

Stop measuring performance. Start **improving it.**

Northbeam Apex feeds Meta the cross-channel attribution data it can't see on its own, so the algorithm optimizes for your true top performers—not just what looks best inside Meta.



THE IMPACT

Brands testing Apex saw a median lift of **11.6%** in new-customer ROAS, while lowering new-customer cost per order by **13.5%** (vs. business as usual).

AGGREGATE LIFT ACROSS COMPLETED TESTS

CORE METRIC	MEDIAN	AVERAGE
ROAS	+10.65%	+15.82%
ROAS · new customer	+11.60%	+16.83%
Cost per order	-13.19%	-10.76%
Cost per order · new customer	-13.52%	-12.21%



+43%

increase in new customer ROAS

-35%

decrease in CPO

“We hold every channel accountable to Northbeam attribution, so it matters that the Meta delivery system is now optimizing against the same standard. A 43% lift in new-customer ROAS isn't just incremental improvement — it's a fundamentally different level of efficiency that lets us acquire customers we couldn't reach profitably before.”

Krisserin Canary · VP of Direct-to-Consumer, Ka'Chava

Source: Northbeam, August 2026. Aggregates are unweighted across completed Apex A/B test results, measured in Northbeam under each brand's own clicks-only attribution settings. Lower cost per order is a positive outcome. Ka'Chava result reflects that brand's own test.

Everyone else sends Meta more events.

Apex sends Meta the right events.

Northbeam assigns credit across every channel in the customer journey, then passes the event-level attribution data back to Meta for optimization.

	CAPI / ENRICHMENT TOOLS	NORTHBEAM APEX
Who assigns credit	Meta, mostly last-click	Northbeam multi-touch, your North Star settings
Cross-channel view	None — Meta only sees Meta	Every touchpoint in the journey informs the signal
Effort to launch	Engineering build and upkeep	Set up with a few clicks inside the Northbeam dashboard

One standard of truth

The metric you care about is the metric Meta is bidding toward. Optimization becomes intentional, not incidental.

Additive, not disruptive

Your pixel and CAPI keep running untouched. Apex adds a parallel signal — nothing is replaced or double-counted.

Proven before you scale

Meta's Experiments tool runs Apex against BAU as a clean split test, so you can be confident in budget decisions.

Getting started

01

Set your North Star

Pick the attribution model Meta should optimize toward. Accounting mode must be accrual, with a 1- or 7-day lookback window.

02

Turn on Apex

Connect, configure and validate in the Northbeam dashboard. Meta trains on your signal for about two weeks.

03

Test it

Launch a Sales campaign with Custom attribution at the ad-set level and split test it against BAU.