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Send Conversion Events to Meta in GLM

Laura Gibson - 2026-08-13 - [Settings & Integrations](#)

The **Meta Conversion API** action in your Gym Lead Machine workflows sends conversion events from Gym Lead Machine back to Meta, so your ads can optimize for down-funnel actions like booked appointments, showed appointments, and new clients instead of stopping at the initial lead. Once it is set up, Meta counts those actions as conversions and attributes them to the ad that produced them.

What you can do with the Meta Conversion API action

- Send down-funnel conversions from Gym Lead Machine back to Meta
- Optimize ad sets for the action you actually care about, not just form fills
- Choose which standard Meta event each conversion reports as
- Attach a dollar value and currency to each conversion
- Trigger the conversion automatically when an opportunity status changes

What you need before you start

- Your Meta account connected to Gym Lead Machine
- Your Meta **Dataset ID** (this is your pixel ID)
- A Meta **access token** generated for a direct integration

- Access to Meta **Events Manager** through your Meta Ads Manager

Step 1: Connect your Meta account to Gym Lead Machine

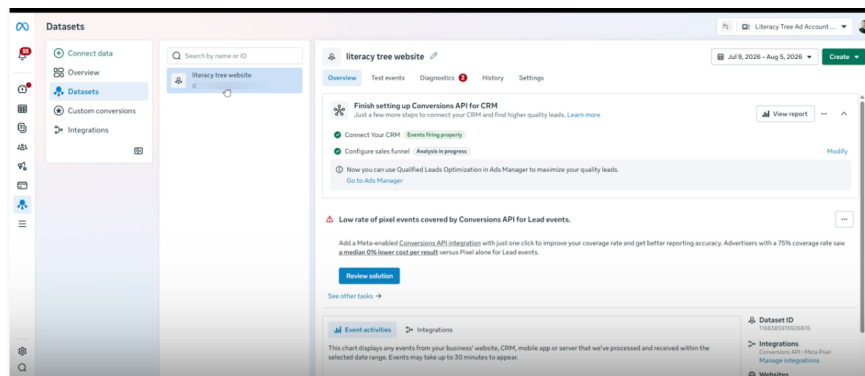
Connecting the account is what allows conversions to send at all, so do this before you build the workflow.

1. Go to **Settings → Integrations**.
2. Find Facebook & Instagram in the list of available integrations.
3. Connect and authorize your Meta accounts.

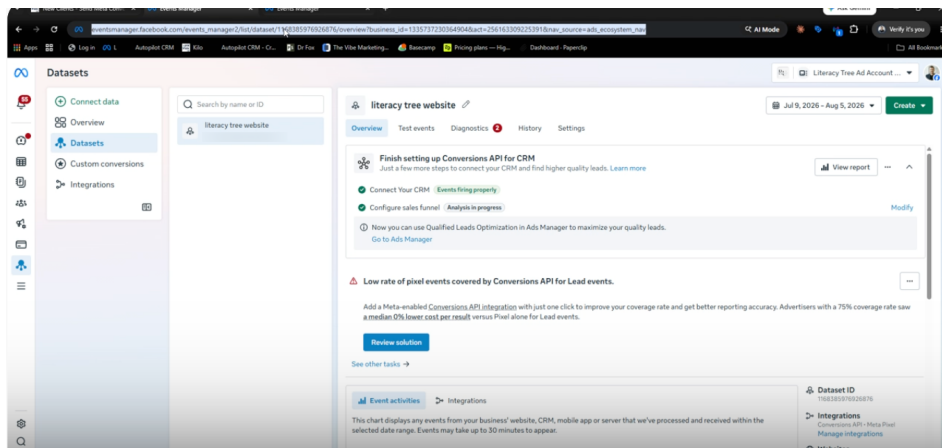
Step 2: Find your Dataset ID in Meta

Your Dataset ID and your pixel ID are the same number. You can pull it from Events Manager.

1. In Meta Ads Manager, go to **Events Manager**.
2. Go to **Data Sets**.
3. Select your pixel.
4. Copy the ID shown for that dataset.



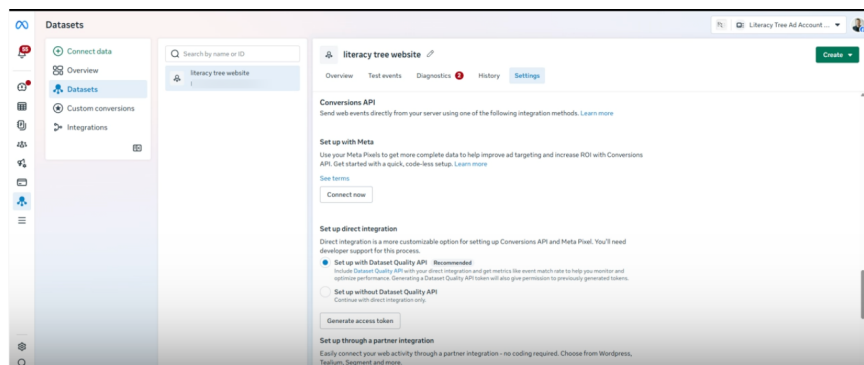
The ID also appears in your browser address bar after **dataset**, so you can copy it from there if it is easier to see.



