

# Meta CAPI in 2026:

what changed, what works,  
and your questions answered



# Speakers



**Dan Murovtsev**

Product Manager @ **Stape**  
~1000 server-side tracking setups



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Product Marketing Manager @ **Meta**  
Expert in CAPI, Meta Pixel & data  
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## Q&A chat



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# What you`ll get after the webinar:



**Webinar recording**



**Written guides** + links to  
the resources & presentation

**3 best questions** will win  
exclusive Stape T-shirts!

# Session outline

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## 👉 **Meta CAPI then and now**

See how Conversions API has evolved, what has changed over the years, and the role CAPI plays in Meta advertising today.

## 👉 **Meta CAPI setup options in 2026**

Explore the main implementation paths available today and how to choose the approach that fits your setup and resources.

## 👉 **What a strong CAPI for Web setup looks like**

Learn what goes beyond simply sending server events and which areas matter for a reliable, high-quality setup.

## 👉 **Ask Meta & Stape Anything**

Get answers to your Meta CAPI questions submitted during registration or asked live during the webinar.

# Stape is server-side tracking

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

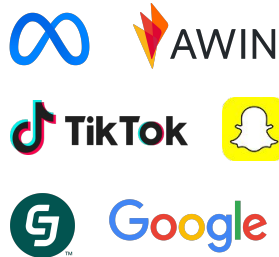


# Pioneers in the space, setting industry standards since 2021

**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



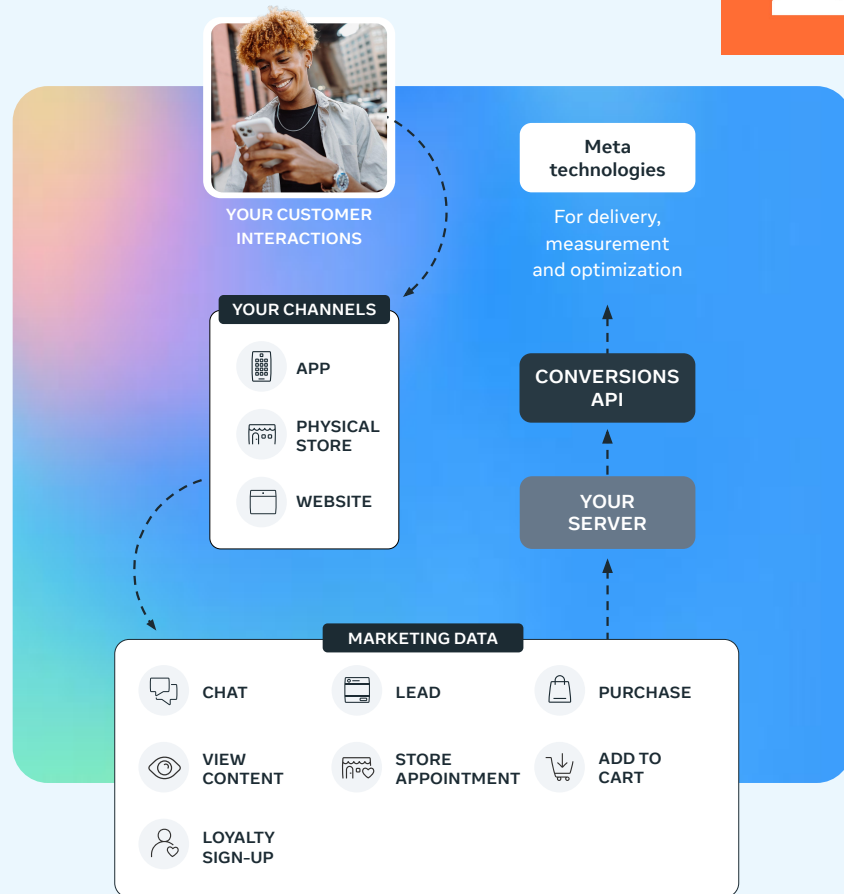
# Meta CAPI then and now



# So, what is Meta Conversions API?

**Meta Conversions API creates a direct connection between your marketing data and Meta's systems.**

It lets businesses send event data from sources such as websites, servers, CRM systems, apps, physical stores, and messaging platforms to support measurement, optimization, and ad delivery.





# Meta CAPI through the years

A server-side way to send conversion data directly to Meta

2020

**CAPI launches**

More focus on resilient measurement as browser-based tracking became less reliable

2021–2022

**Signal resilience**

Direct and partner-led implementation paths made CAPI easier to adopt

2022–2024

**Easier adoption**

CAPI expanded beyond website events to CRM, offline, app, and messaging data

2024–2025

**Beyond web**

Advertisers can now build foundational, enriched, and cross-channel data setup

2026

**Broader data foundation**



# What actually changed?

## More accessible

- Direct implementation
- Partner solutions
- Meta-enabled setup options

## More data

- Website conversions
- CRM and offline outcomes
- App and messaging data

## More use cases

- Reliable conversion signals
- Better data quality
- Higher-value optimization



# Meta Pixel + CAPI = ❤️



## Meta Pixel

is a piece of code for your website that shares data collected with cookies to Meta's ad systems



## Conversions API

connects data from your web server to Meta's ad systems

Using the Pixel and Conversions API together helps ensure the data you gather and share back is more complete.



