Guide to UTMSimple’s Facebook CAPI Integration

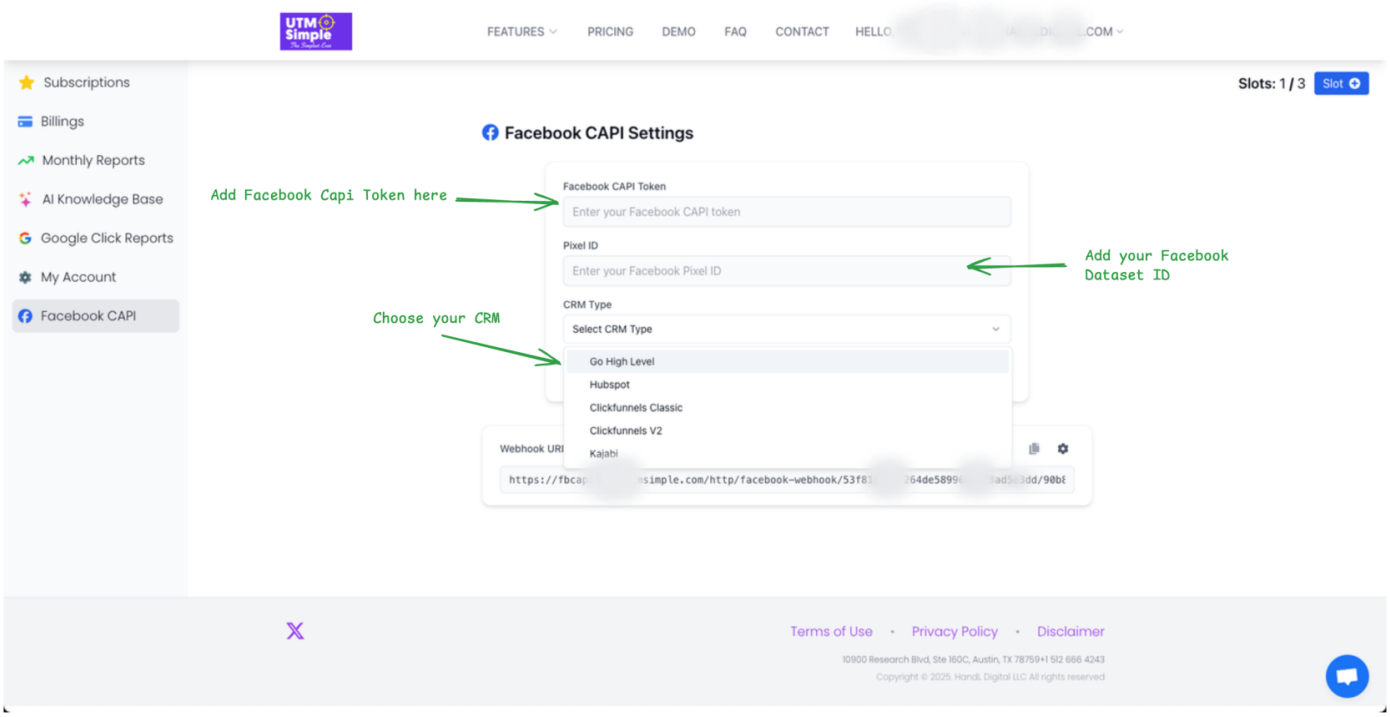
In a world of increasing data privacy measures, ad blockers, and cookie restrictions, server-side tracking has become essential for accurate marketing attribution. UTMSimple’s Facebook Conversion API (CAPI) integration is designed to make this powerful technology accessible and seamless.

