



Preparation For Apple's IOS 14 Release

How To:

Verify Your Domain & Set Up Aggregated Events  
Measurement In Facebook Business Manager



**Get Spotted**

[allaspectmedia.co.uk](http://allaspectmedia.co.uk)

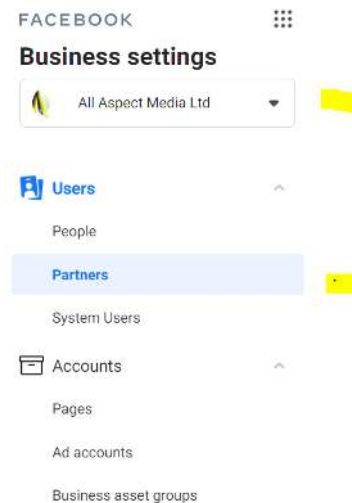
01425 291730

Due to the upcoming changes in the way Facebook Pixel tracking works, **you will need to verify your domain within your Facebook Business Manager account**. This is because all Pixel events, from the release of Apple's IOS14.5 (which is expected towards the end of February 2021), are required to be updated to Facebook's new 'Aggregated Website Events'.

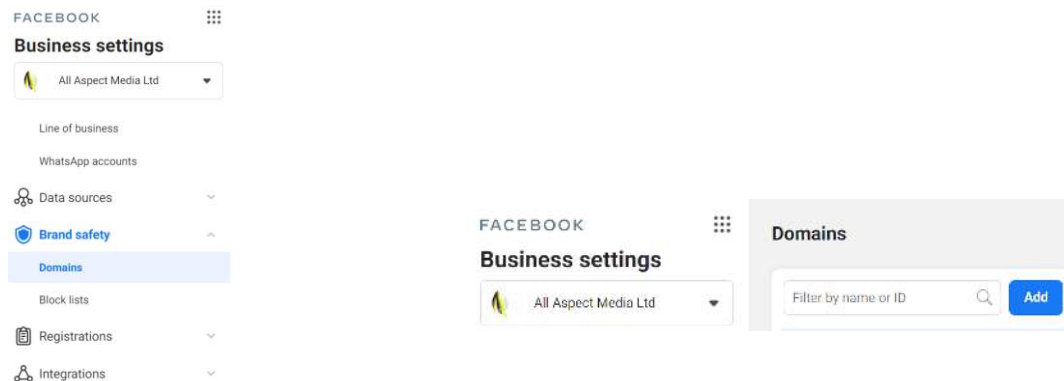
This is not something an agency can do for you, as your website should only be verified in your account. Once this is done, you can set up your conversion events. This guide should help you do this.

To get started, head over to <https://business.facebook.com/settings> - you should find yourself within your Facebook Business Manager - if not, you may be asked to log in first. As your Facebook Business Manager is attached to your personal account, this will be your personal Facebook email/phone number and password.

Once you are in the account, check this is the correct one - if you work with an agency, review the partners tab (Users > Partners) to check that this is the account listed with your agency as a collaborative partner.

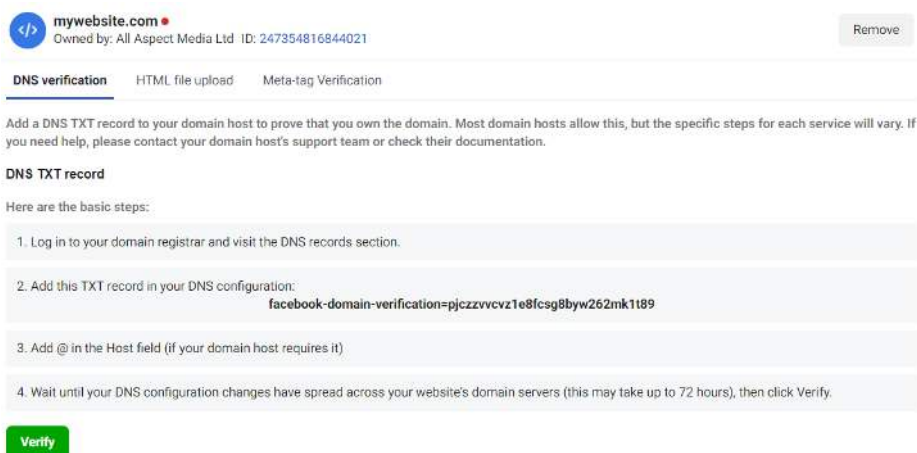


Now we are ready to verify your domain. Navigate further down the left-hand column, to 'Brand Safety' - expand and select 'Domains'. Now click the blue 'add' button.



