Recommended Setup for Multiple Connections

Getting Started · https://codifycore.com/docs/recommended-setup-for-multiple-connections/

You can use **Direct Meta CAPI + Frontend Pixel together**, and that is a valid setup.

You generally should **not use all three Meta routes at the same time** unless you deliberately disable duplicate Meta server tags in one path.

Recommended Meta Setups

Option A: sGTM Meta CAPI + Frontend Pixel

Use this when you want the Docker/server GTM container to own server-side Meta.

- General: enable server-side tracking.
- GTM Integration: configure sGTM URL, GA4 Measurement ID, API secret.
- Frontend Pixel: enable, enter same Meta Pixel ID, choose Install Pixel with this plugin unless browser Pixel already exists.
- Direct Meta CAPI: leave empty.

Meta receives:

- Browser Pixel from frontend.
- Server CAPI from sGTM.

Option B: Direct Meta CAPI + Frontend Pixel

Use this when you do not want to depend on sGTM for Meta, or want easier Meta debugging/logs from the Pro plugin.

- General: enable server-side tracking.
- GTM Integration: can be empty if you only want Meta, or configured if you still want GA4/sGTM for non-Meta destinations.
- Direct Meta CAPI: enter Meta Pixel ID + CAPI access token.

- Frontend Pixel: enable, enter the same Meta Pixel ID, choose Install Pixel with this plugin unless browser Pixel already exists.
- Server Test Events: optional Meta test code for server/CAPI testing only.

Meta receives:

- Browser Pixel from frontend.
- Server CAPI directly from WordPress/Pro.

This is clean and intended. The plugin shares event IDs for overlapping events, so Meta can deduplicate browser Pixel vs Direct CAPI.

Using All Three

All three means:

- Frontend Pixel sends browser event to Meta.
- Direct Meta CAPI sends server event from WordPress to Meta.
- sGTM container may also send server event from sGTM to Meta.

That can create **two server CAPI events plus one browser event** for the same action.

Do this only if your sGTM container is **not also sending Meta CAPI**, or if you configure sGTM for GA4/Google Ads/other tags only. If both Direct Meta CAPI and sGTM Meta CAPI send to the same Meta Pixel, you risk duplicate server events. Meta dedup is designed for browser/server pairs, not as a clean strategy for multiple independent server sources.

Our Recommendation

For one Meta Pixel, choose one server-side Meta owner:

- Use **sGTM + Frontend Pixel** if you want central tag management.
- Use **Direct Meta CAPI + Frontend Pixel** if you want simpler Meta setup and plugin-level logs/diagnostics.
- Avoid **sGTM Meta CAPI + Direct Meta CAPI + Frontend Pixel** unless the sGTM Meta tag is disabled or points to a different intentional destination.