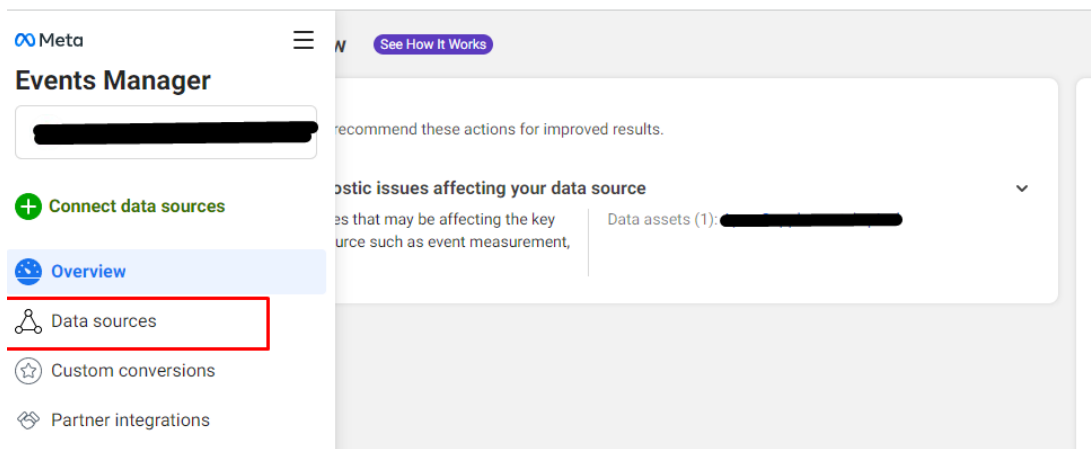


How To Generate Facebook Conversions API Token

Step 1: Log in to your Facebook business manager account.

<https://business.facebook.com/>

Step 2: Navigate to Events Manager and click on Data Sources. Refer Screenshot 2.1



[Screenshot 2.1]

Step 3: Navigate to settings and check for the “**Conversions API section**” where you can see the option to Generate Access Token

Conversions API

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

Set up with Conversions API Gateway

Set up the Conversions API so data is processed with Conversions API Gateway in your own cloud infrastructure. No coding is required in most cases. You'll need access to your cloud and DNS provider accounts.

Get Started

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.

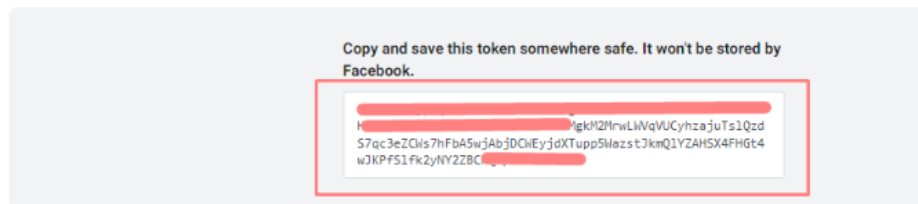
Choose a Partner

Step 4 : Copy the Conversion API token that has been generated from the Facebook business Manager account. Refer Screenshot 4.1

Generate an access token

An access token gives you access to the Conversions API. Each time you make an API call, you'll be required to use your access token.

Generate your access token and then copy it from below. For your security, Facebook won't save your access token. If you forget your access token, you can create a new one. [Learn more](#)



Last creation: 27 Dec 2022, 12:34 by Jeet Goyal

Send events through the API

Once you have an access token, choose which events you want to send from your server, build your payload and make requests. Your payload will include information about the events and parameters you want to send.

[Screenshot 4.1]

Step 5 : Past the Conversions API token in the same in the App settings under Meta (Facebook) Conversion API textbox field.

Google Tag Manager

How to find [Google Tag Manager id?](#)

Google tag manager container id *

GTM- [REDACTED] G

By default the app will use Conversios default container (GTM-K7X94DG), if you want to use your own GTM [follow this steps](#).

Meta (Facebook) Pixel ID:

Benefits of adding FB pixel. [See how](#). How to find FB pixel ID?. [See how](#)

Meta (Facebook) Pixel ID

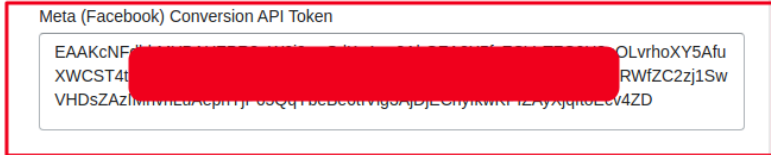
637- [REDACTED]

Meta (Facebook) Conversion API

Benefits of Meta (Facebook) Conversion AP [See how](#).

Meta (Facebook) Conversion API Token

EAAKcNF [REDACTED] OLvrhoXY5Afu
XWCST4t [REDACTED] RWfZC2zj1Sw
VHDsZAZ [REDACTED] 6SqqTbcBcaVigo7jeJLChyKwKf1Zy7qj0Eev4ZD



[Screenshot 5.1]