Conversion Leads
Adding Quality to your Lead Ads

DEVELOPER'S GUIDE

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∞ Meta

Sections

I. Overview

Lead Ads Quality (Conversion Leads) The Product

This is a Deep-Funnel Optimization (**DFO**) product, i.e., it optimizes for an **offline** event.

But requires **Lead Ads** campaigns - **onsite** (i.e., FB or IG) lead generation!

With a (simplified) sales **funnel** with 2-**4** events (we recommend 4 distinct events):

- You can also have "negative" events, if you will.

- After defining your funnel, **do not change it**, if you have already started sending events!

- Make sure the stage you select to optimize for has a conversion rate between ~3-40% - generally, the next-to-last stage is a good choice.

Lead Ads Quality (Conversion Leads) Summary

Use case: for advertisers running **Lead Ads**, that want to optimize for the quality of the leads generated, when the ultimate conversion does not happen online.

Optimization window: up to 28 days.

Event source (in which channel does the event happen): CRM/Offline Data.

CAPI required: Yes.

Signal quality: generate at least **250 leads per month**,

and at least 120 events (in total) per month.

Backfill: You can backfill your data for up to 7 days in the past.

Lead Ads enable people to express interest with one click and businesses to meet their goals

Create mobile-first custom forms with Leads Ads

Inform people about your business and choose from a multitude of features to create a custom form that serves your needs.

Optimize for the leads that matter for your business

Choose whether you want Meta to maximize the number of leads generated or optimize for leads that are more likely to convert.
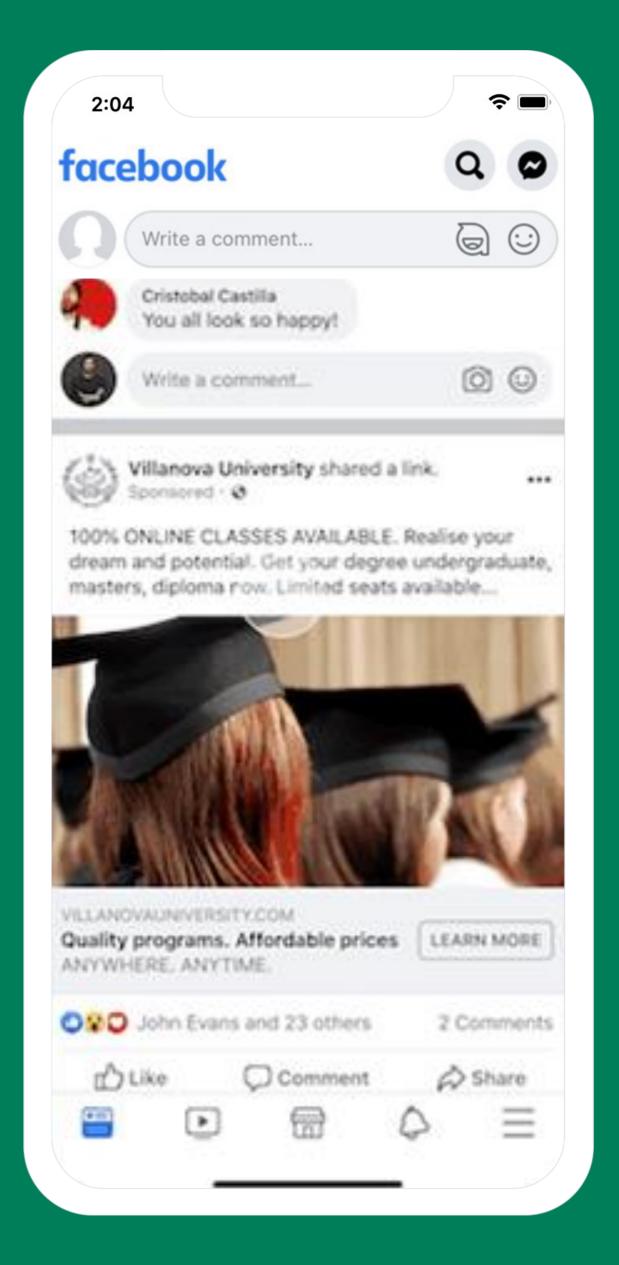
Integrate seamlessly with your existing workflow

Integrate your CRM for new leads to be sent automatically to you.

20%

lead to sale conversion rate increase on average for Lead Ads studied using the new Conversion Leads quality optimization with a CRM integration compared with existing optimization*

*Results from backend CS-BQRT test conducted in October 2020 for 26 CRM integrated advertisers from 9 verticals and 10 countries; existing optimization optimizes for volume of leads; quality increase is based on optimizing for a single step between when a lead is created and final sale. Thus, an increase in conversion rate may not always mean an increase on the final sale.

LEAD ADS (INSTANT FORMS)

We've focused on in improving lead quality with Conversion Leads

In back-end tests conducted in Oct. 2020 for 26 CRM integrated advertisers across verticals and countries, lead ads that used conversion leads optimization goal saw on average:

>20%

increase in lead to sale conversion rate compared with existing optimization

Research across 18 CRM integrated advertisers in a front-end split test study conducted in Oct. 2020 suggested that quality optimization:

drove higher lead to sale conversion rates	drove lower cost per qualified leads
80%	**42%**
of the time	of the time

Note: Quality increase is based on optimizing for an event between when a lead is created in the client's CRM system and when a final sale occurs. Thus, an increase in conversion rate may not always mean an increase in final sales.
Sources: Backend CS-BQRT tests with 26 CRM integrated advertisers across multiple regions and verticals starting on 2020-10-05 and ending on 2020-11-09; Front end split tests with 18 CRM integrated advertisers across multiple regions and verticals starting on 2020-10-05 and lasting between 3 to 5 weeks.

Lead Ads Quality (Conversion Leads) Implementation in Three Steps

1) Retrieving Leads – we need the "**leadgen_id**" (lead id) attribute

- Before, a **Lead generation** campaign with an ad set optimized for **Leads**
  - **Do not** use "Conversion Leads" optimization until your model is fully **integrated**!

2) Sending CRM Events – we need at least two different events/day for one week

- Via **CAPI**, using the (newly created) **CRM Pixel**

3) Sales Funnel Setup – to **integrate** the client model with our platform

- After, a **Lead generation** campaign with an ad set optimized for **Conversion Leads** can be created.

