Facebook Lead Ads

Conversion Leads Optimization

April 2021

FACEBOOK

Generate new leads for your business with Facebook lead ads

MAKE THE MOST OF MOBILE

Pre-populated forms means people can submit their contact information with ease, even on the small screen

REDUCE DROP-OFFS

Our lead ads do most of the work of filling out contact forms, so people are more likely to complete them

FIND LEADS THAT MATTER

Reach the right people by pairing lead ads with our audience selection and optimization products
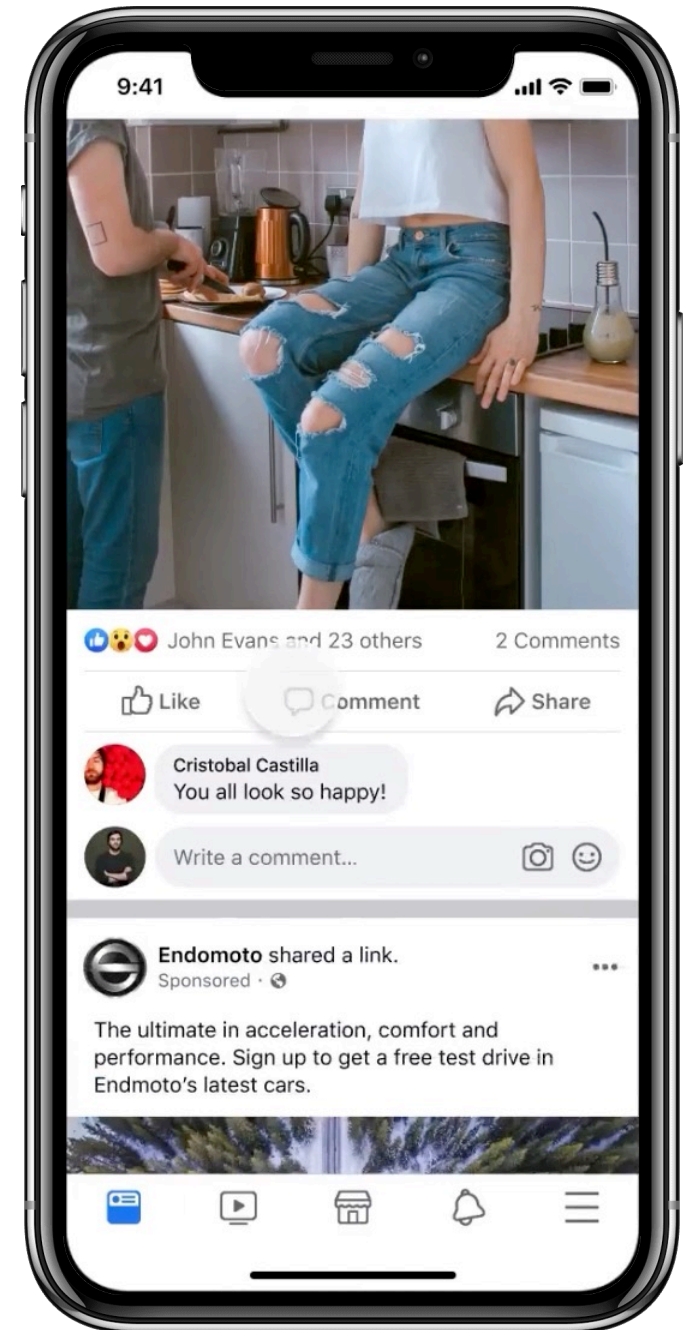
What's new with Facebook Lead Ads

CONVERSION LEADS OPTIMIZATION GOAL

Provides the option to optimize for the *quality* (versus volume) of leads generated

Greatest value for those that generate >500 leads / month and integrate CRM via CAPI

SIMPLIFIED CRM INTEGRATION

Advertisers can integrate their CRM via Conversions API (CAPI) *directly* via a new, simplified process

SUPPORT FOR INTEGRATION

Speak with your Facebook account team about how we can help support the technical integration of your CRM via CAPI

Note: While recommended, clients' CRM integration with CAPI is not a requirement to use the new quality optimization goal. All advertisers will be able to select the Conversion Leads optimization goal in Ads Manager and even those without a CRM integration should see some improvement in the quality of leads generated.

