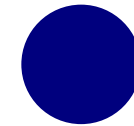




# Meta Restrictions

A Fundraiser's Guide



July 2025

Ellie McGuigan

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Together we are  
beating cancer

# Agenda

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Options &  
Learnings

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Further  
Recommendations

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Thank you!

# Poll

# Have you been impacted by Meta's domain restrictions?



Yes



No



No idea (help!)

# The Digital Marketing Landscape

# **Apple reimagines the iPhone experience with iOS 14**

Apple's Stunning iOS 14 Privacy Move: A Game-Changer For All iPhone Users

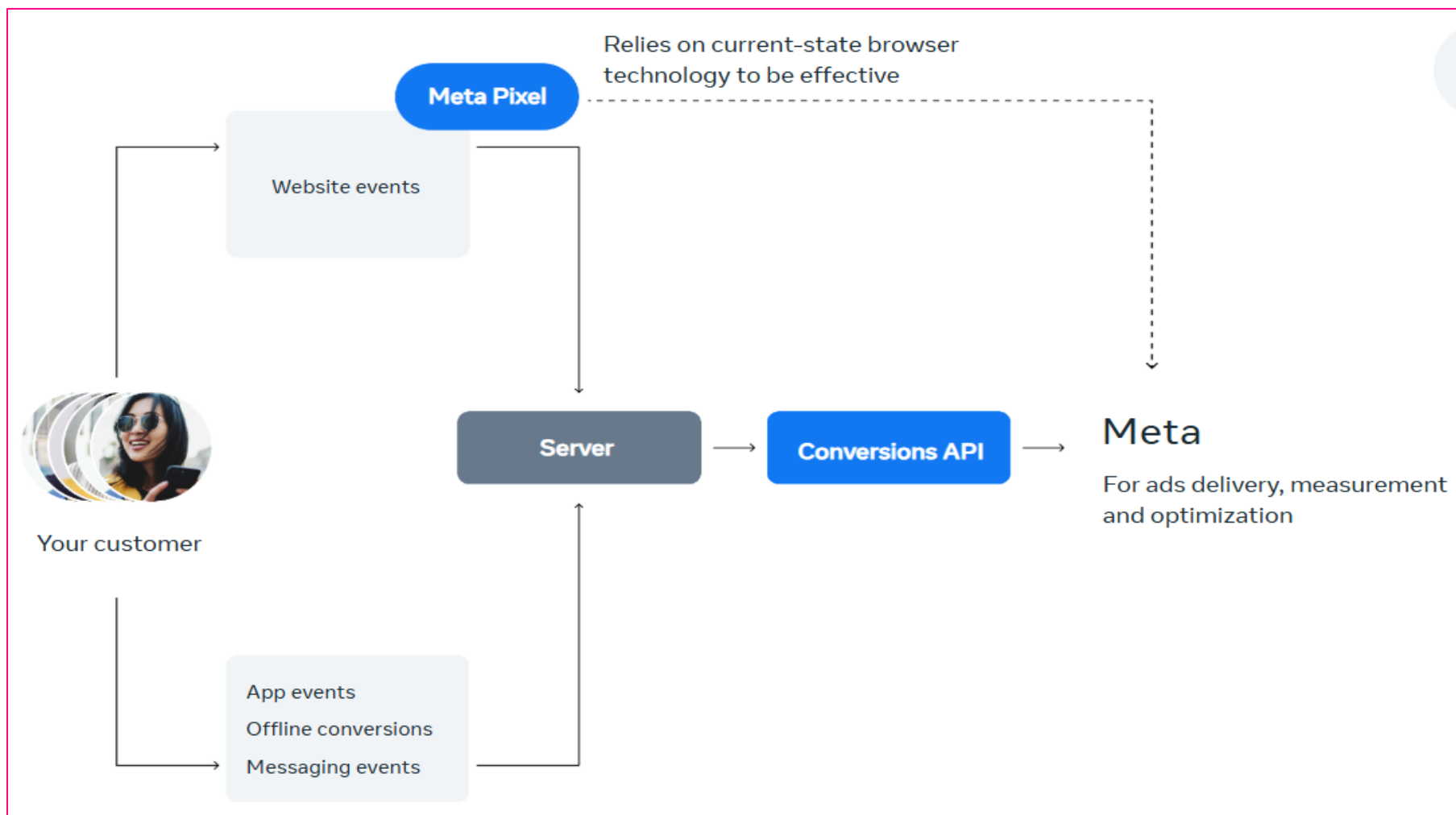
**Meta: Facebook owner fined €1.2bn for mishandling data**

# Poll Results

# What Are The Meta Domain Restrictions?



# Let's Step Back For A Second...



# What are the Meta domain restrictions?

Meta are cracking down on the data that advertisers share with them through Meta's Business Tools (e.g. pixel) that may be considered sensitive or non-compliant with their Business Tools terms and conditions.