Lead Ads Quality (Conversion Leads) Prerequisites

A FB **Page**

An Instant Form – only "onsite" leads are supported as of now

A FB **App**

A new CRM pixel – we do recommend creating a **new** pixel in this case

Lead Ads Quality (Conversion Leads) Support Tools

Accelerator (Webhook sample code and Postman collection)

`https://github.com/fbsamples/`**`lead-ads-webhook-sample`**

Lead Ads Forms ("instant forms" for a Page)

`https://business.facebook.com/latest/`**`instant_forms`**`/forms`

Lead Ads Testing Tool

`https://developers.facebook.com/tools/`**`lead-ads-testing`**

Down Funnel Events (**CRM events**):

`https://developers.facebook.com/tools/`**`lead_ads_down_funnel_events`**`/?data_source_id=`**`<pixel id>`**
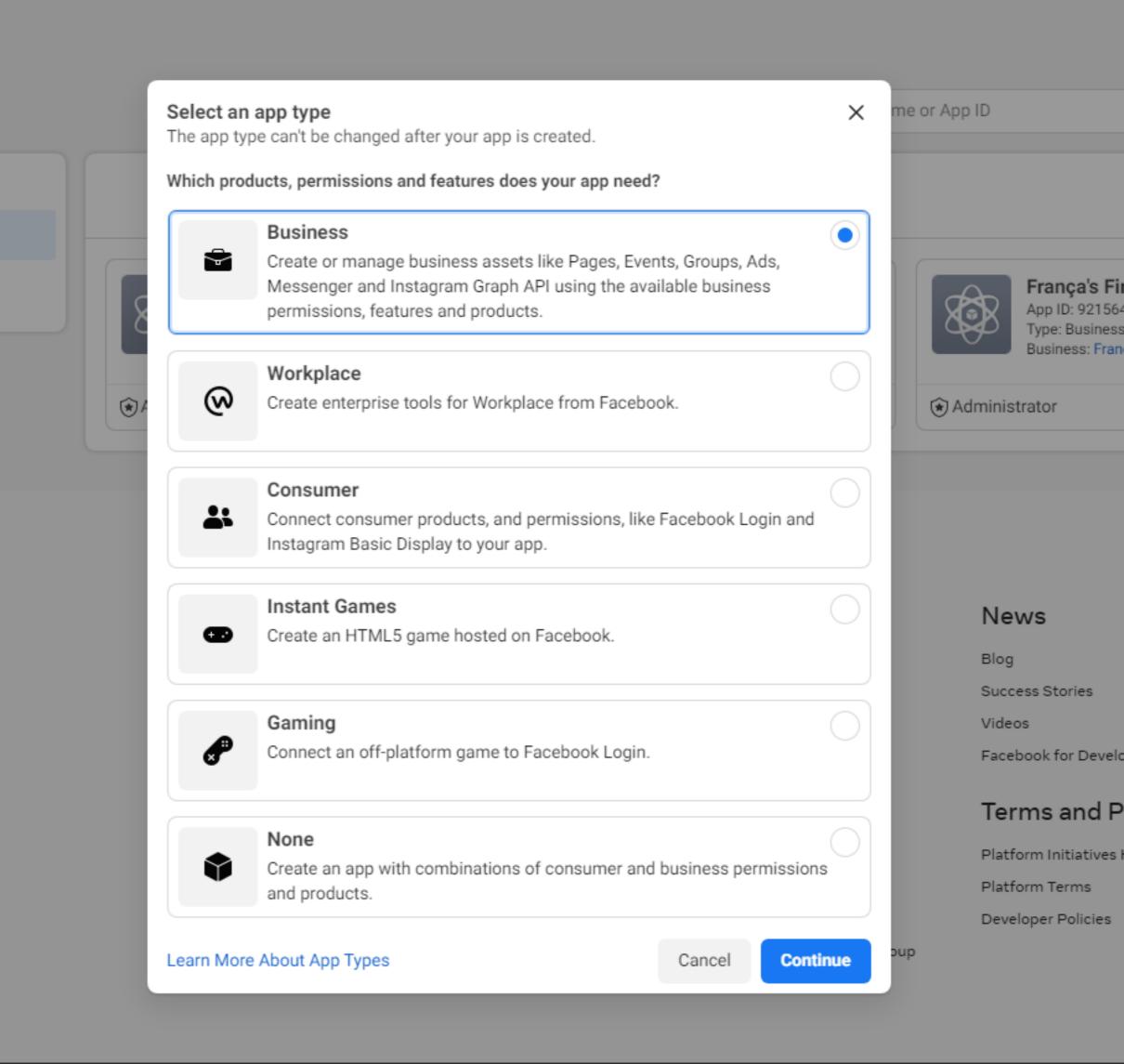
II. Retrieving Leads

Creating a FB Application

https://developers.facebook.com/apps/

- Settings, Basic

  - App Domains:

    - e.g., api.<your-domain-here>

  - Privacy Policy URL

  - [Add Platform]

    - Website

- Products, Add Product

  - Webhooks

Example of A REST Resource (Controller from GitHub sample)

WebhooksController class inherits from ControllerBase, annotated with [Route("api/[controller]")] [Produces("application/json")].

Define the GET method (validates the subscription).

- public IActionResult VerificationRequest(
  - [FromQuery(Name = "hub.mode")] string mode = "",
  - [FromQuery(Name = "hub.challenge")] string challenge = "", // An int you must pass back to us.
  - [FromQuery(Name = "hub.verify_token")] string verifyToken = "")

Define the POST method (receives the notification of new leads).

- public IActionResult YouGotANewLead([FromBody] JsonElement body)
  - var leadgen_id = value.GetProperty("leadgen_id");
  - string leadgen_idString = System.Text.Json.JsonSerializer.Serialize(leadgen_id);

```
/*
{
    "object":"page",
    "entry":[
        {
            "id":"138124712925158",
            "time":1630087927,
            "changes":[
                {
                    "value":{
                        "form_id":"172036835026334",
                        "leadgen_id":"233370042045345",  <=======
                        "created_time":1630087926,
                        "page_id":"138124712925158"
                    },
                    "field":"leadgen"
                }
            ]
        }
    ]
}
*/
```

Creating a Subscription – step 1/2 (@App side…)

Using the Application Access Token

- POST https://graph.facebook.com/v{{api version}}/{{app id}}/subscriptions

  - object   page

  - fields   leadgen

  - verify_token   <a-creative-passphrase-here>

  - callback_url   https://<my-endpoint>/api/webhooks

- And to confirm…

  - GET https://graph.facebook.com/v{{api version}}/{{app id}}/subscriptions

  - (or) https://developers.facebook.com/apps/<your-app-id>/webhooks/?business_id=<your-business-id>

Creating a Subscription – step 2/2 ([for each] **@Page** side…)

Required permissions:

- [business_mangement, pages_show_list], **leads_retrieval**, ~~manage_pages~~
  - pages_manage_ads, pages_manage_cta, pages_manage_engagement, pages_manage_instant_articles, pages_manage_metadata, pages_manage_posts

With a **System** User Access Token (linked to a Facebook App), list the available pages (and correlated tokens)…

- GET https://graph.facebook.com/v{{api version}}/{{system user id}}/accounts

Then, with a **Page** Access Token…

- POST https://graph.facebook.com/v{{api version}}/{{page id}}/subscribed_apps?subscribed_fields=leadgen

