

Oracle Responsys®

Facebook Lead Ads Integration

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09/10/2018

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Executive Summary

The Facebook Lead Ads integration with Responsys allows marketers to target Facebook users with an ad, that when clicked on, will present the user with a Facebook Form. When the user completes the Form, s/he will be added to the Responsys Profile list it is associated with. Configuration of this solution requires that objects be created in both the Facebook and Responsys systems, and then for the CSM or customer to work with the Support team to complete the configuration by mapping the Facebook and Responsys objects.

This document summarizes the steps necessary to setup a Facebook Lead Ads integration with Responsys, mainly from the Responsys point of view. It outlines the different teams/roles that need to be involved in this process and their respective responsibilities.

Solution Components

1. Facebook Lead Ad – A Facebook ad, when clicked on, will take the user to a Facebook Form.
2. Facebook Form – A Form that captures various information to be imported into the Responsys account. The fields on the form are specified by the marketer and need to map to the fields in the Responsys Form.
3. Responsys Form - a Form created in the Responsys account that is required to capture the Facebook Form data upon submission. The Responsys Form will not be accessed directly by any user.
4. Responsys List – The List that will capture the submitted Facebook Form data. The Responsys Form fields need to map to the Facebook Form and must exist on the Responsys List that will capture the submitted data.

Roles and Responsibilities

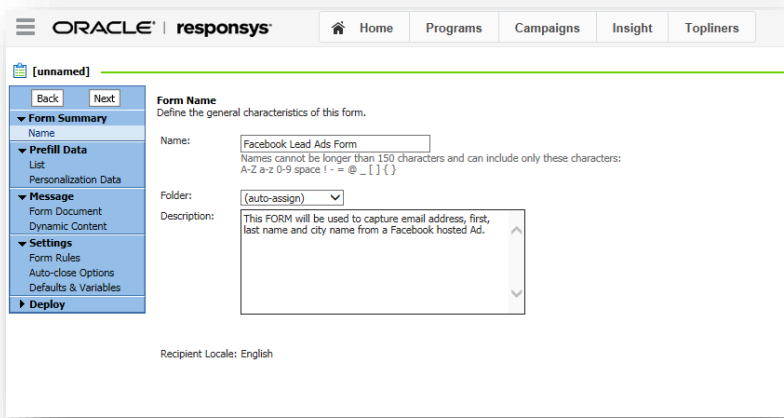
Group	Role	Responsibility
Client	Marketer	Define the end to end Marketing workflow for collecting information from Facebook and communicating with the Customer.
Responsys/Client	Solution Architect	Help architect the orchestration workflow starting with data collection to driving cross channel communication to the customer as a real time process. This role can also guide the Client on how to receive any event data created as a result of this

		orchestration flow for reporting purposes.
Client	Developer or Product Consultant	<ol style="list-style-type: none"> 1. Build the Lead Ads form in Facebook 2. Build the Responsys hosted FORM that will collect the information and write to the tables stored in Responsys. 3. Build any Campaigns or Programs that are triggered as result of user action on the Facebook hosted form. 4. Responsys Technical Support to setup the link in OAG between FB Form ID and Responsys FORM URL.
Responsys	Technical Support	Complete configuration, mapping Facebook Page id to Responsys FORM URL.

Configuration

This section describes the steps you need to follow to configure the Responsys portion of this solution. It is assumed that the Facebook Lead Ad and corresponding Facebook Form has already been created and configured in the client’s Facebook account. You can refer to [Facebook’s help section on Lead Ads](#) for more information.

Step 1: Create the Responsys Form



Step 2: Choose the table and the primary key to handle incoming data

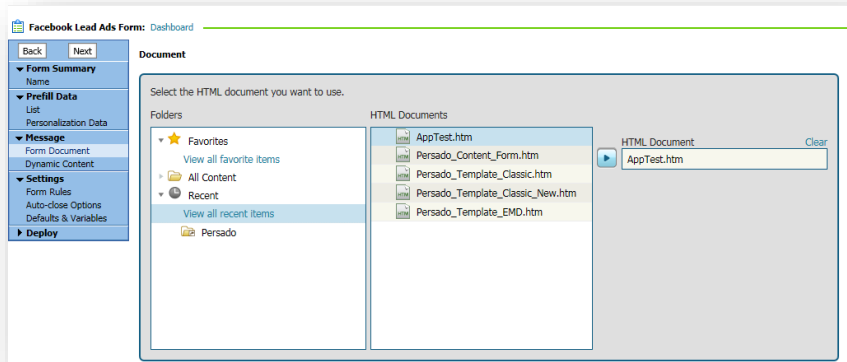
Step 3: Choose the HTML file that has the FORM fields aligned with the Facebook form used for data collection.

