



New way to optimize Meta Ads for in-store purchases

Omnichannel ads deep dive



Speakers



Dan Murovtsev

Product Manager @ **Stape**

~ 1000 server-side tracking setups



Brent Mackay

Product Manager for Offline CAPI @ **Meta**

Expert in signal quality & ads optimization



Q&A chat



Alex Held

Data Tracking Expert
@ **Stape**



Vlad Kononov

Data Tracking Expert
@ **Stape**

What you`ll get after the webinar:



Webinar recording



Meta Omnichannel Ads playbook and
written guides + links to the resources
& presentation

3 best questions will win exclusive
Stape T-shirts!



Session outline

👉 Omnichannel Ads deep dive

Learn what Meta Omnichannel Ads are, who they are best suited for, and what they unlock for omnichannel-first businesses.

👉 Rollout plan and eligibility prompts

Discover the typical implementation path, the readiness prompts you may see, and the most common pitfalls that slow teams down.

👉 Live demo – Conversions API for offline events

Watch a step-by-step walkthrough of setting up offline conversions and validating the setup.

👉 Launch and monitor Omnichannel campaigns

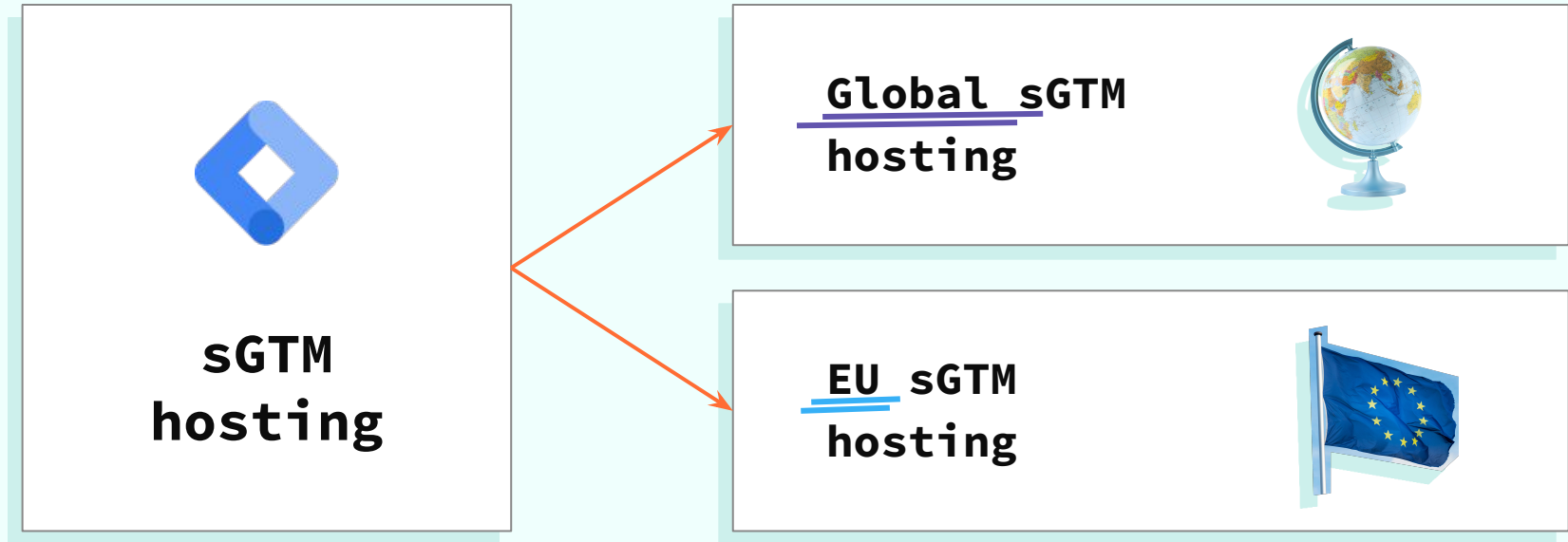
Explore how to create the campaign in Ads Manager and what to monitor after launch.

👉 Q&A session

Stape is server-side tracking

Boost data quality and marketing ROI with
all-in-one platform designed to simplify
server-side tracking

A full suite of server-side tracking solutions





Pioneers in the space, setting industry standards since 2021

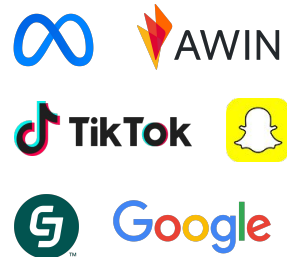
200,000+

clients



750+

partners



100+

employees





Reliable & secure infrastructure



5,000,000,000+
requests daily

25
server locations



Stape is truly a one-stop-shop

infrastructure

Managed infrastructure

Set up hosting, and focus on data while we handle the rest

Power-ups

Customize your container with performance-boosting tools

GTM templates

Access the best from the largest GTM Template Gallery contributor

product

Enablement tools

Tracking Checker, Setup Assistant, Stape Analytics at your service

Platform integrations

Integrate server-side tracking with CMS and CRM platforms

Enterprise features

Tailored features for secure, scalable tracking. SSO and HIPAA included

support

24/7 human support

Dedicated implementation team and a Personal Manager

Partnership program

Enjoy benefits, commissions, and growth support

Knowledge sharing

Insights through blogs, community, webinars, and detailed documentation

The challenge with today's measurement

- Marketing is still optimized by channel
- Purchases often happen across multiple touchpoints
- **Offline conversions are often invisible**