Finally, to confirm…

- GET https://graph.facebook.com/v{{api version}}/{{page id}}/subscribed_apps
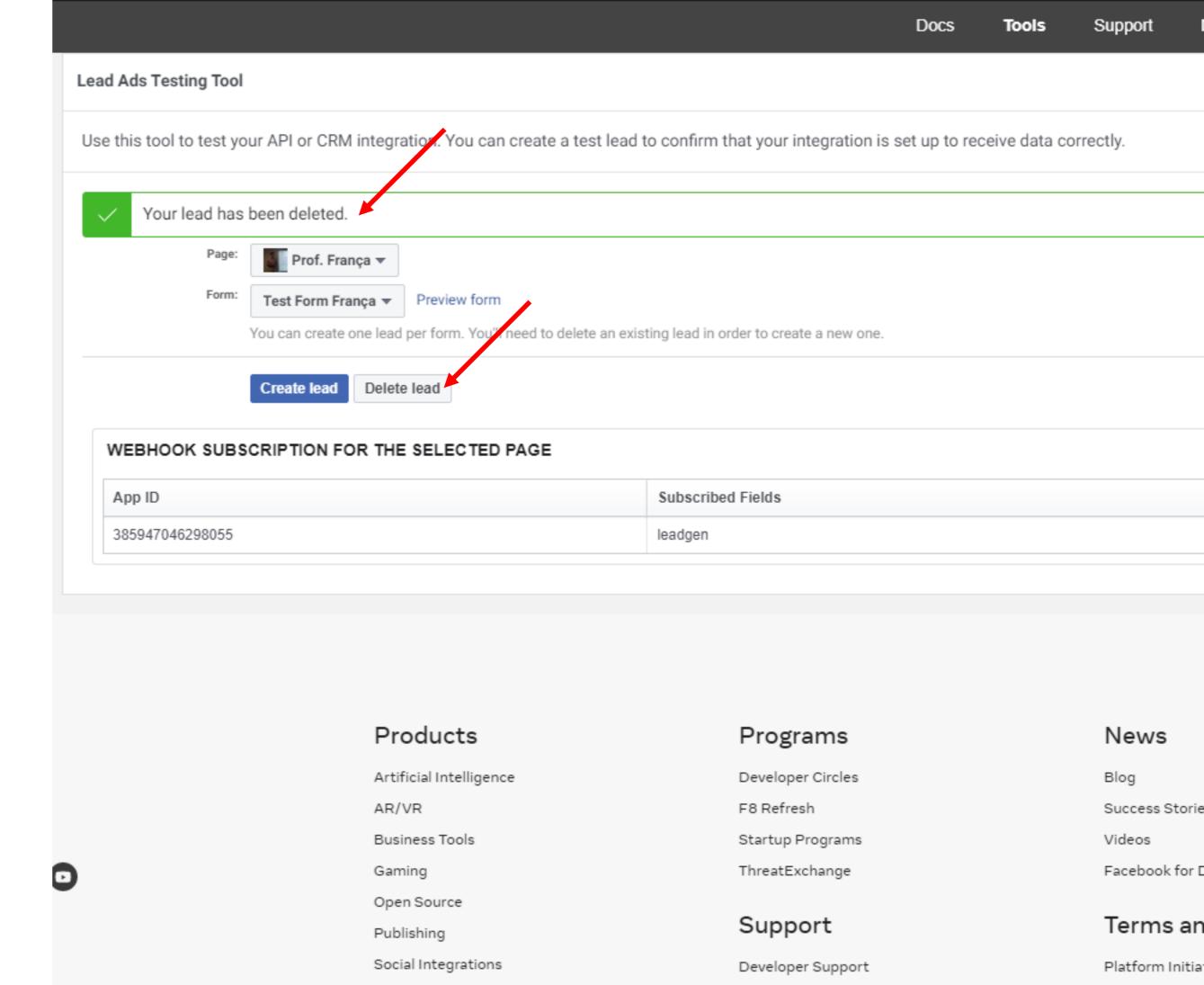
Testing the Lead Ad (And the **webhook**...)

Testing Tool (only one test lead is allowed)

- https://developers.facebook.com/tools/lead-ads-testing

  – Page

  – Form

  – Create lead

Retrieving the Lead

- GET https://graph.facebook.com/v{{api version}}/{{leadgen id}}

- (or) Bulk Read

Docs   **Tools**   Support

Lead Ads Testing Tool

Use this tool to test your API or CRM integration. You can create a test lead to confirm that your integration is set up to receive data correctly.

✓ Your lead has been deleted.

Page: Prof. França ▾

Form: Test Form França ▾   Preview form

You can create one lead per form. You need to delete an existing lead in order to create a new one.

Create lead   Delete lead

WEBHOOK SUBSCRIPTION FOR THE SELECTED PAGE

App ID	Subscribed Fields
385947046298055	leadgen

Products
Artificial Intelligence
AR/VR
Business Tools
Gaming
Open Source
Publishing
Social Integrations
Social Presence

Programs
Developer Circles
F8 Refresh
Startup Programs
ThreatExchange

Support
Developer Support
Bugs
Platform Status
Facebook for Developers Community Group
Sitemap

News
Blog
Success Storie
Videos
Facebook for D

Terms an
Platform Initia
Platform Term
Developer Poli

About   Create Ad   Careers   Privacy Policy   Cookie

III. Sending CRM Events

Specifying the Pixel (id)

You don't really need a "Web Pixel" installed into a Page…

We do recommend **creating** a separate pixel for this CRM integration.

A **system user** token must be generated.

Data Sources

Search by name or ID

França's First FB Pixel
ID 4718

França...
ID 2480

França...
ID 9215

França...
ID 3859

Defau...
ID 2909

Pixel f...
ID 8768

França's First FB Pixel

Last 28 days

Create

Connect a New Data Source

Send information about customer interactions with your business. This information can then be used to create audiences, run campaigns, optimize ad delivery, and more. Choose a data source to get started.

Web
Connect your website to share activity that occurs online, including view content, add to cart and purchases.

App
Connect your app to share activity that occurs in your app, including installs, purchases.

Offline
Connect your offline information to send activity that occurs in stores or anywhere that is not on the web.

CRM
Connect your CRM to deliver your lead generation ads to people most likely to convert.

Give Feedback

Cancel

Connect

Shows all web events received through the Facebook pixel and Conversions API, except those from people who have opted out of tracking on iOS 14.5 or later devices.

Events		Used by	Connection Method	Event Match Quality	Total Events
					159

TTI:1.2s DD:1.2s

Create

Conversion Leads Optimization Setup

Improve your conversion rate in three steps.

Step 1: Create a pixel (or choose an existing one)

Your pixel is where your CRM events appear and where you can configure your sales funnel.

Step 2: Connect your CRM

Your CRM will send events to your pixel through our Conversions API. You can set this up yourself or send instructions to your CRM developer.

Step 3: Configure your sales funnel

Once your pixel begins receiving CRM events, tell us which events signify quality leads. We'll optimize ad delivery for people most likely to reach those stages.

Give Feedback

Cancel

Next

have opted out

Events	⚠	Used by	Connection Method	Event Match Quality	Total Events ↓
					159

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Search by name or ID

França's First FB Pixel

Last 28 days

Create

Step 1: Choose a pixel

Select or create the pixel where you want your CRM events to appear, and where you'll choose the events you want to optimize for.

Search by pixel name or pixel ID

França's First FB Pixel
ID:

Pixel for Testing CAPIG
ID:

Oct 11

Create New Pixel

Give Feedback

Back

Continue

Shows all web events received through the Facebook pixel and Conversions API, except those from people who have opted out of tracking on iOS 14.5 or later devices.

Events		Used by	Connection Method	Event Match Quality	Total Events
					159

0/50

All events

TTI:1.2s DD:1.2s

França's Digital Advertising (7872...

Franca's First FB Pixel ✏

Last 28 days

Create ▼

Step 1: Create or choose a pixel   ✕

França's First
ID 47189621736

Create a pixel
Your pixel is where your CRM events will appear, and where you'll identify the events you want to optimize for.

