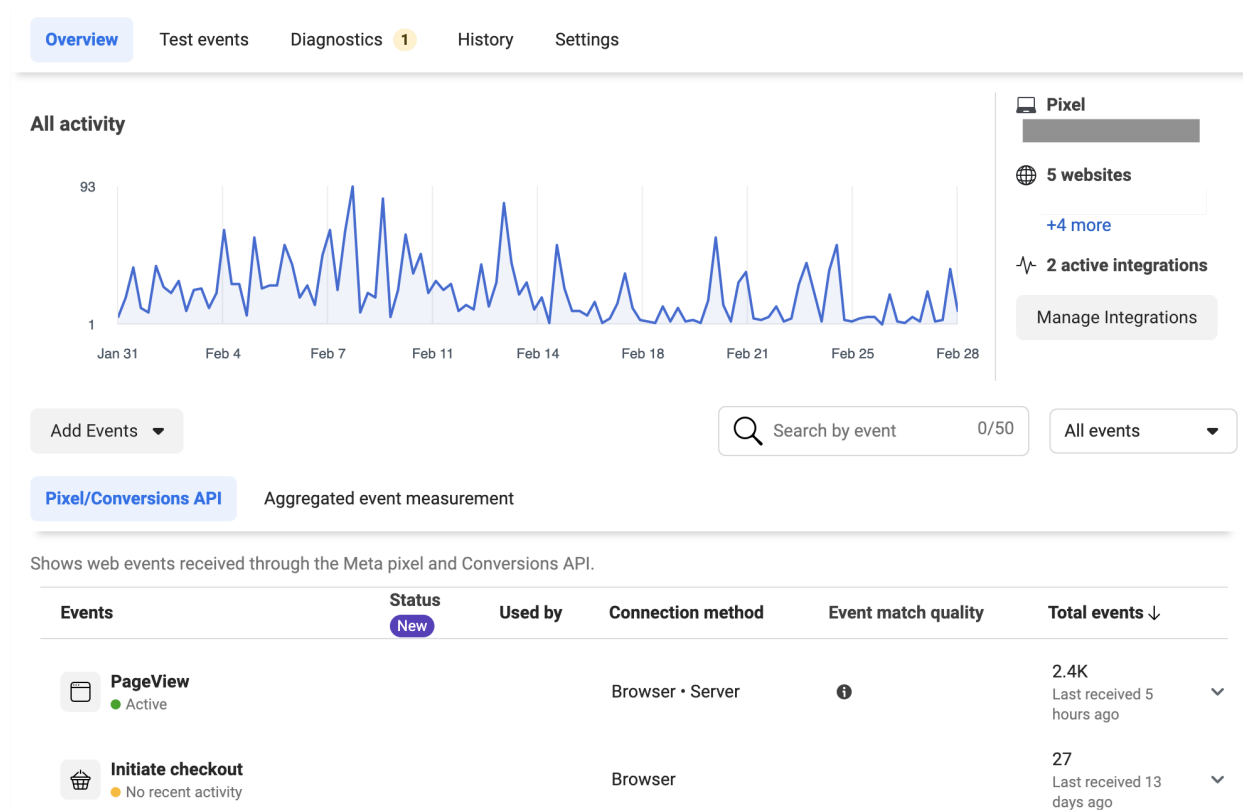


# Configuring your Facebook Ads conversion events

Last Updated / Reviewed: Jan 10th, 2023

Execution Time: ~10 minutes



**Goal:** Configure the 8 conversion events you will be able to use to optimize your Facebook campaigns.

**Ideal Outcome:** You have your 8 most important conversions set up in Facebook Business Manager, which you can use as the optimization objective for your campaigns.

## Prerequisites or requirements:

- You should have created a Business Manager account for your site (you can follow [this SOP](#) to do that.)

- You should have installed the Facebook Pixel on your site (follow these SOPs to install on [any site using Google Tag Manager](#), or this one specifically for [Shopify sites](#).)
- Plus, you should have already set up conversion tracking (SOP [here](#).)
- Finally, you'll need to have verified your domain inside Business Manager (you can follow [this SOP](#) to do that.)

**Why this is important:** With the release of iOS 14, Facebook Ads will now only allow you to optimize your campaigns for one of the 8 configured conversion events you select for your domain.

**Where this is done:** In Facebook Business Manager.

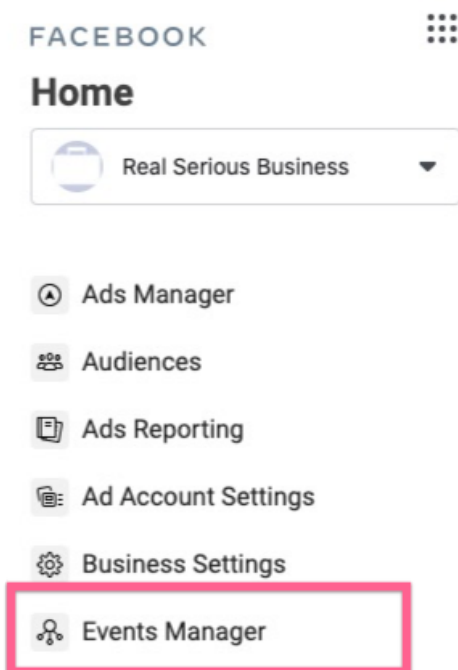
**When this is done:** Before you run any Facebook Ad campaigns. You only need to do this once.