Result: incomplete signals → incomplete optimization

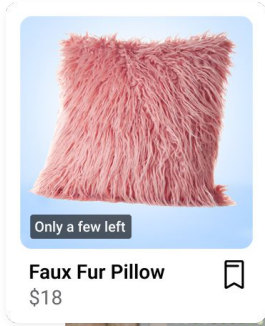
What you optimize for depends on the signals you send





About Omnichannel Ads

The text is centered on a purple background. It is framed by two green curved lines that sweep upwards from the bottom corners towards the top. Below the text, there is a horizontal orange line with a jagged, wavy pattern.



Shoppers don't see channels.

Today's shopping journey increasingly blends physical and digital touchpoints, with consumers expecting seamlessness throughout.

62%

of consumers say they'll stop engaging with brands that offer inconsistent experiences.¹

73%

of consumers expect real-time visibility into both online and in-store inventory.²

65%

Of customers say consistent omnichannel experiences are critical to their loyalty.³

Yet businesses rely on disconnected channels.

Despite consumer expectations, businesses are still catching up to integrate omnichannel strategies.

Although **50%** of customers engage with **three to five channels** per journey, most brands remain fragmented in execution.²



Unlock seamless growth with connected commerce experiences.

Turn disconnected systems into real-time omnichannel experiences that drive growth and revenue.

73%

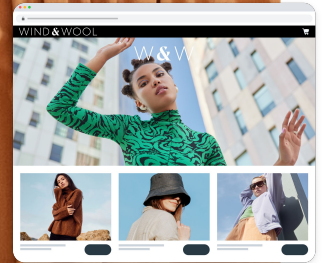
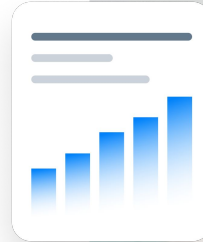
more spending from omnichannel shoppers, compared to single-channel shoppers.¹

27%

lower fulfillment costs for businesses that embrace unified commerce.²

34%

Increase in ROI for businesses that adopt omnichannel marketing strategies, compared to those that do not.³





OUR OMNICHANNEL MISSION

Empower businesses to drive **incremental store sales**, just as effectively as online sales, through industry-leading AI and automation.

Omnichannel ads

Fuel product discovery and drive incremental sales, seamlessly connecting online and offline shopping experiences with the click of a button.



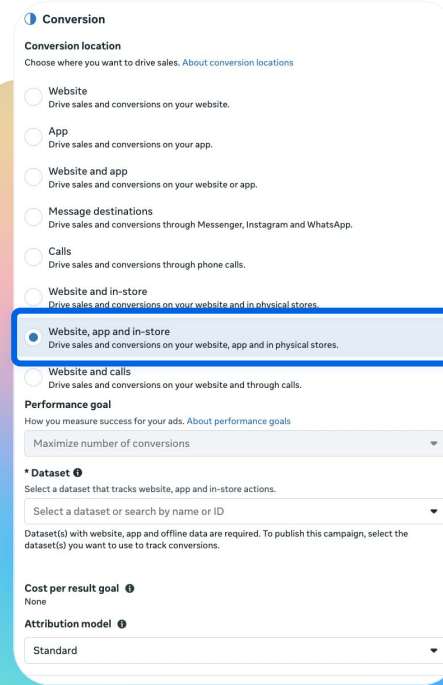
Fuel product discovery no matter a person's shopping journey: online and in-store.



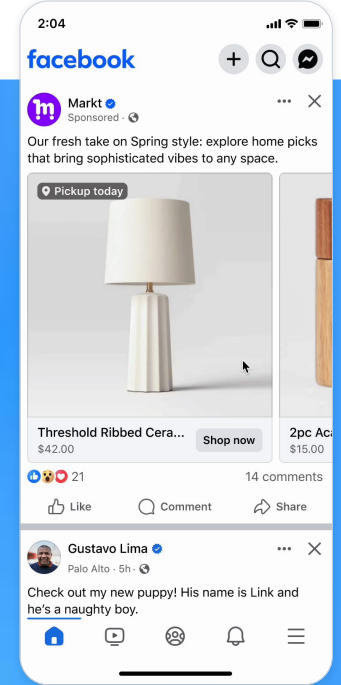
Captivate shoppers with formats that bridge the online and offline buying experience.



Drive incremental omnichannel sales that you can measure.