França's Coffe
ID 24803781710

Enter a name for your pixel

França's First
ID 92156469172

França's Lead
ID 38594704629

Default Offline
ID 29093851959

Pixel for Testi
ID 87689968658

All events ▼

Give Feedback

Back   Continue

Shows all web events received through the Facebook pixel and Conversions API, except those from people who have opted out of tracking on iOS 14.5 or later devices.

Events	⚠	Used by	Connection Method	Event Match Quality	Total Events ↓
					159

TTI:1.2s DD:1.2s

- Getting Started
- Explore Integration
- Generate an Access Token
- Set Up Events
- Managing Your Impleme...
- Finish Implementation

Generate an Access Token

An access token gives you access to the Conversions API. Each time you make an API call, you'll be required to use your access token.

Generate your access token and then copy it from below. For your security, Facebook won't save your access token. If you forget your access token, you can create a new one. Learn More

Generate Access Token

Last creation: Oct 11, 2021, 11:13 AM by Marcelo França

Sending CRM events through the Conversions API

Once you have an access token, choose which CRM events you want to send, build your payload, and make requests. Your payload will include information about the events and parameters you send.
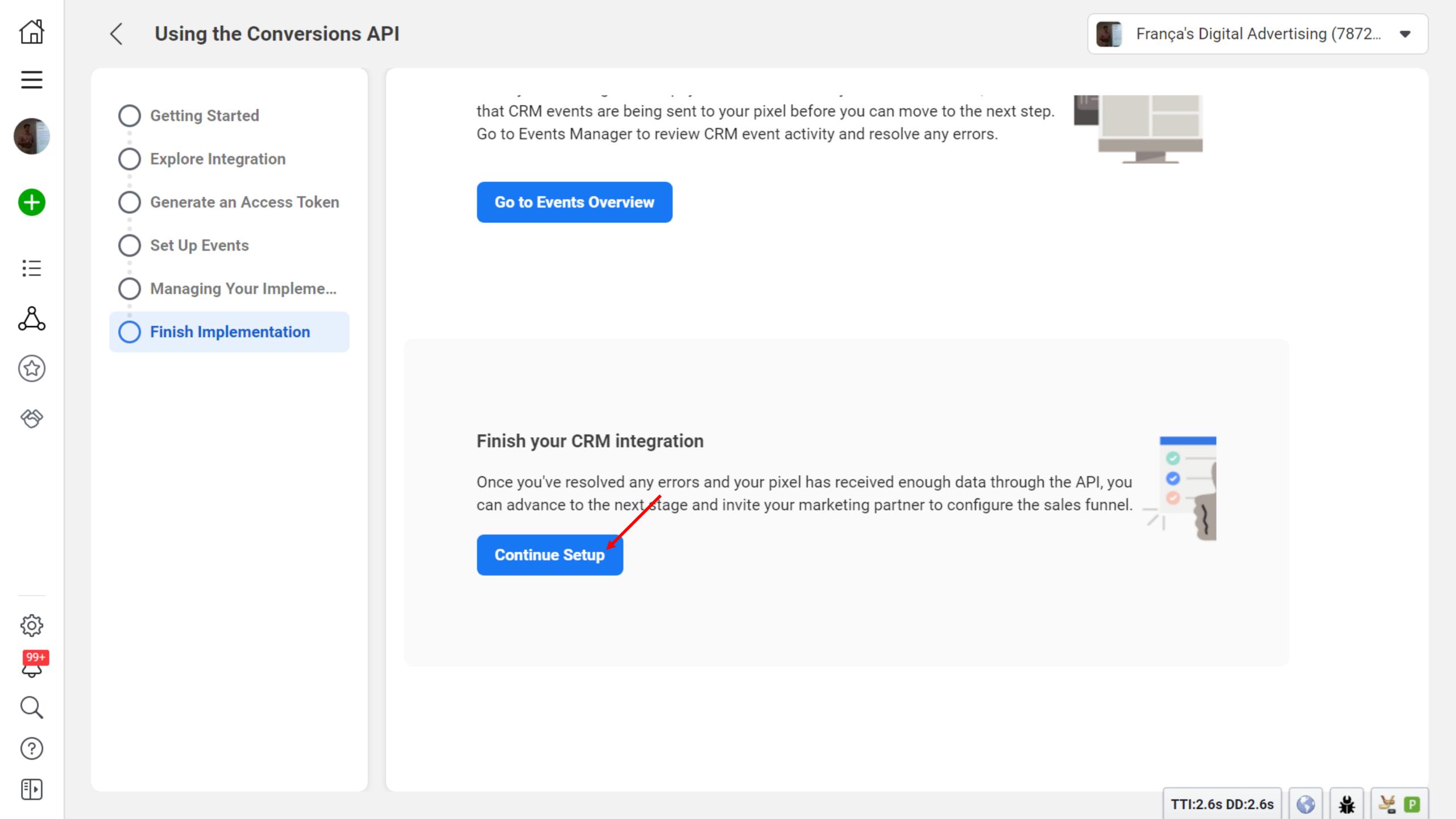
Make a POST Request

To send new CRM events, make a POST request to this API's /events edge from this path: https://graph.facebook.com/{API_VERSION}/{PIXEL_ID}/events?access_token={TOKEN}.

TTI:1.2s DD:1.2s

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○ Getting Started

○ Explore Integration

○ Generate an Access Token

○ Set Up Events

○ Managing Your Impleme…

◉ **Finish Implementation**

that CRM events are being sent to your pixel before you can move to the next step. Go to Events Manager to review CRM event activity and resolve any errors.

Go to Events Overview

Finish your CRM integration

Once you've resolved any errors and your pixel has received enough data through the API, you can advance to the next stage and invite your marketing partner to configure the sales funnel.

Continue Setup

TTI:2.6s DD:2.6s

Sending (offline) Events

A Postman Collection is available at the **FB Samples (GitHub) repository**.

