase* for actual sales (maps to Facebook's *Purchase* event).
  - *Optin* for new email captures (maps to *Lead* or *CompleteRegistration* events).
  - *Recurring Payment* triggers for subscription payments.
- **Enable "Once per Customer"** if available, so each contact only sends one event per purchase or lead.
- **UTM Parameters:** Ensure any UTMs are included in your funnel URLs. UTMSimple will automatically capture and forward UTM tags with each event, giving you full campaign attribution.
- **Field Mapping:** By default, Funnelish sends standard fields in the webhook. Make sure your funnel form collects **Email** (and Phone if possible), since UTMSimple uses those hashed identifiers for Facebook matching.
- **Troubleshooting:** If events aren't arriving, use UTMSimple's debug tools to see raw payloads. Confirm Funnelish's workflow is active and that the webhook action is listed. Check that your UTMSimple webhook shows the correct CRM type (Funnelish) – this was chosen in Step 1.

# Next Steps

With Funnelish events flowing to Facebook CAPI, you can now build audiences and optimize campaigns more effectively: create custom audiences from your high-value funnel leads and customers, run A/B tests on ad creative using server-side conversions as goals, and set up bid strategies based on the real revenue data. For further details or advanced setups, see the UTMSimple documentation or reach out to **support@utmsimple.com**. Now you're all set – your Funnelish funnel is connected to Facebook's Conversion API via UTMSimple, ensuring no conversion goes untracked.

---

Revision #1
Created 9 September 2025 12:58:57 by Visrut
Updated 9 September 2025 13:17:26 by Visrut