Enabling omnichannel optimization in Ads Manager

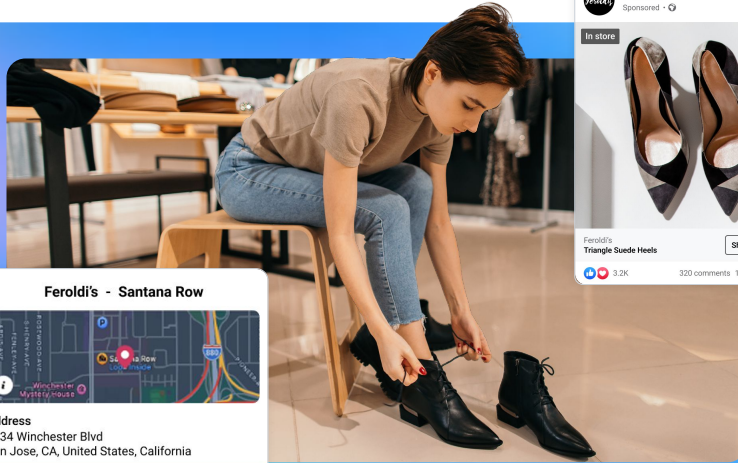


Omnichannel ad with localized feature turn on


Drive more sales and greater efficiency using omnichannel ads on Meta technologies.

↓ 15%

lower median cost per omni purchase compared to website only optimization.¹



Feroldi's - Santana Row




Address
1234 Winchester Blvd
San Jose, CA, United States, California

[Open in Maps](#)

[View Page](#)

Feroldi's
Sponsored · 🌐

In store



Feroldi's
Triangle Suede Heels

[Shop now](#)

👍👍 3.2K 320 comments 130 shares

↑ 21%

higher store incremental ROAS than website only optimization.²

Omnichannel ads are paving the future of advertising



Bridges online and offline experiences

- ✓ Developed with advertisers, omnichannel ads meet consumer expectations for a seamless shopping journey, which is crucial, as 80% of retail sales still occur in-store.¹



Compatible with current strategies

- ✓ Omnichannel ads can be used within Meta's existing solutions: Advantage+, all placements, and targeting options, including location-based targeting and Advantage+ catalog ads.



Enhanced consumer experiences

- ✓ New features guide shoppers to nearby stores (store locations), highlight in-stock products (local inventory ads), highlight discounts (omni promos), and encourage people to shop in-store.

Launch your next campaign with omnichannel ads.

1

Data connections

Ensure you are sending offline and web events using the Conversions API.

As a best practice, ensure that web events are also passed via the Meta Pixel.

2

Data quality

Validate that your event and data quality are optimal:

- **Offline:** At or above a score of 8.5
- **Web:** Ensure consistent signal is being sent.

(The next steps will be greyed out until both of these steps are completed)

3

Campaign setup

Create an Advantage+ sales campaign and select 'website + in store' as your conversion location at the Ad Set level to enable omnichannel optimization.

Leverage additional performance levers:

- **Creative:** Store locations, local inventory ads, digital circulars or Advantage+ catalog ads
- **Tailored optimizations:** Conversion location value rules or omni incremental attribution

4

Test and measure

Evolve beyond last-touch to create measurement frameworks that tell the whole story.

Measure the 'halo' impact of business-as-usual campaigns to establish a baseline.

Build a long-term testing roadmap that aligns with your overall omnichannel strategy.



What you need to run Omnichannel Ads

1 Offline conversions via Conversions API (CAPI for Offline)

Continuous stream of in-store or CRM events

2 Offline Data Quality score threshold

Typically a minimum quality score (e.g. ~8.5+)

3 Online signals (website)

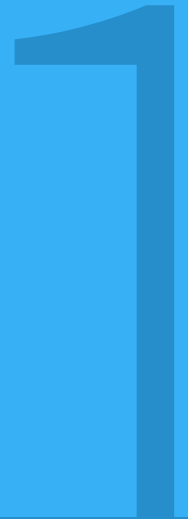
Meta Pixel required (CAPI recommended)

4 Datasets connected to the ad account

Offline dataset must be linked to your ad account



**Establish data
connections**





Omnichannel Ads rely on two types of signals

Online signals:

- Website interactions
page views, add to cart, purchases
- Collected via Meta Pixel
- Can be extended with
Conversions API (web)

recommended

Offline signals:

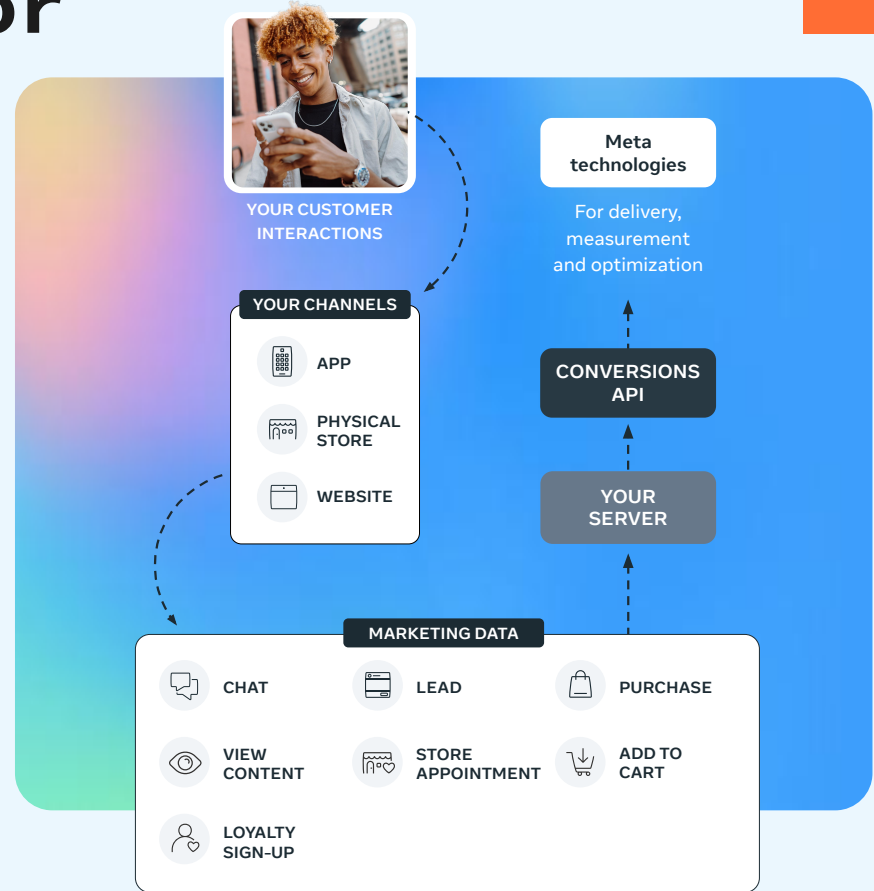
- CRM-qualified leads
- In-store purchases
- Phone sales
- Appointments completed