**Meta CAPI in  
2026: setup  
options**



# Different paths to Meta CAPI

## **Conversions API Gateway**

Self-service, low-code setup for connecting web data to Meta.

1

## **Partner solutions**

Use a technology or implementation partner to reduce technical and maintenance effort.

2

## **Direct integration**

Build and manage a custom connection directly with the Conversions API.

3



# Which CAPI setup fits your needs?

|                            | CAPI Gateway                     | Partner solution                             | Direct integration                |
|----------------------------|----------------------------------|----------------------------------------------|-----------------------------------|
| <b>Best for</b>            | Fast, straightforward CAPI setup | Businesses that want support and flexibility | Complex, highly customized setups |
| <b>Technical resources</b> | Low                              | Low–medium                                   | High                              |
| <b>Time to launch</b>      | Fastest                          | Depends on the partner/setup                 | Typically longest                 |
| <b>Customization</b>       | More standardized                | Flexible                                     | Highest                           |
| <b>Maintenance</b>         | Low                              | Usually supported by the partner             | Managed internally                |

# Ways to implement Meta CAPI with Stape

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*More flexibility and control*

## **Server GTM:**

- Reuse GA4 or Data Client events
- Customize events and data sent to Meta
- Enrich events with first-party data
- More options to adapt and optimize the setup

*First-party data pipelines*

## **Signals Gateway:**

- Connect Pixel, file, SDK, and more
- Send data to Meta and other destinations
- Build pipelines in one interface
- Low-code setup and management

*Fast, low-code setup*

## **CAPI Gateway:**

- Connect CAPI in under 1 minute
- Uses your existing Meta Pixel web events
- Automatic updates and low maintenance
- Limited tracking customization

# What you get with CAPI Gateway on Stape

## 1 Fast setup

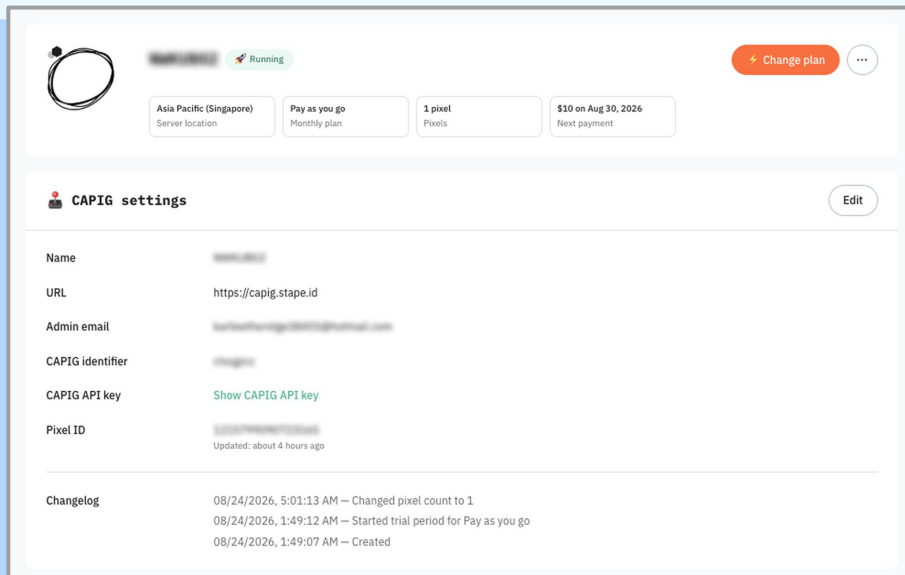
Launch Meta CAPI in 1 minute.

## 2 Custom domain

Route CAPI through your own subdomain.

## 3 Managed infrastructure

Hosting and upkeep handled for you.



