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# Tealium Integration with Meta Conversions API

Learn about Tealium's integration with Meta's Conversions API, enabling businesses to track and optimize their advertising campaigns on one the largest social platforms.

## Powering Privacy-Centric Advertising in a Changing Landscape

Digital marketing and analytics teams today are faced with new challenges in the way they collect customer data. Today, about 30% of all browser traffic is third- party cookie dependent and that number is expected to increase to around 80% by 2024. This, along with changing consumer behaviors and an increased focus on privacy, results in businesses having less customer insight to meaningfully advertise to potential customers and measure the impact of those efforts.

## What Does This Mean For Your Business?

The phasing out of third-party cookies is making conversion tracking increasingly important. Leveraging data directly from your server instead of relying on cookies, Meta Conversions API (CAPI) provides a more accurate and streamlined way to track conversions. The combination of Tealium's Customer Data Management and Meta Marketing Solutions helps brands use omni-channel, consented first-party data to better target, measure, and optimize their campaigns.

The combination of Tealium's Customer Data Hub and Meta Conversions API can help preserve advertising measurement by helping businesses leverage consented, first-party data from across their organization.

# Key Benefits

## Improve full-funnel measurement

Create and activate omni-channel audiences using your first-party data from across your enterprise.

## Strengthen performance and privacy

Strengthen conversion tracking reliability through consented client-side and server-side data collection points.

## Unlock stronger optimization

Improve Return On Ad Spend (ROAS) through better attribution and improved reliability for optimized delivery.

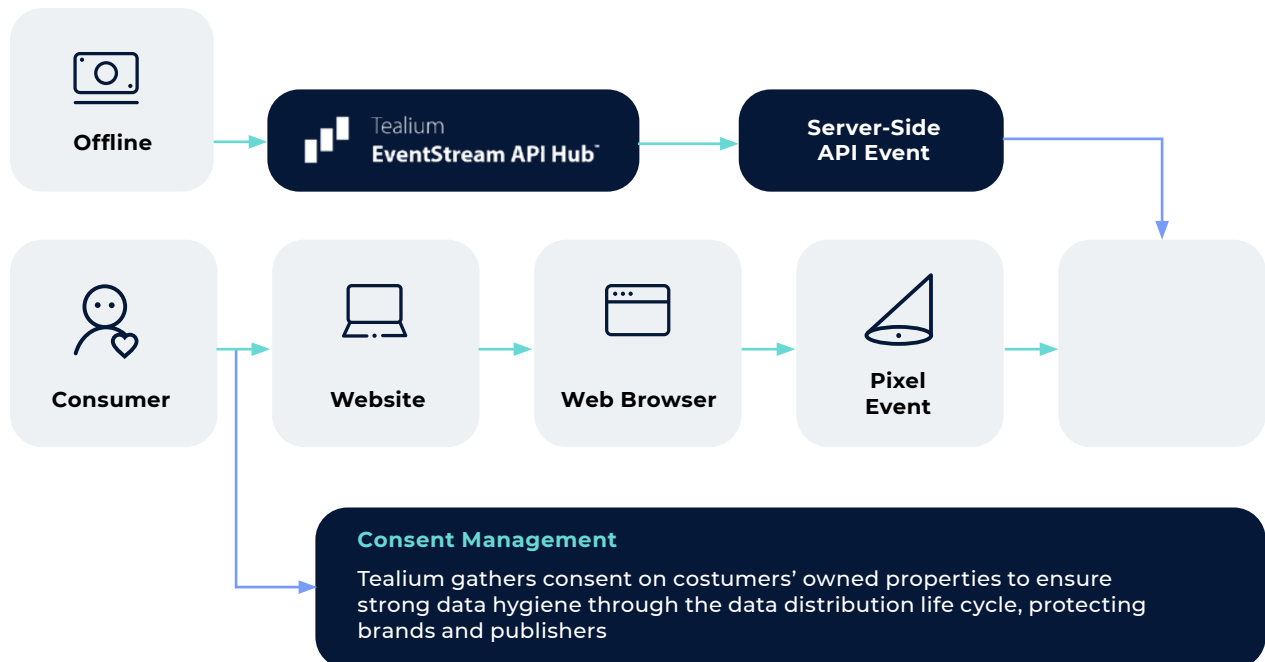TEALIUM®

# What is Meta Conversions API?

The Meta Conversions API (CAPI) creates a direct connection between marketing data from an advertiser's server and Meta's platforms, enabling advertisers to measure the performance of their marketing campaigns.

This connector creates new ways for advertisers to improve the reliability of data sharing, leverage conversion data that a website tag might not capture and ultimately help increase return on ad spend (ROAS) across the Meta advertising landscape.

## Tealium and Meta Conversions APIs

In close partnership with Meta, Tealium has created multiple methods to implement Meta Conversions Tracking in their Customer Data Hub (CDH). Available in the Tag Marketplace within the Tealium iQ Tag Management platform, the Facebook Pixel can be easily implemented to capture Online Conversions.

Additionally, Tealium's EventStream API Hub has been outfitted with Meta Conversions API to capture server-side data. Through these connectors, users can easily set it up with seamless integration between both their client-side and server-side instances.



Offline → Tealium EventStream API Hub → Server-Side API Event

Consumer → Website → Web Browser → Pixel Event

**Consent Management**
Tealium gathers consent on costumers' owned properties to ensure strong data hygiene through the data distribution life cycle, protecting brands and publishers

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| **01** | **Improve Signal Resiliency** | **03** | **Leverage Data in Real-Time** |
| **02** | **Improve Omnichannel Audiences** | **04** | **Increase Return on Ad Spend** |

# How Do I Get Started?

If you are interested in setting up Meta's Conversions API (CAPI) within your Tealium account, reach out to your Tealium representative for next steps.

For more information, visit
**tealium.com**

## About Tealium

Tealium helps companies collect, govern, and enrich their customer data in real-time to power AI initiatives and delight customers in the moments that matter. Tealium's turnkey integration ecosystem supports more than 1,300 built-in connections from the world's most prominent technology experts. Tealium's solutions include a real-time customer data platform (CDP) with intelligent AI data streaming, tag management, and an API hub. Tealium's data collection, management, and activation capabilities enable enterprises to accelerate operating performance, enhance customer experiences, drive better outcomes, and support global data compliance. More than 850 leading businesses globally trust Tealium to power their customer data strategies.

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