Step 3: Generate your access token in Meta

The access token is what authenticates the connection. Without it, conversions will not send.

1. In **Events Manager**, go to **Settings**.
2. Scroll down to the **Conversions API** section.
3. Select **Set Up Direct Integration**.



4. Generate the access token.
5. Copy the token.

Meta offers the option to set this up with the Dataset Quality API. That is not required for a direct integration.

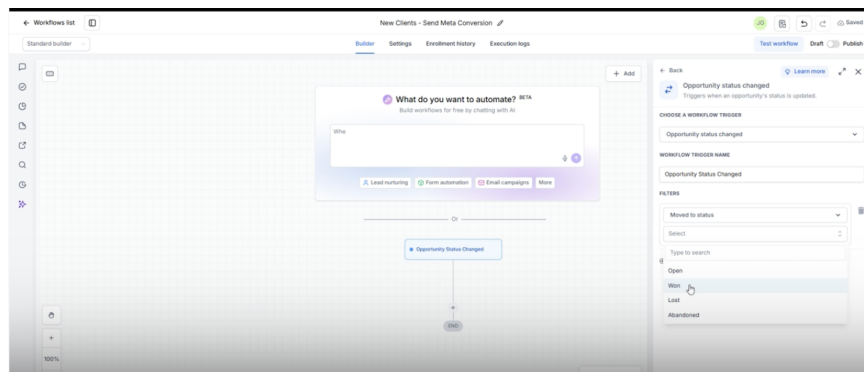
Note

Your access token is generated once. Copy it and store it somewhere secure as soon as it appears, so you have it if you need to reuse it later.

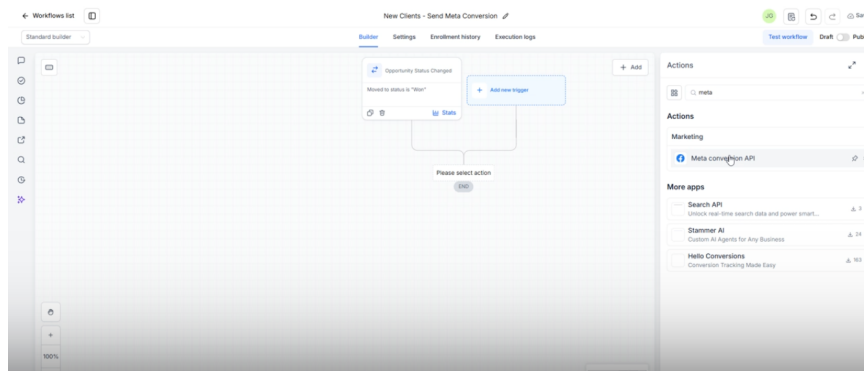
Step 4: Build the workflow that sends the conversion

The conversion is sent by a workflow, so you decide exactly which action in Gym Lead Machine counts as a conversion.

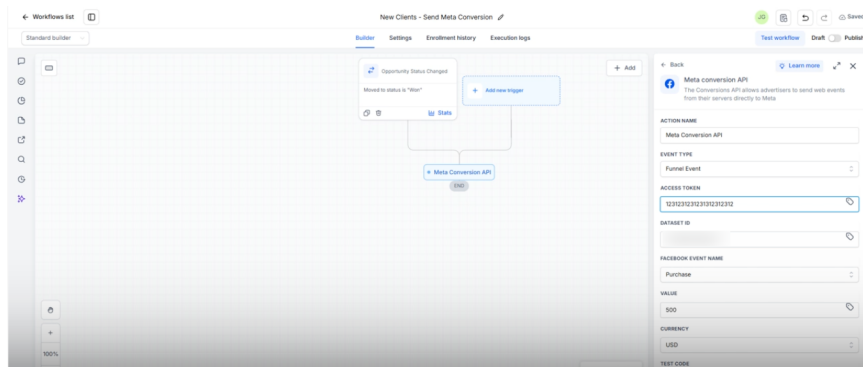
1. Create a new workflow and give it a clear name, for example "New Clients: Send Meta Conversion."
2. Set the trigger to an opportunity status change.
3. Set the status to **Won**, so every contact who becomes a client enters the workflow.



4. Add an action and search for **Meta**.



5. Select **Meta Conversion API**.
6. Set the event type to **Funnel Events**.
7. Paste your **Access Token**.
8. Paste your **Dataset ID**.
9. Choose the **Facebook Event Name** you are optimizing for.
10. Enter a **Value** and select a **Currency** if you want the conversion to report a dollar amount.
11. Save the workflow.

