Direct Meta CAPI

Configurations · https://codifycore.com/docs/direct-meta-capi/

What this does

Direct Meta CAPI (Conversions API) allows your server to communicate directly with Meta's servers, bypassing the need for a separate Server-Side Google Tag Manager (sGTM) instance for Meta events. This direct server-to-server connection removes reliance on browser-based tracking or Google Analytics 4 bridges, resulting in higher event match quality, lower CPA, and a simplified tracking infrastructure for Meta ads.

How to configure

1. Navigate to your WordPress admin dashboard.
2. Go to **FluentCart > CodifyCore sGTM**.
3. Open the **Direct Meta CAPI** tab.
4. In the **Meta Pixel ID** field, enter your 15-16 digit Pixel ID found in your Meta Events Manager.
5. In the **Conversions API Access Token** field, paste the long access token generated from your Meta Events Manager (Settings > Conversions API > Generate access token).
6. Click **Save Changes**.

Dependencies

- **FluentCart** plugin must be installed and active.
- **CodifyCore sGTM for FluentCart** (Free) plugin must be installed and active.
- **CodifyCore sGTM for FluentCart Pro** extension must be installed, active, and licensed.
- A Meta Pixel and an active Meta Business Manager account.