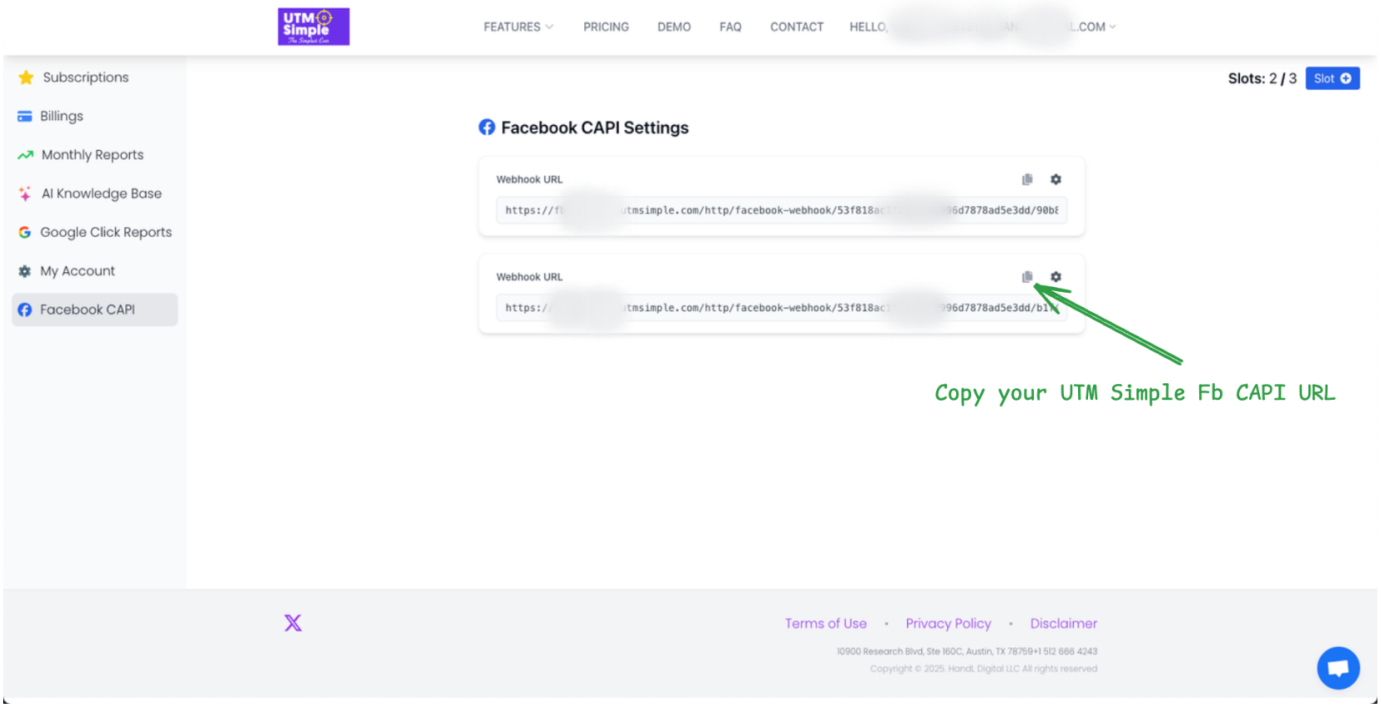
we offer simple one-click setups for popular platforms, this guide is for who need to integrate FB Capi with their CRM.

Step 1: Get Your Unique Webhook Endpoint

Once you subscribe to the Facebook CAPI product on the UTMSimple website, you will be assigned a **unique webhook URL**. This is your personal endpoint for sending all server-side events.

You can find this endpoint in your UTMSimple dashboard. You have to enter your Facebook CAPI token, Dataset ID and select your desired CRM to get unique URL. Treat this URL as a secure credential; it is the key that connects your system to ours.





Step 2: Send Your Event Data

This is where the magic happens. Our system is designed for maximum flexibility, whether you use a popular CRM or a fully custom-built platform.

Seamless Integration with Leading CRMs

Our webhook endpoint is pre-configured to understand the specific data formats from many of the tools you already use. We currently have native support for parsing events from:

- GoHighLevel
- HubSpot
- ClickFunnels (both Classic and v2)
- Kajabi
- Funnelish

If you use one of these platforms, you can simply point their webhook notifications to your UTMSimple endpoint, and our system will handle the complex task of translating that data for Facebook CAPI.

Building a Custom Payload

If you're integrating with a different CRM or a custom application, you can send a `POST` request with a standard JSON payload. Our system will extract the relevant details and forward them to Facebook. For best results, structure your payload with the following key fields.

Essential Payload Fields:

- **Event Information**
  - `event_name`: The Facebook standard event you're tracking (e.g., `Purchase`, `Lead`, `CompleteRegistration`).
  - `event_source_url`: The URL where the event occurred.
- **User Data (for matching)**
  - `email` & `phone`: Hashed user identifiers are critical for matching conversions.
  - `client_ip_address` & `client_user_agent`: Helps Facebook attribute the event correctly.
  - `fbp`: The Facebook browser ID cookie (`_fbp`), if available.
- **Conversion and Attribution Data**
  - `value` & `currency`: The monetary value and currency of the conversion.
  - `utm_params`: Any UTM parameters (`utm_source`, `utm_medium`, etc.) associated with the user session. Our system will automatically capture these and pass them to Facebook as custom properties for deeper insights.

Sample Custom Payload: Here is an example of a well-formed JSON payload for a custom integration:

```
{
  "event_name": "Lead",
  "user_data": {
  "email": "test@example.com",
  "phone": "15551234567",
  "client_ip_address": "123.123.123.123",
  "client_user_agent": "Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML,
like Gecko) Chrome/108.0.0.0 Safari/537.36",
  "fbp": "fb.1.1558571054389.1098115397"
  },
  "event_source_url": "https://yourwebsite.com/contact",
  "utm_params": {
  "utm_source": "google",
  "utm_medium": "cpc",
  "utm_campaign": "spring_sale"
  }
}
```

By leveraging UTMSimple's Facebook CAPI integration, you gain a reliable, secure, and powerful way to handle server-side event tracking, ensuring you never miss a conversion.

Thank you for reading this, If you have followed this guide you are all setup with your FB CAPI integration, if you have any questions you can directly reach out to us via our chat support or email us at **support@utmsimple.com**.

Revision #9
Created 25 August 2025 20:25:36 by Visrut
Updated 26 August 2025 13:06:55 by Visrut