As a result, Meta announced that starting in January 2025, they would begin rolling out new restrictions on certain **categories of website domains**, limiting their use of Meta Business Tools.

# Meta's Domain Categories

1. **Health and Wellness** – *“Is associated with medical conditions, specific health statuses or provider/patient relationships (for example, a patient portal or wellness tracker for depression).”*
2. Nationality
3. Financial Service
4. Politics
5. Race
6. Religion
7. Sexuality
8. Gender Identity
9. Trade Union
10. Personal Hardship

To determine if domains are categorised, Meta has used AI to scan and determine the nature of domains.

It is not clear what the criteria is for determining whether a domain should be categorised or not which makes it challenging for advertisers when formulating next steps.

# Domain Categorisation Types

## 1. Full Restrictions

Campaigns that rely on people taking on-site actions are no longer optimised by Meta and therefore the delivery and effectiveness of campaign performance will be negatively impacted.

Only upper/middle funnel objectives remain viable:

- Awareness
- Engagement
- Traffic (link click objective only)
- In-platform lead gen

Awareness

Consideration

Conversion

# Domain Categorisation Types

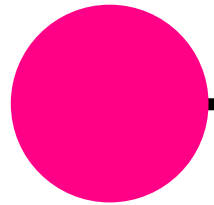
## 2. Core Restrictions

Campaigns that rely on custom audiences will be impacted. Custom audiences **will not work** if they rely on custom parameters or anything in a URL after the domain.

For example, the URL <https://jaspersmarket.com/clothes/summer/dresses?item=10> would be shortened to "<https://jaspersmarket.com/>".

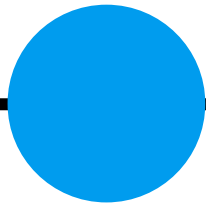
Source: [Meta](#)

# Timeline Of Events



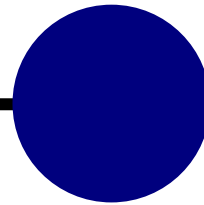
**December 2024**

Meta's announcement (experience of this varied significantly).



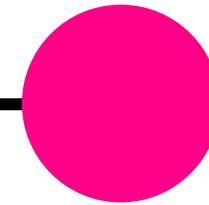
**January 2025**

More detail on which domains would be impacted and opportunity for 30-day extension.



**February 2025**

Restrictions went 'live'.



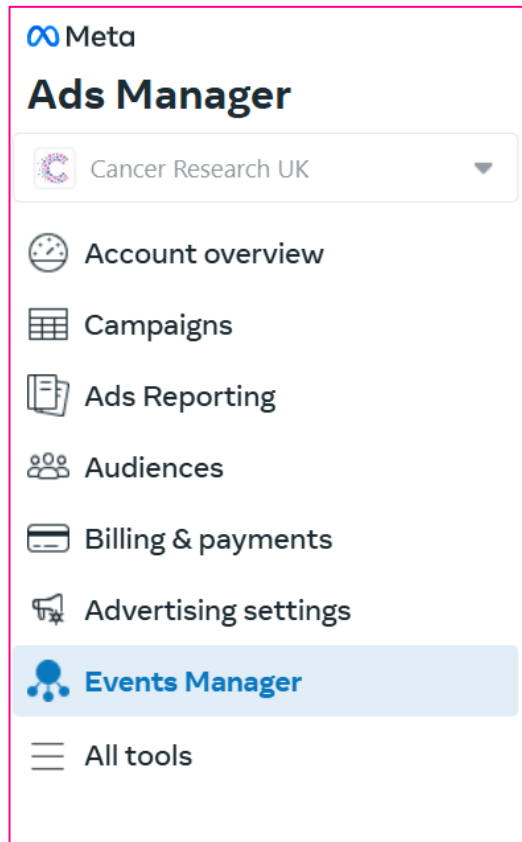
**Ongoing...**

Meta continue to 'dynamically' make changes to org's categorised domains and categorisation names.

