ATA / PLATFORM NEWS · CHECKLIST

Does Meta's device matching apply to you?

Meta calls it "Measure conversions on customer devices." The match between an ad view and a purchase can happen on the buyer's device, and Meta only receives that a purchase happened and which campaign gets the credit.

01 Check if your site qualifies

- [ ] People log in to an account on your site with an email or phone number.
  Meta: "Your website must require people to log in to an account using an email or mobile phone number."
- [ ] The Meta Pixel sits directly on the page.
  Meta: "Install the pixel directly on your page, not inside an iframe or as an image-only (img) pixel."
- [ ] Your buyers are outside the EU and UK.
  Meta: "Measuring conversions on customer devices is not active for people located in the EU and UK."

02 What stays the same

Your attribution window and attribution model don't change. Meta says it "affects which conversions can be measured, not how they're credited to your ads."

It works alongside your Pixel and Conversions API and doesn't replace them. Nothing to rebuild.

03 Do this before the rollout

- [ ] Write down this week's conversions per campaign in Ads Manager. That's your baseline.
- [ ] Note your real sales for the same days, from your store or payment gateway.
- [ ] After the rollout, compare both. If Meta's number rises while real sales stay flat, the extra is most likely Meta matching more of the sales you already had.

04 Where the switch is

It's on by default for eligible pixels. To check or turn it off:

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Events Manager › Data sources › your pixel › Settings › Measure conversions on customer devices
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What Meta hasn't said. How the device match works, and how much it will add. The November 12 date comes from an email Meta sent advertisers; the help pages don't give a date yet. If your site is in a sensitive category (health, finance and a few others), Meta can still restrict your purchase events. This change doesn't touch that.

Sources, checked 2026-10-24: About measuring conversions on customer devices · How to turn it on or off.
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