

Facebook Lead Ads Events

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SAP Cloud Platform Open Connectors currently supports events via **polling** or **webhooks** depending on the endpoint.

- **Polling** is a mechanism where SAP Cloud Platform Open Connectors executes the configured query every `n` minutes and captures the changed information.
- **Webhooks** are when the provider lets SAP Cloud Platform Open Connectors know what information has changed. Note that additional endpoint setup may be required prior to creating your Connector Instance.

Note: SAP Cloud Platform Open Connectors normalizes only the `objectId`, `objectType`, and `eventType` event data. Event data also contains raw data, which the provider returns. The raw data varies based on the endpoint.

If you would like to see more information on our Events framework, see [Events Overview](#).

Set Up Events for Facebook Lead Ads

The Facebook Lead Ads connector supports webhooks for Lead Generation events. For Facebook Lead Ads events to work with SAP Cloud Platform Open Connectors, use the

`Webhook URL`

created after provisioning to set up the Webhook product in Facebook. See [the Facebook webhook documentation](#) for more information about how Facebook uses webhooks.

Note: We now support webhooks for the new `ad-accounts` resource that represents an entity who creates and manage ads on Facebook.

Get the Webhook URL

You need the `Webhook URL` which is dynamically created when you provision . To locate the

`Webhook URL`

, navigate to the Connector Instance in the user interface.

+ Provision Instance

Provision It

Instance Information

Instance Name: ?

Instance Configuration

Filter null values from the response: ?

True False

Enabled/Disable Event Notifications: ?

True False

Webhook Url: ?

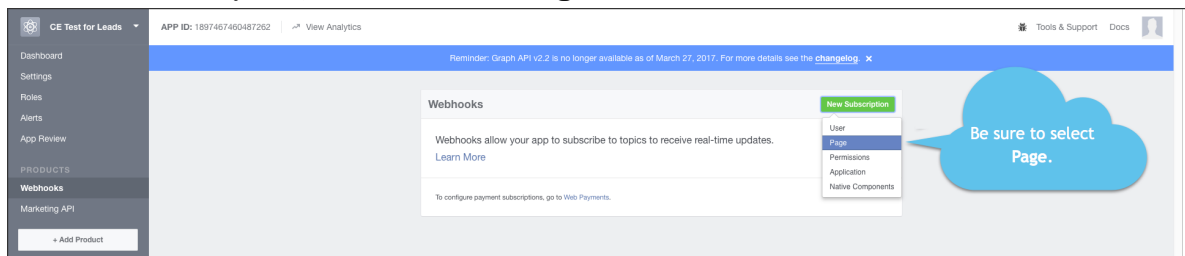
Event Notification Callback URL: ?

Event Notification Signature Key: ?

Event Endpoint Setup

To set up webhooks for Facebook Lead Ads:

1. Log in to your Facebook Lead Ads developer account at <https://developers.facebook.com/>.
2. Navigate to your Facebook App.
3. Click **Create App ID**.
4. On the Product Setup page, locate Webhooks, and then click **Get Started**.
5. Click **New Subscription**, and then select **Page**.



6. On the New Page Subscription window, enter the following:

- **Callback URL:** Enter the from the Connector Instance. See [Get the Webhook URL](#).
 - **Verify Token:** Enter "CloudElements@123".

7. In Subscription Fields, select **leadgen**.

The New Page Subscription Window should look like this:

New Page Subscription ✕

Callback URL

Verify Token

Subscription Fields

<input type="checkbox"/> messaging_postbacks	<input type="checkbox"/> messaging_account_linking	<input type="checkbox"/> messaging_payments
<input type="checkbox"/> messaging_pre_checkouts	<input type="checkbox"/> messaging_checkout_updates	<input type="checkbox"/> messaging_referrals
<input type="checkbox"/> founded	<input type="checkbox"/> company_overview	<input type="checkbox"/> mission
<input type="checkbox"/> products	<input type="checkbox"/> general_info	<input checked="" type="checkbox"/> leadgen
<input type="checkbox"/> location	<input type="checkbox"/> hours	<input type="checkbox"/> parking
<input type="checkbox"/> public_transit	<input type="checkbox"/> phone	<input type="checkbox"/> email

8. Click **Verify and Save**.

Set up the Connector Instance

To enable events, add these extra configurations to your instance JSON. Only `event.notification.enabled` is required.

```
"event.notification.enabled": "true",  
"event.notification.callback.url": "",  
"event.notification.signature.key": ""
```

instance JSON with polling events enabled:

```
{
  "element": {
    "key": "facebookleadads"
  },
  "providerData": {
    "code": "Code on Return the URL"
  },
  "configuration": {
    "oauth.api.key": "",
    "oauth.api.secret": "",
    "oauth.callback.url": "https://www.mycoolapp.com/auth",
    "oauth.scope": " ",
    "event.notification.enabled": "true",
    "event.notification.callback.url": "",
    "event.notification.signature.key": ""
  },
  "tags": [
    ""
  ],
  "name": ""
}
```

Note: For webhooks, enter at least "manage_pages" for `oauth.scope` .