Now enter your domain name, and click 'Add Domain'. You'll be given 3 options to choose from: DNS verification, HTML file upload and meta-tag verification. Select the tab/option which you find most convenient and complete the steps required.

**If you complete these steps and any hereafter and don't see what is expected, refresh the page. Facebook isn't perfect!**



The screenshot shows the Facebook Business Manager interface for domain verification. At the top, it displays the domain 'mywebsite.com' with a 'Remove' button. Below this are three tabs: 'DNS verification' (selected), 'HTML file upload', and 'Meta-tag Verification'. A note states: 'Add a DNS TXT record to your domain host to prove that you own the domain. Most domain hosts allow this, but the specific steps for each service will vary. If you need help, please contact your domain host's support team or check their documentation.' Under the heading 'DNS TXT record', it lists four steps: 1. Log in to your domain registrar and visit the DNS records section. 2. Add this TXT record in your DNS configuration: `facebook-domain-verification=pjczzvvcvz1e8fcs98byw262mk1189`. 3. Add @ in the Host field (if your domain host requires it). 4. Wait until your DNS configuration changes have spread across your website's domain servers (this may take up to 72 hours), then click Verify. A green 'Verify' button is located at the bottom left of the steps.

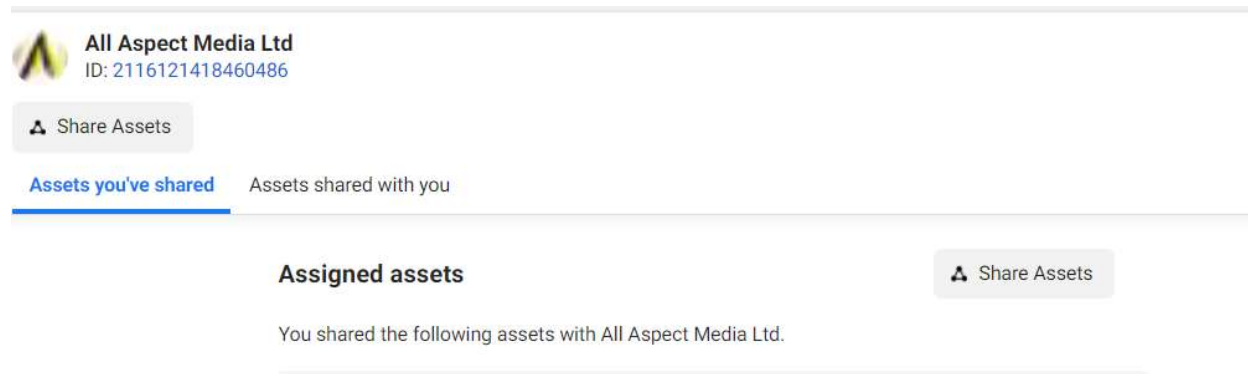
Once you've completed your preferred verification method, click 'Verify'. You should now have successfully claimed your domain within your Facebook Business Manager.

### Share Your Domain With Your Agency

In order for your agency to then set up the new tracking events, you will need to share your domain with them - as an "asset".

