



Driving Efficiency and Leads with Meta's Conversion API (CAPI)

Overview

To enhance tracking accuracy and improve campaign performance, a California Chrysler Dodge Jeep Ram dealership implemented Meta's Conversions API (CAPI) at the start of Q4 2024.

When comparing pre- and post-deployment data, the dealership saw substantial improvements in both cost efficiency and lead generation.

Challenges

Facing increasing data privacy restrictions and rising advertising costs, the dealership struggled with:

Challenge 1

High cost per click (CPC)
and cost per landing
page view (CPLPV)

Challenge 2

Limited visibility into
conversion data

Challenge 3

Difficulty accurately
measuring campaign
effectiveness

Solution

In October 2024, the dealership integrated CAPI, enabling:

- More accurate server-side event tracking
- Better attribution of customer actions
- Stronger optimization signals sent back to Meta
- Improved efficiency across the full sales funnel—from impressions to leads

The Results

After implementing CAPI, the dealership saw significant improvements, including:

- Increased impressions and clicks
- Significant improvements in cost efficiency
- Over 273% growth in lead volume



January 2025



October 2024



These results demonstrate how CAPI strengthens optimization and improves performance across Meta campaigns.

Key Takeaways

- CAPI delivered more accurate measurement and smarter optimization, reducing overall cost per action.
- The dealership achieved higher traffic and engagement at lower cost, highlighting the value of server-side tracking.
- A 273% increase in leads highlights CAPI's ability to improve lead-generation performance while delivering richer, more reliable customer insights.