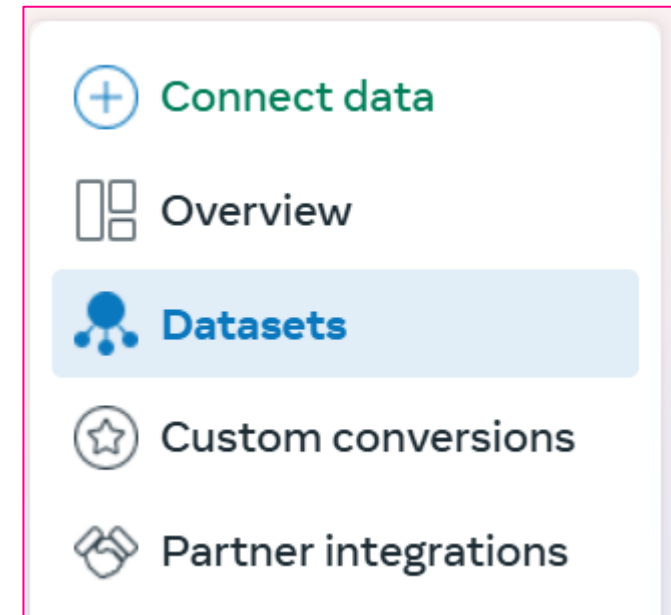
# A Closer Look At Meta Events Manager

# A Look At Meta Events Manager

1. Meta Ads Manager  
> Events Manager



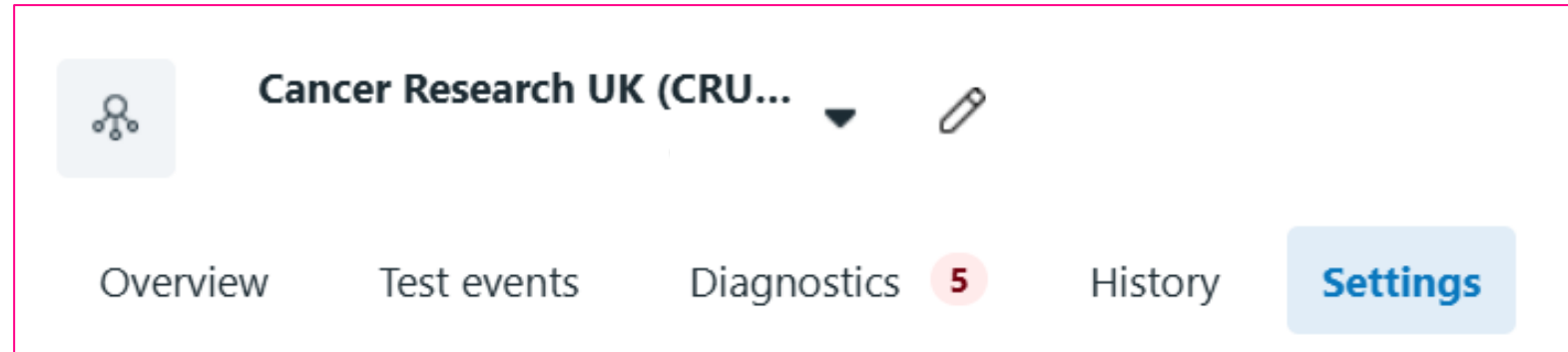
2. Select  
'Datasets'





# A Look At Meta Events Manager

## 3. Select 'Settings'



## 4. Select 'Manage'

### Manage data source categories

We may use the data source's category to determine the type of information that you can share through Meta Business Tools. [Learn more](#)



# A Look At Meta Events Manager

5. The below pop-up will appear and show you which of your domains are categorised.

**Manage data source categories**×

Review the categories of your data sources. We can use the data source's category to help us determine and restrict certain kinds of information that you can share through Meta Business Tools. This categorisation can help ensure that the data you send to Meta is consistent with our [Meta Business Tools Terms](#). For more information, including what restrictions are applied to your data source, select View details. [About the restrictions](#)