Return to the partners tab where you found your agency earlier (Users > Partners). We'll use our agency in the screenshots below to help:

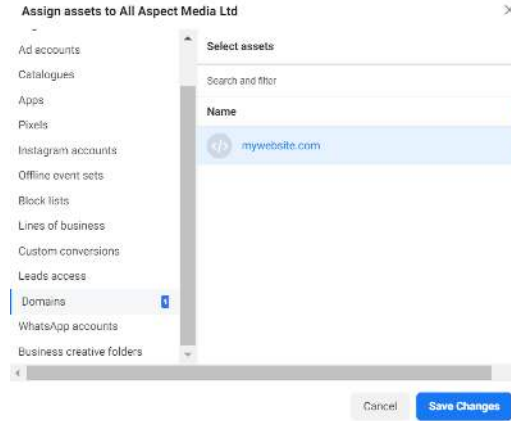
Select All Aspect Media Ltd (or your agency) and you should see a 'Share Assets' button.



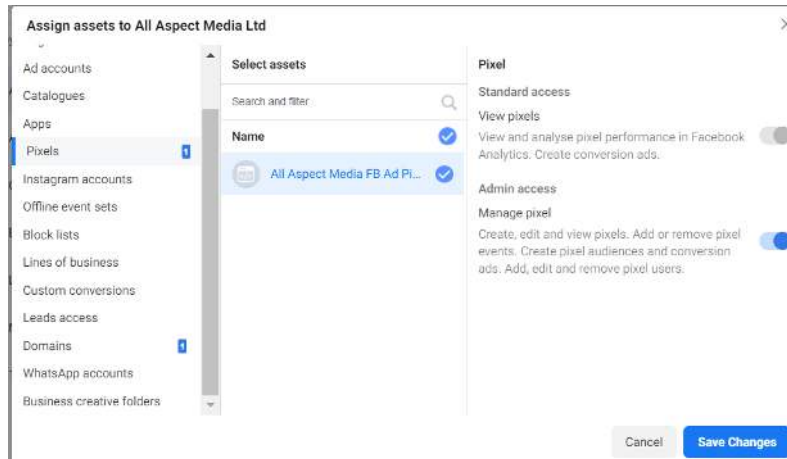
The screenshot shows the 'Share Assets' interface in Facebook Business Manager. At the top, it displays the profile for 'All Aspect Media Ltd' with ID: 2116121418460486. Below this is a 'Share Assets' button. Underneath, there are two sections: 'Assets you've shared' (Assets shared with you) and 'Assigned assets'. The 'Assigned assets' section shows a 'Share Assets' button and the text: 'You shared the following assets with All Aspect Media Ltd.'

Click this, and select 'Domains' from the list on the left hand column, and select your website.

**Don't click 'Save Changes' just yet!**



Also select 'Pixel' on the left hand column and then select your pixel, and switch on both permissions toggles on the right hand side.



Once complete, you can save these changes. You may be prompted to answer how your agency is involved in your advertising - you can most likely tick each box here as they are all applicable.



### How Will You Work With All Aspect Media Ltd?

This information helps us understand how data sources are being used and shared across Facebook so we can maintain the integrity and quality of our business tools.

**Select all that apply:**

- All Aspect Media Ltd acts as an agency for my business
- All Aspect Media Ltd runs ads on behalf of my business
- All Aspect Media Ltd creates or manages audiences for my business
- Other

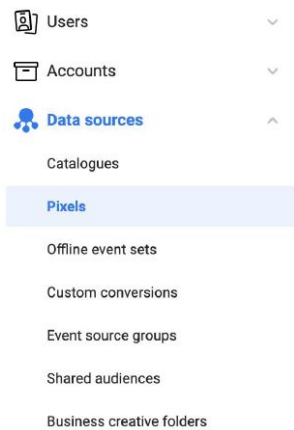
If you're unsure or need more information, [learn about Signal Sharing relationships.](#)

Cancel **Next**

**Now that this has been completed, you will be able to configure your events for your domain.**

Configuring these events will prevent your advertising from going offline once IOS14.5 is released - as any conversion events which are not configured will result in ads being paused completely.

