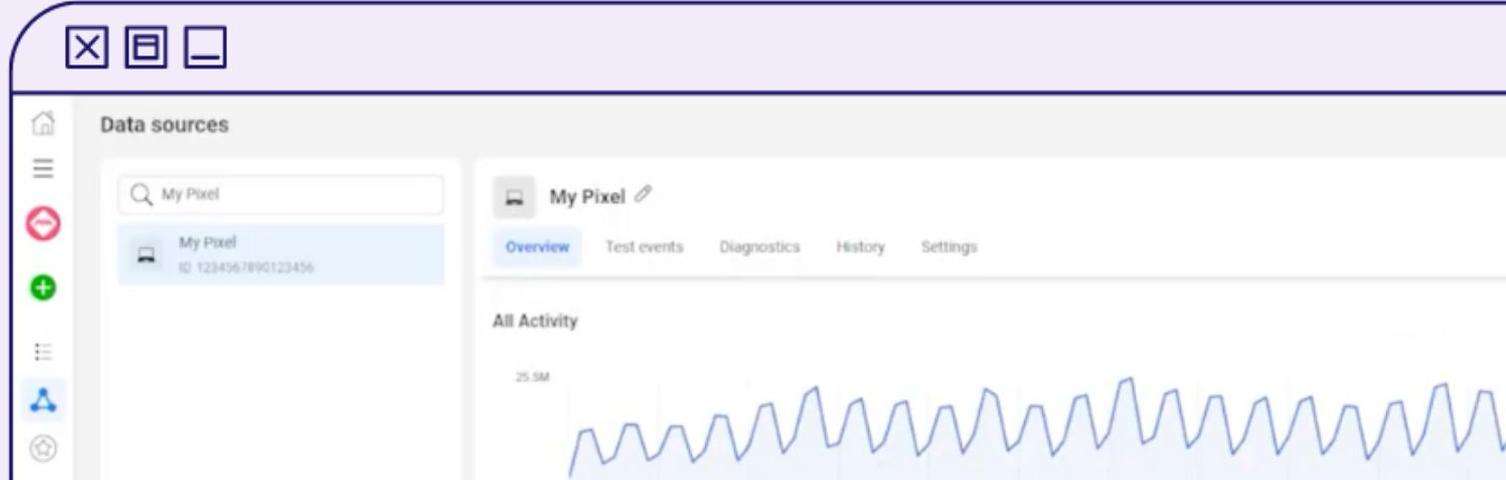




Avoid Cookie Block: Track All Your Facebook Campaign's Performance with **Serverless Tracking**





GUILLERMO BERNAT

CHIEF STRATEGY OFFICER AT ADSMURAI



Adsmurai

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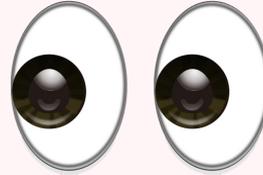
The issue: Tracking with cookies

What happens in my e-commerce?



```
<!-- Facebook Pixel Code -->
<script>
  !function(f,b,e,v,n,t,s)
  {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
  n.callMethod.apply(n,arguments):n.queue.push(arguments)};
  if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
  n.queue=[];t=b.createElement(e);t.async=!0;
  t.src=v;s=b.getElementsByTagName(e)[0];
  s.parentNode.insertBefore(t,s)}(window, document,'script',
  'https://connect.facebook.net/en_US/fbevents.js');
  fbq('init', '{your-pixel-id-goes-here}');
  fbq('track', 'PageView');
</script>
<noscript>
  
</noscript>
<!-- End Facebook Pixel Code -->
```

=



```
<!-- Facebook Pixel Code -->
<script>
  !function(f,b,e,v,n,t,s)
  {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
  n.callMethod.apply(n,arguments):n.queue.push(arguments)};
  if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
  n.queue=[];t=b.createElement(e);t.async=!0;
  t.src=v;s=b.getElementsByTagName(e)[0];
  s.parentNode.insertBefore(t,s)}(window, document,'script',
  'https://connect.facebook.net/en_US/fbevents.js');
  fbq('init', '{your-pixel-id-goes-here}');
  fbq('track', 'PageView');
</script>
<noscript>
  
</noscript>
<!-- End Facebook Pixel Code -->
```



Saves a **cookie** (text file) containing a unique ID in our browser.