**Search a domain**

**Filter by**

Source ▼

Category ▼

Review status ▼

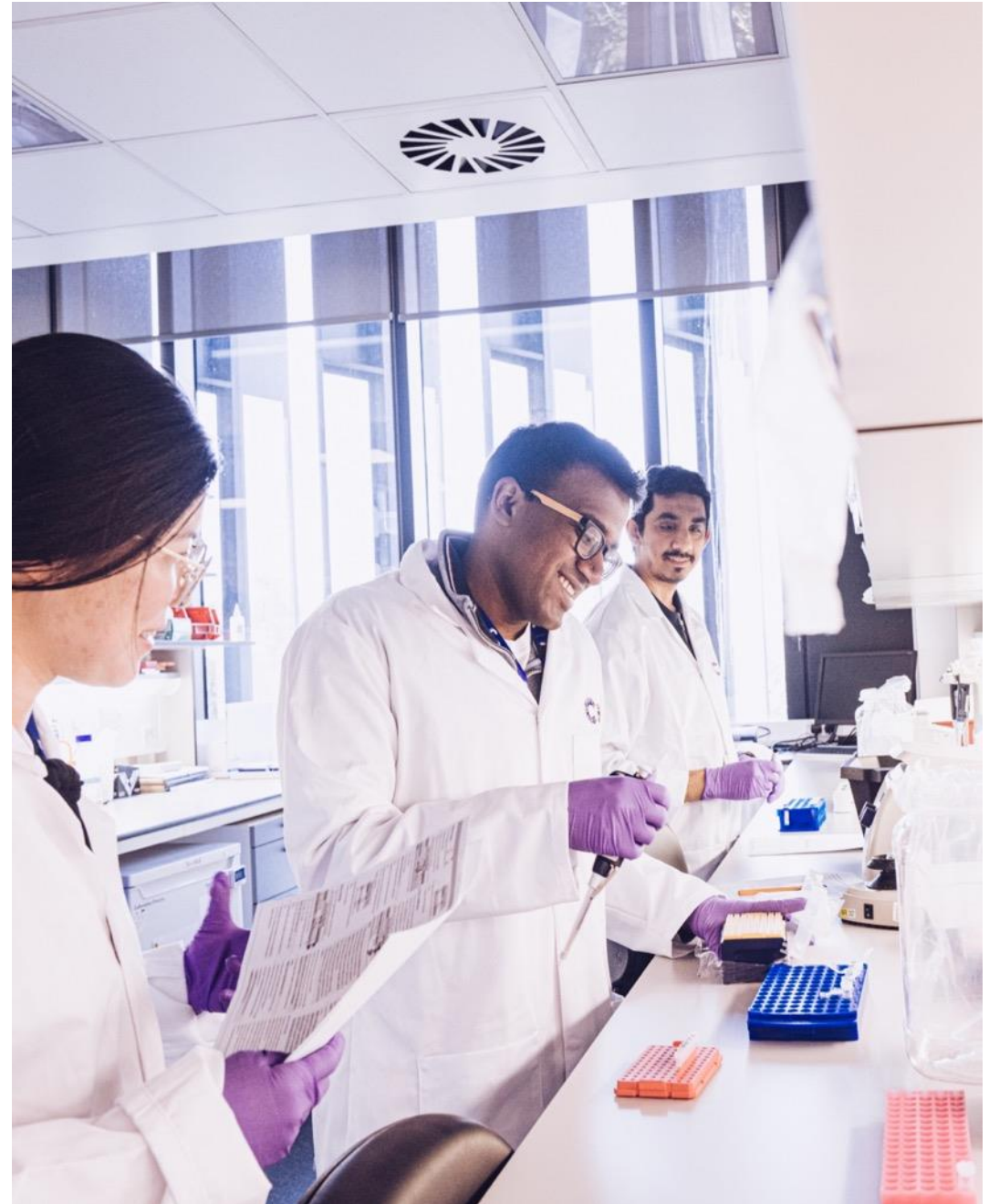
Domain or app ID	Source	Category	Review status
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▲

# Mitigating Impact: The Options & Learnings

# Summary Of Options To Explore...

1. Request a categorisation review.
2. Shift campaign objective towards upper/middle funnel.
3. Create new 'clean' subdomain.
4. Utilise in-platform lead generation forms.
5. Diversify spend - explore alternative social and marketing channels.



# 1. Request a categorisation review



Request review

If you think a categorisation is incorrect, you can request Meta to review it via Meta Events Manager.

## Learnings

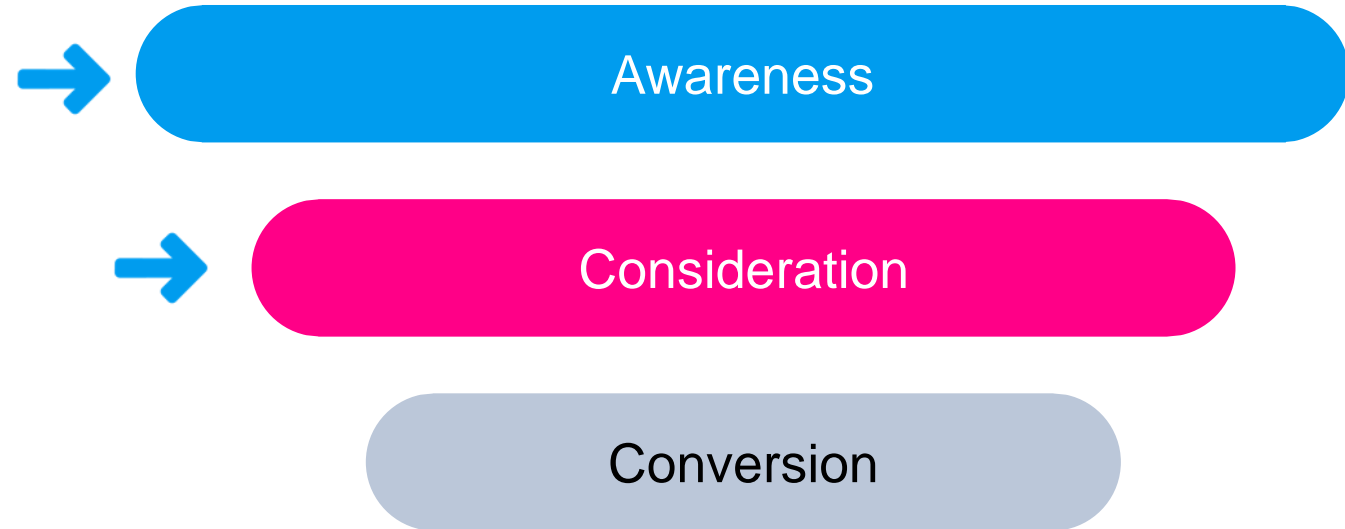
- CRUK has experienced limited success with this approach.
- Note: you can only request every 30 days so choose wisely!
- Meta only recommend doing this if there's been a significant change since the last review.

