

# Lead Ads Webhook

## Cheat Sheet

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**Question:** On subscribing to the app, why do I receive permission errors?

**Answer:** Users who are trying to subscribe to the app must have **both Page and App access**.

**Scenario:** Webhook is not working, application is not receiving (test) leads.

**Answer:** Leverage our testing tool to make sure everything is working properly. Notice that you might need to exclude the test lead in order to create a new one.

Ref.: (Tool) <https://developers.facebook.com/tools/lead-ads-testing>

## Pre-Reqs

Make sure you have our **technical accelerator** and familiarize yourself with the **Postman tool** and how its **Environment Variables** are configured. Additionally, get our **dev guide**.

- Ref.: <https://learning.postman.com/docs/sending-requests/variables/variables-intro/>
- Ref.: <https://github.com/fbsamples/lead-ads-webhook-sample/tree/main/postman>
  - **Collection:** "FB Lead Ads (Part 1 - The **Webhook**).postman\_collection.json"
- Ref.: [EXTERNAL] DEV GUIDE BY FRANÇA - **sales rep. must download it for you**
  - <https://drive.google.com/file/d/1ahoeCRGPWs57787hHNnA4XHacfj09SHh/view>
  - (PT-BR)  
[https://drive.google.com/file/d/1PSsptQfuxkauMoWbjjwkvQAfLAoW4X\\_t/view](https://drive.google.com/file/d/1PSsptQfuxkauMoWbjjwkvQAfLAoW4X_t/view)
  - **Alternatively, you can download both from [here](#).**

## [Postman] "0 - Confirming the Application Record on FB"

<https://graph.facebook.com/v{{api version}}/{{app id}}>

How to confirm (evidence)? Take a look at the Postman response:

```
{  
  "category": "Business",  
  "link": "<your app domain>",  
  "name": "<your app name>",  
  "id": "<your app id, write it down>"  
}
```

### Important:

Make sure...

[https://developers.facebook.com/apps/<app id>/dashboard/?business\\_id=<bm id>](https://developers.facebook.com/apps/<app id>/dashboard/?business_id=<bm id>)

a) **App Mode: Live**

b) App type: Business

b) And, **IDEALLY, both App and Page must belong to the SAME Business Manager.**

Watch out for going into the Tech Provider (App Review) path...

You can also check all the pages here. Select the page associated with the Lead Ads campaigns and **write down its id**.

Ref.: [https://business.facebook.com/latest/settings/pages?business\\_id=<your business manager id>](https://business.facebook.com/latest/settings/pages?business_id=<your business manager id>)

# Tokens

**TLDR**; You'll need **three distinct types of access tokens** (sorry about that): app, system user and page - in that order... **The Webhook subscription is a two-step process** (@app and @page side).

## I) Get an App Token - VIA GRAPH API EXPLORER

Ref.: <https://developers.facebook.com/tools/explorer/>

a) Meta App: select <your app name>.

b) User or Page: Get App Token.

You do NOT need to click on the Generate Access Token, you can see the token already. Just click on the "Copy Token" button - and write it down.

How to confirm (evidence)? Take a look at the page:

You can see "Access Token", and something like:

123456789012345|ABCDEFGHIjKl2DWg5d2wgaNEAA0

**Usage: make a subscription @App side (step 1/2)**

**[Postman] "1 - POST WEBHOOK for Page subscription (header token)"**

<https://graph.facebook.com/v{{api version}}/{{app id}}/subscriptions>

How to confirm (evidence)? Take a look at the Postman response:

```
{
  "success": true
}
```

If you receive

**"message": "(#2200) Callback verification failed..."** Make sure your app is running and available, and that you followed the webhook subscription logic (e.g. **verify\_token**).

You can also check the (new) webhook on the app dashboard...

[https://developers.facebook.com/apps/<your app id>/webhooks/?business\\_id=<your bm id>](https://developers.facebook.com/apps/<your app id>/webhooks/?business_id=<your bm id>)

You can also try:

**[Postman] "1 - LIST subscriptions of an App (header token)"**

<https://graph.facebook.com/v{{api version}}/{{app id}}/subscriptions>

And check the response (something like)

```
{
  "data": [
    {
      "object": "page",
      "callback_url": "<you app callback url>",

```

```

        "active": true,
        "fields": [
            {
                "name": "leadgen",
                "version": "v13.0"
            }
        ]
    }
]
}

```

## II) Get a System User Access Token - via Business Manager Settings

[https://business.facebook.com/latest/settings/system\\_users?business\\_id=<your bm id>](https://business.facebook.com/latest/settings/system_users?business_id=<your bm id>)

Select your system user

Important:

Make sure your system user has access to **BOTH assets (page and app). Both with 'full control' (Admin).**

Then, click on the "Generate new token" button.