How advertisers can use the Conversion Leads Optimization

There are two ways to use the Conversion Leads Optimization

1

Integrate CRM via CAPI and Select Conversion Leads Optimization in Ads Manager

Integration is recommended for **all** advertisers, but advertisers generating >500 leads / month may see the greatest value in integration
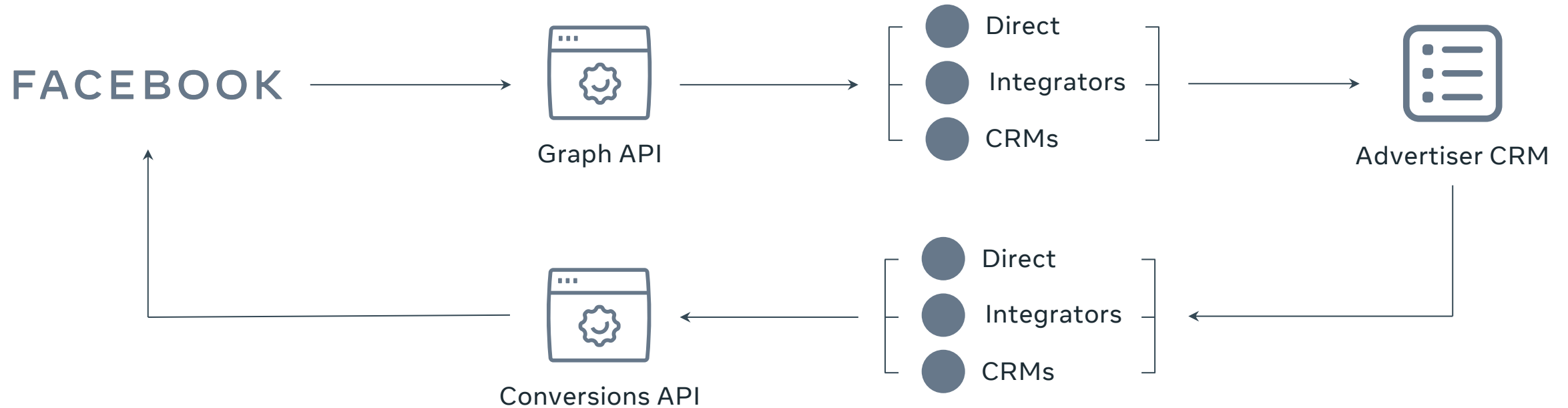
2

Select Conversion Leads Optimization in Ads Manager (no CRM integration)

CRM integration is not a requirement to use the new quality optimization goal

Even advertisers without a CRM integration should see improvement in quality of leads generated

How Conversion Leads CRM Integration works

Today, leads are sent from Facebook to an advertiser's CRM

We have introduced a new integration that sends an advertiser's CRM data back to Facebook for the purpose of training a new leads quality model

Integration gives Facebook visibility into lower-funnel actions needed to determine the _success_ of leads, and Facebook can optimize accordingly

Benefits of the Conversion Leads Optimization

In backend tests conducted in Oct. 2020 for 26 CRM integrated advertisers across verticals and countries, Lead Ads that used Conversion Leads optimization goal saw on average

>20%

increase in lead to sale conversion rate compared with existing optimization

Research across 18 CRM integrated advertisers in a front end split test study conducted in Oct. 2020 suggested that quality optimization

outperformed existing optimization in driving higher lead to sale conversion rate

80%

of the time

had an insignificant impact on Cost Per Qualified Leads and drove lower cost per qualified leads