## 2. Shift campaign objective towards upper/mid-funnel

Shifting towards upper/mid-funnel objectives like video views, link clicks and impressions.

### Learnings

- Link click signals tend to be lower quality.
- CRUK have done some small-scale testing (next slide).



## CRUK: Link Click vs. Conversion Testing

CRUK ran a small-scale **link click traffic** test to compare performance versus the same campaign with a **conversion** objective the previous year.

Overall results were very poor and proved the scale of impact when Meta operates with a lower quality optimisation point.



93% ↓

Conversion  
Rate

75% ↓

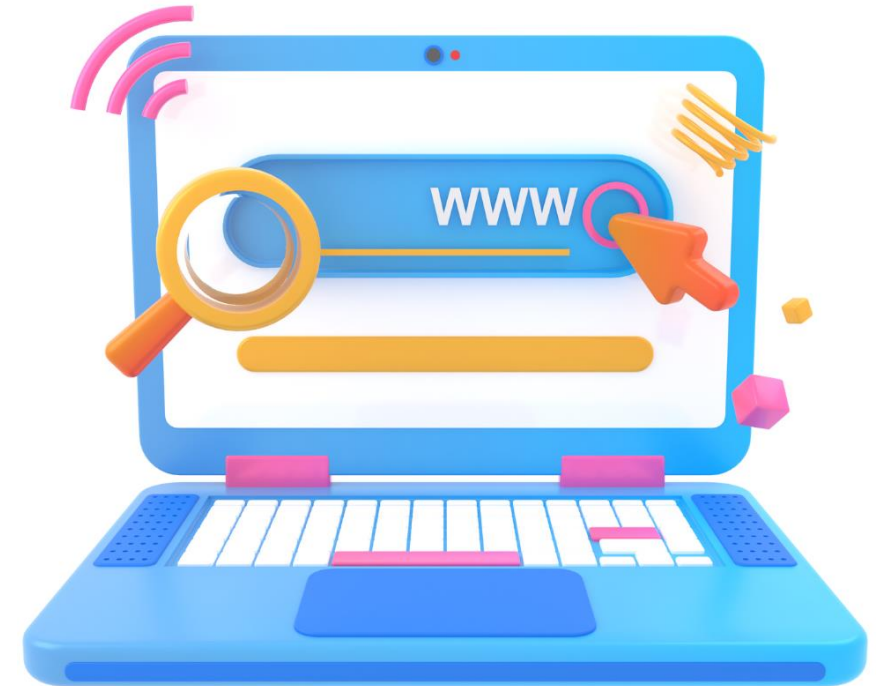
Income

### 3. Create new 'clean' subdomains

Create a new 'clean' subdomain that omits sensitive terms and use a new pixel that is not associated with categorised domains.

#### Learnings

- CRUK didn't do this due to capacity and no guarantees of working.
- Unclear on what 'clean' is classed as – no clear criteria on what triggers the categorisations.
- Other charities have seen varied success with this approach.
- CRUK test (next slide) shows how this could work in practice.





