TAGGRS

The Meta Signal Quality Checklist

Five checks to run this week before scaling Q4 spend.



1. Verify Pixel and Conversions API deduplication

Make sure browser Pixel and server-side Conversions API (CAPI) events are both firing and that shared events use the same `event_name` and `event_id` for deduplication.

- **Check:** Use the Test Events tool in Meta Events Manager. Confirm that events are received from both browser and server, and that matching browser and server events are deduplicated.
- **Why it matters:** You get more reliable conversion measurement, without purchases being counted twice.

2. Check that purchase events reflect real transactions

Verify that purchase events fire at the right moment, only once per transaction, with the correct order value, currency and transaction ID. Also, confirm that the value you send is the one you want Meta to optimise towards, whether that's revenue or a margin-adjusted value.

- **Check:** Place a test order and compare the event payload with your actual order data. Review repeat firing and checkout redirects where relevant.
- **Why it matters:** Meta needs trustworthy conversion and value data to optimise campaigns effectively.

3. Audit consent and tracking behaviour

Make sure that your CMP, consent settings and tracking configuration work together as intended, including when visitors accept, reject or change their consent preferences.

- **Check:** Test the main consent scenarios on your website and verify that browser and server-side events respect your applicable consent requirements.
- **Why it matters:** You keep better control over compliant data collection, with fewer unexpected gaps or inconsistencies in your setup.

4. Review event match quality and customer data parameters

Confirm that eligible events include the customer information parameters Meta uses for matching, such as email, phone number, external ID, fbp, fbc, IP address and user agent, where available and permitted.

- **Check:** Review Event Match Quality in Meta Events Manager, inspect event payloads and verify that email and phone are SHA-256 hashed, and that fbp, fbc, IP address and user agent are sent unhashed.
- **Why it matters:** Better event matching can help Meta associate conversions with the right people and improve measurement.

5. Monitor signal consistency before scaling spend

Compare your store's order data with the events received by Meta. Look for sudden drops, missing events, unexpected spikes or discrepancies in reported purchase values, including orders that were later refunded.

- **Check:** Review the last 7 to 14 days, check the Diagnostics tab in Events Manager and test your critical customer journeys across landing pages, checkout and purchase confirmation.
- **Why it matters:** Catching tracking issues before peak season helps you make budget decisions with greater confidence.

Ready for Q4? Check your signal quality.

Meta can only optimise against the signals it receives. Before increasing your budget for Black Friday and the holiday season, make sure your tracking setup is sending Meta accurate, consistent and complete conversion data.

Not sure where to start?

Run TAGGRS' website tracking checker ⟶