# Where does Signals Gateway fit

## 1 Multiple data sources

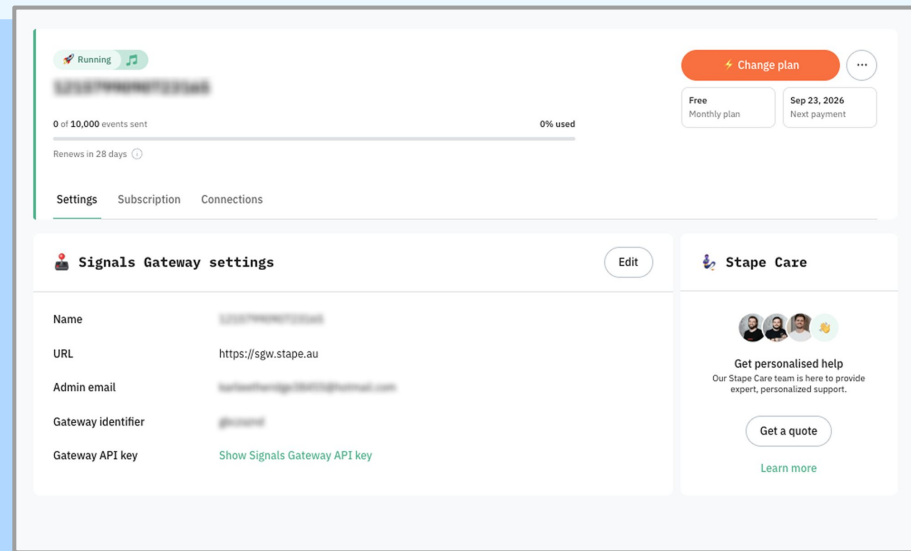
Connect Pixel, SDKs, webhooks, files, and CRM data.

## 2 Multiple destinations

Send data to Meta, BigQuery, and custom endpoints.

## 3 Pipeline filters

Choose which events go to each destination.



# What about Meta CAPI via server GTM?

## 1 Reuse existing events

Map GA4 or Data Client events to Meta events.

## 2 Full payload control

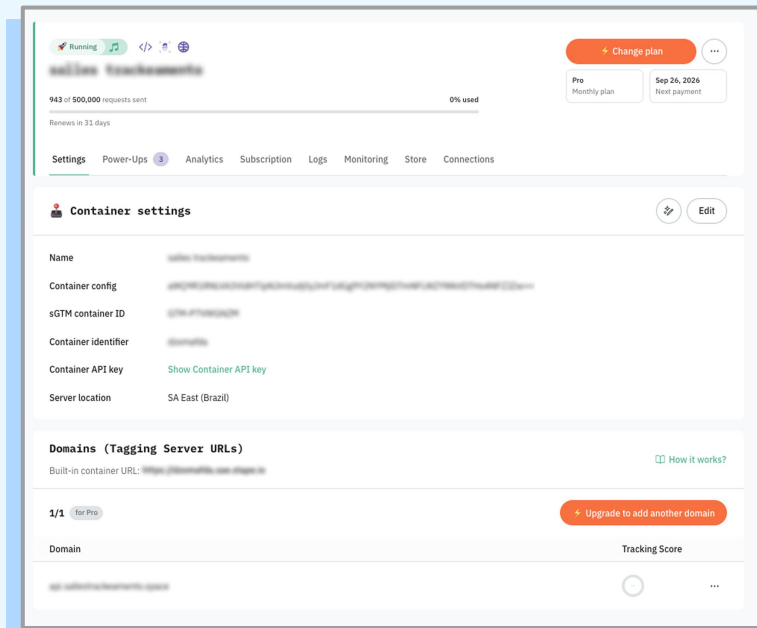
Customize events, user data, and parameters sent to Meta.

## 3 Data enrichment

Add first-party data to strengthen event matching.

## 4 Ready-made Meta CAPI templates

Start with preconfigured events and parameters.





# Connect your CRM

- ✓ HighLevel
- ✓ Zoho CRM
- ✓ Pipedrive
- ✓ HubSpot
- ✓ Salesforce
- ✓ Odoo
- ✓ Klaviyo