42%

of the time

Note: Quality increase is based on optimizing for an event between when a lead is created in the client's CRM system and when a final sale occurs. Thus, an increase in conversion rate may not always mean an increase in final sales.
Sources: Backend CS-BQRT tests with 26 CRM integrated advertisers across multiple regions and verticals starting on 2020-10-05 and ending on 2020-11-09; Front end split tests with 18 CRM integrated advertisers across multiple regions and verticals starting on 2020-10-05 and lasting between 3 to 5 weeks.
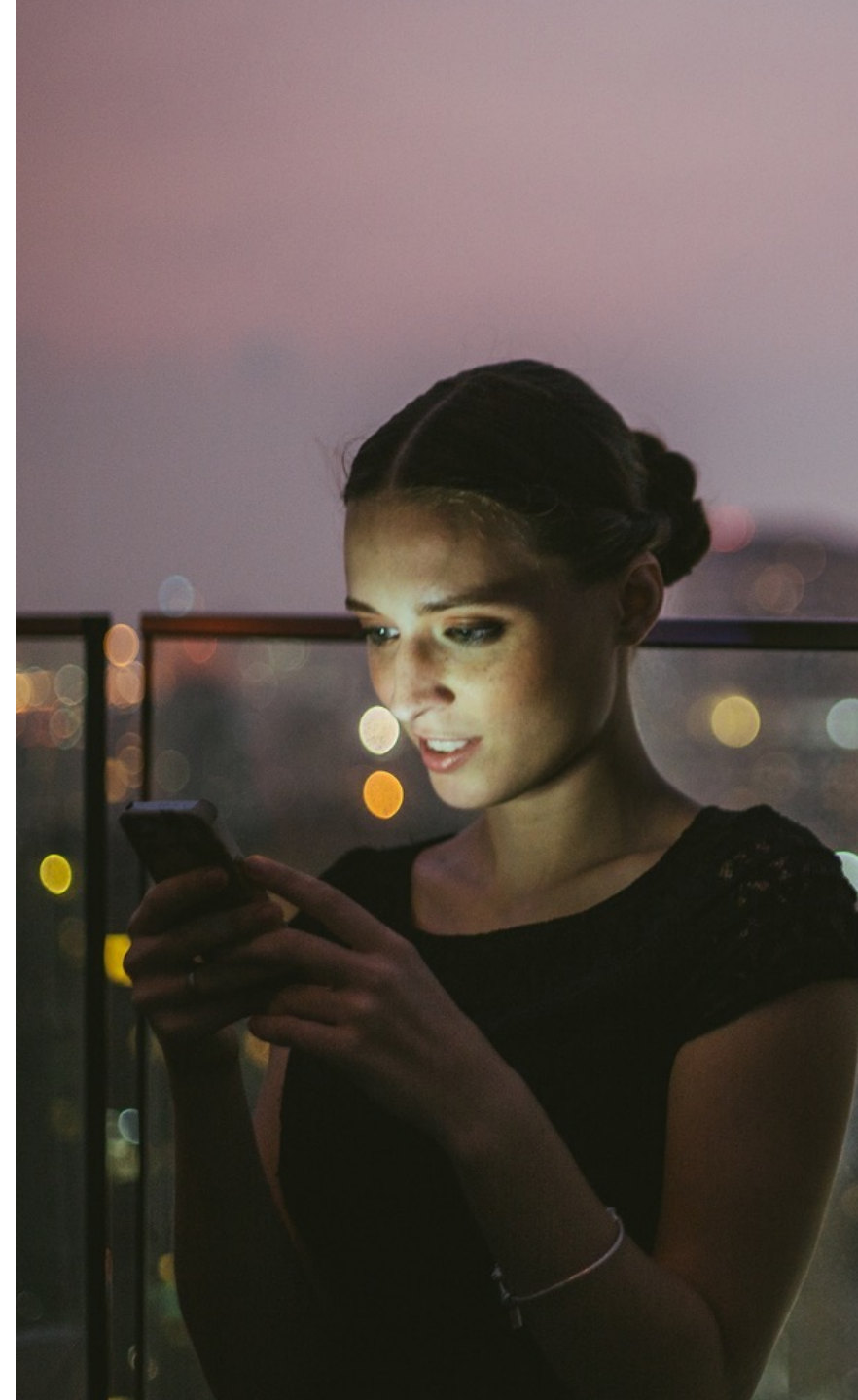
How to get started with CRM Integration via CAPI

