UPDATES AND IMPROVEMENTS TO WEBSITE CONVERSION CAMPAIGNS

WEBSITE CONVERSION CAMPAIGN UPDATE	CURRENT STATE	FUTURE STATE	EXAMPLES
Relaxing the 72-hour reset period for all ad sets optimizing to the top 8 prioritized events in Events Manager	If an advertiser chooses to modify their event prioritization - such as replacing one of their 8 prioritized events in Events Manager - we pause all ads using that event and lower priority events from that event for 72-hours to ensure accurate optimization and reporting for their campaign. Advertisers need to manually un-pause their ad sets once this 72-hour period is over.	Starting June 16, 2021, advertisers with ad sets that are optimizing to an event prioritized in Events Manager will not be paused if they make changes to their event configuration. It is important to note that advertisers will still be limited in how often they can make changes - for example, after making changes once, an advertiser will be blocked from making any additional changes for the next 72-hours, and some changes may result in limited delivery and reporting.	An advertiser changes their event configuration and re-prioritizes their top event to be 'purchase' instead of 'add to wishlist' as they have a sale of 50% on purchases during an upcoming long weekend. Currently, they would need to wait for 72-hours and then manually restart their ad campaigns that optimize for 'purchase', 'add to the wishlist' as well as all other events below the changed event. However, with this change they can start optimizing for purchase events immediately without waiting for the reset period to run. They would still be limited in that they can only make changes every 72-hours.
Expanding use of conversion modeling to include it in our 7-day click default attribution setting	Today, only the 1-day click attribution setting includes this type of modeled data that can account for events from opt-out users. The default attribution window of 7dCT is partial.	Starting on June 30th, we are expanding our use of conversion modeling to include it in our 7-day click default attribution setting so we can report on estimated conversions we are unable to observe directly due to recent industry changes such as the new iOS 14.5+ requirements. The inclusion of these modeled conversions may result in a noticeable increase in attributed 7-day click conversions. Where we don't have enough data to make estimates, reported results may not include modeled conversions. We are continuously working to improve our machine learning models and expand our coverage of modeled conversions.	Currently, an advertiser using the default 7-day click attribution setting will see partial reporting that only includes conversions reported for opt-in users. With this change, however, they will be able to see modeled conversions incorporated into their reporting for 7dCT attribution setting which will enable a more accurate view of ad performance.

UPDATES AND IMPROVEMENTS TO WEBSITE CONVERSION CAMPAIGNS

WEBSITE CONVERSION CAMPAIGN UPDATE	CURRENT STATE	FUTURE STATE	EXAMPLES
Providing additional flexibility for Website Conversion campaigns, allowing optimization beyond the top 8 prioritized events in Events Manager	Advertisers using our web-based business tools such as the Facebook pixel and Conversions API to optimize toward offsite web events are limited to 8 events per domain for optimization through Aggregated Event Measurement. Ads sets optimizing to non-prioritized events were previously paused and could only optimize for Link Clicks or Landing Page views.	Starting June 16, 2021, advertisers who are primarily targeting Android users or who are unable to meet the requirements of AEM now have the flexibility to optimize for website conversions using non-prioritized events. It's important to note that when optimizing for non-prioritized events, advertisers won't be able to reach or report on iOS 14.5+ users who have opted-out of the AppTrackingTransperancy prompt on Facebook and/or Instagram on their device. **Best practice guidance:** For optimal results, we recommend that advertisers continue to optimize for the top 8 prioritized events in Events Manager so they can reach fuller audiences, maximize performance, and get more robust reporting.	Currently, an advertiser that operates in an Android-heavy market is restricted with the 8 event restriction while their business could have benefited by optimizing for non-iOS 14.5+ users. Also, advertisers who are technically blocked from verifying their domain (e.g. a small business that runs campaigns on a marketplace or platform they do not own and therefore cannot verify that domain) were previously limited to running Link Click or Landing Page View campaigns. With this additional flexibility, they can now run campaigns optimizing for results closer to their real business goals like 'purchase' but will not be able to reach opted out iOS 14.5+ users because that event is a non-prioritized event.