

Oracle Responsys®

Facebook Lead Ads Integration

ORACLE® | **responsys®**

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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: Creating Tables

Create a profile list for the form to store the data. Optional PETs and supplemental tables can also be created to expand the storage of personalization data.

Profile List

Profile Lists

Create list ?

Define the name and location of the List.

Name:
Names cannot be longer than 100 characters and can include only these characters:
A-Z a-z 0-9 space ! - = @ _ [] { }

Folder:

Description:

Name: fbla_list
Folder: FBLA Test

Schema

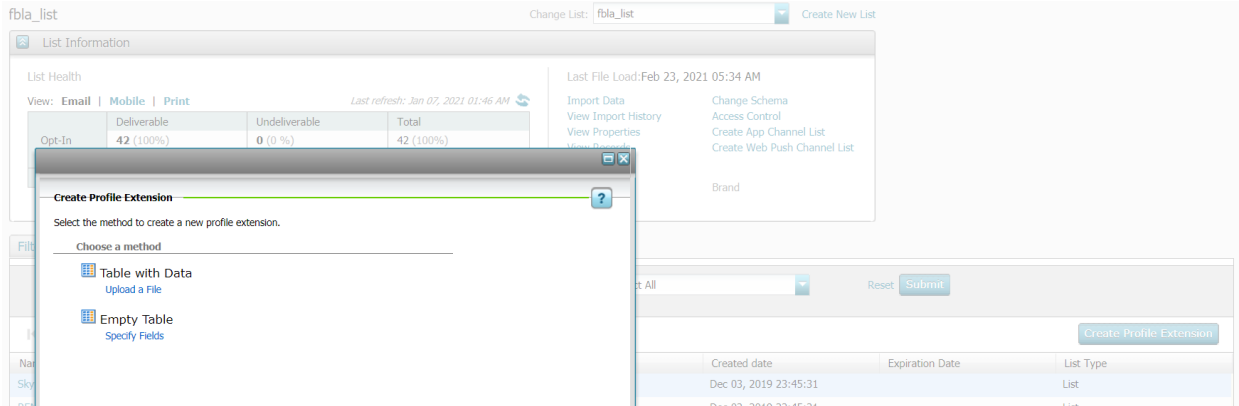
System Fields

RIID_	Integer Field
CREATED_SOURCE_IP_	Text Field (to 255 chars)
CUSTOMER_ID_	Text Field (to 255 chars)
EMAIL_ADDRESS_	Text Field (to 500 chars)
EMAIL_DOMAIN_	Text Field (to 255 chars)
EMAIL_ISP_	Text Field (to 255 chars)
EMAIL_FORMAT_	Single character field
EMAIL_PERMISSION_STATUS_	Single character field
EMAIL_DELIVERABILITY_STATUS_	Single character field
EMAIL_PERMISSION_REASON_	Text Field (to 255 chars)
EMAIL_MD5_HASH_	Text Field (to 50 chars)
EMAIL_SHA256_HASH_	Text Field (to 100 chars)
MOBILE_NUMBER_	Text Field (to 50 chars)
MOBILE_COUNTRY_	Text Field (to 25 chars)
MOBILE_PERMISSION_STATUS_	Single character field
MOBILE_DELIVERABILITY_STATUS_	Single character field
MOBILE_PERMISSION_REASON_	Text Field (to 255 chars)
POSTAL_STREET_1_	Text Field (to 255 chars)
POSTAL_STREET_2_	Text Field (to 255 chars)
CITY_	Text Field (to 50 chars)
STATE_	Text Field (to 50 chars)
POSTAL_CODE_	Text Field (to 25 chars)
COUNTRY_	Text Field (to 50 chars)
POSTAL_PERMISSION_STATUS_	Single character field
POSTAL_DELIVERABILITY_STATUS_	Single character field
POSTAL_PERMISSION_REASON_	Text Field (to 255 chars)
CREATED_DATE_	Time Stamp Field (date + time)
MODIFIED_DATE_	Time Stamp Field (date + time)

Custom Fields

CITY	Text Field (to 100 chars)
FULL_NAME	Text Field (to 100 chars)

Create PET from profile list page.