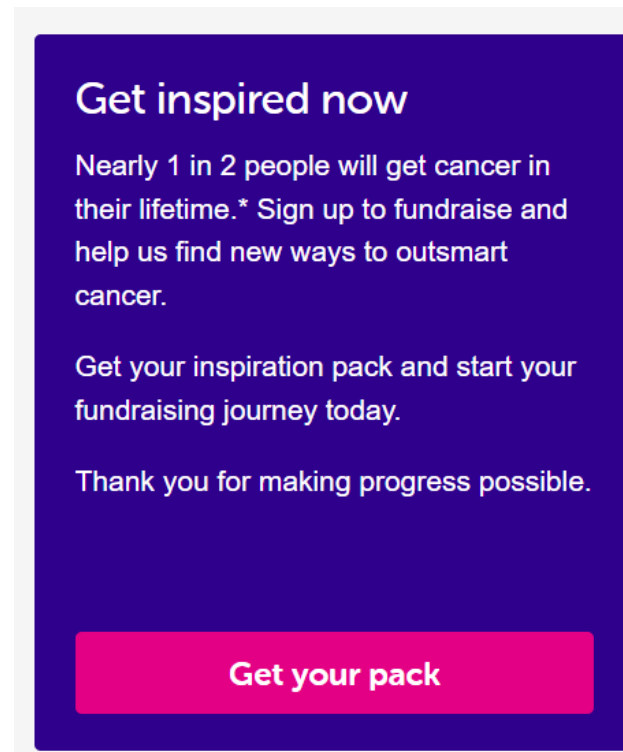
# CRUK: Relocating Tracking

1.



Ad on Instagram

2.



Domain 1 – landing page

3. Domain 2 (uncategorised) – form

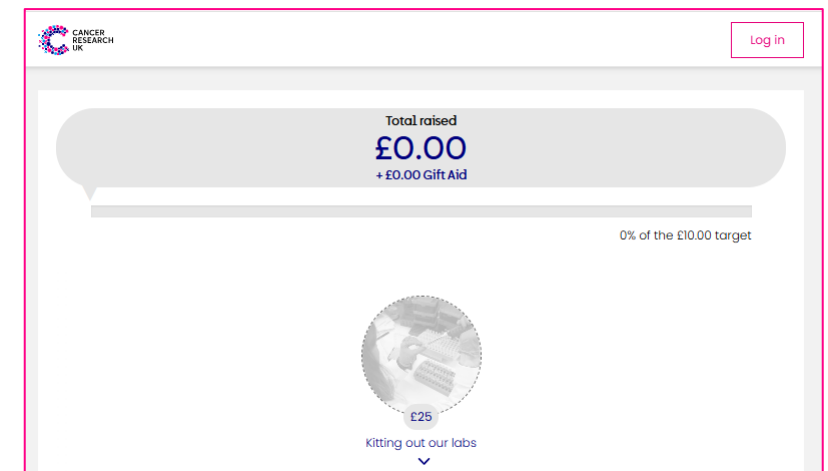
Conversion tracking here

## Your details

First name (required)

Last name (required)

4.



Domain 3 – fundraising page creation

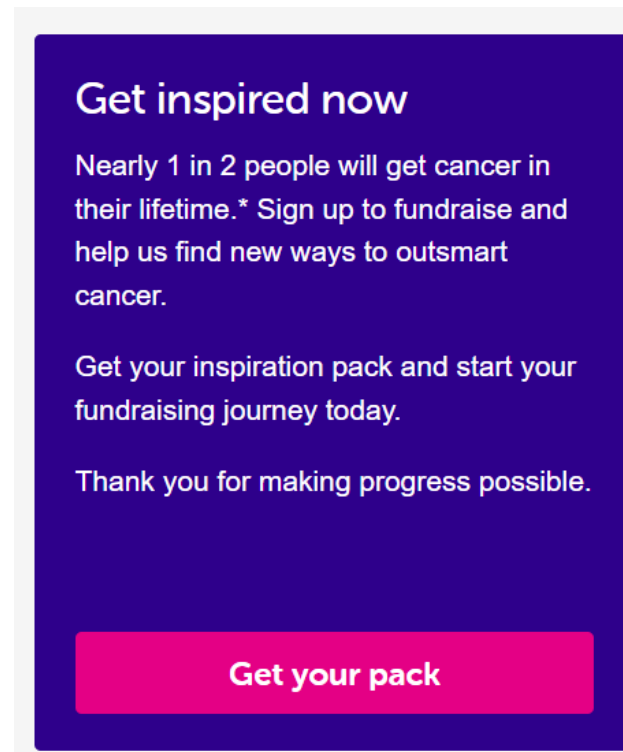
# CRUK: Relocating Tracking

1.



Ad on Instagram

2.



