

# WooCommerce to Facebook Conversion API (FB CAPI) [Deprecated as of 3.1]

**Deprecated as of v3.1 (See  
[details](#))**

Go to UTM > WooCommerce Postback and select Facebook  
Ads

HandL UTM Grabber

HandL Options

Custom Fields

Gravity Forms

Predefined Variables

WooCommerce Postback

Facebook CAPI

[Download All WooCommerce HandL Report \(CSV\)](#)

Preloaded Settings

Facebook Ads (Offline Conversion)

Postback URL

Not needed for FB

https://example.com/webhook/

Method

GET

When payment complete

user[email]=wc[data\_\_billing\_\_email]&user[city]=wc[data\_\_billing\_\_city]&user[country\_code]=wc[data\_\_bil

gclid=wc[meta\_\_gclid]&amount=wc[data\_\_total]&cur=wc[data\_\_currency]&utm\_source=handl|utm\_source&status=payment\_complete

When order status pending

Payload

gclid=wc[meta\_\_gclid]&amount=wc[data\_\_total]&cur=wc[data\_\_currency]&utm\_source=handl|utm\_source&status=order\_status\_pending

When order status failed

Payload

gclid=wc[meta\_\_gclid]&amount=wc[data\_\_total]&cur=wc[data\_\_currency]&utm\_source=handl|utm\_source&status=order\_status\_failed

When order status on-hold

Payload

gclid=wc[meta\_\_gclid]&amount=wc[data\_\_total]&cur=wc[data\_\_currency]&utm\_source=handl|utm\_source&status=order\_status\_on-hold

When order status processing

Payload

gclid=wc[meta\_\_gclid]&amount=wc[data\_\_total]&cur=wc[data\_\_currency]&utm\_source=handl|utm\_source&status=order\_status\_processing

You don't need any other change here...

Click Facebook CAPI menu in UTM and enter Facebook pixel id and access token

HandL UTM Grabber

HandL Options

Custom Fields

Gravity Forms

Predefined Variables

WooCommerce Postback

Facebook CAPI

FB Pixel ID

122345640235768

FB Access Token

EAAo7kmrsTXgBAMCVjGYnGoZC7CUFuFYasdasdHzfDySZAYMxJMuGDZB  
asdasdkXasdasdasdApYJUsm3QHISXZA9YSjiTRNqeVaHQzK3ISutxdHgKxZ  
CkcztOF8l12YUymasdasdasdasdEkc8LPJVmqvpOxzbJE6agkfZAZA9CEhC  
0ZD

Save Changes

How to generate Access Token: Go to your pixel, click Settings, scroll down to the Conversion API and click Generate Access Token.



## HandL UTM Grabber Ads Acc's Pixel

[Overview](#)[Test Events](#)[Diagnostics](#)[History](#)[Settings](#)

Use information your customers have provided to your business, like email address or phone number, to match your website's visitors to people on Facebook. This can help you attribute more conversions to your Facebook ads and reach more people through remarketing campaigns. [Learn More](#)

▼ [Show Options](#)

### Event Setup

View the events currently setup. To add or edit events directly without changing your website code, use the Event Setup Tool.

[Open Event Setup Tool](#)

### Track Events Automatically Without Code

OFF 

Your Facebook Pixel can find and report on valuable website events, such as purchases or registrations, based on your site traffic, button text and page metadata. This feature can help you set up events without having to install code. You can choose to turn this functionality on or off. [Learn More](#).

### Conversions API

Send web events directly from your server. [Learn More](#)

#### Set up manually

You can set up the Conversions API by following our step-by-step guide.

[Get Started](#)

[Generate access token](#)

#### Set up through a partner integration

Easily connect your web activity through a partner integration - no coding required. Choose from Wordpress, Tealium, Segment and more.

[Choose a Partner](#)




### Traffic Permissions

Use a block list or an allow list to control if domains are allowed to send Facebook events through your pixel. We suggest using an allow list because it helps ensure that your pixel isn't used to send events through domains you haven't authorized. [Learn More](#)

**Allow list:** Only domains added to the allow list can send events to Facebook through this pixel. Domains not on the allow list will be blocked from sending events.

**Block list:** Only domains added to the block list will be blocked from sending events to Facebook through this pixel. Domains not on the block list will be allowed to send events.

Once you set it up everything, keep monitoring your events and watch your event match increases to high 8-9s.

<div><div></div><div><div>Lead</div><div>● Active</div></div></div>	Browser • Server	8.0/10	13.3K Last received 42 minutes ago	▼
<div><div></div><div><div>Initiate Checkout</div><div>● Active</div></div></div>	Browser • Server	8.5/10	1.7K Last received 56 minutes ago	▼
<div><div></div><div><div>Purchase</div><div>● Active</div></div></div>	Browser • Server	9.0/10	1K Last received 1 hour ago	▼

Revision #10  
Created Fri, Aug 27, 2021 5:26 AM by [Leman](#)  
Updated Mon, Sep 16, 2024 2:54 AM by [Leman](#)