Format of sample PET

It should have valid extraction key from profile list.

Properties

Created by admin@qa52 on Dec 03, 2019 11:45 PM

Name: SkywalkerLeadsPet
Folder: FBLA Test
List: fbla_list

Schema

RIID_ Integer Field
FIRST_NAME Text Field (to 100 chars)
LAST_NAME Text Field (to 100 chars)
CITY Text Field (to 100 chars)
CREATED_DATE_ Time Stamp Field (date + time)
MODIFIED_DATE_ Time Stamp Field (date + time)

Key Fields

Data Extraction: RIID_

Create Supplemental Table:

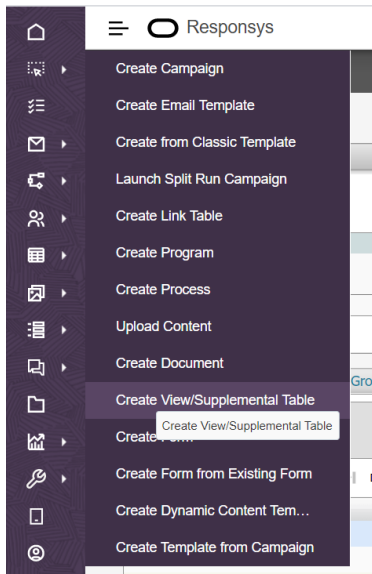


Table should have valid extraction key from the profile list. Supplemental Table and PET should not have duplicate column.

Name: Sup Table
Folder: FBLA Test

Schema

FULL_NAME Text Field (to 500 chars)
FATHER_NAME Text Field (to 500 chars)
MOTHER_NAME Text Field (to 500 chars)
CREATED_DATE_ Time Stamp Field (date + time)
MODIFIED_DATE_ Time Stamp Field (date + time)

Key Fields

Data Extraction: FULL_NAME

Table Primary Key Fields

Primary Key: FULL_NAME

Step 2: Create the HTML document to use in Form

Upload the HTML document that will be used to create form in Content library from hamburger menu.

The document should have <form> ...</form> and table column should be with in form tag. The table column should match how it was created in List/PET/Supplemental table.


```

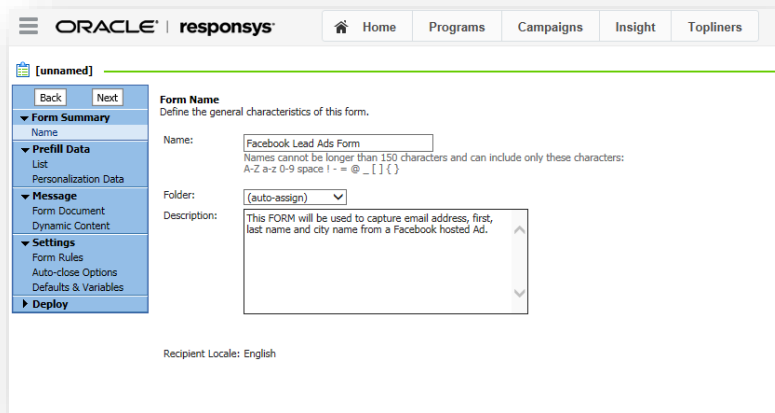
TD {
  FONT-SIZE: 10px; FONT-FAMILY: Verdana, Helvetica,Arial
}
.bordered {border:2px solid #000000;padding:26px;}
-->
</style>
</p>
<form method="post">
<p></p>
<table width="720" cellspacing="0" cellpadding="0">
<tbody>
<tr class="customized">
<td style="font-size: 10px; font-family: Verdana, Helvetica,Arial; padding-bottom: 6px; padding-top: 6px; padding-left: 6px; padding-right: 6px"><strong>Help us stay in touch with you: Update your contact info and preferences below.</strong></td>
</tr>
<tr>
<td class="bordered">
<table width="720" border="0" cellspacing="2" cellpadding="2">
<tbody>
<tr>
<td width="25%" style="font-size: 10px; font-family: Verdana,

```

Help us stay in touch with you: Update your contact info and preferences below.

