



# COMMANDERS **ACT**

PRODUCT SHEET  
Facebook CAPI

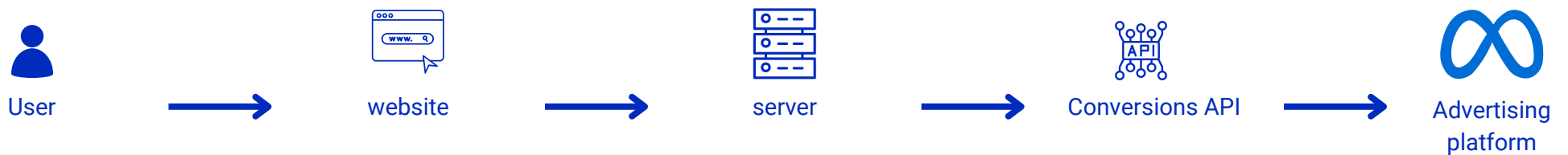


# What is the Facebook Conversions API (Facebook CAPI)?

In an environment where tracking is becoming increasingly complex, advertising agencies are having to compensate for the decline in the amount of data collected with new tools. That's why Facebook has launched its conversion API, Facebook CAPI, to enable companies to guarantee data confidentiality while offering enhanced consumer experiences.

## How does it work?

The Facebook Conversions API, which is independent of third-party cookies, enables the user to be tracked via the website's server rather than via the user's browser. So when the user performs an action on the site (e.g. adds to basket), the event is sent to Facebook from the server.



## What are the advantages?



**Improved monitoring:**  
the API provides a complete view of the funnel, giving companies more information about user behaviour



**More reliable control :**  
on data received and transmitted

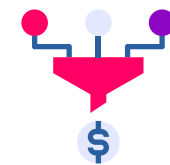


**Better conversion attribution:**  
By collecting more information, conversion attribution becomes more accurate



**Better performance:**  
the API provides a better understanding of behaviour, enabling audiences to be targeted more effectively and thus boosting campaign performance

## Results



**From 10 to 30%**

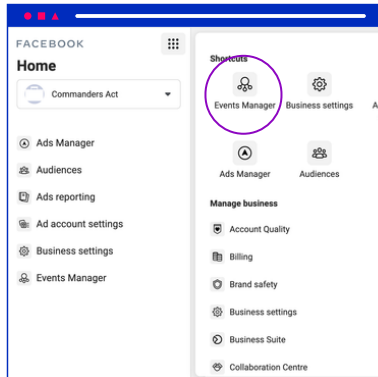
increase in the conversion rate



# Configuring Facebook CAPI with Commanders Act

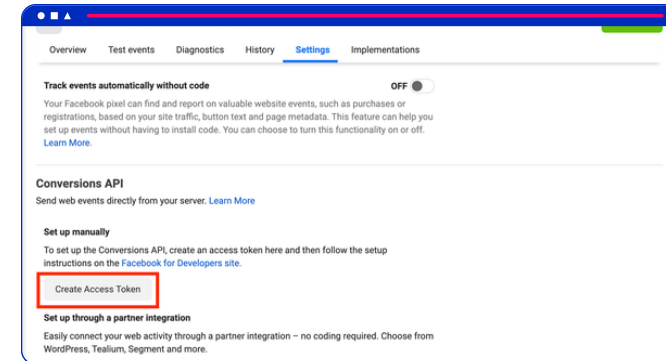
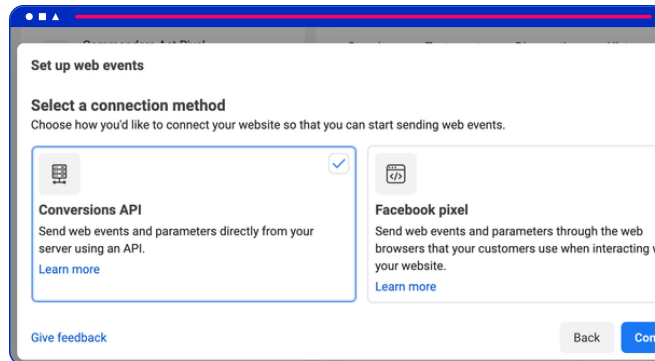
## 1. Access to Facebook Business Manager :

You need a Facebook Business Manager account in which you can create a new conversion web pixel and choose the connection mode.



## 2. Find the access token :

Once the pixel has been created, you will need to find the ID and access token in order to copy them into the Commanders Act X platform.



## What are the advantages?



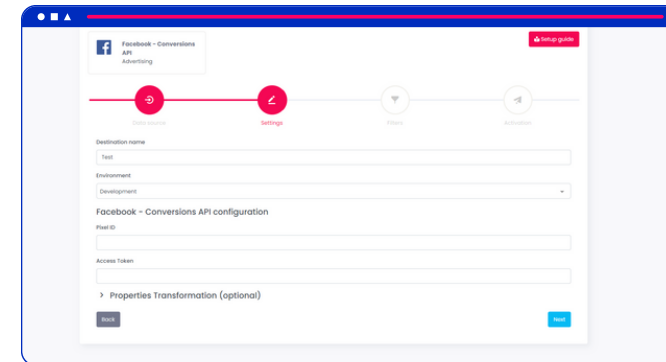
**Fast integration :**  
It takes just a few clicks to activate Facebook CAPI on the platform



**Cleansing/Encryption :**  
The Data Cleansing function guarantees the confidentiality and quality of user data before it is sent to partners.



**More precise segmentation :**  
By collecting more data and ensuring its quality, the segments created and activated will be more relevant.



[See documentation here](#) →



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