

# FB Lead Ads | API Doc

V7

July 2, 2020

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## Context

The Lead Generation product is used by advertisers to capture leads. While advertisers have seen success with our product, we have gotten feedback that lead quality (downstream conversion of a lead post-submission) is an area of concern.

## Goal

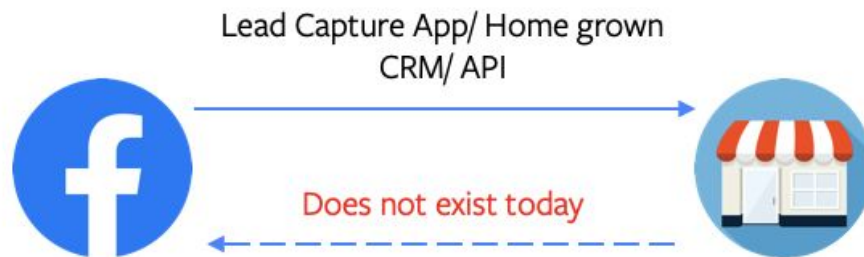
We're asking advertisers to help us better understand what quality means to them - who is a 'good' lead vs 'bad' lead? From our conversations so far, we've come to understand that quality varies by advertisers and industry so the more data we can get, the more helpful it is for us.

## Benefit to the advertiser

Once we've developed a better understanding of quality, our goal is to build a new ranking model optimized for more down funnel signals. As a result, you may see fewer leads from the Lead Ads product but they should have a higher likelihood of conversion. Over time, we will also build better measurement, attribution and targeting tools.

## Ask

We're proposing that you build an integration that allows you to send downstream data back to Facebook via our Offline API or SSE.



## Steps to Integrate - Offline Conversions

1. Follow our public API to integrate with the Facebook Offline API ([here](#)). There are multiple steps to get started including getting app ID permissions etc. Once that is complete, you can update the payload as follows.
2. Please follow these instructions to comply with CCPA ([Link](#)), if it is applicable to you.
3. The Offline API has the ability to accept custom data. Here are some sample changes:

```
{
  match_keys: {"phone": ["<HASH>"], "email": ["<HASH>"], "lead_id" : "NOT_HASHED"},
  event_name: "Other", //Do not edit from Other
  event_time: 1456870902,
  custom_data:
  {
    lead_event_source: "Internal CRM",
    facebook_lifecycle_stage_name : "Facebook_Mapped_Stage_Name",
    lifecycle_stage_name: "Internal_CRM_Stage_Name"
  }
}
```

3. The columns we need are:

Column	Definition	Required	Value	Hashing Req	Notes
email	User's email address	Y		Y	If sending lead_id, you

					don't need to send email
phone	User's phone number	Y		Y	If sending lead_id, you don't need to send phone number
lead_id	This is the FB lead ID that is generated for every lead. We would <b>strongly</b> prefer to have this sent back even though it's not a required field.	N			
event_name	Other	N	Other		
event_time	Supports multiple formats but will help us understand when a lead changes stages	Y			
lead_event_source	Insert the name of the tool where the leads are coming from - Ex Hubspot, SAP, Oracle, Dynamics, In-house CRM	Y			
facebook_lifecycle_stage_name	We're hoping advertisers can help us better understand their data and map it to one of 6 predefined stages - Lead, Marketing Qualified Lead, Sales Opportunity, Converted, Disqualified, Lost. These will help us understand quality in a simplified manner.	Y	LEAD, MARKETING_QUALIFIED_LEAD, SALES_OPPORTUNITY, CONVERTED, DISQUALIFIED, LOST, NOT_ASSIGNED		
lifecycle_stage_name	Free form field to capture whatever stages the advertiser uses within their CRM	Y			