Note the following:

- The Oracle Responsys form will not be displayed to the user or used to directly capture information. It is used to post content passed from the Facebook form into the Responsys account by way of a form post.
- For the integration to work correctly, both the Facebook lead form and the Oracle Responsys Contact List must have matching fields.

For example, if your Oracle Responsys Contact List uses EMAIL_ADDRESS_, the Facebook form must also include an EMAIL_ADDRESS_ field. If your Responsys Contact List uses FIRST_NAME, the Facebook form must also have a FIRST_NAME field.

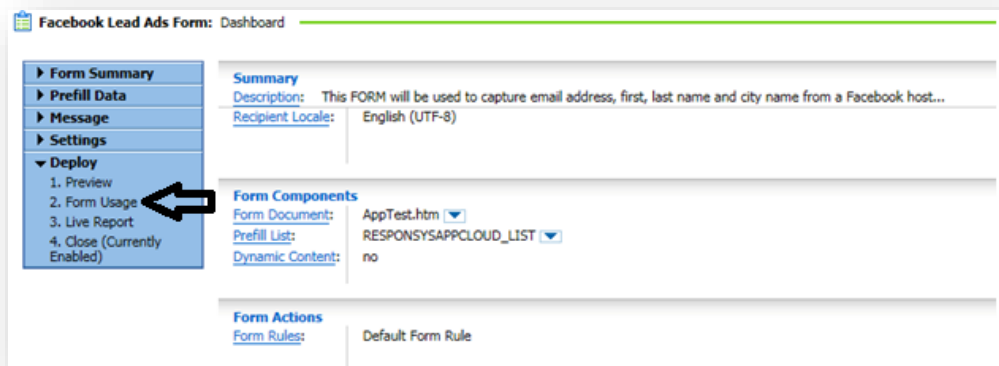
If your Facebook form has fields that do not match exactly to a Responsys Contact List, the integration will not work and the form data will not be posted to the Responsys Contact List.



Step 4: Complete all remaining steps with defaults and Publish the FORM.

- a. Define a default form rule. A default is required to complete a form, but has no bearing on the integration itself.
- b. No other options need to be set beyond the defaults

Step 5: Once the FORM is active, go back into the FORM dashboard and select FORM Usage:



Step 6: Use the 'Form action URL' and the '_ri_' parameter to construct your Form URL.



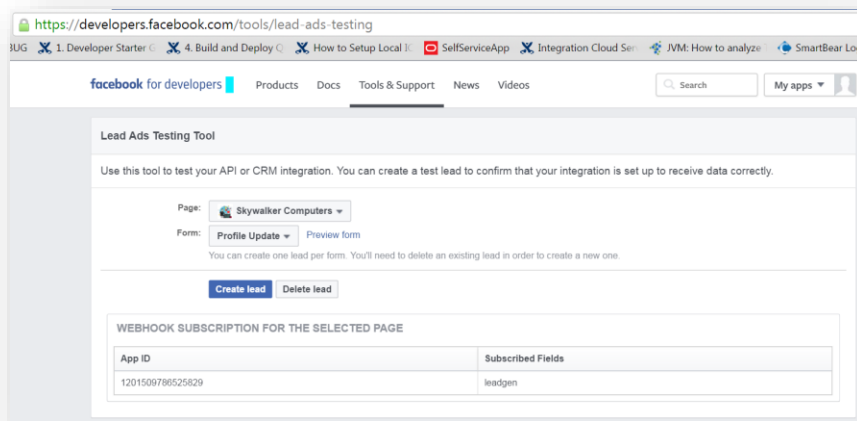
Using the example above, your **FORM URL** would be:

http://sns6.rsys5.net/pub/rf?_ri_=X0Gzc2X%3DYQpglLjHJIYQGjYv92YFzcJgOFzfzCNCp7s8E3zchoTLzbzbzdanVwjpnpgHlpgneHmgJoXX0Gzc2X%3DYQpglLjHJIYQGnPg2SCGc5I6cYwL9nzcruIAAGzdeu5zckzbzdf

That is, "**FORM Action URL**"+"?"+"**value**" equals your Form URL.