Below are initial steps; please speak with your Facebook account team about how we may be able to help support the technical integration of your CRM via CAPI

1 Follow our public API to integrate with the [Facebook Conversions API](). 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 see this [information]() for California Consumer Privacy Act (CCPA) compliance, if it is applicable to you

3 Format custom data so that it can be accepted by CAPI, using the [SSAPI payload helper]()

TECOBI
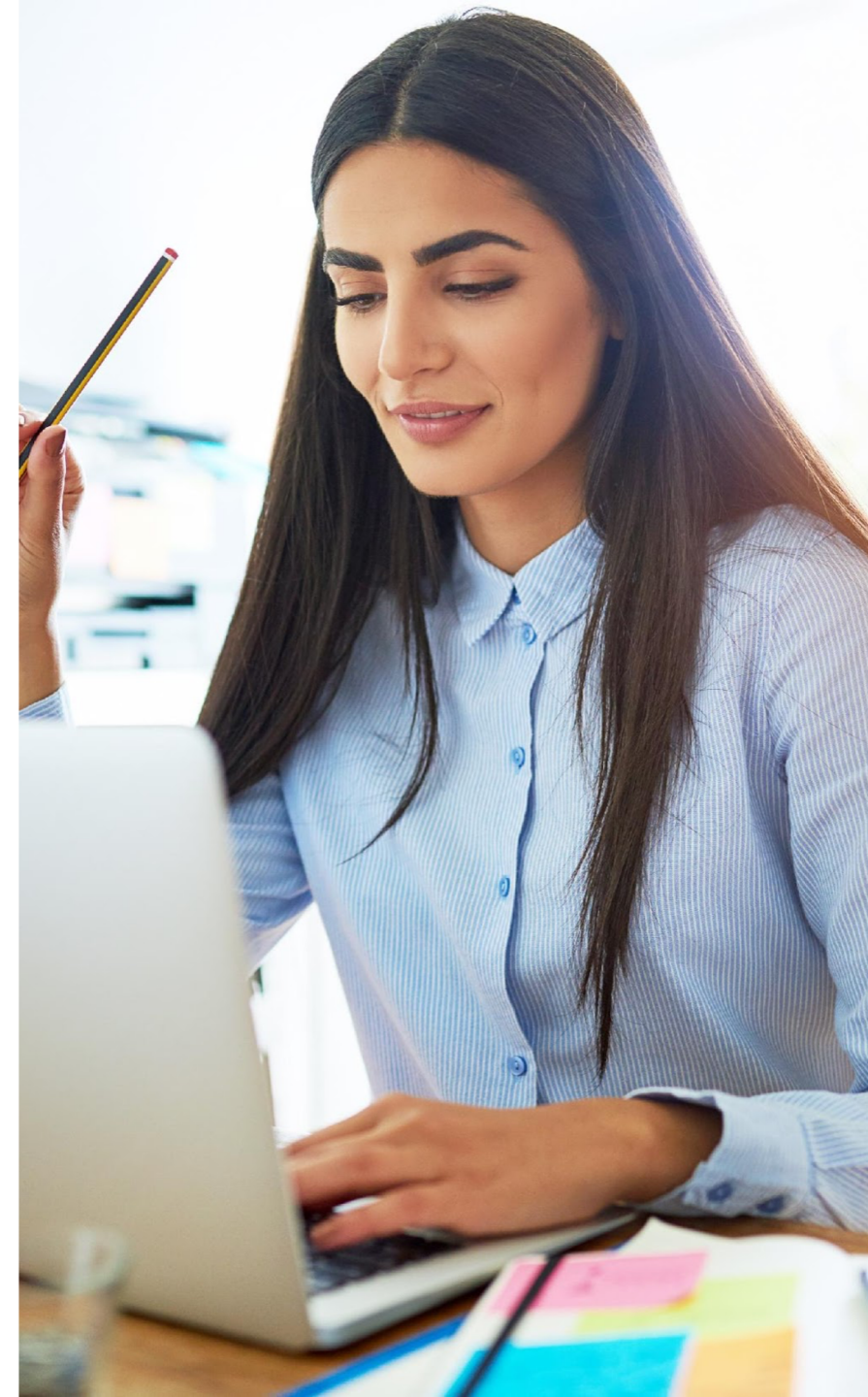
"This campaign proved that using Facebook lead ads optimized toward the conversion leads goal plus integrating our CRM system with Conversions API to send down-funnel customer activity data to Facebook substantially increased the quality of leads we received. It took less effort to sell our target number of vehicles given we were dealing with fewer, low-quality leads."