Domain 1 – landing page

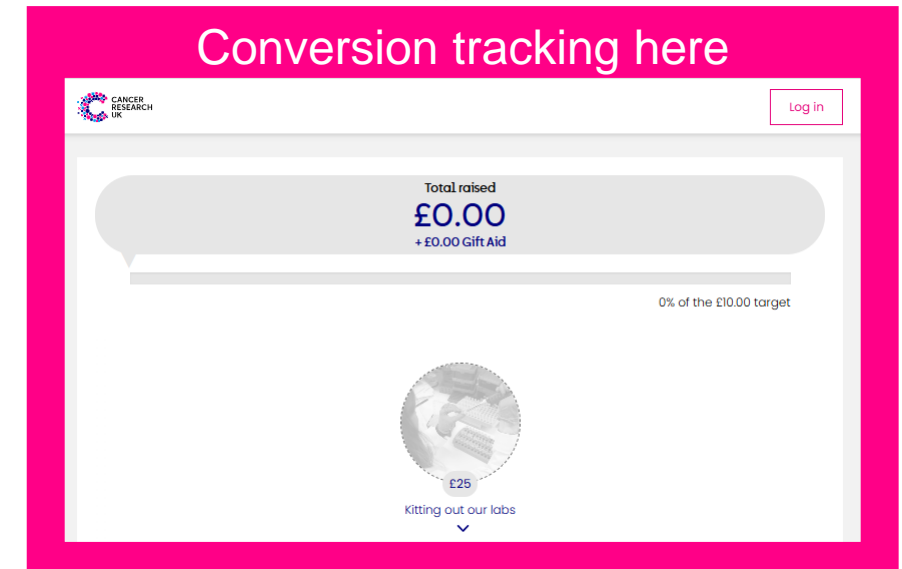
3. Domain 2 (newly categorised) – form

**Your details**

First name (required)

Last name (required)

4.



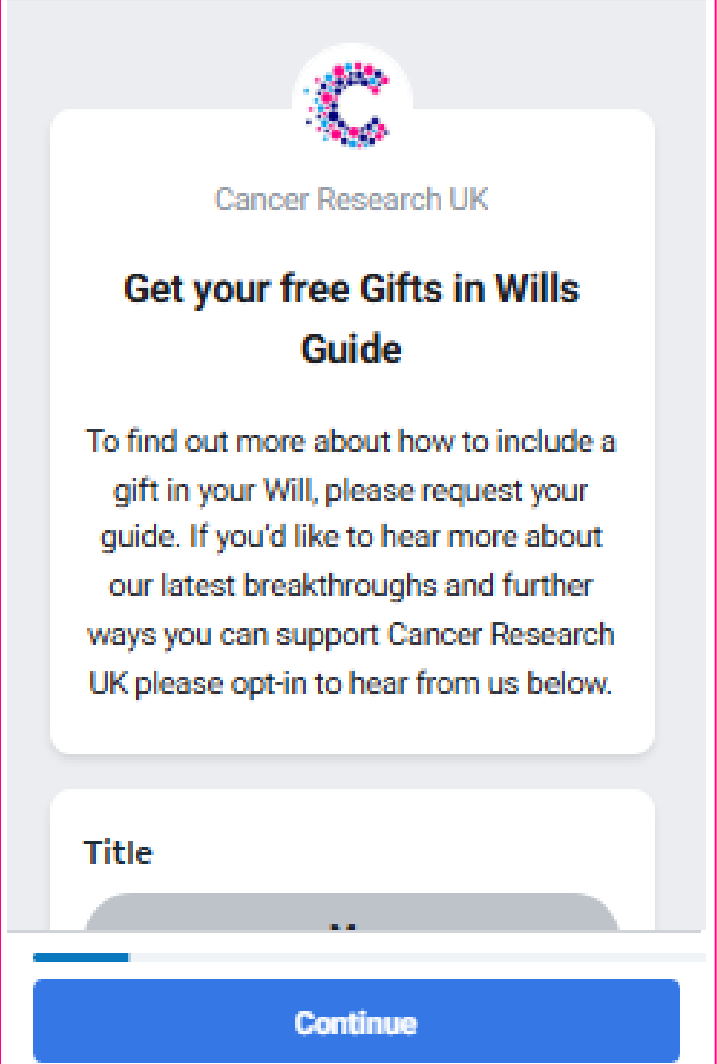
Domain 3 (uncategorised) – fundraising page


## 4. Utilise In-platform Lead Generation

In-platform lead generation campaigns are an effective way of running campaigns that don't rely on domains. Charities overall are leveraging this objective more.

### Learnings

- Note: Supporter journeys are more complex, and conversion rates likely impacted. Marketing opt-in – email journeys required.
- This was something CRUK already had working so this mitigated impact here.



  
Cancer Research UK

**Get your free Gifts in Wills Guide**

To find out more about how to include a gift in your Will, please request your guide. If you'd like to hear more about our latest breakthroughs and further ways you can support Cancer Research UK please opt-in to hear from us below.

Title

[Continue](#)

## 5. Diversify spend

Look to diversify media spend and test new social platforms or other marketing channels e.g. Google.