Conversions **API** for offline events

The first step to unlocking omnichannel optimization

- Sends offline conversions (in-store, CRM, phone) directly to Meta
- Connects real business outcomes with ad interactions
- Enables optimization beyond website-only performance





Offline signals help prove real business impact

3.5x

Omnichannel iROAS
were driven by Meta ads
optimized for online
conversions¹

1.8x

Offline iROAS
were driven by Meta ads¹

2x

reported impact after
sharing offline data via
CAPI (Sofology)²

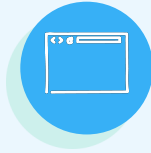


**Offline == any
non-browser
source**

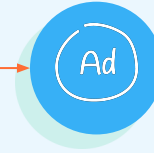


Why server-side is so relevant?

client-side



browser



analytics &
ad platform

server-side

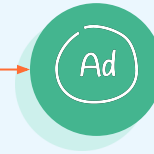
Adds a server layer to clean, enrich, and anonymize data before sharing



browser, CRM, CMS,
Payment Gateway,
Google Sheet



server

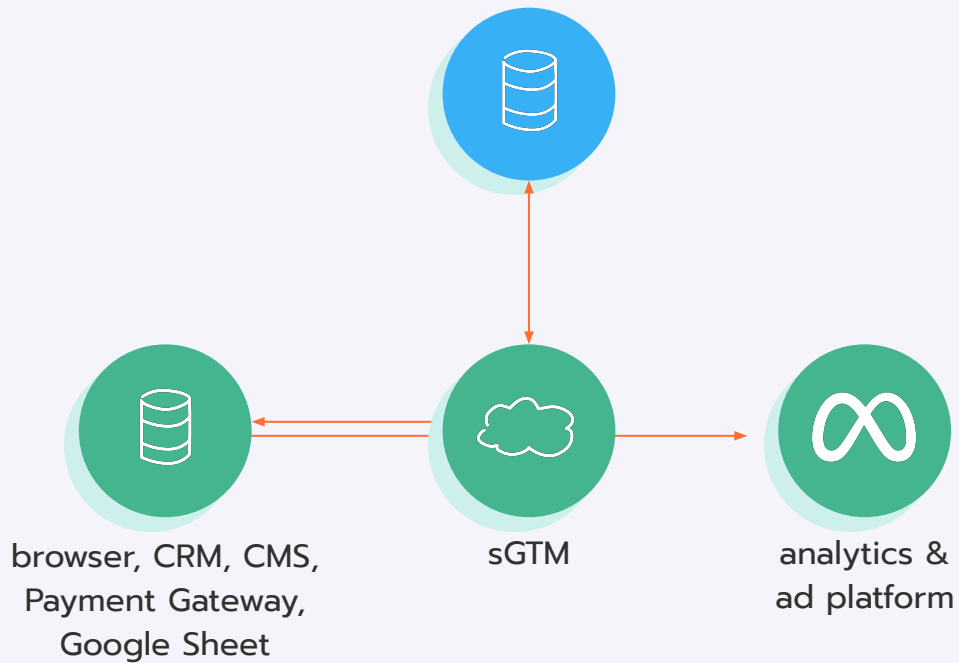


analytics &
ad platform

Blueprint



Additional source of data





High-level tasks

Establish a data pipeline

A bit of mapping and tagging

Handle browser IDs (if you can) *



Ways to **do it**

Stape CRM Apps *easiest*

- Best for supported apps (HubSpot, Salesforce, Pipedrive, Zoho, Odoo and HighLevel)
- **Low** setup complexity

Webhooksvia sGTM *flexible*

- Best for POS, custom systems, or unsupported CRMs
- **Medium** setup complexity



lots of

Stape CRM Apps

Install & connect your CRM

Install the app and authorize the connection

1

Connect & authenticate

Add your Meta details and API credentials in Stape

2

Map and send events

Match CRM actions to Meta events and start sending data automatically

3



Connect your CRM

- ✓ [HighLevel](#)
- ✓ [Zoho CRM](#)
- ✓ [Pipedrive](#)
- ✓ [HubSpot](#)
- ✓ [Salesforce](#)
- ✓ [Odo](#)

Conversion Tracking

To set up integration with GoHighLevel, you will need an active Stape account.