The (custom) event "name" can be "anything" – it is NOT a default event.
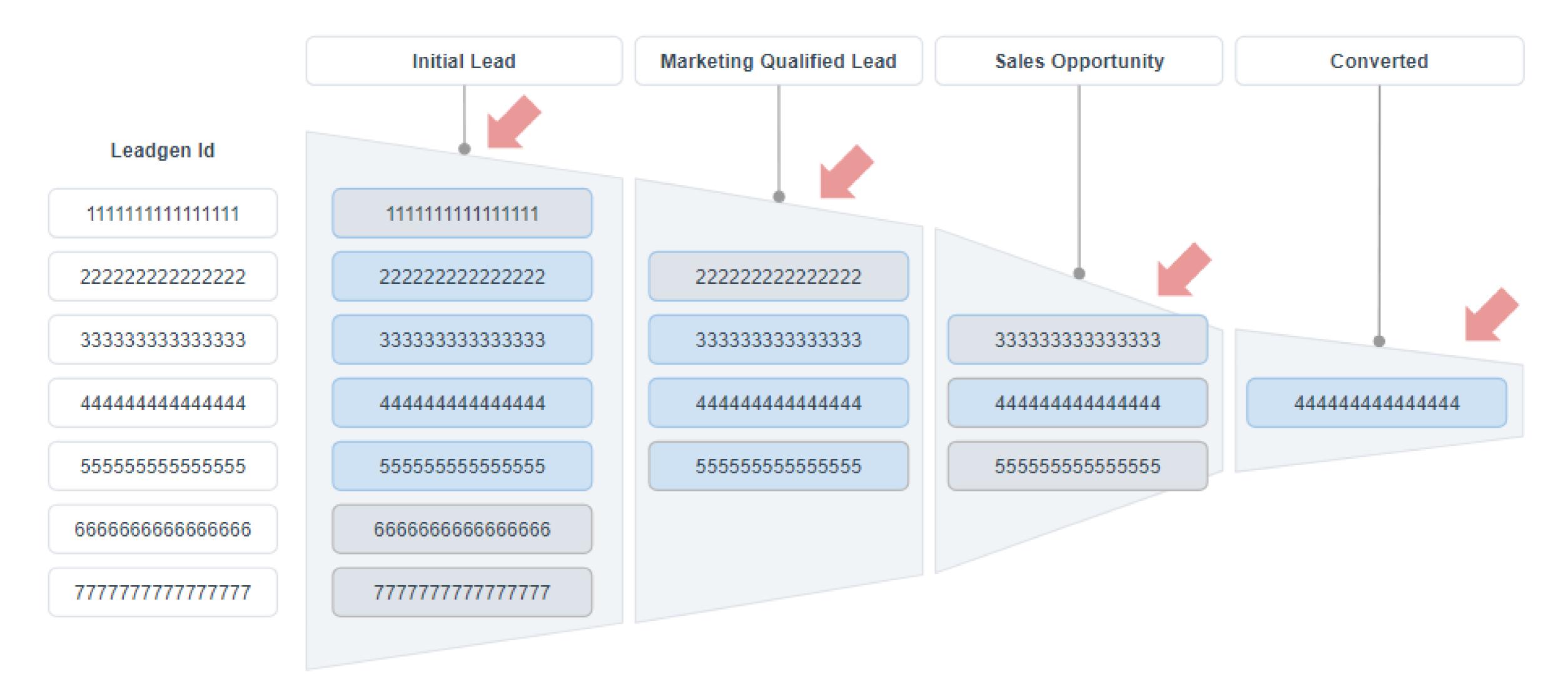
Be mindful that events might still get **discarded for privacy reasons**, though.

We recommend clients to save **"fbtrace_id"** on their systems.

Two events are the minimum, but **we recommend four.**

- You might want to optimize for the next-to-last (in this case, the third) later...