## Steps to Integrate - Server Side Events

1. Follow our public API to integrate with the Facebook SSAPI ([here](#)). There are multiple steps to get started including getting app ID, access token, etc. Once that is complete, you can update the payload as follows.
2. Please follow these instructions to comply with CCPA ([Link](#)), if it is applicable to you.
3. The SSAPI has the ability to accept custom data. To help format this data properly, refer advertisers to the [SSAPI payload helper](#). Here is a sample payload:

```
"data": [  
  {  
    "event_name": "Lead",  
    "event_time": 1583382890,  
    "user_data": {  
      "em":  
        "30d7bbafeeb8a09b834a07f09384  
50f6d7420b41ab020c0f8c16714a6  
6407fea"  
    },  
    "custom_data": {  
      "lead_id": "1232323232",  
      "lead_event_source": "SAP",  
      "facebook_lifecycle_stage_name":  
        "MARKETING_QUALIFIED_LEAD",  
      "lifecycle_stage_name":  
        "user_qualified"  
    }  
  }  
]
```

4. Data parameters for SSAPI are below

Column	Definition	Required	Value	Notes
lead_id	This is the FB lead ID that is generated for every lead. We would <b>strongly</b> prefer to have this sent back even though it's not a required field.	N		
ad_id		N		Not needed if

				lead_id is sent back.
lead_event_source	Insert the name of the tool where the leads are coming from - Ex Hubspot, SAP, Oracle, Dynamics, In-house CRM	Y		
facebook_lifecycle_stage_name	We're hoping advertisers can help us better understand their data and map it to one of 6 predefined stages - Lead, Marketing Qualified Lead, Sales Opportunity, Converted, Disqualified, Lost. These will help us understand quality in a simplified manner.	Y	LEAD,MARKETING_QUALIFIED_LEAD,SALES_OPPORTUNITY,CONVERTED,DISQUALIFIED,LOST,NOT_ASSIGNED	
lifecycle_stage_name	Free form field to capture whatever stages the advertiser uses within their CRM	Y		

## Facebook Lifecycle Stages

The facebook\_lifecycle\_stage\_name is meant to help Facebook understand how to interpret your data. We've found that advertisers have personalised stages that represent different things depending on their business workflows. We're hoping that advertisers can help us map all those stages to one of 6 pre-defined ones. Our stages are:

1. **LEAD** - Person has provided contact info.
2. **MARKETING\_QUALIFIED\_LEAD** - Person has met minimum criteria for further engagement. Examples of qualifying actions include downloading content, starting an application, or completing an initial phone call
3. **SALES\_OPPORTUNITY** - Person is in the sales pipeline. Examples of actions in the sales pipeline include: setting time frame to contact lead, assigning estimated dollar value to lead, setting timeframe to close
4. **CONVERTED** - Person has become a customer.
5. **DISQUALIFIED** - Person is not interested or has not met minimum criteria. (Usually it means people fail to be qualified to be a MQL.)
6. **LOST** - Person is not ready to become a customer or the person has become a customer of another business.

7. **NOT\_ASSIGNED** - The stage is not mapped to a facebook lifecycle stage.

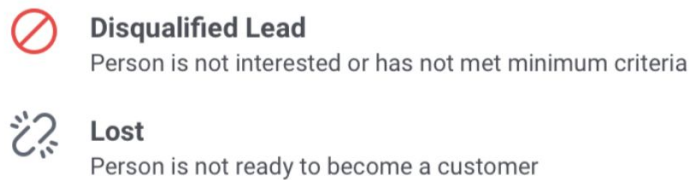
### Facebook Qualification Stages

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### Facebook Disqualification Stages

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## Other Notes

1. We want data uploaded at the cadence of at least once a day
2. We need to receive an update each time the status of a lead changes. For example, when a Lead goes from "Lead" status to "MQL."
3. If you can send historical data stretching back the past 60 days, that will help accelerate our analysis.
4. Ideally, we'd like to ingest all the stages that are unique to each advertiser. We need the advertiser to map their stages to our 6 predefined ones but we'd also like to retain the other stages for analysis.