	EMAIL_ADDRESS_
	full_name
	first_name
	last_name
	city
	FATHER_NAME
	MOTHER_NAME

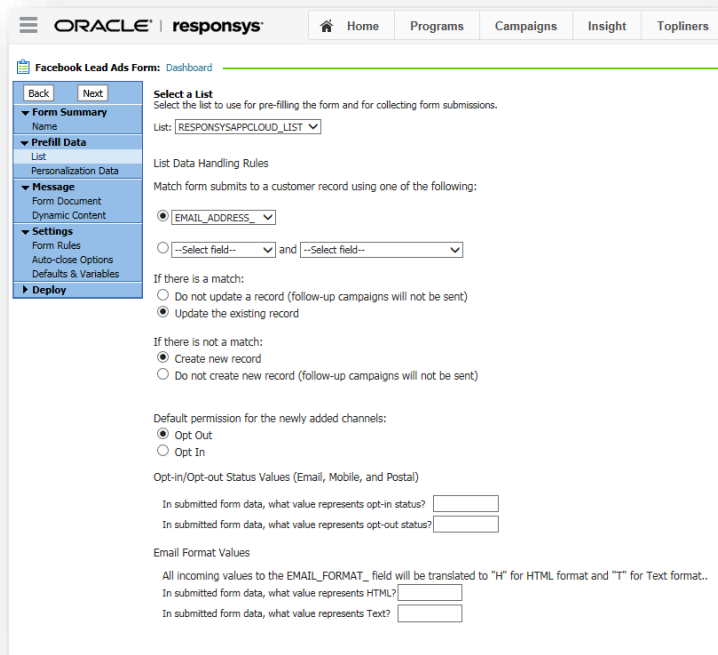
Step 3: Create the Responsys Form



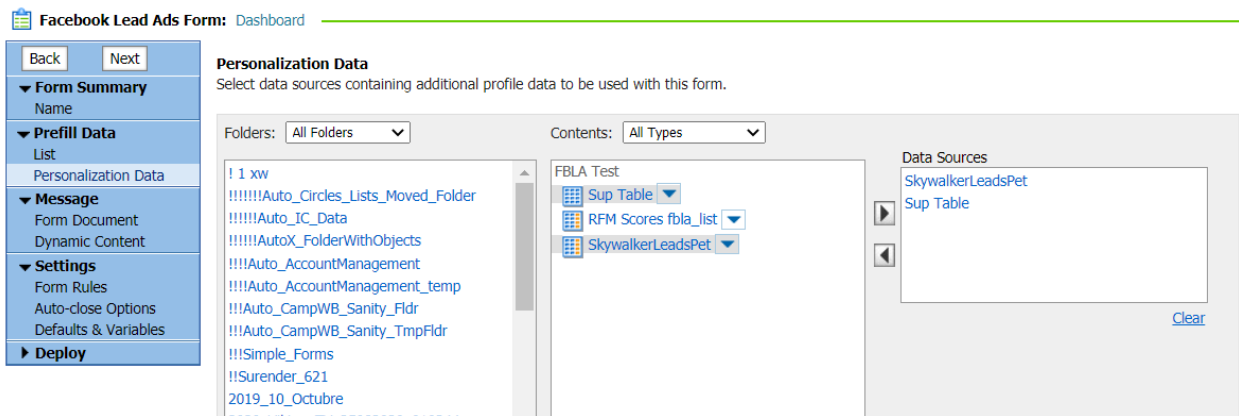
Step 4: Choose the table and the primary key to handle incoming data

In the Opt-in/Opt-out Status Values section, populate the fields with the expected incoming values from your form. If the form does not have incoming Opt-in/Opt-out Status values, then set the opt-in value to “I” and opt-out value to “O”.