Example of a 4-step Funnel

Example of Events
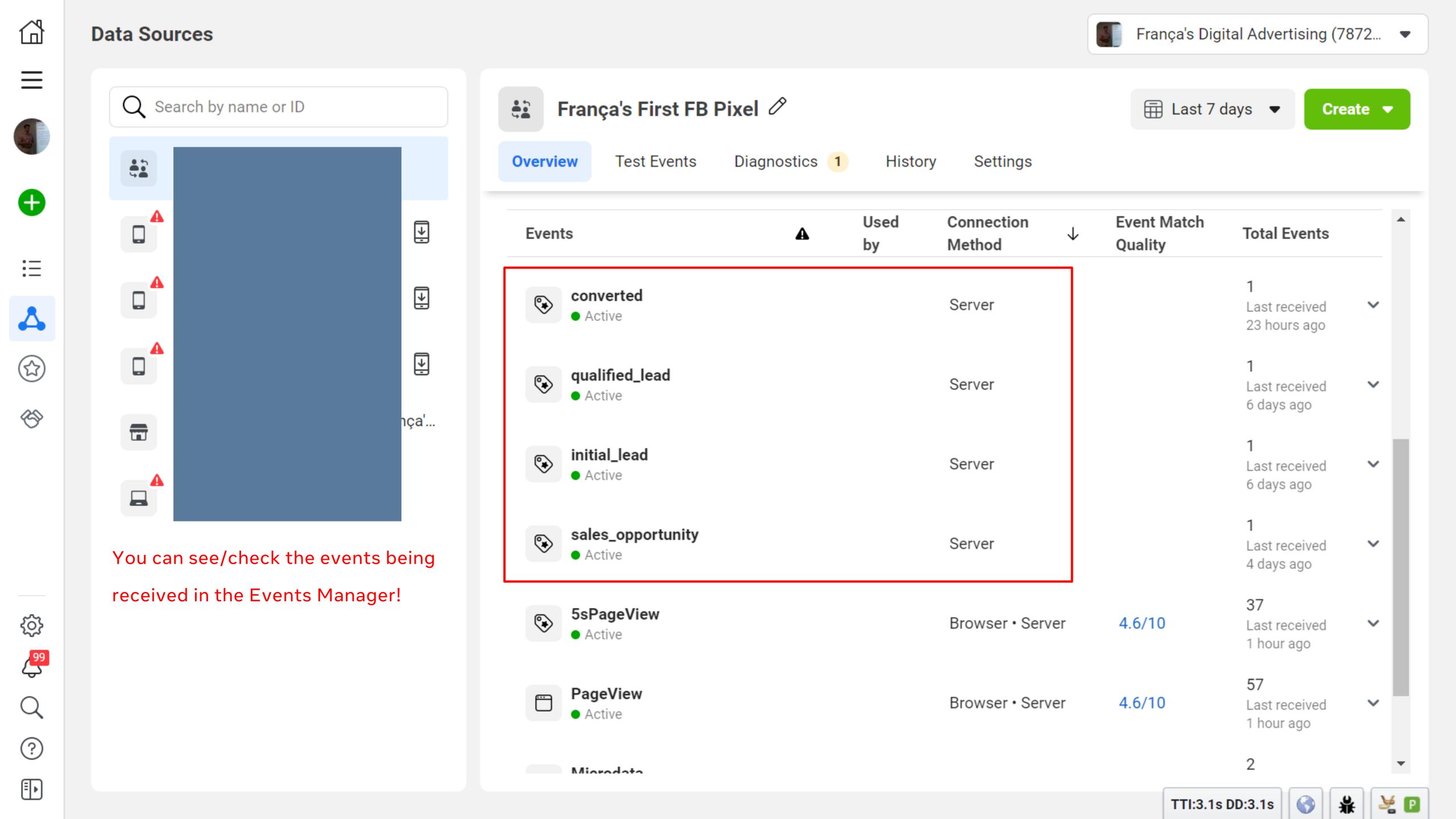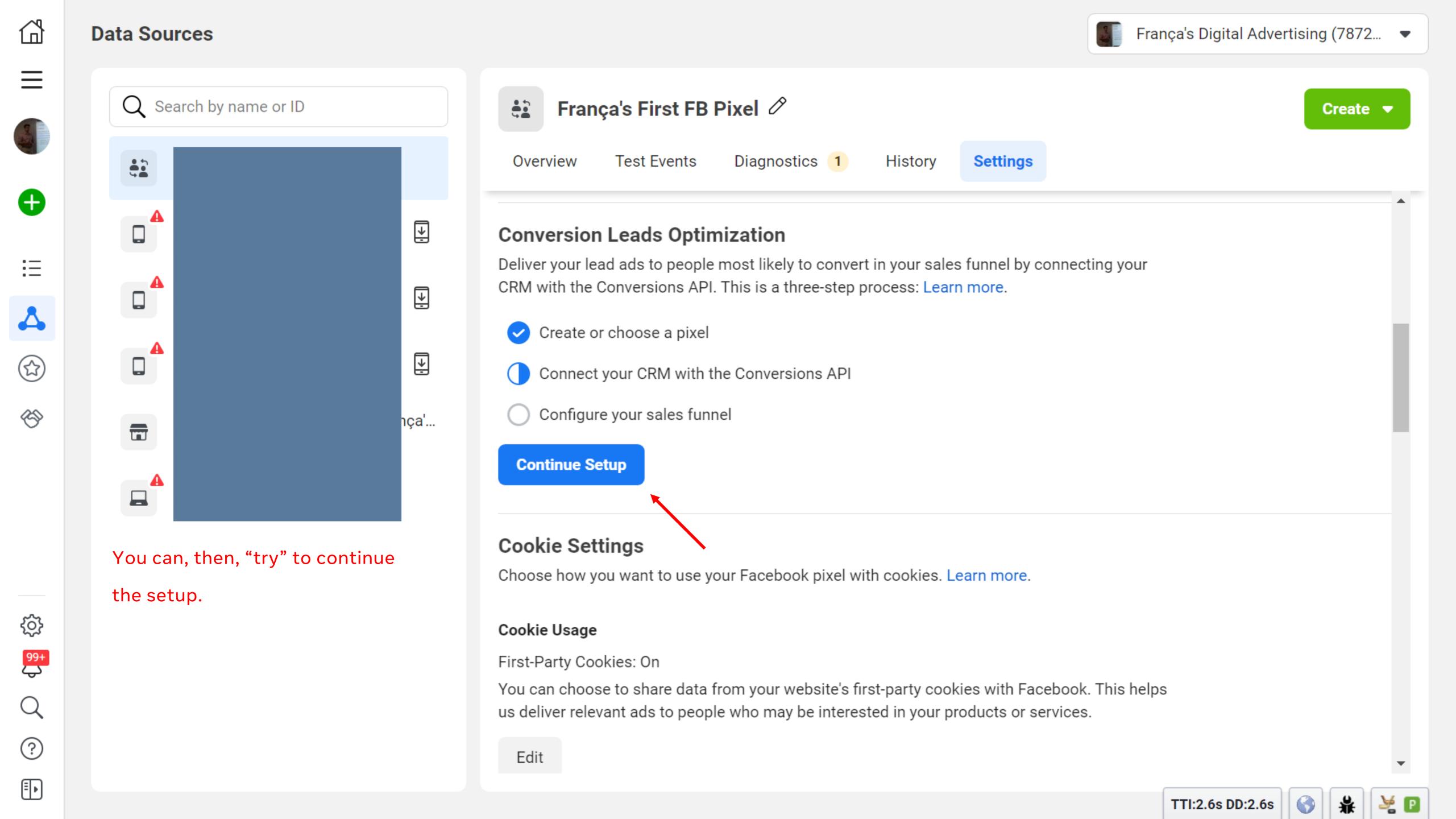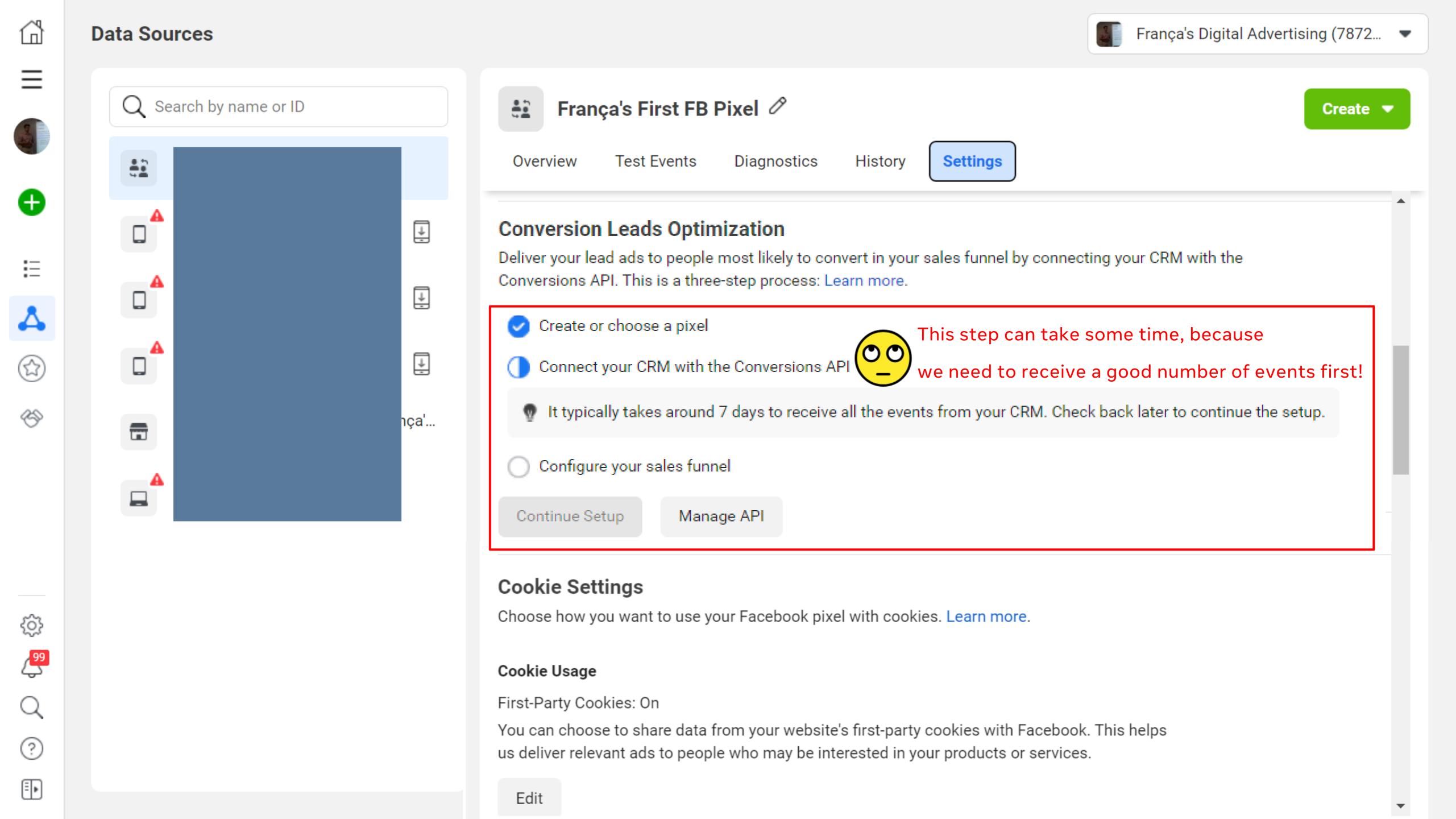
Leadgen Id	(Initial) Lead	fbtrace_id	Marketing Qualified Lead	fbtrace_id	Sales Opportunity	fbtrace_id	Converted	fbtrace_id
1	10/11/2021 Aa		11/11/2021 A7		12/11/2021 AO		16/11/2021 AQ	
5	11/11/2021 AR		12/11/2021 AN		16/11/2021 Aol			
2	12/11/2021 AQ							
6	16/11/2021 AZf							
8	16/11/2021 Ah3		17/11/2021 Ai1		18/11/2021 A0(		19/11/2021 A7	
4	16/11/2021 AzT		17/11/2021 A-J					
3	16/11/2021 A_r							
1	16/11/2021 AR(		17/11/2021 Ae		18/11/2021 A62			
5	17/11/2021 A3g		18/11/2021 Ae		19/11/2021 AX8			
3	17/11/2021 ArV		18/11/2021 As.					

