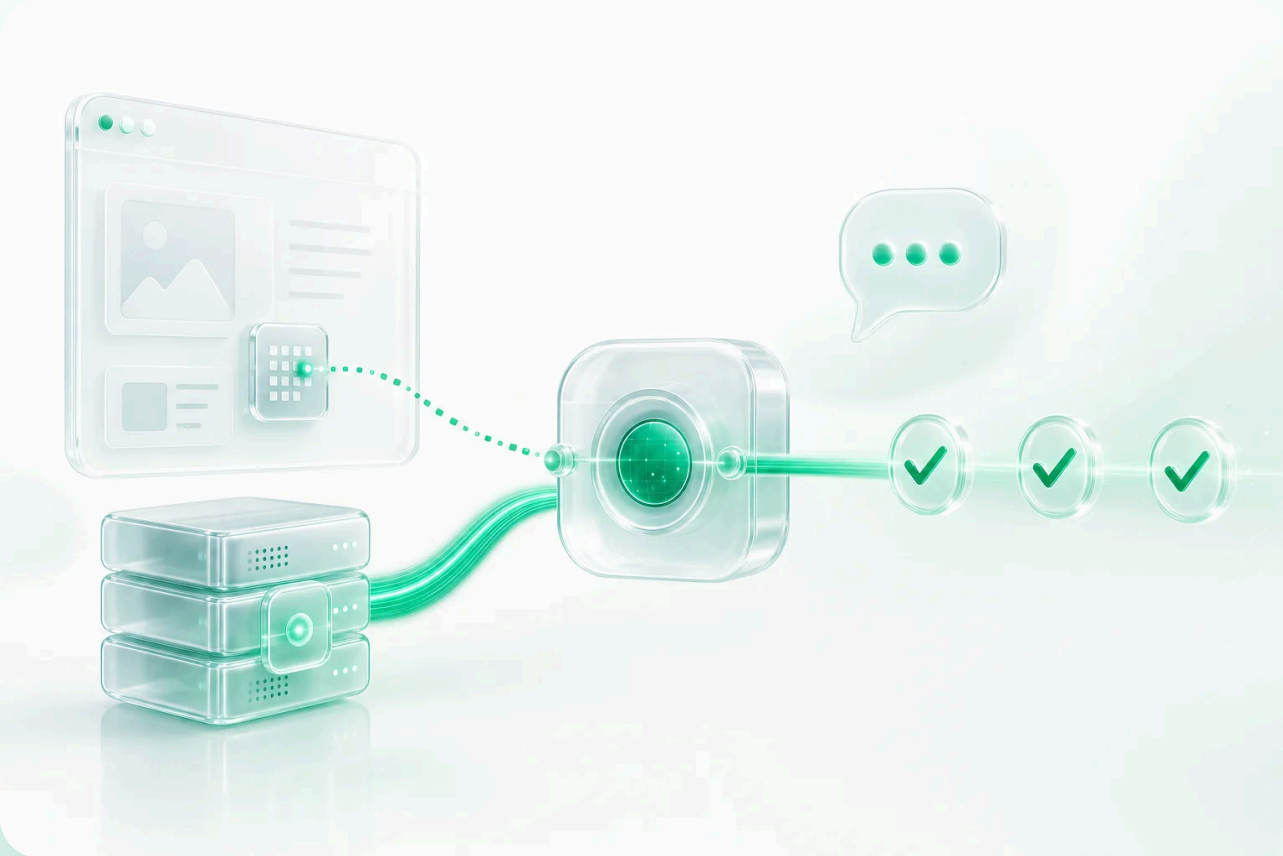
ALKAIO · WHATSAPP AI

Why your Pixel misses WhatsApp conversions (and how the Conversions API fixes it)

The Meta Pixel can't see what happens inside WhatsApp. Here's how the Conversions API closes that gap, and how alkaio reports real chat conversions back to your ads.



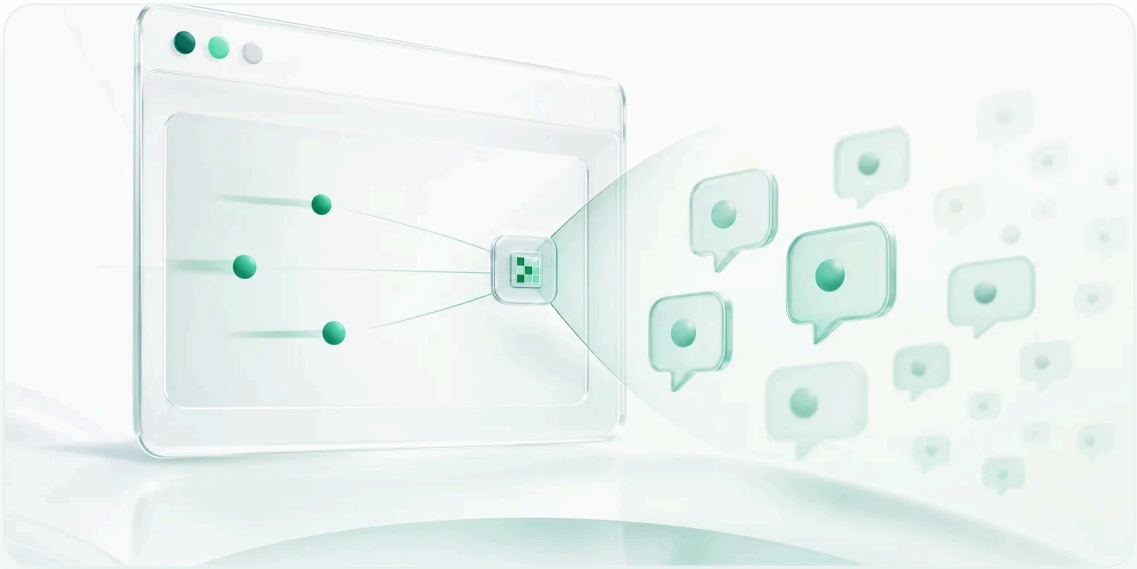
If you run Meta ads, some of the conversions you paid for never make it back to Meta. And when your sales close in a WhatsApp chat rather than a webshop checkout, a whole category of them was never going to show up in the first place.