Similarly, in the Email Format Values section, populate the fields with the expected incoming values from your form. If the form does not have incoming Email Format values, then set the HTML value to “H” and Text value to “T”.



Step 5: Choose the personalization data:



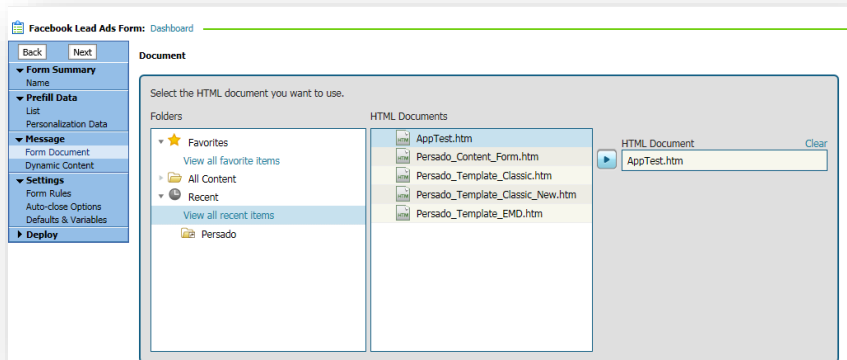
Step 6: Choose the HTML file that has the FORM fields aligned with the Facebook form used for data collection.

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. We may use the document that is uploaded via content library.

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.

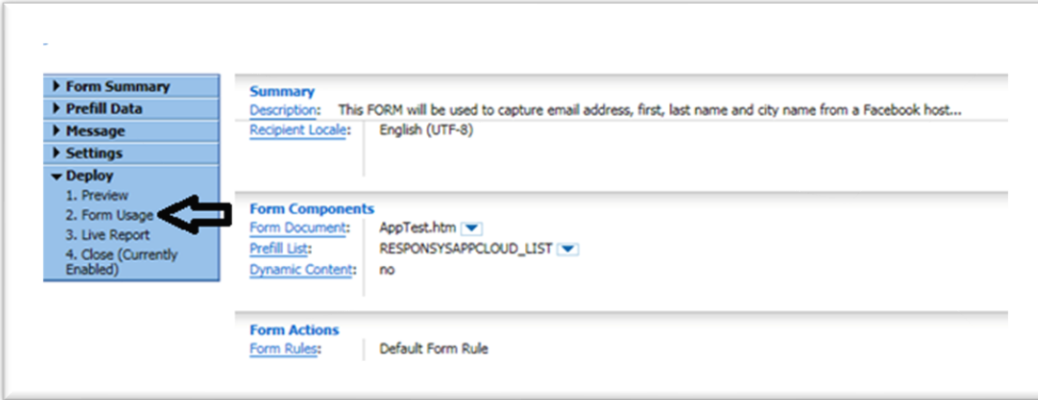
If your Facebook form has fields that do not match exactly to a Responsys Contact List, the integration will not work, and the form data will not be posted to the Responsys Contact List.



Step 7: Complete all remaining steps with defaults and Publish the FORM.

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

Step 8: Once the FORM is active, go back into the FORM dashboard and select FORM Usage:



Step 9: Use the ‘Form action URL’, ‘_ri_’, ‘_di_’ and ‘_ei_’ parameter to construct your Form URL.



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

http://sns6.rsys5.net/pub/rf?_ri_=X0Gzc2X%3DYQpglLjHJIYQGjYv92YFzcJgOFzfzfcNCP7s8E3zchoTLzbzbzdanVwjpnpghlpgneHmgJoXX0Gzc2X%3DYQpglLjHJIYQGnPg2SCGc5l6cYwL9nzcrUIAAGzdeu5zckzbzdf&_ei_=61d8bb2c-a070-484a-98ad-f56ded774415&_di_=f7471bc0-44a3-4765-bf85-977d9c53f3e0

That is Form `hostname+?_ri_+"value"+&+_di_+"value"+&+_ei_+"value"`

Step 10: Create your Facebook Page and obtain the Page ID by following steps outlined below:

- a. Login to <https://www.facebook.com/> using your Facebook username and password.
- b. Create a page from home page-> left panel, you will see pages, click “Create New Page”

... See All Pages

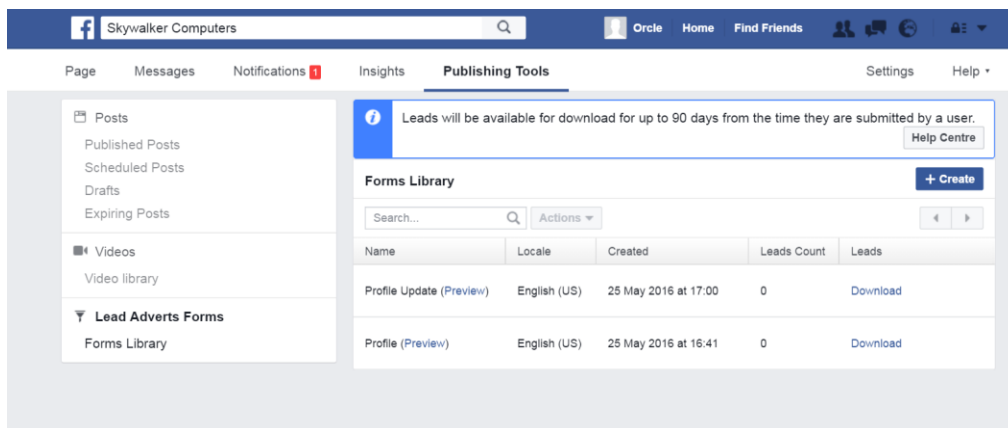
+ Create New Page

c. Create New Page, with valid category.

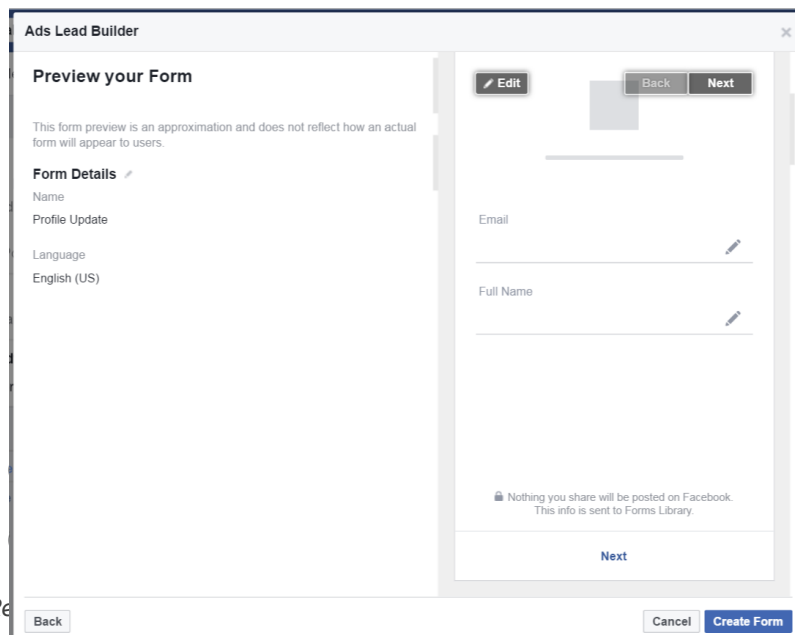


d. In the Facebook Page, click on 'Publishing Tools'.

On the left-hand side, click on 'Lead Adverts Forms' and then click 'Create'.



e. Enter details as below



f.

g.