Example of Detected Funnel

Data Sources

Search by name or ID

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França's First FB Pixel ✏️

| Overview | Test Events | Diagnostics ① | History | Settings |

📅 Last 7 days ▼   **Create** ▼

Events ⚠️	Used by	Connection Method ↓	Event Match Quality	Total Events
🏷️ **converted** 🟢 Active		Server		1 Last received 23 hours ago ▼
🏷️ **qualified_lead** 🟢 Active		Server		1 Last received 6 days ago ▼
🏷️ **initial_lead** 🟢 Active		Server		1 Last received 6 days ago ▼
🏷️ **sales_opportunity** 🟢 Active		Server		1 Last received 4 days ago ▼
🏷️ **5sPageView** 🟢 Active		Browser • Server	4.6/10	37 Last received 1 hour ago ▼
🪟 **PageView** 🟢 Active		Browser • Server	4.6/10	57 Last received 1 hour ago ▼
Microdata				2

You can see/check the events being received in the Events Manager!

TTI:3.1s DD:3.1s

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França's First FB Pixel ✏️

Create ▼

Overview   Test Events   Diagnostics 1   History   Settings

Conversion Leads Optimization

Deliver your lead ads to people most likely to convert in your sales funnel by connecting your CRM with the Conversions API. This is a three-step process: Learn more.

✓ Create or choose a pixel

◐ Connect your CRM with the Conversions API

○ Configure your sales funnel

Continue Setup

You can, then, "try" to continue the setup.

Cookie Settings

Choose how you want to use your Facebook pixel with cookies. Learn more.

Cookie Usage

First-Party Cookies: On

You can choose to share data from your website's first-party cookies with Facebook. This helps us deliver relevant ads to people who may be interested in your products or services.

Edit

Search by name or ID

TTI:2.6s DD:2.6s

Data Sources

Search by name or ID

França's First FB Pixel ✎

Overview   Test Events   Diagnostics   History   **Settings**

Create ▾

Conversion Leads Optimization

Deliver your lead ads to people most likely to convert in your sales funnel by connecting your CRM with the Conversions API. This is a three-step process: Learn more.

✓ Create or choose a pixel

◐ Connect your CRM with the Conversions API   😑   This step can take some time, because we need to receive a good number of events first!

💡 It typically takes around 7 days to receive all the events from your CRM. Check back later to continue the setup.

○ Configure your sales funnel

Continue Setup   Manage API

Cookie Settings

Choose how you want to use your Facebook pixel with cookies. Learn more.

Cookie Usage

First-Party Cookies: On

You can choose to share data from your website's first-party cookies with Facebook. This helps us deliver relevant ads to people who may be interested in your products or services.

Edit

Deliver your lead ads to people most likely to convert in your sales funnel by connect
CRM with the Conversions API. This is a three-step process: Learn more.

✓ Create or choose a pixel

◐ Connect your CRM with the Conversions API 🙄

○ Configure your sales funnel
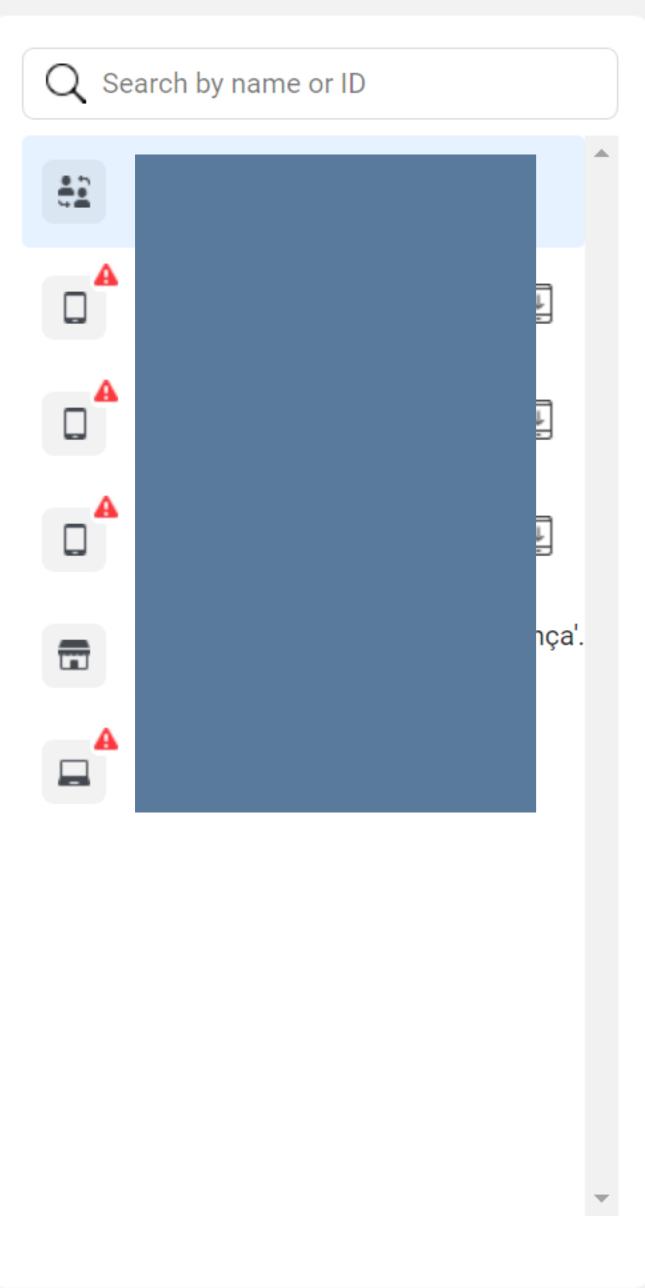
Continue Setup Manage API

Again, make sure you're sending the minimum required **regularly**.

Also, check the **Down Funnel Events** support tool for more information!

Your CRM integration is pending additional activity or may have errors to resolve. Check your pixel.

Data Sources

França's First FB Pixel ✎

Overview   Test Events   Diagnostics   History   **Settings**

Create ▾

Conversion Leads Optimization

Deliver your lead ads to people most likely to convert in your sales funnel by connecting your CRM with the Conversions API. This is a three-step process: Learn more.

✅ Create or choose a pixel

✅ Connect your CRM with the Conversions API

◑ Configure your sales funnel

Continue Setup   Manage API

🥳 *Once the validation (phase) is completed, i.e., we have a good number of (distinct) events, you can move on to the last step, by finally configuring the sales funnel!*

Cookie Settings

Choose how you want to use your Facebook pixel with cookies. Learn more.

Cookie Usage

First-Party Cookies: On

You can choose to share data from your website's first-party cookies with Facebook. This helps us deliver relevant ads to people who may be interested in your products or services.

Edit

IV. Sales Funnel Setup

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Overview

- Overview
- ○ Configure sales funnel
- ○ Event cleanup
- ○ Disqualifying events
- ○ Sales funnel sequence
- ○ Optimization target

Overview

Improve your conversion rate in three steps.

✓ Step 1: Create a pixel (or choose an existing one)

Your pixel is where your CRM events appear and where you can configure your sales funnel.