The Conversions API is Meta's fix for that missing data. For a regular online shop it's a useful add-on. For a WhatsApp-first business it matters more, because the conversion happens somewhere your Pixel simply can't see.

01 What the Pixel can and can't see

The Meta Pixel is a snippet of JavaScript that lives in the browser. Someone loads your page, clicks around, lands on a thank-you page, and the Pixel reports each step. That model worked when every conversion ended in a browser. It creaks today. Ad blockers swallow events. Safari and iOS throw away cookies after a few days. A meaningful share of web events simply never arrives, which is exactly why Meta keeps sending those emails.

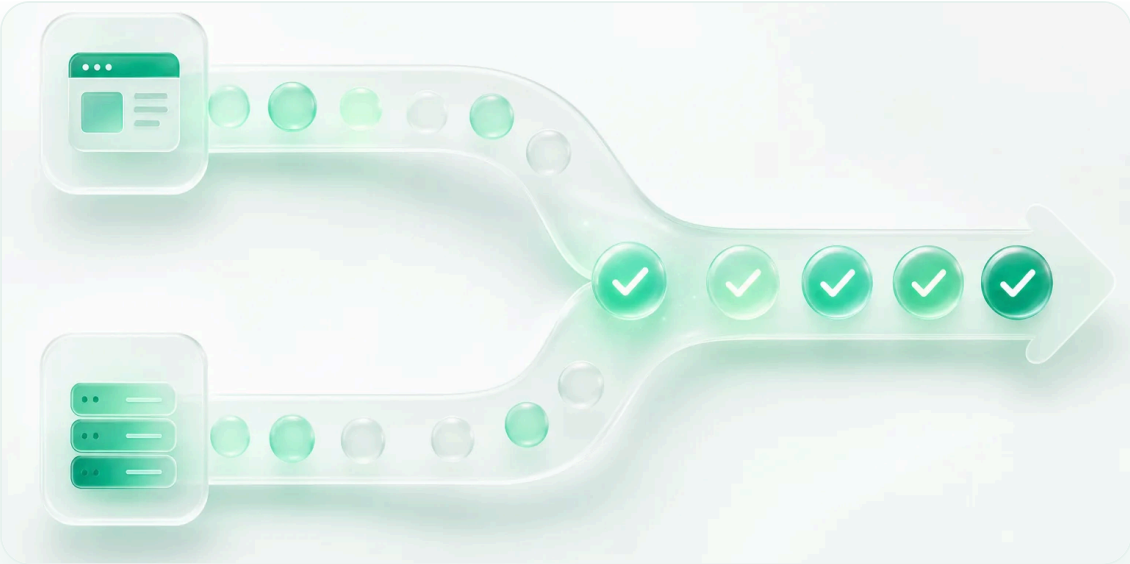
For alkaio customers there's a bigger hole, and no browser setting causes it: the conversion doesn't happen on your website at all. A lead taps your ad, opens WhatsApp, and from that second on the Pixel sees nothing. The qualification happens in chat. The appointment happens in chat. Often the sale does too. In your Events Manager, that person looks like a bounce.



02 What the Conversions API actually does

The Conversions API is Meta's server-side channel. Instead of hoping the browser reports an event, your backend sends it to Meta directly. There's no cookie involved and nothing for an ad blocker to block, and it works for events that never touched a browser in the first place.

Running both is the intended setup, not a workaround. When the Pixel and the API report the same event, Meta matches them by event ID and counts it once. The Pixel covers what happens on the page, the API covers everything else, and the overlap gets deduplicated automatically.



03 What we built into alkaio

alkaio now sends conversion events server-side, straight out of the WhatsApp funnel. When a lead arrives from an ad, we store which ad, ad set and campaign brought them. As the conversation moves forward, the milestones go back to Meta: the new lead, the qualified conversation, the booked appointment, the purchase.

This matters because Meta optimizes toward whatever events you feed it. Feed it link clicks and it finds people who click. Feed it closed deals from real conversations and it starts hunting for people who buy. Same budget, better crowd. How quickly that shows up depends on your volume, since the algorithm needs a steady stream of events to learn from.

04 Setting it up

On the Meta side, the Events Manager has a one-click setup for standard website events, and it's free. On the alkaio side, you connect your Pixel ID and a Conversions API token in the settings, and the WhatsApp events start flowing. That's the whole project. There's no SDK to install and no tag manager surgery involved.

One caveat worth naming: better tracking improves your data, not your ads. A campaign that brings weak leads will now just prove it faster. That's precisely the point. You finally see which campaigns pay for themselves, in numbers you can trust.

Want your WhatsApp conversions to show up in Meta?

Chat with our AI agent, or ask us how the Conversions API setup works in alkaio.

Chat with alkaio

Start a conversation at **alkaio.com**