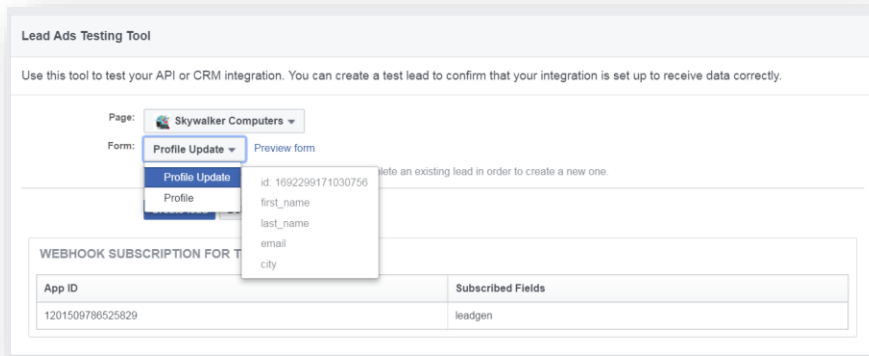
Step 7: Create your Facebook Page and obtain the Page ID by following steps outlined below:

- a. Login to <https://developers.facebook.com/tools/lead-ads-testing> using your Facebook username and password.
- b. You will see your Facebook Pages and Forms listed as per the below screenshot:

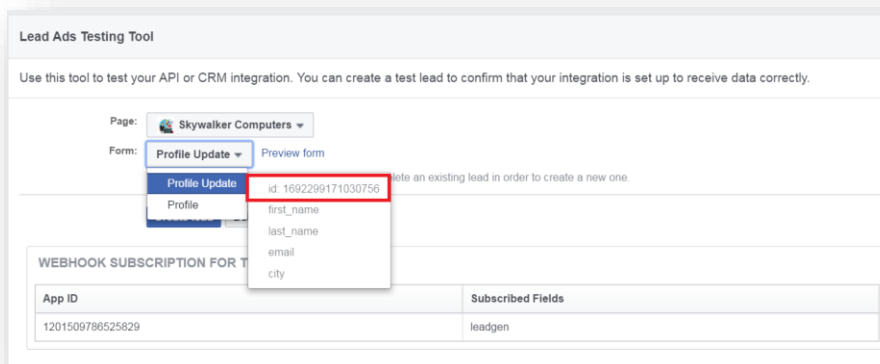


- c. Select the appropriate Page and the Forms associated with that Page will be listed.

- d. Click on the dropdown for the Form field and hover over the Form whose Id you want to obtain;



- e. Write down the id as shown in the below screenshot. This is your **Facebook FORMID**.



Step 8: Create a MOS ticket to request that FBLA be configured for the account

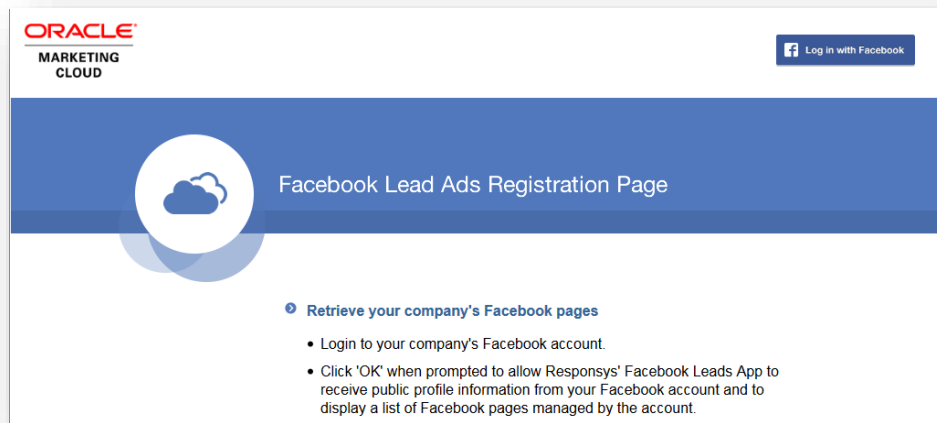
This ticket MUST have the following three pieces of information:

- Account Name
- FORM ID – which you have noted in Step 7e described above.
- FORM URL – which have created in Step 6 above.