✓ Step 2: Connect your CRM

Your CRM will send events to your pixel through our Conversions API. You can set this up yourself or send instructions to your CRM developer.

Step 3: Configure your sales funnel

Once your pixel begins receiving CRM events, tell us which events signify quality leads. We'll optimize ad delivery for people most likely to reach those stages.

Give Feedback

Cancel

Continue

França's Digital Advertising (7872...) ▼

Overview

Configure sales funnel

○ Event cleanup

○ Disqualifying events

○ Sales funnel sequence

○ Optimization target

Configure your sales funnel

Now that your CRM is sending events through the Conversions API, identify which events represent your sales funnel, and which parts of that funnel you want to optimize for.

✉ **Invite a partner**

You can invite a teammate, such as a sales or marketing partner, to complete these steps. We'll send them an email with instructions, and you can follow their progress in Events Manager.

To:

[Enter recipient email]

☑ Send me a copy of this email

Send email

Back   Give Feedback

Cancel   **Skip**

França's Digital Advertising (7872...

- ✓ Overview
- ✓ Configure sales funnel
- ◑ Event cleanup
- ○ Disqualifying events
- ○ Sales funnel sequence
- ○ Optimization target

Event cleanup • Optional

Unselect any events that aren't CRM stages or aren't related to your sales funnel. Leave events checked that represent a lead leaving your sales funnel (we'll cover that next).

- ☑ initial_lead
- ☑ qualified_lead
- ☑ sales_opportunity
- ☑ converted

You might want to unselect events that are not part of your sales funnel – i.e., to be ignored.
Or you just might want to skip this – in case all events are indeed part of your sales funnel.

Back   Give Feedback

Cancel   Skip

França's Digital Advertising (7872...

Overview

Configure sales funnel

Event cleanup

Disqualifying events

Sales funnel sequence

Optimization target

Disqualifying events

Unselect any events that indicate a lead has left your sales funnel (e.g., lost to competitor).

☑ initial_lead

☑ qualified_lead

☑ sales_opportunity

☑ converted

You might want to unselect events that are "negative", if the case.

For simplicity, you can just send us "positive" events,

i.e., events that describe a lead moving forward in the funnel.

Back   Give Feedback

Cancel   Next

França's Digital Advertising (7872...

Overview

Configure sales funnel

Event cleanup

Disqualifying events

Sales funnel sequence

Optimization target

Sales funnel sequence

Put these events in order of how a lead moves through your sales funnel from start to finish, with the earliest stage at the top.

initial_lead

qualified_lead

sales_opportunity

converted

Then, you need to confirm the order in which the events happen.

Back   Give Feedback

Cancel   Next

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Optimization target

✓ Overview

✓ Configure sales funnel

✓ Event cleanup

✓ Disqualifying events

✓ Sales funnel sequence

◐ **Optimization target**

Optimization target

Select the earliest stage of your sales funnel you want to optimize for. We'll deliver your ad to people most likely to reach that stage. No matter which stage you choose, we strive to optimize your ad's overall performance.

Finally, chose the event to be optimize for (not necessarily the last one).

☐ initial_lead

☐ qualified_lead

☑ sales_opportunity

⊟ converted

Back   Give Feedback

Cancel   Finish

Overview

Configure sales funnel

Event cleanup

Disqualifying events

Sales funnel sequence

Optimization target

At this point, just make sure **you continue to send us** all the events, while we wait for your model to be fully integrated in our systems - this phase can take longer than one month, depending on the **quantity and quality** of your data.

You configured your sales funnel.

You've successfully integrated your API and configured your sales funnel. The conversion leads optimization will now attempt to deliver your ads to people most likely to convert based on your sales funnel activity, which you can monitor in Events Manager.

Continue to Events Manager

Go to Ads Manager

For example, if it normally takes 14 days for a lead to convert, then we would need **at least** that many days of good data uploaded. Once your integration is complete and passed the funnel analysis, there is a **30+ day training period** before your integration is **added to the production model**.

Back   Give Feedback

Anúncios de cadastro: ferramenta de teste de eventos de funil descendente

Selecione uma fonte de dados ▾   Enviar

You can check the progress by using the following URL:
https://developers.facebook.com/tools/**lead_ads_down_funnel_events**/?data_source_id=**<CRM-Pixel-Id>**

Anúncios de cadastro: linha do tempo de eventos de funil descendente

■ Events

10

5

04-26 04-25 04-24 04-23 04-22 04-21 04-20 04-19 04-18 04-17 04-16 04-15 04-14 04-13 04-12 04-11 04-10 04-09 04-08 04-07 04-06 04-05 04-04 04-03 04-02 04-01 03-31 03-30 03-29 03-28

Eventos de amostra

Horário do evento	Tempo de carregamento do evento	Fonte do evento de cadastro	Estágio do ciclo de vida	Contém identifiicação de cadastro	Dados
2022-04-28 07:02:28	2022-04-28 07:27:32	In-house CRM	crm_initial_lead	Yes	{"lead_event_source":"In-house CRM","event_source":"crm"} ⚠

O número de eventos de cadastros enviados nos últimos dias é muito baixo!

Need support? Contact Facebook Lead Ads Team

Edit   Review

Optimization & delivery

See updates

Optimization for ad delivery ⓘ

Conversion leads ▾

CRM Integration
Your ad delivery is being optimized for lead conversion rate.

👍

França's First FB Pixel
Pixel ID:

Cost Control

Facebook will aim to spend your entire budget and get the most results using the lowest cost bid strategy.

Hide options ▲

When you get charged
Impression

Delivery type
Standard

Close   ✓ All edits saved

Audience Definition

Your audience selection is fairly broad.

Specific   Broad

Estimated audience size: 147,300,000 - 173,300,000 ⓘ

Your criteria is currently set to allow detailed targeting expansion. ⓘ

📈 Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ⓘ

1.8K - 5.2K

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

After the model is integrated, you can finally start running Conversion-Leads-optimized campaigns! You can also check the integration in the **Ads Manager, Ad Set level**.

You must contact your sales representative for confirming the integration status. You can see improvements in performance even before the model is fully integrated.

Back   Next

Report a Problem

V. Further Reference

Useful Links

CREATING A (NON-EXPIRING) CAPI SYSTEM USER ACCESS TOKEN

https://developers.facebook.com/docs/marketing-api/conversions-api/get-started/#access-token

WEBHOOKS (FOR AUTOMATICALLY RETRIEVING LEADS)

https://developers.facebook.com/docs/marketing-api/guides/lead-ads/retrieving#webhooks

(FORMS API) TO CREATE FORMS AND LEAD ADS

https://developers.facebook.com/docs/marketing-api/guides/lead-ads/create/

(more)
Useful Links

CRM INTEGRATION

https://developers.facebook.com/docs/marketing-api/conversions-api/guides/crm-integration

TROUBLESHOOTING

https://developers.facebook.com/docs/marketing-api/conversions-api/support#debug

CRM INTEGRATION: DIRECT INTEGRATION END-TO-END WALKTHROUGH

https://go.facebookinc.com/rs/267-PVB-941/images/**CRM_Intergration_Guide.pdf**

LEAD ADS QUALITY CRM INTEGRATION: END-TO-END WALKTHROUGH (REV. JANUARY 2022)

https://www.facebook.com/gms_hub/share/crm-integration-direct-integration-end-to-end-walkthrough.pdf