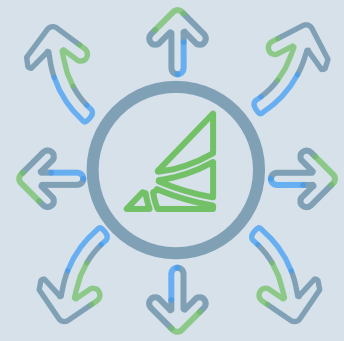


# Facebook Offline Conversions API

Measure effectiveness of Facebook advertising by onboarding and matching transaction data



## Maximize Conversion with Closed-Loop Analytics

LiveRamp™ matches offline transactions to Facebook users and onboards this data to the Conversions API which enables “closed-loop” reporting in Facebook analytics.

### LiveRamp Matching and Onboarding Fuels Closed-Loop Analytics for Facebook Advertising



#### Campaign Effectiveness

Matching offline transactions to Facebook campaigns in Facebook analytics offers insight to optimize campaigns and gain a broader perspective on customer behavior.



#### Privacy Compliant Matching

LiveRamp supplies match information to Facebook using privacy compliant techniques that gives marketers confidence.

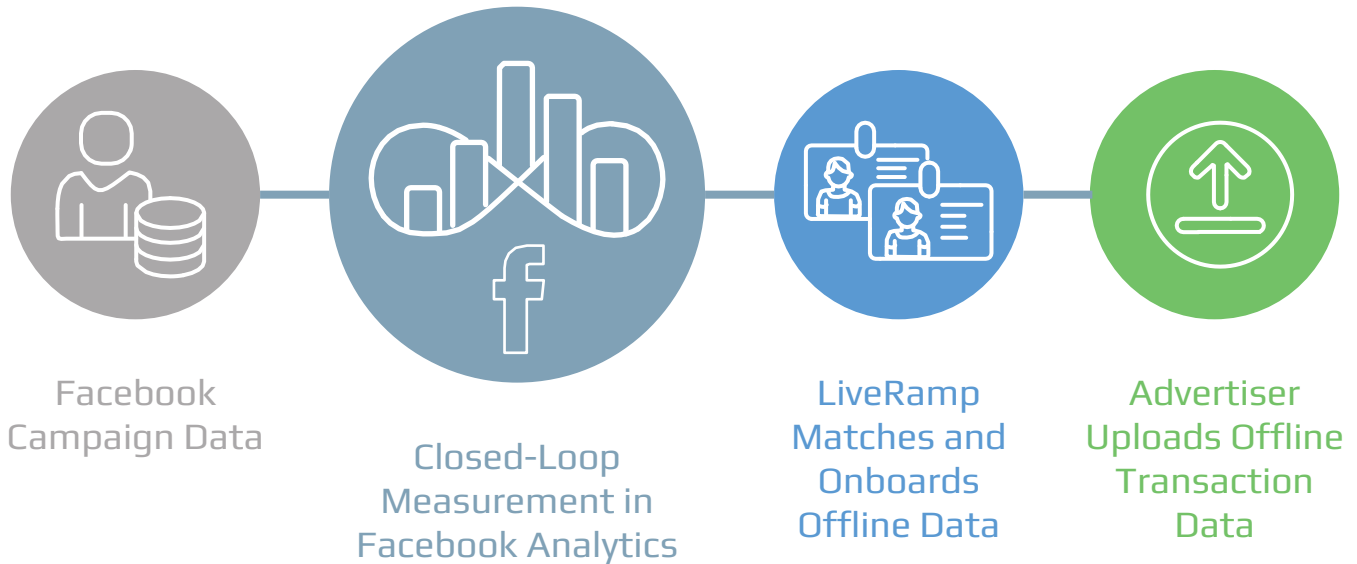


#### Leverage Data in LiveRamp

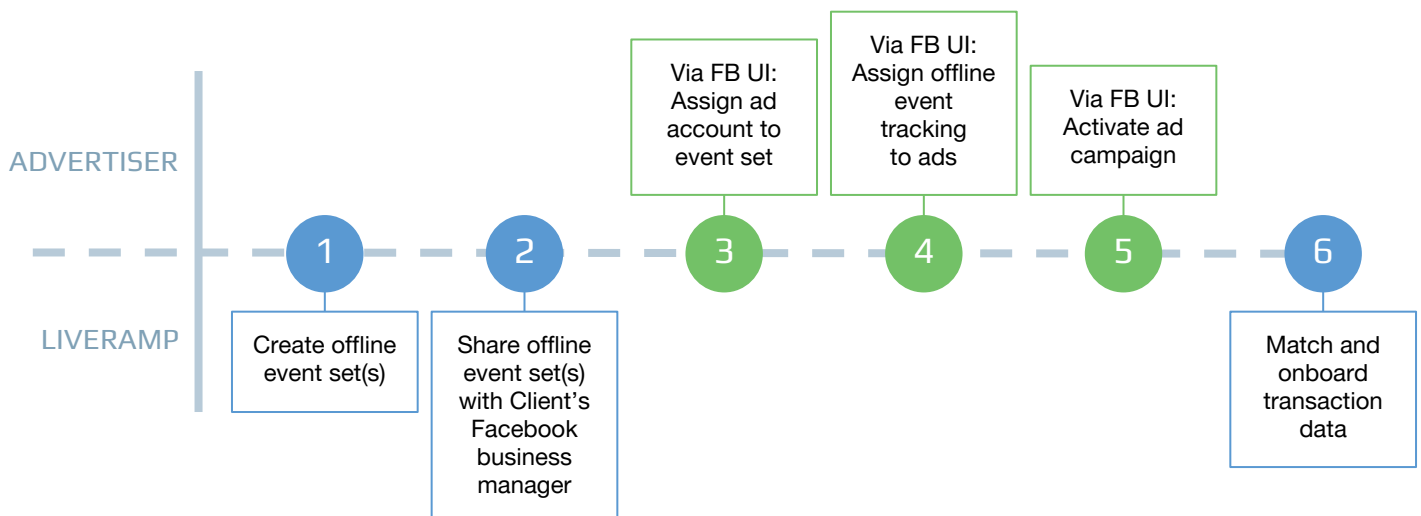
Existing LiveRamp customers get more value from the data they upload to LiveRamp by sending to the Facebook Offline Conversions API.



## LiveRamp Matching and Onboarding Fuels Closed-Loop Analytics for Facebook Advertising



## Advertiser and LiveRamp Workflow





## Result: Gain Insights in Facebook Analytics



### The Problem

How to combine offline transactions with Facebook advertising campaign data to measure effectiveness and optimize for converters?



### The Solution

LiveRamp onboards offline purchase data and matches individual users' transactions to their Facebook identity.

## How it Works



#### UPLOADING OFFLINE TRANSACTION DATA

Advertiser uploads offline transaction data to LiveRamp. (For existing customers, LiveRamp may already have this data.)

#### MATCHING OFFLINE USERS TO FACEBOOK

LiveRamp matches offline transactions to Facebook users.

#### DELIVERY TO FACEBOOK

LiveRamp delivers matched data to the Facebook Conversions API.

#### VIEW RESULTS

Advertising campaign results available to view in Facebook Ads Manager.