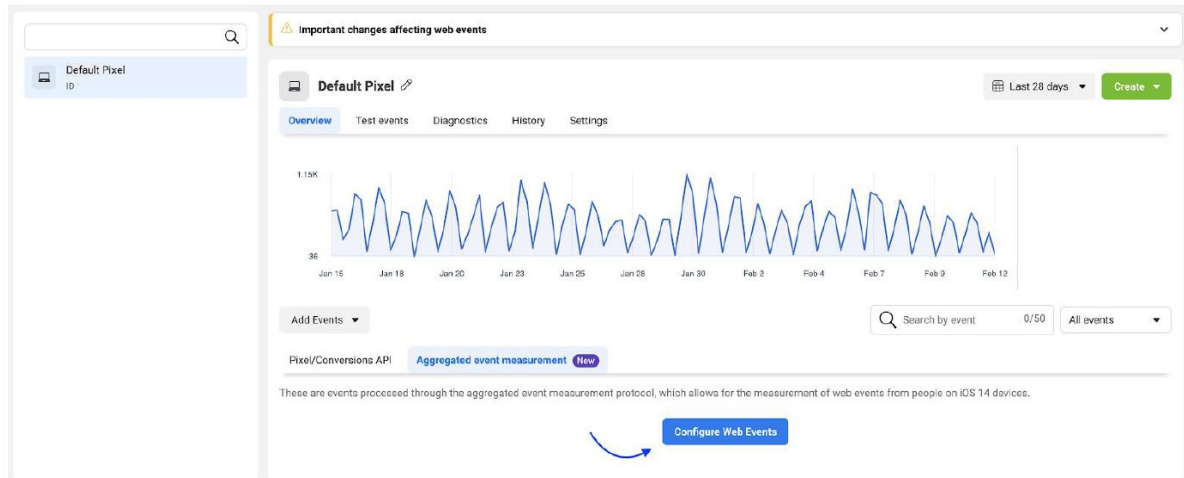
The next step is to navigate to your Pixel, and open this in the Events Manager. First, select the Pixel tab on the left column, which is under 'Data sources'.



Then, select your Pixel and click 'Open in Events Manager in the right hand corner.



Once inside the Events Manager area, scroll down and select the 'Aggregated Event Measurement (New)' tab, and then 'Configure Web Events'.



Then, select your domain and click 'Edit Events. From within the 'Edit web event configurations' area, click 'Add Event'.

#### Edit web event configurations

To change configurations, choose a different pixel or event from the list, or drag and drop events to change the priority order. You can optimise for up to 8 events. Once Apple begins enforcing its AppTrackingTransparency framework on iOS 14 devices, event configuration changes will cause affected ads and ad sets to be paused for the next 72 hours to allow changes to take effect. Some changes may cause other ads or ad sets to stop running. [Learn more](#)

Domain:

Events slots filled: 0 of 8

Add Event

You will now be able to select which events you wish to carry forward once the changes come into effect.

Facebook will be enforcing a maximum of 8 conversion events on any single domain. They are also applying a priority system, which means lower priority events could be under-reported.

Once you've selected your events, you can drag these into the priority position you prefer. In most cases, top priority will be 'call' or if you are ecommerce, 'purchase'.

If you are eligible for 'Value optimisation' you will be given the option to switch this on. The below example is after configuring 4 events, and we've placed them in our preferred order of priority.

Priority ①	Pixel/Custom conversion	Event name	Value optimisation ②	Assigned events
Highest priority	Custom conversion ▼	Click To Call ▼		1 Event ×
	Custom conversion ▼	Consultation Form ▼		1 Event ×
	Custom conversion ▼	Click To Email ▼		1 Event ×
Lowest priority	Custom conversion ▼	Newsletter Subscription ▼		1 Event ×

**Please be sure to check both Pixel and Custom Conversions to be sure you have added up to 8 of your highest priority actions. Custom Conversions are non-standard events which we or your agency may have set up for you.**

**In this example we have 4 'Custom Conversions', but you may have only 'Pixel conversions' or a mixture of both. You can change between Pixel/Custom Conversion using the drop-down arrow.**

Now that you've checked both your Pixel and custom conversions and are happy with the events you've added, and their order of priority, click 'Submit' at the bottom right of the page.



Once submitted, your events are updated and you've successfully configured your events for the new aggregate event measurement.

Happy campaigning!

12 February 2021

