

# UTILIZING OFFLINE CONVERSION AUDIENCES IN YOUR FACEBOOK CAMPAIGNS

The California Consumer Privacy Act (CCPA) and other privacy laws currently enforced in Massachusetts, New York, Hawaii, Maryland, North Dakota with similar proposals in nearly 20 states nationwide enhance privacy rights and consumer protection but will impact the way leads are collected and transferred into your ClubReady account.

## About Offline Conversions

You can now measure how much your Facebook ads lead to complete real-world outcomes, such as new members regardless of if they submitted a lead form. To help you understand the effectiveness of your ad campaigns, we'll compare offline conversions to the list of people who saw or clicked on your ads. We send offline events data directly to Facebook using the offline conversions API every 24 hours.

## Supported Segments as of April, 2020

**Prospects (Lead):** When a user is added to the ClubReady system, she is by default, considered a Prospect.

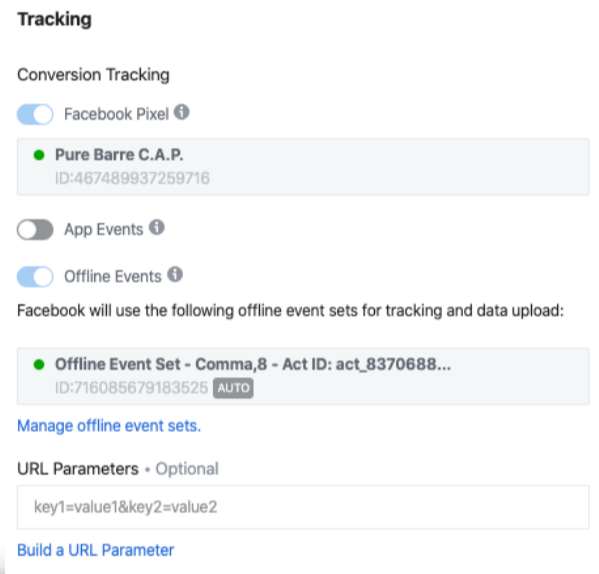
**Consults (AddToCart):** A prospect who books her first class in a studio at a future time and date is considered a Consult. She will still be a Consult if she cancels at a future time or doesn't show up. If she shows up as scheduled, then she will move to the next category as Consult Show.

**Show (InitiateCheckout):** When a user checks in to a studio and attends a scheduled class, she is considered a Consult Show.

**Member (Purchase):** A user is considered a member if she buys class credits from the studio. Buying credits from third parties such as Classpass or Groupon will not convert the user as a member.

## Utilizing the Audiences

We upload offline sales and interaction data to measure ad conversions so you can build audiences for ad targeting based on those transactions. Set up your conversion tracking in the Tracking section of your Ad creation workflow. This value will then be available for you to monitor View and Click attribution directly in your Ads manager results.



## Requesting Access

Your certified agency can provide these audiences to you, or if you are a certified agency, reach out to your CAP manager with your ad account ID, and you will be given access. The conversion audiences will be granted at the ad account level, so you must establish a business manager relationship with the IDs provided.

**GET CONNECTED TO A CERTIFIED DIGITAL PARTNER AGENCY.**

CONNECT TO A DIGITAL PARTNER AGENCY

Connect with an Xponential certified digital partner agency to help you stay compliant – and keep running your campaigns exactly as you do now, but without the legal worry or a managed service fee. They will help you get started and stay compliant. Or turn over the keys to a certified digital partner agency and focus on other aspects of your business while the leads come in.