CAPI Gateway Signals Gateway Server GTM Customer Match Meta Custom Audiences

Integration status Running

When enabled, this integration runs automatically in the background. Multiple integrations can be enabled at the same time.

Meta Dataset ID *

Specify the Meta Dataset (Pixel) ID for app integration.
[How to find Meta Dataset ID in your Meta Business Manager account.](#)

CAPIG API Key *

Specify the CAPIG API Key for app identification.
[How to find CAPIG API Key in your Stape CAPIG account.](#)

Meta Lead ID

Select the field from which the app will retrieve the Meta Lead ID.

User data *

<input type="text" value="Email"/>	<input type="text" value="email"/>
<input type="text" value="Phone number"/>	<input type="text" value="phone"/>

[+ Add more parameters](#)

Select a data point and the field to retrieve its value to ensure events work properly, at least an Email or Phone number is required in the user data section.

Server GTM ^{great}



Setup a webhook

Just make it JSON (or XML if you're feeling legacy).

Or install one of our apps!

1

Claim with Data Client

Just add a path or use the standard /data.

Get the payload as actionable event data

2

Setup tags

Map your data, add triggers and credentials.

```
gtm.onSuccess()
```

3



Native webhooks

99% of systems out there will have a tool

The screenshot shows a configuration window titled "Send a webhook" with a "Cancel" button and a "Save" button. The main content area is divided into two panes. The left pane, titled "Create action", contains the following settings: Method: POST; Webhook URL: https:// Enter webhook URL; Authentication type: None; Request body: Customized (selected), with a "Key" field and a "Select a property" button; "Add property" button with "Key" and "Value" fields; "Add static value" section with an "Include all contact properties" option; and a "Test action" section. The right pane shows a workflow diagram with a trigger "Trigger enrollment for contacts" (When this happens: Group 1, Manual enrollment only), a "Send a webhook" action (Configuring...), and an "End" node.

The screenshot shows a workflow editor interface. On the left, a trigger block labeled "+ Add New Trigger" is connected to an action block labeled "Please select action", which is connected to an "END" node. On the right, a code editor is open, displaying JavaScript code for an HTTP request. The code includes comments and defines variables for headers and data. The code is as follows:

```
1 // This is wrapped in an async function
2 // You can use await throughout the function
3 const sum = inputData.number1 + inputData.number2
4
5 // Note: Output should be a JavaScript Object or Array of Objects.
6 output = { result: sum }
7
8 const headers = {
9   auth: 'Bearer 0AS0I0IHANSHAUUMU'
10 }
11
12 const data = {
13   title: 'foo',
14   body: 'bar',
15   userId: 1
16 }
17
18 const postResponse = await customRequest.post('https://jsonplacech
19 data,
20 headers
21 })
22
23 /**
24  * Response Example
25  */
```

At the bottom of the code editor, there are buttons for "Test Your Code" and "Format Code".



Webhooks + Data Client = ❤️

{ JSON }

Client Configuration

Client Type

Data Client
Stage

Client permissions 6 permissions >

Priority

0

Expose FPID Cookie

Always generate client_id parameter

Automatically prolong Data Tag cookies

Accept Multiple Events

> Response Settings

Accepted-Path-Settings

Type additional paths that will be claimed by this client

For example: /callback

/my-custom-path

Add path

Output of GTM-57749MW

Request Tags Variables Event Data

Client

Data Client

Data Client: Claimed

Event Data

Name	Value
client_id	"6c1d.1.1740019036645.100713712"
email_address	"bruce@waynecorp.com"
event_name	"example_event"
example_json_obj	{ enrich_source: "example", enrich_id: null, first_name: "Bruce", last_name: "Wayne", email_address: "bruce@waynecorp.com", phone_number: null, city: "Gotham", country: null, region: "NY", postal_code: "10017", street_address_1: "12 E 44th St Fl 6", street_address_2: null, gender: null, date_of_birth: null, employee_id: "9403140", company_name: "Wayne Corp", job_title: "", level: "", job_function: "", company_website: "WAYNECORP.COM", num_employees: "1000+", naics_code: "000000", hq_branch: "2", sales_volume: "recent", year_founded: "1970" }
first_name	"Bruce"
ip_override	"78.27.146.224"



**Strengthen data
quality**

Check and improve your data quality

- Meta shows your **offline data quality score** in Events Manager
- You'll see recommendations and alerts for what to fix
- Improving data quality helps Meta optimize campaigns more effectively

The screenshot displays the 'Purchase' event quality page in Meta Events Manager. The 'Event Quality' section shows two scores: 'Event match quality' at 7.4/10 and 'Offline data quality' at 4.3/10. The 'Offline data quality' score is highlighted with a red circle and a red alert icon. Below the scores, a 'Recommendations' section lists two items: 'Send your offline / physical store data more frequently' and 'Add more offline Purchase events to your dataset'. A blue callout box at the bottom left of the screenshot contains the text: 'Scores of 8.5 or above ensure up-to-date data to optimize campaigns and enhance performance.'