It sends Facebook data about the user's activity **together with the ID** stored in the cookie.



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<!-- Facebook Pixel Code -->
<script>
  !function(f,b,e,v,n,t,s)
  {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
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```



A third-party cookie

It sends Facebook data about the user's activity **together with the ID** stored in the cookie.



History of changes to privacy policies since 2018

2018

- **GDPR** (General Data Protection Regulation). First browser restrictions on sending cookies.

2019

- OS operating system vendors announce policies to require users to be tracked.

2020

- **ECDC** (European Data Protection Board) announces **new guidelines** for the processing and use of cookies. → **Acceptance banners**
- **California** Consumer Privacy Act.

2021

- New privacy framework for **data sending restriction** in iOS 14.

2024

- **Privacy Sandbox**: It has been announced that Google Chrome will stop using **third-party cookies** in 2024.



Currently, most tracking systems rely on **3rd party cookies** to track user activity.

Among them, there is **Meta's Pixel**.





By the end of 2024 +85% of browsers will block these cookies by default, including Google Chrome.

When this happens we will not be able to identify the user through the pixels.





Not being able to identify the user translates into:

NO tracking

NO attribution

NO optimization

NO remarketing

NO web audiences

over

200%

average increase in cost per action (CPA) between conversion campaigns vs link-clicks.



The solution:
Conversions
API (CAPI)

CAPI is an alternative to keep sending events to Facebook without relying on the pixel or third-party cookies.



CAPI is an alternative to keep
sending events to Facebook
Just this!
without relying on the pixel
or third-party cookies.

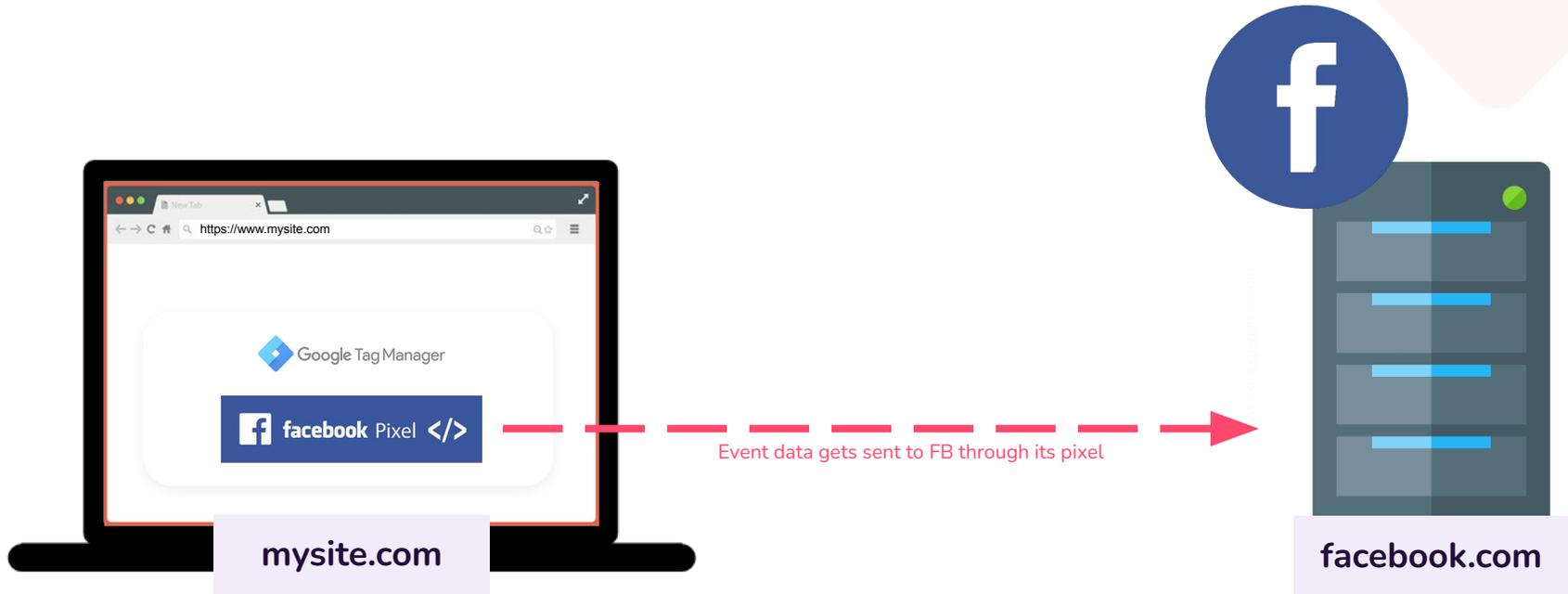


It consists of sending events
to Facebook **from your server**
instead of from the browser.



