

# Onboarding process to Implement Snapchat CAPI



## STEP 1

### SETUP

#### On Web

- DMS to work with the advertiser to select which events to track.
- Advertiser to confirm if they will deploy DMS CAPI Tag via GTM or directly on page.
- DMS to generate a DMS CAPI Tag and share it with the advertiser to place it on all pages. This Tag's role is to scrape the website pages and capture user data (email address, phone number, etc.) as well as user events (view content, add to cart, checkout, purchase), then normalize, format and hash the data.
- Advertiser to deploy DMS CAPI Tag directly on page or via a tag manager.

#### On Mobile Apps

### Directly on app

- DMS to work with the advertiser to select which events to track.
- DMS to generate a Token and shares it with DMS CAPI [Documentation](#) with the advertiser.
- Advertiser to deploy the API following all the steps in the documentation.

### Using Firebase & GTM

- DMS to work with the advertiser to select which events to track.
  - Advertiser to implement Firebase events for GTM - [Documentation](#).
- Below step can be done either by the advertiser or they can grant DMS access to their GTM to do it on their behalf**
- DMS to generate a Token and share it with DMS CAPI for GTM [Documentation](#) with the advertiser.
  - Advertiser or DMS to deploy the API following all the steps in the documentation.

#### Offline Events

- DMS to share the specs (CSV template) with the advertiser.
- Advertiser to send all their offline events in a CSV file according to the specs.
- DMS to upload the the Offline Events and send it to Snapchat.

## STEP 2

### CAPI Setup Verification & Events Validation

#### Verify CAPI Implementation on Web and App

- DMS to review the implementation with the advertiser to ensure the right events are fired with the right parameters.

#### Validate Events

- Depending on which events the advertiser is passing back (web, app, or offline), DMS will check them and confirm on the main Events Manager screen, denoted by "via Conversions API". (It can take 1-2 hours for events to show up in Events Manager.)