Event quality
It may take up to 20 minutes for your events to be displayed.

Event match quality 7.4/10

Offline data quality 4.3/10

Recommendations

- Send your offline / physical store data more frequently
Ensure data is up-to-date and accurate for better ad performance. Send your data to Meta system more frequent would enable this.
[Learn more](#)
- Add more offline Purchase events to your dataset
- ...

Scores of 8.5 or above ensure up-to-date data to optimize campaigns and enhance performance.



How to improve your score

Send data consistently

Avoid gaps – send events on a regular basis

👉 daily or continuous sending

Keep data fresh

Don't delay offline events

👉 send data within ~3 days

Add enhanced details

Include additional fields that help improve matching and reporting

👉 pass store codes and content IDs where relevant

Validate your data

Avoid errors and missing values

👉 check formatting, values, and required fields

Pass purchase value

Send correct purchase value and currency for purchase events

👉 avoid zero, negative, or missing values

Browser IDs (if you can)

- Send cookie values so they are stored in CRM and available with the event
- Use Stape Store or alternatives as hot-storage, stitch and enrich data upon receiving an event
- To be featured in live demo

Purchase
Active

Event Overview
Event Coverage
Event Quality 1
Event Deduplication
Data Freshness
Sampled Activities
Ad Sets
Event Source

Event quality
It may take up to 20 minutes for your events to be displayed.

Event match quality 1 **Offline data quality 1**
7.4/10 4.3/10

Event match quality **Offline data quality 1**

The offline data quality score helps to show the overall potential effectiveness of event data shared from an offline source.

- Consider sharing more user identifiers (hashed email, phone, etc.)
- Reduce data processing time for offline uploads

Browser IDs (if you can)

- Send cookie values so they are stored in CRM and available with the event
- Use Stape Store or alternatives as hot-storage, stitch and enrich data upon receiving an event
- To be featured in live demo

The screenshot displays the Stape Store interface. At the top, it shows '0 of 500,000 requests sent' and '0% used'. Below this, there are tabs for 'Settings', 'Power-Ups', 'Analytics', 'Subscription', 'Logs', 'Monitoring', 'Store', and 'Connections'. The 'Store' tab is active, showing a list of documents with columns for 'Add collection', 'Add document', and 'Add field'. A table lists documents with IDs like '0190e65-5330-7999...' and '0190e65-5265-796...'. A modal window is open over the 'Store' tab, showing a document with fields like 'MarginValue: 20.83', 'VariantPrice: 25', 'Title', 'VariantSKU', and 'CostPerItem: 0'. An orange box highlights the 'Activate Store for this container' button in the modal. Below the main interface, there are two quality score indicators: '7.4/10' and '4.3/10'. The '4.3/10' score is associated with 'Offline data quality' and has a red notification icon. A text box explains that the offline data quality score helps show the overall potential effectiveness of event data shared from an offline source, and provides two recommendations: '- Consider sharing more user identifiers (hashed email, phone, etc.)' and '- Reduce data processing time for offline uploads'.

Collection	Document	Field
default	0190e65-5330-7999...	
	0190e65-5309-7931...	
	0190e65-5265-796...	
	0190e65-5246-7379...	
	0190e65-5273-7467...	

Activate Store for this container

7.4/10

4.3/10

Event Deduplication

Data Freshness

Sampled Activities

Ad Sets

Event Source

Event match quality

Offline data quality 1

The offline data quality score helps to show the overall potential effectiveness of event data shared from an offline source.

- Consider sharing more user identifiers (hashed email, phone, etc.)
- Reduce data processing time for offline uploads

Browser IDs (if you can)

- Send cookie values so they are stored in CRM and available with the event
- Use Stape Store or alternatives as hot-storage, stitch and enrich data upon receiving an event
- To be featured in live demo

The screenshot shows the configuration for a 'Variable Type' in a system. The main configuration window is titled 'Variable Type' and contains the following sections:

- Stape Store Lookup**: A section with a gear icon and a plus sign.
- Variable permissions**: A section with a minus icon, the text '5 permissions', and a right-pointing arrow.
- Lookup Type**: A section with two radio button options:
 - Document Path (with a help icon)
 - Query (with a help icon)
- Document ID**: A text input field with a small icon to its right.
- More Settings**: A section with a downward arrow and two sub-items:
 - Key Path**: A text input field with a small icon to its right.
 - Store the result in cache (with a help icon)
- Logs Settings**: A section with a right-pointing arrow.

In the background, there are several other interface elements, including a table with columns like 'Event D', 'Data Fr', 'Sample', 'Ad Sets', and 'Event Source'. At the bottom right, there are two bullet points: '- Consider sharing more user identifiers (hashed email, phone, etc.)' and '- Reduce data processing time for offline uploads'.