**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.

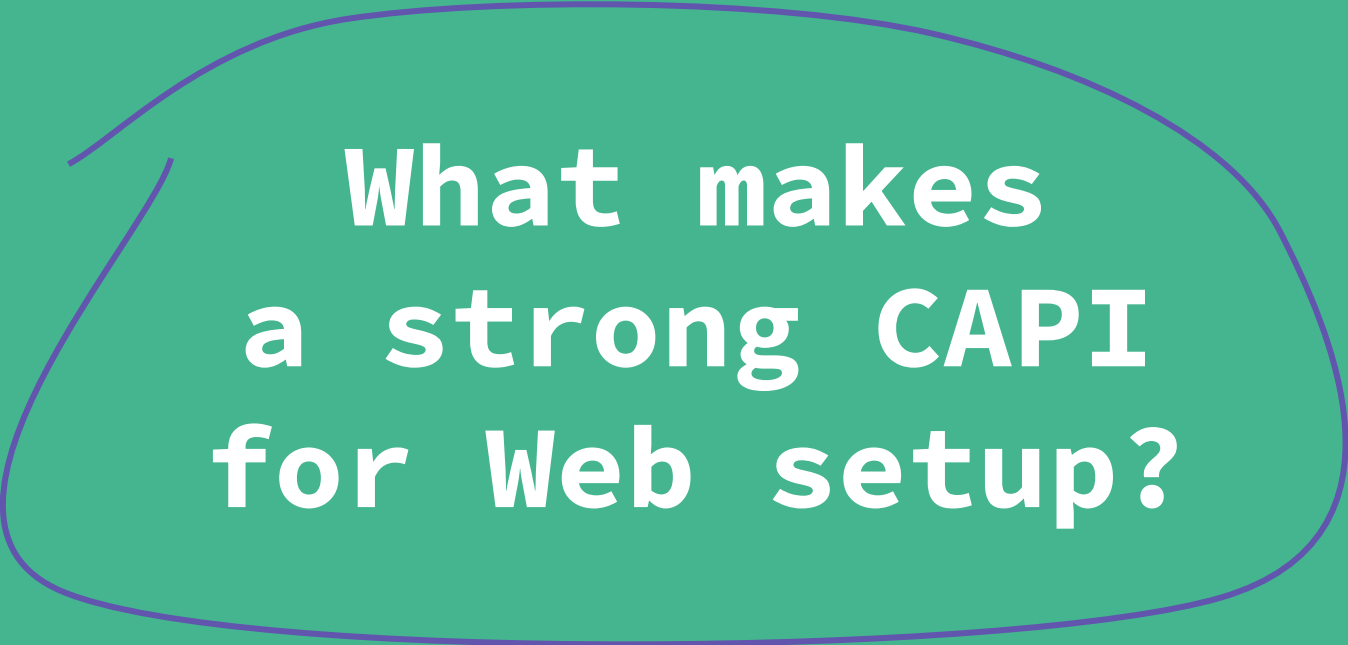
**Meta Dataset ID \***    
Specify the Meta Dataset (Pixel) ID for app integration.  
[How to find Meta Dataset ID in your Meta Business Manager account.](#)

**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 \***

[+ 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.



**What makes  
a strong CAPI  
for Web setup?**



# A strong CAPI setup is more than “server events received”

## 1 Technical setup

Pixel + CAPI working together correctly

## 2 Event coverage

The right events are reaching Meta

## 3 Data quality

Useful identifiers and parameters are included

## 4 Ongoing health

The setup is monitored and improved over time

# Get the technical foundation right

## > Pixel + CAPI together

Use browser and server signals as **complementary** sources.

## > Deduplicate correctly

Matching browser and server events need the same **event name and event ID**.

## > Keep data fresh

Send events as close to **real time** as possible.

## > Check formatting

Make sure **event and parameter values** follow Meta requirements.



# Send the **right** data, not just more data

## The event itself

Tell Meta what happened:

- Event name
- Event time
- Event ID
- Source URL

## Matching signals

Help Meta connect the event to an account:

- Click ID (fbclid)
- Browser ID (fbid)
- Email / phone when available
- Other customer identifiers

## Business context

Tell Meta what the conversion means:

- Value + currency
- Product / content data
- Qualified or high-value outcomes
- LTV, net revenue, profit signals

## Purchase example

Purchase + Event ID → fbclid / fbclid + hashed email → value, currency, products

# Check what Meta is actually receiving

- Is CAPI receiving the expected events?
- Are browser + server events deduplicating?
- Are important parameters present?
- What does Event Match Quality show?
- Are there Diagnostics warnings?
- Are events arriving recently and consistently?



# Data quality needs ongoing attention

## Keep improving

- Review Events Manager recommendations
- Fix Diagnostics issues
- Monitor event coverage and match quality
- Revisit the setup when the website or tracking changes

## Use data responsibly

- Send only data you have the right to use
- Follow applicable consent and privacy requirements
- Hash customer information where required
- Be deliberate about what data is sent to Meta



# Pre-selected Q&A



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**Will I receive the webinar recording  
after the webinar?**



**Is it really necessary to use both the Meta Pixel and CAPI, or can we rely solely on CAPI? Is there any data that supports the answer?**



**What are the current best practices, and  
what's new?**



**Do I need server-side tracking if I only use Meta Lead Ads with forms?**



**What is the future of CAPI Gateway? With the recent changes, is it better to use CAPI through another implementation method instead?**



**How can tracking be done more  
efficiently?**



**I'd like to understand the difference between using Stape and the Meta Pixel, how to implement them, and in which cases you would use one or the other. If we decide to implement Stape, is free guidance from professionals available?**



**How effective is the Stape + Meta CAPI  
setup for the nonprofit sector?**



**Does Stape offer an MCP solution for tracking setups in GTM? If so, how effective is it? Do you still need strong tracking knowledge to use and configure it correctly?**



**What is the best way to handle tracking  
for healthcare websites?**



**With Google products, we have Advanced Consent Mode and can process data using Google consent signals. How should modeled data be handled in Meta when consent signals are affected by GDPR requirements?**



Stape

**Thanks!**  
**Any questions?**