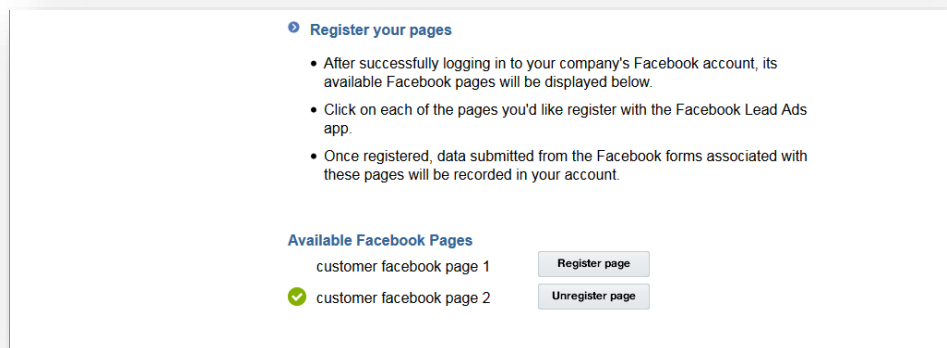
Support will use this information to complete the configuration of the feature. Once done, the MOS ticket will be updated.

Step 9: Register your Facebook pages with the Lead Ads app.

- Once you get confirmation that your request has been implemented, log in to <https://fbleadads.responsys.net/subscribepage/> and follow instructions on the screen.



b. Once you login you will see this additional information:



Once you register the Page, the setup is complete!

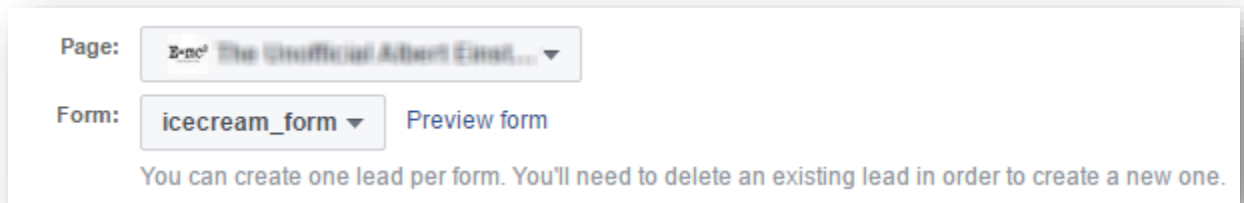
Testing

Facebook provides a Lead Ads testing tool to make it easy to check that you've configured your Forms correctly. The testing tool is found at <https://developers.facebook.com/tools/lead-ads-testing>. Before you can begin testing, you will need to complete all Configuration steps as outlined above.

Testing Instructions

1. Log in to your company's Facebook account.
2. Make sure your pages have been registered with the Responsys Lead Ads app (see Step 9 in the Configuration section above.)
3. Go to <https://developers.facebook.com/tools/lead-ads-testing>.

4. Select the Page and associated Form you want to test

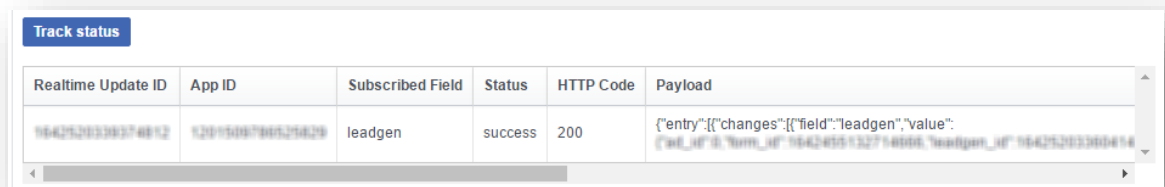


Page: **The Official Albert Einst...** ▼

Form: **icecream_form** ▼ [Preview form](#)

You can create one lead per form. You'll need to delete an existing lead in order to create a new one.

5. Click the 'Preview form' link to display your FB form
6. Complete the form and submit it
7. After submitting the form, click the Track Status button to see the status of your form Submit. If the status is 'Pending', wait about 10 seconds and click the Track Status button again. Repeat until the status changes and there is a corresponding HTTP Code and Payload. If the form submission was successful, the Status will be 'success', the HTTP code will be '200' and you will see the Payload passed on the form submission.



Realtime Update ID	App ID	Subscribed Field	Status	HTTP Code	Payload
16425203380414	1201500700529429	leadgen	success	200	{"entry":[{"changes":[{"field":"leadgen","value": {"id":"1642455132714006","leadgen_id":16425203380414}"}]}]}

8. Login to your Responys account and verify the record was added to the relevant tables.