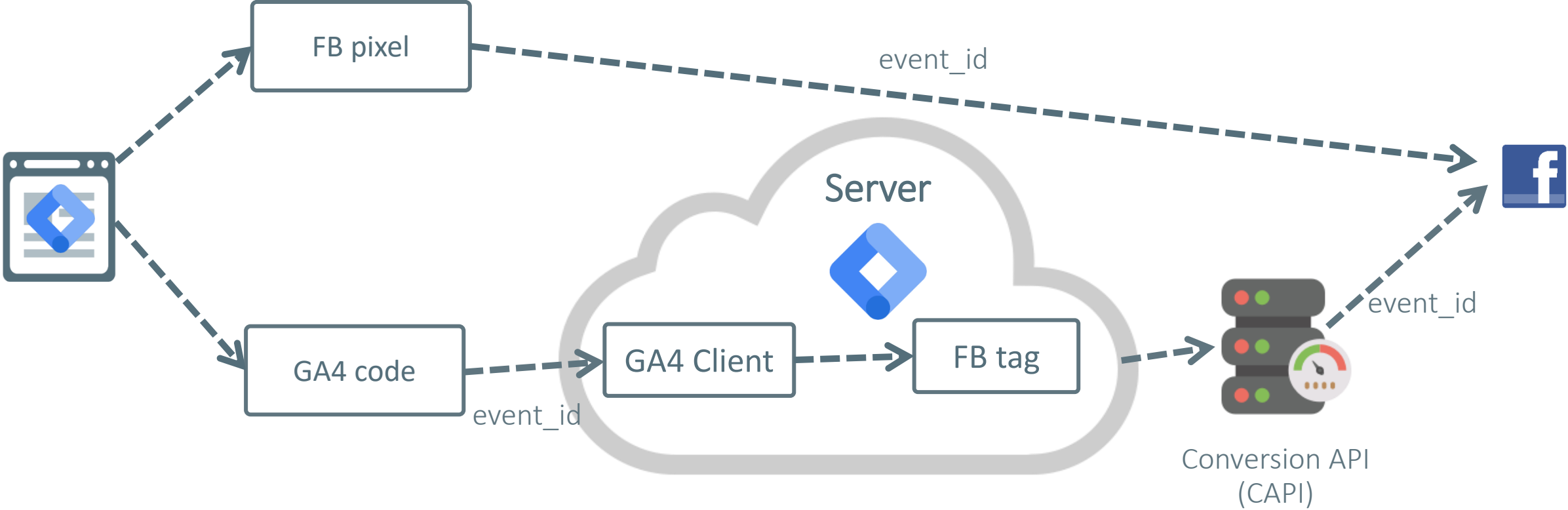


Sending data to Facebook



Deduplicating FB events

1. GA4 and FB pixel tags must use **same triggers**
2. Respect marketing consent
3. Additional setup for pageviews
 1. Separate GA4 config tag from the page_view tag
 2. One more page_view tag only for FB CAPI (may be needed)