DATA MAPPING FORMATS
Formatting Data

DATA TYPE	COLUMN HEADER	DESCRIPTION AND FORMATTING	EXAMPLES			
Email	emails	Facebook accepts 3 email columns	username@gmail.com			
Phone	phone	Facebook accepts 3 phone columns. Always use the country code even if all of your customers are from the same country. The numbers in the example are all from the United States as an example.	1-234-567-8910 12346578910 +1-234-5678-910			
First Name	fn	First names can be an initial or full name and can be with or without an accent.	John J. Émilie			
Last Name	ln	Last names should be in full and can be with our without an accent or hyphen.	Sørensen Smith Jacobs-Anderson			
City	ct	Full city names as they appear	Paris London New York			
State/Province	st	Full names are accepted for US and international states or provinces. US accepted abbreviations can be used for US states	Arizona AZ Normandy			
Country	country	Country must be provided as an ISO two-letter country code. Just as with phone number country codes, you must include your customer's country codes.	US FR GB			
Date of Birth	dob	Facebook accepts 17 different formats	MM-DD-YYYY MMDDYYYY DD/MM/YYYY YYYY-MM-DD YYYYMMDD MM/DD/YY DD-MM-YY DDMMYY YY/MM/DD	MM/DD/YYYY DD-MM-YYYY DDMMYYYY YYYY/MM/DD MM-DD-YY MMDDYY DD/MM/YY YY-MM-DD		
Year of Birth	doby	Facebook accepts year of birth as a 4-digit number, YYYY.	1990			
Age	age	Must be a numerical value.	25	30	65	19
Zip/Postal Code	zip	We accept US and international zip and postal codes. US zip codes may include a 4-digit extension as long as they are separated by a hyphen. The extension is not required and will not further improve match rate.	W11 2BQ 94104-1207 94104			
Gender	gen	An initial can be used to indicate gender	F	M		
Mobile Advertiser ID	madid	Facebook accepts 2 types of mobile advertiser IDs: Android's Advertising ID (AAID), which Google provides as part of Android advertising, and Apple's Advertising Identifier (IDFA), which Apple provides as part of iOS in its ads framework.	AECE52E7-03EE-455A-B3C4-E57283966239 BEBE52E7-03EE-455A-B3C4-E57283966239			
Facebook App User ID	uid	An ID corresponding to someone who uses an app that can be retrieved through the Facebook SDK. We accept numerical user IDs associated with your Facebook application.	1234567890 1443637309			

Formatting Event Data

DATA TYPE	COLUMN HEADER	DESCRIPTION AND FORMATTING	EXAMPLES	
Event Time	event_time	For offline event data, precise timestamps that include the minutes and seconds are recommended so that all unique events are processed, such as multiple purchases made by the same person in one day. See the examples for how to format the date and time combined - note that there is a capital "T" in between the date and time.	YYYY-MM-DDTHH:MM:SS 2016-06-20T03:21:48+01:00 2016-06-20T03:21:48 mm/dd/yyyy	
Event Name	event_name	For offline event data, see the examples for the standard conversion events you can track.	AddPaymentInfo AddToWishlist CompleteRegistration InitiateCheckout Purchase ViewContent	AddToCart Lead Search Other
Value	value	The value field must contain a decimal number greater than or equal to zero, and may not include letters, special characters, currency symbols or commas.	5860	
Currency	currency	The currency field must contain a standard 3-letter ISO currency code per the ISO 4217 standard.	USD	CZK
Order ID	order_id	The order ID field may contain an alphanumeric value with no special characters, currency symbols or commas.	ABC123	456DEF
Item Number	item_number	The item number field may contain an alphanumeric value with no special characters, currency symbols or commas.	ABC123	456DEF