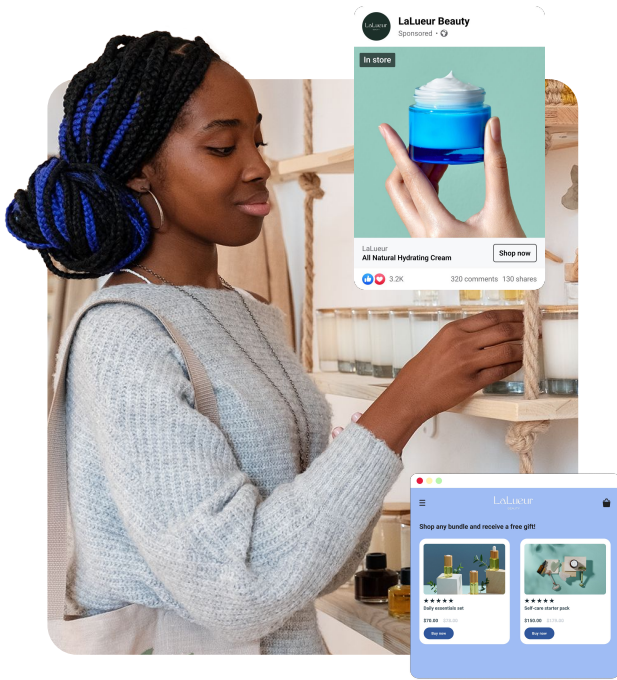
Live demo





**Setup
campaign**





Maximizing omnichannel impact with relevant, outcome-optimized ads.

Dynamic and personalized ad experiences help engage shoppers to drive sales across the channels you value most.



42%

Of shoppers want entertaining experiences or content to discover products.¹



78%

Of consumers are more likely to make repeat purchases from companies that personalize.²

Value rules drive

2x

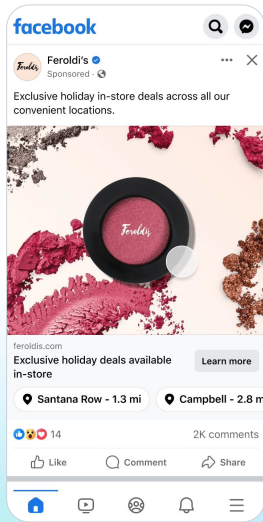
more conversions on segments with increased value bidding compared to business as usual campaigns.³

Drive demand on Meta technologies, convert in-store.

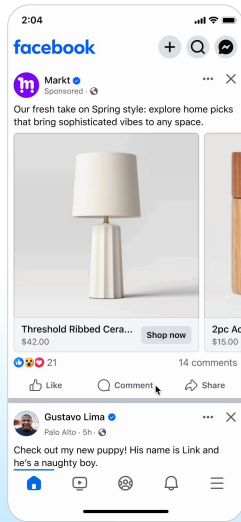
Get better results with omnichannel ads by using our compatible solutions designed with omnichannel in mind to enhance personalization and deliver the outcomes you want.

Creative

Tailored optimization



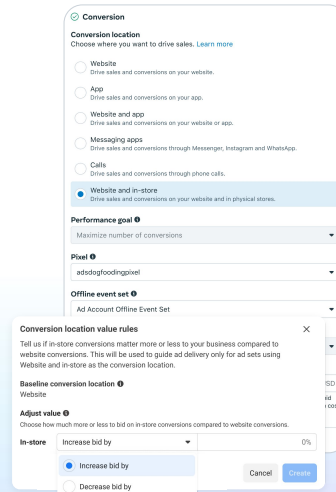
Drive shoppers to nearby stores



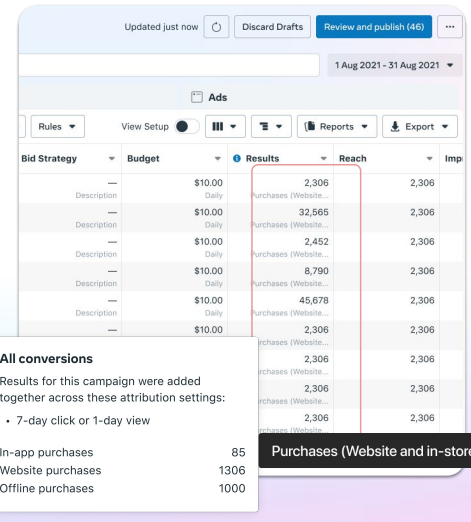
Showcase local store inventory



Reimagine your print program with digital circular ads



Steer optimization if you value store or online purchases differently



Generate more omnichannel incremental outcomes in real-time

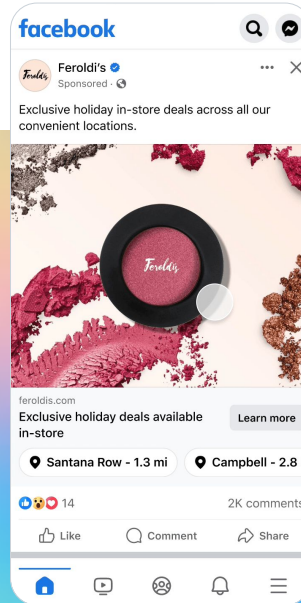
CREATIVE

Drive purchases by engaging people with relevant and timely content at key moments.

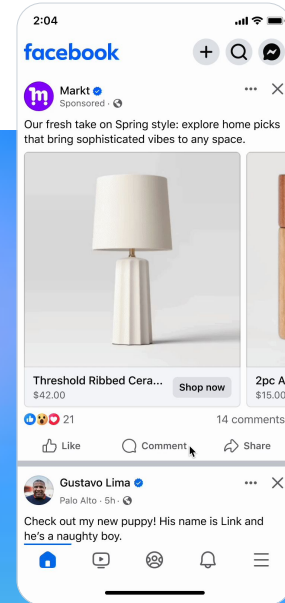
Store locations: Reach local shoppers and guide them to nearby stores using their native map app or to your store page on Facebook.