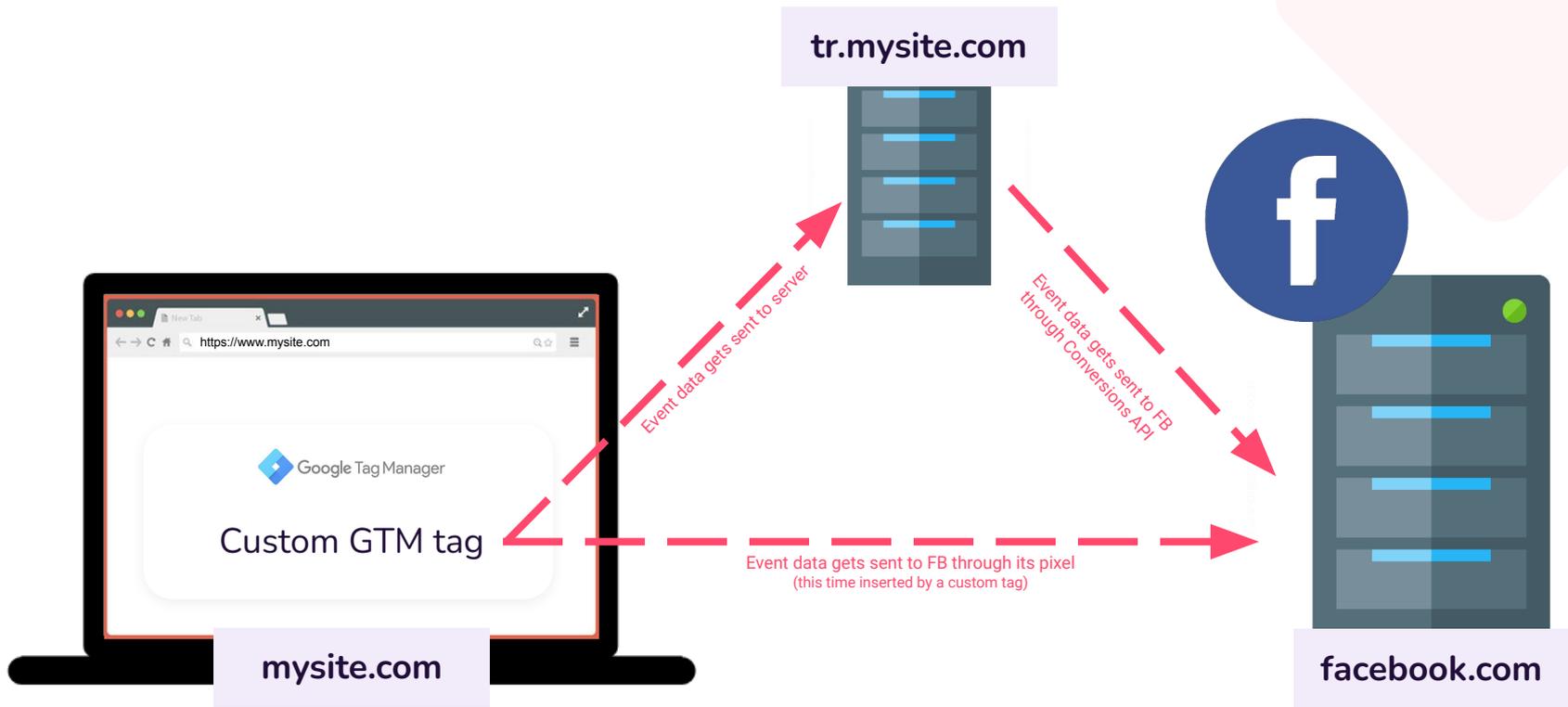
It consists of sending events
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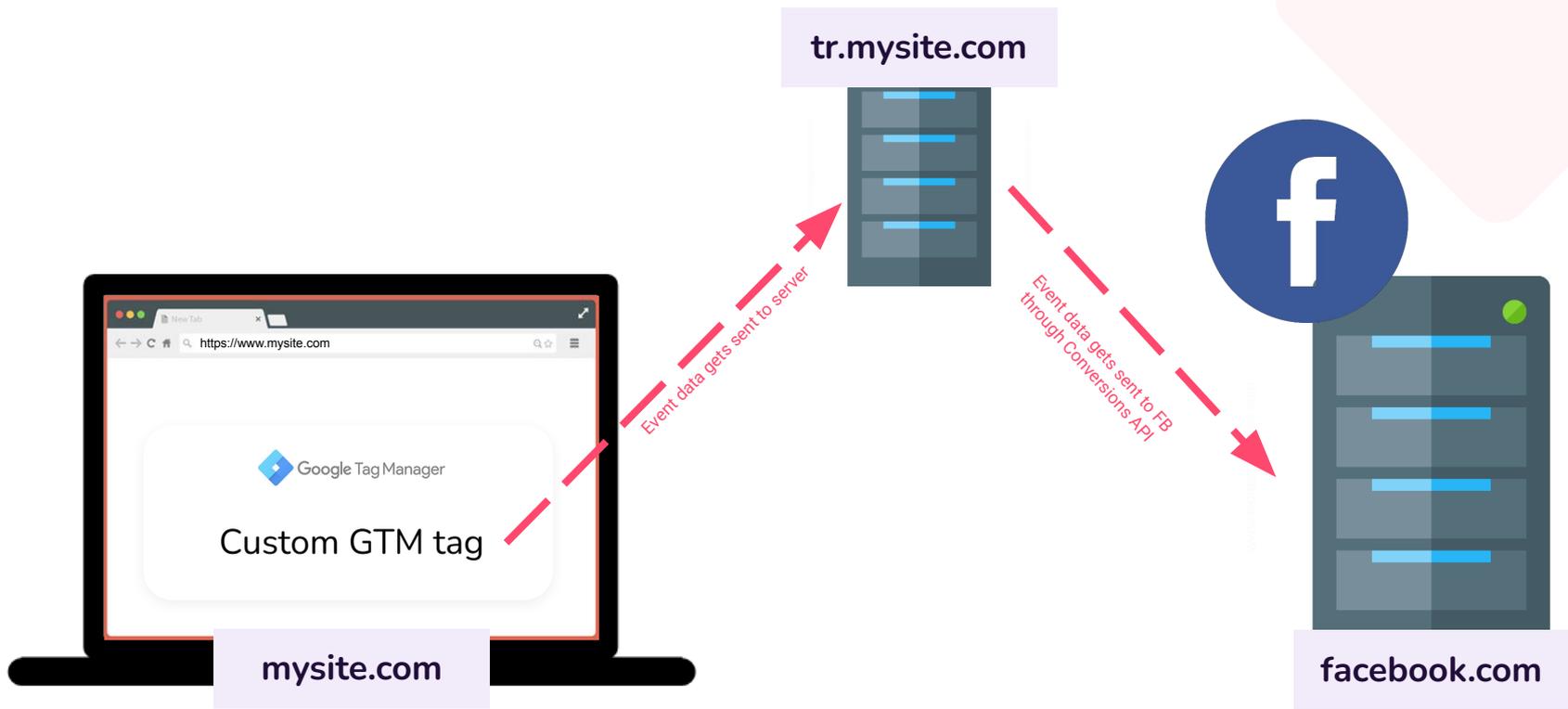
Until now, the Facebook Pixel code was inserted into the user's browser (usually through Google Tag Manager), to track their activity and send the signals directly to Facebook's servers.





