

Pixel + Conversions API Warm-Up

Setup verification & 15-day event-ramp checklist

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Part 1 · Setup verification (do these before any spend)

Check	How to verify
[] Pixel installed in <head>, not via tag-manager body inject	Place the base pixel snippet directly in the site <head> so it fires before the consent banner blocks it. GTM body-injected pixels lose 15–25% of events to race conditions and ad blockers.
[] Conversions API endpoint live and authenticated	Server-side events post to <code>graph.facebook.com/v19.0/{PIXEL_ID}/events</code> with a valid CAPI access token. Generate the token in Events Manager → Settings → Conversions API and store it server-side only.
[] Deduplication keys on every event	Send the same <code>event_id</code> and <code>event_name</code> from both the browser pixel and CAPI. Without dedup, you'll double-count purchases and the algorithm optimizes against inflated data.
[] User-data parameters hashed (SHA-256)	Email, phone, fbp, fbc, <code>client_ip_address</code> , and <code>client_user_agent</code> must be sent with CAPI events. Hash PII with SHA-256 before sending. Event Match Quality below 6.0 cripples optimization.
[] Test Events shows browser + server	Events Manager → Test Events should display two rows per action: one labelled 'Browser' and one 'Server'. If you only see one, dedup is broken or CAPI isn't firing.
[] Event coverage report green	Events Manager → Overview → 'Event Coverage'. Every priority event should show $\geq 90\%$ coverage and an EMQ score of 7+. Anything red blocks iOS attribution.

Part 2 · Event ramp schedule (15 days)

Window	Events live	Goal & EMQ target
[] Days 0–1	PageView, ViewContent only	Fire 200+ PageView and 50+ ViewContent from real traffic via both pixel + CAPI. Confirm dedup in Test Events. No ad spend yet.
[] Days 2–4	Add Lead or AddToCart	Drive ~30 upper-funnel conversions/day from \$5–\$20 traffic campaigns. Watch EMQ climb from 4.x to 6+. Optimize for Landing Page View only.
[] Days 5–9	Add InitiateCheckout + AddPaymentInfo	Push 15–25 mid-funnel events/day. Switch one ad set to optimize for AddToCart. EMQ target: 7+. Confirm 'Server' rows appear for every browser event.

Window	Events live	Goal & EMQ target
[] Days 10–14	Activate Purchase / CompleteRegistration	Need 25–50 purchases/week before optimizing directly. Until then, optimize for the highest-volume event with $EMQ \geq 7$. Configure AEM priorities in Brand Safety → Domains.
[] Day 15+	Value optimization, custom events	Once Purchase exits 'Learning' (50 conversions in 7 days), enable Value optimization and Advantage+ creative. Custom events ramp on the same dedup + EMQ rules.

Red flags during ramp: EMQ stuck below 6.0 after Day 4 · 'Server' row missing in Test Events · Purchase events firing before Day 10 · Single payment-method failure resetting the trust clock.