Local inventory ads: Drive purchases by showcasing relevant local inventory, availability and pricing.

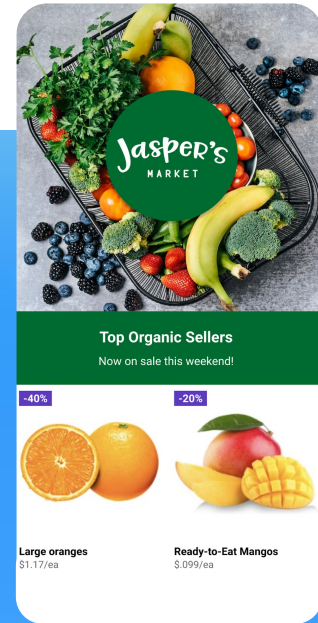
Digital circulars: Use video or collection ad formats that expand into an instant experience to showcase local offers and products.



Store locations



Local inventory ads



Digital circulars



**Test and
measure**

4

Effective ad measurement is fundamental to driving ROI.

Regularly conducting marketing experiments
can increase ROI by

20%

or more.



Solutions built for every stage of the measurement journey.

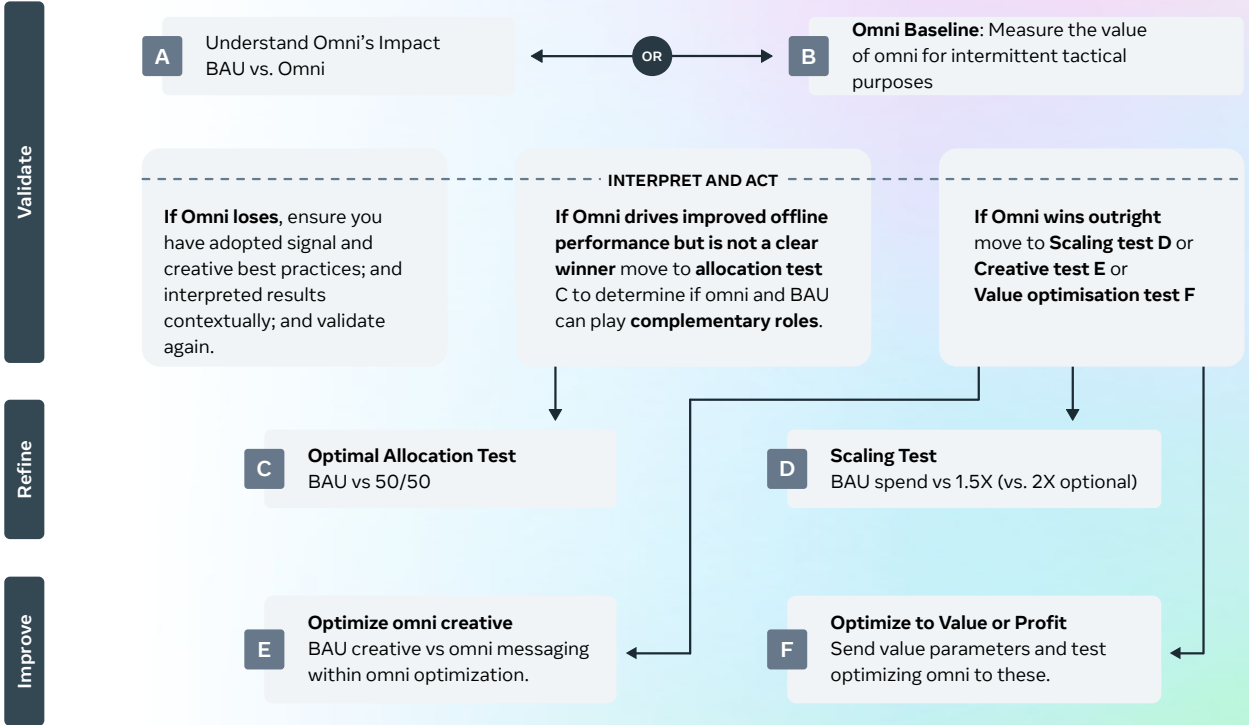
Incrementality is the gold standard for measuring marketing value. You can start your journey towards incrementality with ad hoc tests to calibrate your attribution models and align them with real-world results.



MEASUREMENT APPROACH	Rigor Causal incremental lift	Scope Cross-channel	Speed Frequency, real time
EXPERIMENTS Conversion Lift, Geo-Based Testing	Large purple circle	Small purple circle	Medium purple circle
MODELING Marketing Mix Modeling (MMM)	Medium teal circle	Large teal circle	Medium teal circle
ATTRIBUTION Ads Manager, Web Analytics, MMPs, A/B Testing	Small pink circle	Medium pink circle	Large pink circle

Build a long-term testing roadmap that aligns with your omnichannel strategy.

Start by understanding baseline performance, then iteratively refine, improve and scale.





▶ Stape

Thanks!

Any questions?