Facebook Lead Ads API Provider Setup

Last Modified on 02/24/2021 8:49 am EST

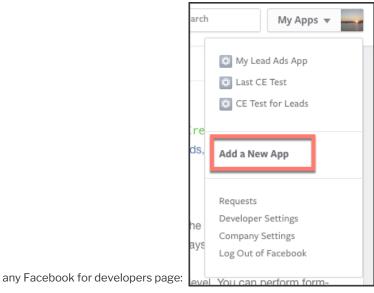
To set up the Facebook Lead Ads endpoint, you need to have a developer account and create or already have an app.

• Note: Facebook provides the most up-to-date and detailed setup instructions at https://developers.facebook.com/docs/app-review/submission-guide.

To create an app:

- 1. Log in to your Facebook Lead Ads developer account at https://developers.facebook.com/.
- 2. If you don't already have one, create a developer account.
- 3. Create a new Facebook app.

Note: The Add App button is located in several places, but an easy way to get to it is from your menu at the the top of

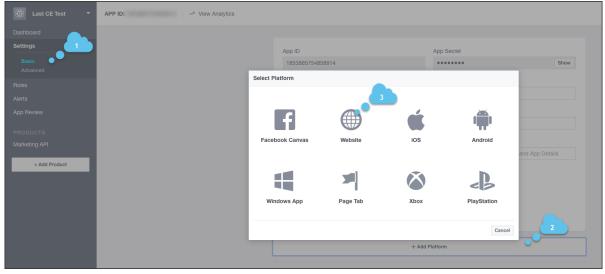


- 4. Complete the Create a New App ID form.
 - For the Category, select Apps for Pages.

Create a New App II Get started integrating Facebook in		
Display Name		
Contact Email	Choose Apps for Pages	
Category Apps for Pages		
By proceeding, you agree to the Fac	ebook Platform Policies	Cancel Create App ID

5. Click Create App ID.

- 6. On the Product Setup page, locate Marketing API, and then click **Get Started** to complete the Marketing API setup for Facebook Lead Ads.
- 7. Set up the app's platform as a website: Go to Basic Settings, click +Add Platform, and then click Website.



8. For OAuth authentication, add the Facebook Login product: click + Add Product, find Facebook Login at the top, and then click Get Started.

🍪 Last CE Test 🝷	APP ID: ~ ^{III} View Analytics		
Dashboard Settings		Product Setup	
Roles Alerts App Review		Facebook Login The world's number one social login product.	Get Started
PRODUCTS Marketing API + Add Product		Audience Network Monetize your mobile app or website with native ads from 3 million Facebook advertisers.	Get Started
	Analytics for Apps Understand how people engage with your business across apps, devices, platforms and websites.	Get Started	
		Account Kit Seamless account creation. No more passwords.	Get Started

9. In Valid OAuth redirect URIs, enter your oauth.callback.url.

10. Click Save Changes.

Once you are ready to release to production, you will need to submit your app for testing. You can read more about the process at: https://developers.facebook.com/docs/app-review/submission-guide