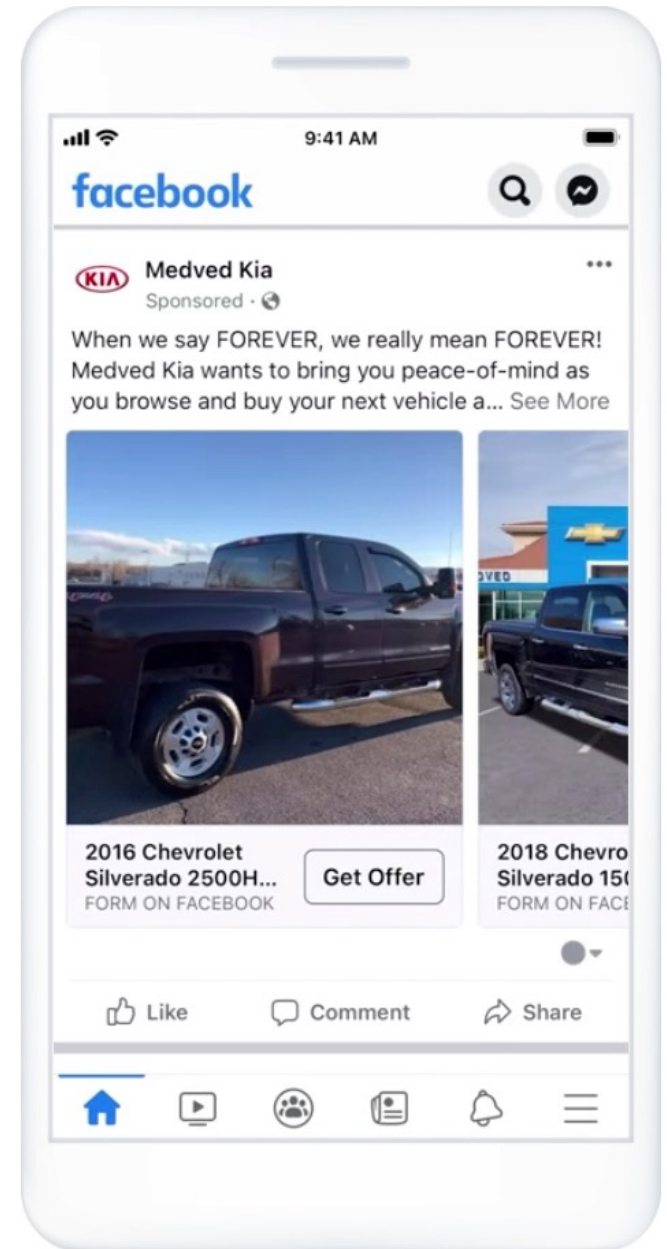
Jason Girdner, Chief Executive Officer, TECOBI

68%
Increase in conversion rate

8%
decrease in cost per quality lead

inside real estate

"The results of this extensive study showed a positive lift in overall lead quality and results for our customers. We've seen increased rates of conversions and engagements from Facebook leads, while costs stay in check, yielding even higher value and return on investment for our customers. We're excited to see these positive results through our innovative partnership with Facebook."

Nick Macey, President – CORE Division, Inside Real Estate

20%

higher conversion rate than business-as-usual campaign

2%

Increase in cost per qualified lead, which is statistically insignificant compared to business-as-usual campaign

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