**Who does this:** The person responsible for Facebook Ads.

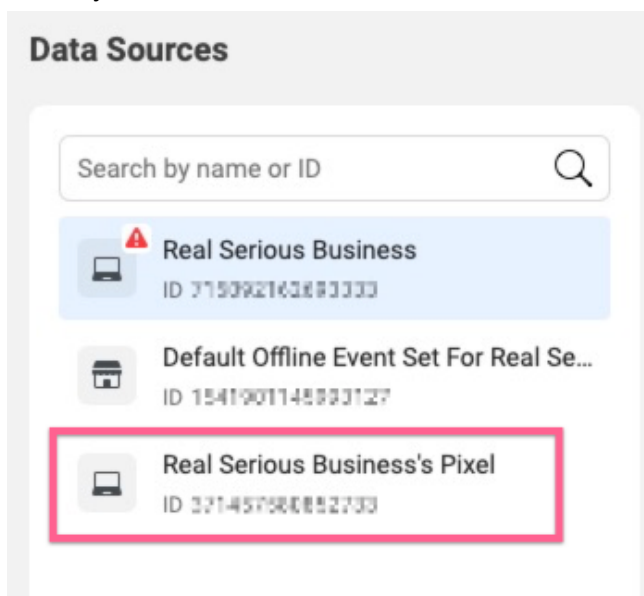
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## Configure Aggregated Event Measurement

1. Go to your [Facebook Business Manager dashboard](#) and click on the account you want to work on.
2. Click on “Events Manager”



3. Select your Facebook Pixel from the list of data sources:



## 4. Click on “Aggregated Event Measurement”

The screenshot shows the Google Analytics 4 interface. At the top, there are tabs: Overview, Test events, Diagnostics (with a yellow badge '1'), History, and Settings. Below the tabs is a line chart titled 'All activity' showing data from Jan 31 to Feb 28. To the right of the chart, there's a sidebar with 'Pixel' information, '5 websites', '+4 more', '2 active integrations', and a 'Manage Integrations' button. Below the chart, there's a section for 'Add Events' with a dropdown menu. A red box highlights the 'Aggregated event measurement' link in the 'Pixel/Conversions API' tab, with a red arrow pointing to it. Below this, there's a table of events.

Events	Status	Used by	Connection method	Event match quality	Total events ↓
PageView	New		Browser • Server		2.4K Last received 5 hours ago
Initiate checkout	No recent activity		Browser		27 Last received 13 days ago

## 5. Next, click on “Configure Web Events”

6. You'll see a list of your verified domains. You'll be able to configure up to 8 conversion events per domain. Facebook will try to suggest events for you, but you can edit these. Click on the domain you wish to edit and click “Edit Events”

The screenshot shows the 'Configure Web Events' interface. It features a table with two columns: 'Domain' and 'Assigned Events'. The first row shows the domain 'theanalyticsteam.online' with a status of 'Domain Verified' and '1' assigned event. Below the table, there's a 'Highest priority' label and an 'Initiate Checkout' button. A red arrow points to the 'Edit Events' button.

Domain	Assigned Events
theanalyticsteam.online	1

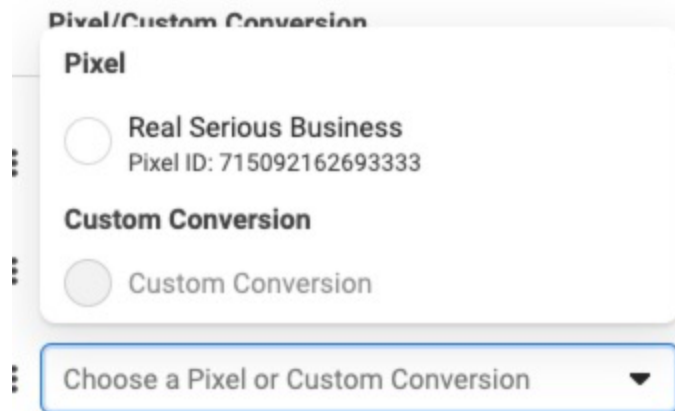
Highest priority

Initiate Checkout

Edit Events

7. Next, you'll be able to add and reorder our web events. **Important:** if you have any campaigns optimizing for events not included in your list, those campaigns will be turned off by Facebook.
- Click “Add Event” to add more events, you're allowed to add up to 8 events.

- Next, choose if you want to add standard events or custom events.



**Pixel/Custom Conversion**

**Pixel**

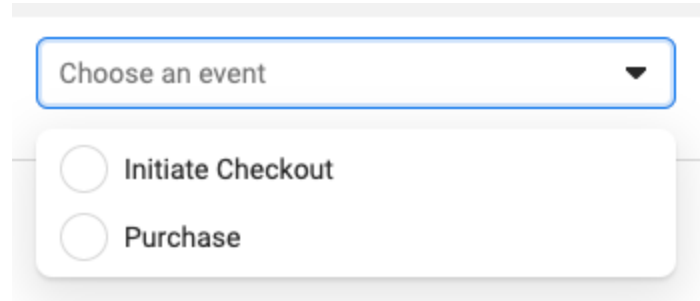
☐ Real Serious Business  
Pixel ID: 715092162693333

**Custom Conversion**

☐ Custom Conversion

Choose a Pixel or Custom Conversion ▼

- And select the specific event you wish to add



Choose an event ▼

☐ Initiate Checkout

☐ Purchase

- Re-order your events in order of priority by dragging and dropping. The events that are most important to your business (e.g. purchases) should be at the top, and the least important (e.g. page views) should be at the bottom.