With CAPI, we must send the user's activity on our website not only through the Pixel as before, but also through the Conversions API. This method uses a server created under our domain name, which receives the user activity and sends it to Facebook in the correct format.





In the future, when browsers block third-party cookies, sending events through the Conversions API using the server-side implementation will be the only viable method of keeping track of user activity on our website.



Pixel vs. CAPI

We send the **same information**
Main difference: **data sending method**



**How do we
implement CAPI?**

Ways of implementing CAPI



Solutions

E-commerce Manager

Tag Managers

In House Development



Platforms

Shopify, Woocommerce,
Magento, Salesforce Commerce
Cloud, etc.

Google Tag Manager, Tealium,
Segment, etc.

Advertiser's IT team



Speed

High - Medium

Medium

Low



Ways of implementing CAPI



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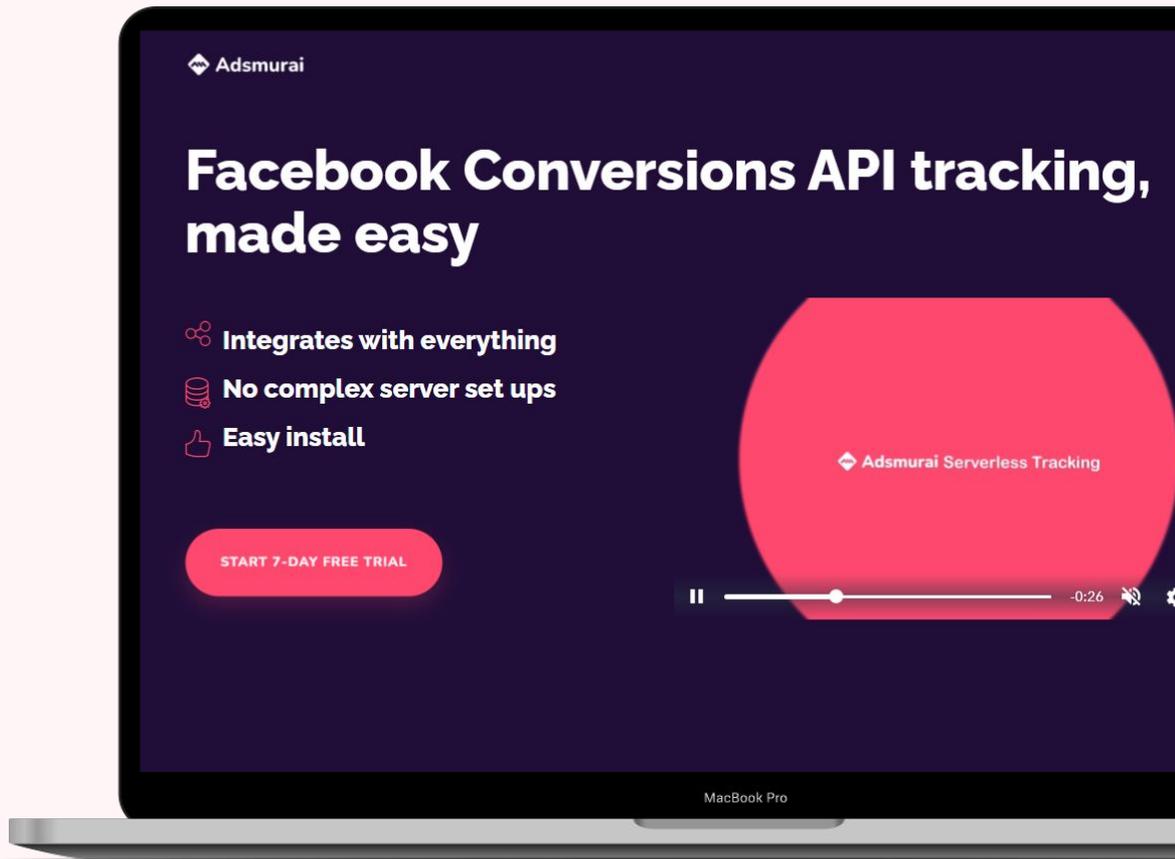
Adsmurai Serverless Tracking



Introducing Serverless Tracking

Service that allows anyone to implement CAPI through **Google Tag Manager**.

Without **coding**.
Without **creating servers**.
And at a **fraction of the cost**.



How to use Serverless Tracking?

