

Facebook 2.7 API Updates

CHECKLIST

ITEMS TO UPDATE BEFORE THE RELEASE:

- **Rules Engine:** Pause all Paid Rules using “Placement” as a condition.

ITEMS TO UPDATE AFTER THE RELEASE:

- **Rules Engine:** All Paid Rules that have the Ad Set Condition: “Placement” contained must be updated using Facebook Publisher Platforms, Facebook Platform Positions, and Facebook Device Platforms dimensions.
- **Ads Reporting:** Reporting widgets using the dimension “Placement” must be updated with the three new dimensions
 - Facebook Publisher Platforms
 - Facebook Platform Positions
 - Facebook Device Platforms
- **Import/Export:** If exporting a Paid Initiative that is using the old placements, Sprinklr will populate the new placement dimensions to the best new placement dimensions match. These placements should be reviewed before importing a campaign back into Sprinklr as the new placement dimensions will be applied to the campaign.
- **Ads Manager:** After the 10.2 release, any updates to Placements will have to be done with the new placement structure by clicking "Click to Change Placements" on the Ad Set level under Audience and Placement.
- **Naming Conventions:** Please update using the new Placement Dimensions on the Ad Set level before your next Paid Initiative goes live or before updating Naming Conventions via Macros.