

Facebook & Campaign Manager Server-to-Server Integration

February 2020



Coming Soon: Facebook server-to-server integration



What is it?

In 2018, Facebook decided to make a change that would impact traditional impression tracking with CM tags. Following several quarters of work with Facebook, impressions tracked in CM will now be measured via a direct server-side integration with Facebook in which Facebook executes the measurement and sends the data back to CM.

Why does it matter?

For customers who track their Facebook campaigns in CM, this integration will enable impression counting for nearly all* Facebook inventory, including inventory where CM impression tags were previously not allowed.

When will the integration launch?

All existing and future campaigns will move to the server-to-server integration when it goes live (est. early March). New inventory will be supported in stages, beginning with mobile app.

*Facebook does not support impression tracking on Messenger or Marketplace inventory.

Facebook integration details - what's changing?

Legacy Impression Tracking

Supported **impression, reach, & view-through conversion** measurement on:

- Non-app Facebook inventory
- Facebook campaigns not leveraging custom Facebook audiences



Server-to-Server Measurement

Will support **impression** counting on:

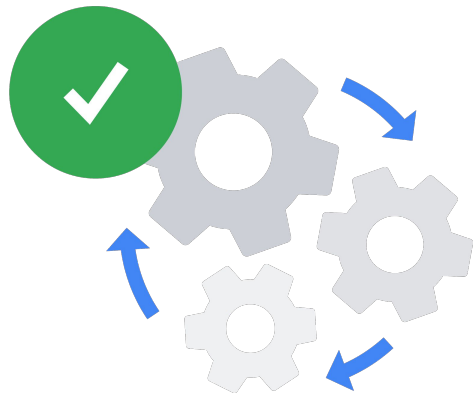
- Currently supported inventory PLUS mobile app and custom audience* inventory

Note: View-through conversion and reach measurement requires user ID data, and geo reporting requires IP address. These data points are not shared via this integration.

No
Change

CM click trackers can still be implemented in Facebook ads, and there will be no change to the current functionality.

Implementation - what should I do now?



Review Facebook campaigns that are currently live and being tracked in CM as well as planned future campaigns. Keep in mind that:

1. No action is needed to update existing CM tracking ads for customers already using impression trackers today.
2. You may wish to traffic new placements and tracking ads for inventory where impression tracking was not previously allowed. Depending on your campaign setup, you may start seeing additional volume in CM as soon as the integration launches.
3. You can work with your Facebook team to audit campaigns and ensure all eligible inventory is being tracked.