

Facebook Integration

Overview

The **Facebook Integration** allows leads submitted via Facebook Lead Ads to flow automatically into the CRM — no manual entry needed.

How to Set Up Facebook Integration

Step 1 — Connect via Setup

Go to **Setup** → **Facebook Integration** and click **Add New Facebook Integration**.

“ ⚠ The user adding the integration must have **full access** to the Facebook Page being connected.

Step 2 — Login with Facebook

Click **Login with Facebook** and authenticate with your Facebook account.

Step 3 — Configure the Integration

After login, fill in:

Field	Description
Select Page	Choose the Facebook Page you want to connect.

Field	Description
Select Form	Choose which lead form on that page to use.
Select AppLink	Select the Lead ID that incoming leads from this form will be tagged with.

 **FACEBOOK INTEGRATION** Add

BACK

 SAVE

Select Page
 Select Form
 Select AppLink

Step 4 — Map Fields

The system will show all fields from the Facebook form. Map each Facebook field to the corresponding CRM field:

Facebook Form Field	CRM Field
Full Name	Name
Email	Email
Phone Number	Mobile

 **FACEBOOK INTEGRATION** Add

BACK

 SAVE

Test
 mabrouk test
 PROJECT Z CAMPAIGN/SMILE AGENCY/FB

select different questions

Full name

Select

Email

Select

Phone number

Select

Step 5 — Save

Click **Save** — the integration is now active. New leads submitted via the Facebook form will automatically appear in the CRM under New Leads.

Facebook Integration List

The integrations page shows:

Column	Description
User	Who set up the integration.
Page	The connected Facebook Page ID.
Form	The connected form ID.
Lead ID	The Lead ID assigned to incoming leads.
Actions	Retrieve, Delete, or View Failed Leads.

Actions

- **Retrieve** — Manually pull any leads that may have been missed.
- **Delete** — Remove the integration.
- **View Failed Leads** — See leads that failed to sync and troubleshoot.

FACEBOOK INTEGRATION All					Search...	ADD NEW FACEBOOK INTEGRATION
User	Page	Form	Leadid	Actions		
Admin	4450952456885120	1191881999447079	PROJECT Z CAMPAIGN/SMILE AGENCY/FB	RETRIVE DELETE VIEW FAILED LEADS		

Key Things to Know

- The Facebook user must have **full admin access** to the Page — limited access will cause the integration to fail.
- Each integration is linked to one specific Facebook form and one Lead ID.
- If leads stop coming in, use **Retrieve** to manually sync, or check **View Failed Leads** for errors.

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