1

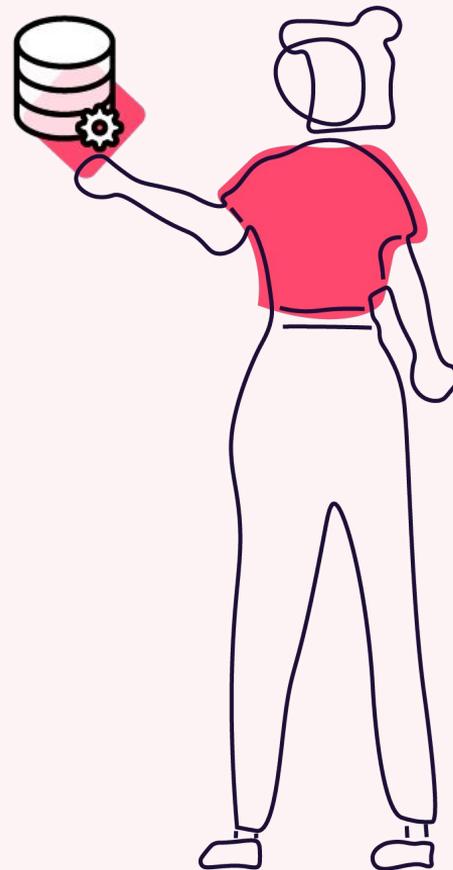
Choose your subscription

2

Insert your pixel and access token

3

Add events in your Google Tag Manager



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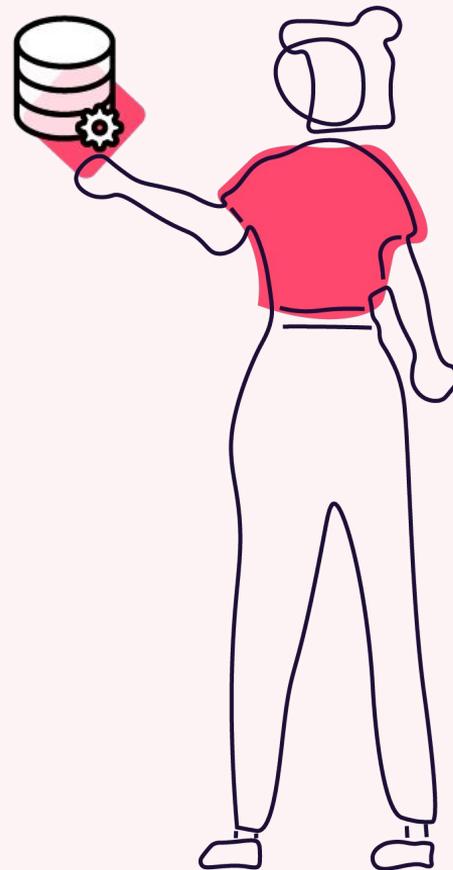
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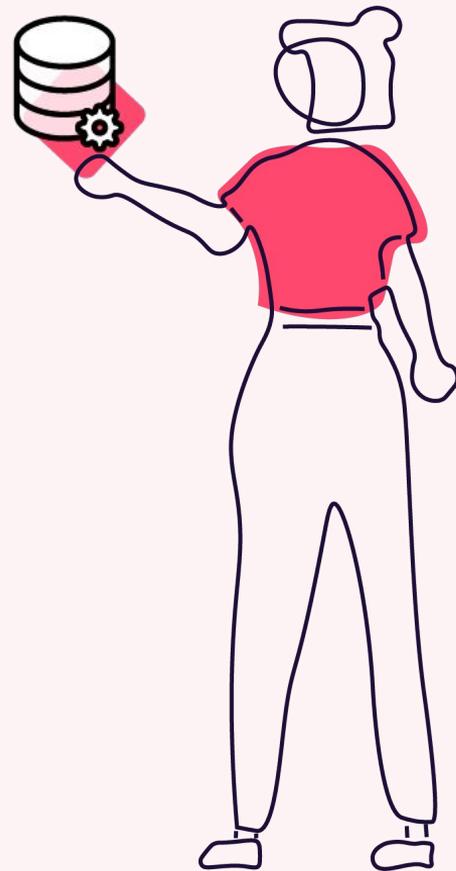
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Key Takeaways



Not being able to identify the user translates into:

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average increase in cost per action (CPA) between conversion campaigns vs link-clicks.



Not being able to track conversions

... translates into:

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NO optimization

NO remarketing

NO web audience

CONVERSIONS API

by Adsmurai

0%

Cost per action (CPA) between conversion



Conversions API is a **future** & **present** solution:

1

Loss of signals due to **iOS 14**

2

Adblockers & Charging problems

3

First restrictions to **3rd party Cookies**





With **Serverless Tracking** anyone can implement
Conversions API without **code** or **server**
configuration.