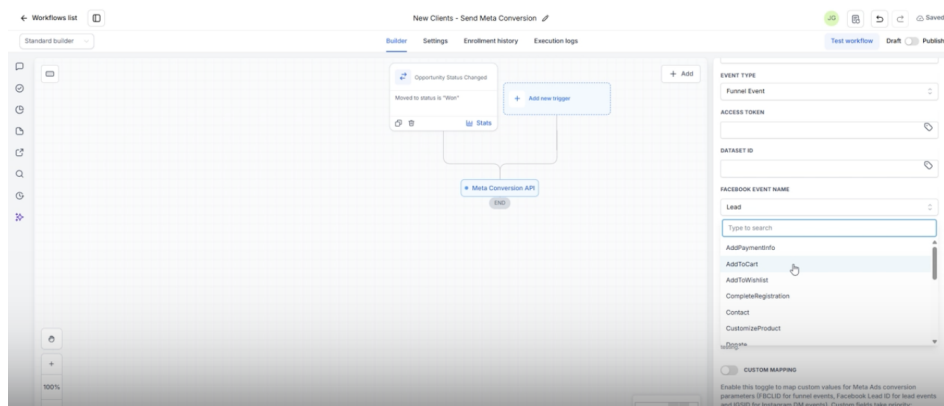


You do not need to enter a test event code.

Which Facebook event name should you use?

The event name is what Meta records the conversion as, so it should match the conversion event your ad set is optimizing for.

Event name	Use it when
Lead	A contact becomes a lead. This is the default.
Complete Registration	A contact books an appointment.
Schedule	A contact schedules an appointment to come in.
Purchase	A contact becomes a paying client.
Submit Application	A contact submits a survey or application.



Match the event name in the workflow to the conversion event selected in your Meta ad set. If your ad set is maximizing for purchases and your workflow sends a lead event, Meta has nothing to optimize against.

What happens after the workflow is live

Every time a contact meets the trigger condition, Gym Lead Machine sends the conversion to Meta with the event name you selected and as much data about that contact as it has on file. Meta then links the conversion to the ad the person came from and counts it as a conversion action.

Attribution depends on Meta being able to recognize the person as having come from one of your ads:

- Conversions from contacts who came through your Meta ads will be attributed to those ads
- Organic contacts and contacts from other sources, such as Google, will not appear as Meta conversions

- If there is no Meta pixel data attached to the contact, the conversion may not send at all

Note

A conversion that does not appear in Meta is not necessarily a broken setup. If the contact never touched one of your Meta ads, there is nothing for Meta to attribute the conversion to.

Frequently asked questions

Do I have to connect my Meta account, or is the pixel on my site enough?

You have to connect the account under Settings → Integrations. The pixel tracks activity on your site; the integration is what lets Gym Lead Machine send conversion events back into your Meta account. Connecting the account first makes the rest of the setup much simpler.

What is the difference between the Dataset ID and the pixel ID?

They are the same number. Meta refers to it as a dataset in Events Manager and as a pixel in most other places, so the value you copy from Data Sets is the value the workflow is asking for.

Where do I find my Dataset ID?

In Meta Events Manager, under Data Sets, after selecting your pixel. The ID appears on the dataset itself and also in your browser address bar after dataset, so you can copy it from either place.

Why are my conversions not showing up in Meta?

Most often it is because the contact did not come from a Meta ad. Conversions only appear in Meta when Meta can attribute the person to one of your ads. Contacts who came in organically, from Google, or from any source without Meta pixel data attached will not report as Meta conversions, and in some cases the conversion will not send at all. Also confirm that the event name in your workflow matches the conversion event your ad set is optimizing for.

Can I send more than one type of conversion event?

Yes. Build a separate workflow for each conversion you want to report. Each workflow has its own trigger and its own Facebook event name, so you can send a Complete Registration event when an appointment is booked and a Purchase event when the same contact becomes a client.

Do I have to enter a value?

No, the value is optional. You can enter the actual value of the client, or a standard value you use for every client, for example 500 if that is what a new client is typically worth to you. Select the matching currency when you enter a value.

Do I need a test event code?

No. The test event code field can be left empty for a live direct integration.

What happens if I lose my access token?

Generate a new one in Meta Events Manager, then update it in your workflow. The token is only displayed at the moment it is generated, so it cannot be retrieved from Meta later.

Helpful tips

- Connect your Meta account before building the workflow so the action has something to send to
- Copy your access token into secure storage the moment it is generated

- Name workflows for the conversion they send, so you can tell them apart later
 - Match the event name in the workflow to the conversion event in your ad set
 - Use a single standard value per client if you do not want to track exact revenue per conversion
 - Test with a small number of contacts before relying on the data for ad optimization
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When this feature is most helpful

- Optimizing ad sets for booked appointments instead of raw leads
 - Optimizing for appointments that actually showed
 - Reporting new client sign-ups back to Meta as purchases
 - Attaching revenue values to conversions so Meta can optimize for value
 - Running down-funnel campaigns where lead volume is not the goal
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If you have questions about sending conversion events to Meta in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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