

# Roller Connector Meta Conversions API

Improve ad targeting, decrease cost per action and better measure results across Meta platforms using your ROLLER data.



## Purchase Event Synchronization

Every time a purchase is made on your ROLLER platform, this event data is automatically sent to Meta.

## Enhanced Ad Targeting Relevant and High-Potential

Meta uses this data to identify and create lookalike audiences who are more likely to be interested in your products or services.

## Optimized Advertising Spend

Reach customers who are more likely to convert, decreasing your cost per action (CPA). Minimize wasted ad spend on less relevant audiences.

## Detailed Performance Analytics

Better measurement of ad performance across Meta platforms using detailed purchase data from ROLLER. Gain insights into which campaigns are driving the most conversions and adjust strategies accordingly.

[Learn more](#)

[Get Started](#)



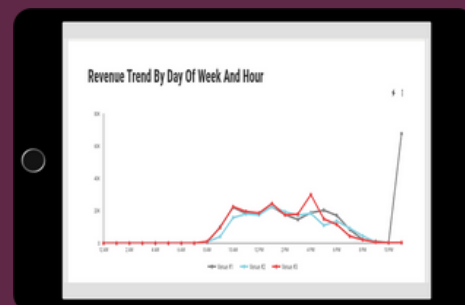
## Meta integration includes:

### Roller Connector BI Dashboard

We analysed all likely customer, product and sales data-use scenarios and created an accurate, secure and flexible reporting dashboard template made specifically for ROLLER entertainment venues.

[Explore Dashboard](#)

[Learn more](#)



Join 250+ venues on the ROLLER Connector