- Over-reliance on one platform is risky.

### Learning/Upcoming

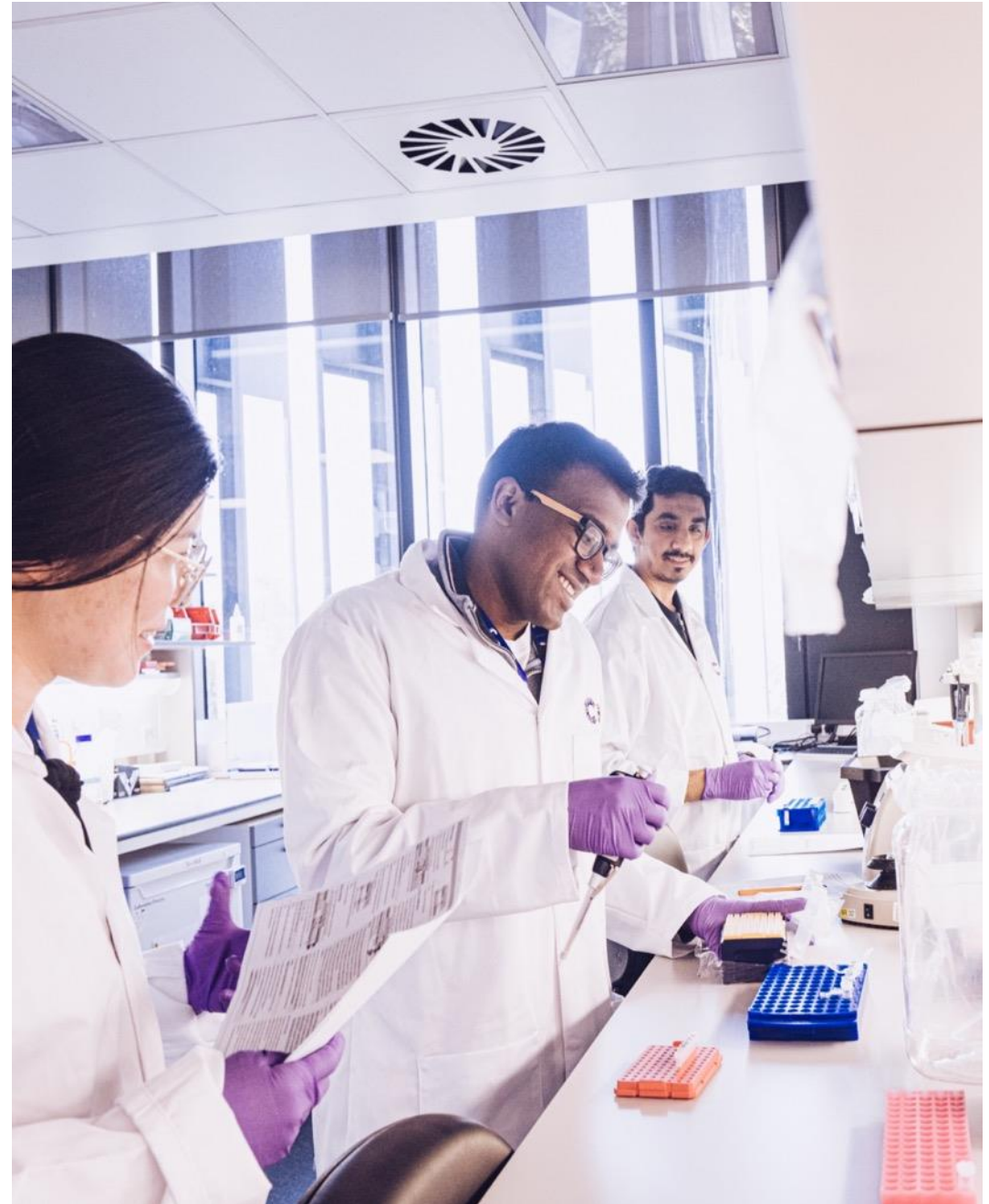
- CRUK have ambitious plans to increase testing on Snapchat, TikTok and Pinterest to assess performance versus Meta in the coming months.
- Other charities are successfully testing Spotify.



# Summary & Further Recommendations

# Summary Of Options To Explore

1. Request a categorisation review.
2. Shift campaign objective towards upper/middle funnel.
3. Create new 'clean' subdomain.
4. Utilise in-platform lead generation forms.
5. Diversify spend - explore alternative social and marketing channels.
6. Monitor changes in Meta Events Manager.
7. Keep an eye on how other social platforms react.
8. Lean on community for support.





# Thank you!

For any questions, feel free to reach out to:

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