Skywalker Computers

Placeholder

First name

Last name

Email

City

By clicking Submit, you agree to send your info to Skywalker Computers who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [Facebook Data Policy](#) [Privacy Policy](#)

Step 11: Create a MOS ticket to request that FBLA be configured for the account

This ticket MUST have the following three pieces of information:

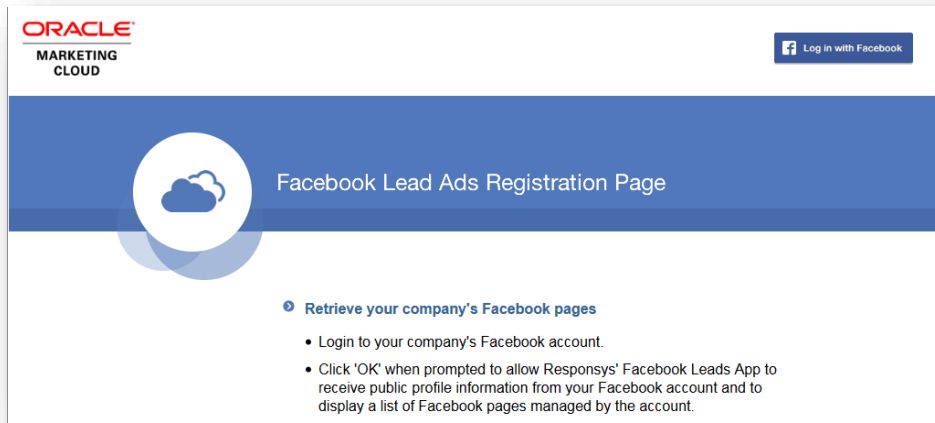
- a. Account Name
- b. FORM ID – which you have noted in Step 7e described above.
- c. FORM URL – which have created in Step 6 above.

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

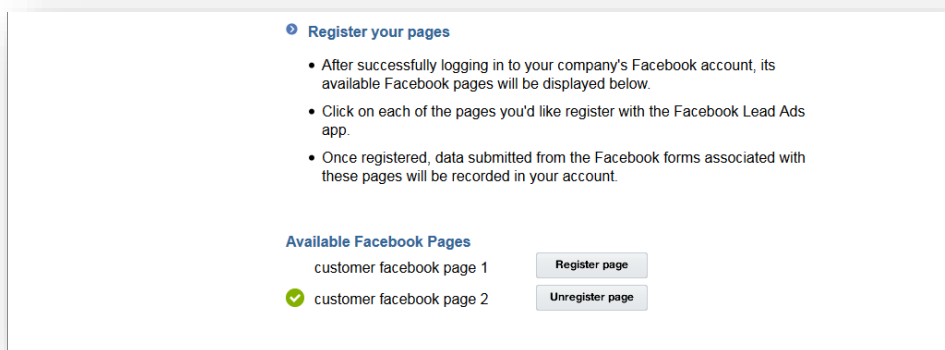
Step 12: Register your Facebook pages with the Lead Ads app.

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

Note: Only the Users with Admin Access can Register/Unregister a page to FB. Users with normal user access cannot perform the registering action. Please contact Responsys FBLA Team for more details.



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



Once you register the Page, the setup is complete!

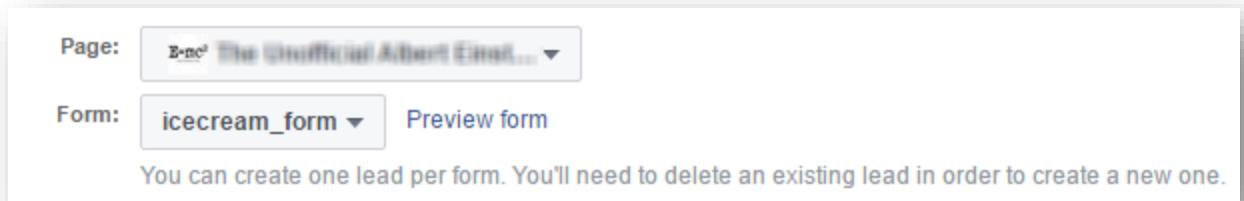
Testing

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



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.

Track status					
Realtime Update ID	App ID	Subscribed Field	Status	HTTP Code	Payload
16425203300414	1201500700529029	leadgen	success	200	{ "entry": { "changes": { "field": "leadgen", "value": { "ad_id": 0, "form_id": "1642495132714000", "leadgen_id": "16425203300414" } } } }

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