App: Select an app <your app name>, Token expiration (Never), Permissions (make sure you select ALL THE RIGHT permissions)

pages\_read\_engagement  
pages\_manage\_metadata  
pages\_show\_list  
ads\_management  
leads\_retrieval

pages\_manage\_ads,  
pages\_manage\_cta,  
pages\_manage\_engagement,  
pages\_manage\_instant\_articles,  
pages\_manage\_posts

Ref.:

<https://developers.facebook.com/docs/marketing-api/guides/lead-ads/quickstart/webhooks-integration>

Then, click on the "Generate token" button.

## How to confirm (evidence)?

An access token has been generated for <your app name> as following:

[illegible]

Try to list the system users using the recently generated token...

**[Postman] "0 - List System Users- Admin SYSTEM\_USER\_ACCESS\_TOKEN"**

[https://graph.facebook.com/v{{api version}}/{{business manager id}}/system\\_users](https://graph.facebook.com/v{{api version}}/{{business manager id}}/system_users)

Take a look at the Postman response:

```
{
  "data": [
    {
      "id": "<your system user id, write it down>",
      "name": "<your system user name>",
      "role": "ADMIN"
    }, ...
  ]
}
```

Take a look at your system user id, and write it down.

### III) Get a Page Access Access Token

**[Postman] "2 - List of FB Pages - SYSTEM USER ACCESS\_TOKEN"**

<https://graph.facebook.com/v{{api version}}/{{lead ads system user id}}/accounts>

How to confirm (evidence)? Take a look at the Postman response:

```
{
    "data": [
        {
            "access_token":
                "AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA
                aaaaaaaaaaaaaaaaaaaaaaa0000000001111111111111111111111111111111111222222222
                222222222222aaaaaaaaaaaaaaaaAAAAAAAAAAAAAAAAAAAAAAAAA123123abcbab
                cabc123abc123A",
            "category": "<your page category>",
            "category_list": [
                {
                    "id": "123123123123123",
                    "name": "<category>"
                }
            ],
            "name": "<your page name>",
```

```

    "id": "your page id",
    "tasks": [
        "ADVERTISE",
        "ANALYZE",
        "CREATE_CONTENT",
        "MESSAGING",
        "MODERATE",
        "MANAGE"
    ]
}, ...

```

Make sure you get the access token for the right page, and write it down together with the page id. **This the third and last access token you need. Good job!**

Notice that, if you have access to many pages, you might get paginated results.

Ref.: <https://developers.facebook.com/docs/graph-api/results/>

**Usage: make a subscription @Page side (step 2/2)**

**[Postman] "2 - Create a Page Subscription /App (header token)"**

[https://graph.facebook.com/v{{api version}}/{{page id}}/subscribed\\_apps?subscribed\\_fields=leadgen](https://graph.facebook.com/v{{api version}}/{{page id}}/subscribed_apps?subscribed_fields=leadgen)

How to confirm (evidence)? Take a look at the Postman response:

**[Postman] "2 - LIST Page subscriptions (header token)"**

[https://graph.facebook.com/v{{api version}}/{{page id}}/subscribed\\_apps](https://graph.facebook.com/v{{api version}}/{{page id}}/subscribed_apps)

```

{
  "data": [
    {
      "link": "<your app url>",
      "name": "<your app name>",
      "id": "<your app id>",
      "subscribed_fields": [
        "leadgen"
      ]
    }
  ]
}

```

## Making sure it has worked:

1. **[Postman]** "1 - LIST subscriptions of an App (header token)"
  - a. **Response** should include:
    - i. object: page
    - ii. callback\_url: <your application endpoint>
    - iii. active: true
    - iv. **fields: leadgen**
2. **[Postman]** "2 - LIST Page subscriptions (header token)"
  - a. Response should include:
    - i. link: <your app's link>
    - ii. name:< your app's name>
    - iii. id: <your app's id>
    - iv. **subscribed\_fields: leadgen**
3. <https://developers.facebook.com/tools/lead-ads-testing>
  - a. You should **not** see the information:
    - i. WEBHOOK SUBSCRIPTION FOR THE SELECTED PAGE
    - ii. There is no webhook subscription with Lead Ads for the selected page
  - b. By clicking on the "Create Lead" button, your application should receive the test lead information.
    - i. If the button is not available, try clicking on the "Delete lead" button first.
    - ii. If your application did not receive the test lead, try calling it directly using the **[Postman]** "3 - TEST Lead Generation Notification".

If you are still experiencing issues, refer to the "**Testing & Troubleshooting**" documentation on the next section.

## Additional References:

[external] "Lead Ads Webhook small"  
(**'old'** YouTube video about basic Webhook Setup)  
<https://www.youtube.com/watch?v=qvRT2JjiPOI>

[external] Meta Webhooks for Lead Ads for Customer Relationship Management  
<https://developers.facebook.com/docs/marketing-api/guides/lead-ads/quickstart/webhooks-integration>

[external] Lead Ads Testing Tool  
<https://developers.facebook.com/tools/lead-ads-testing>

[external] [dev docs] TESTING AND TROUBLESHOOTING  
<https://developers.facebook.com/docs/marketing-api/guides/lead-ads/testing-troubleshooting/>