

Facebook Lead Ads API Provider Setup

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

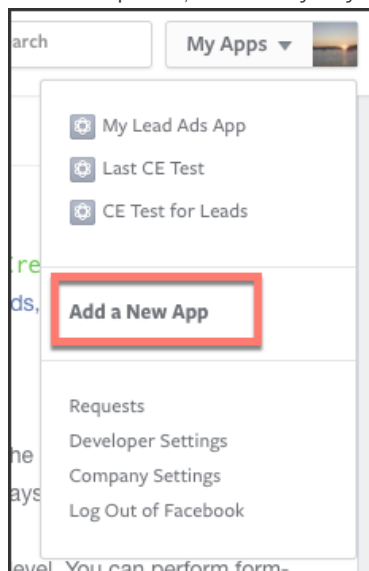
To set up the Facebook Lead Ads endpoint, you need to have a developer account and create or already have an app.

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



any Facebook for developers page: level. You can perform form-

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

Create a New App ID

Get started integrating Facebook into your app or website

Display Name

Contact Email

Category

By proceeding, you agree to the [Facebook Platform Policies](#)

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**.

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>
