

FACEBOOK LEAD ADS + PHONE2ACTION

Connect advocates with lawmakers directly from your Facebook lead ads.

Facebook's giant community of users offers the ability to target and engage new advocates for your advocacy programs. Mobilizing these new supporters to take action, however, can be quite painstaking, as data must be transferred from the Facebook platform to your digital advocacy platform. This process takes time, and can decrease the likelihood of conversion as momentum is lost.

With the new Facebook lead generation advertising integration with Phone2Action, your advocates can now take action directly from your ads without leaving Facebook, making it easier than ever to convert advocates on mobile. What's more, all the advocate data, including email and text opt-ins, will flow seamlessly between platforms, allowing you to capture all conversion data in one place so you can easily determine ROI.



Enable advocates to contact their legislators directly from Facebook ads, even on mobile, and generate thank you messages immediately upon sign-up.



Integrate advocate data seamlessly with your Phone2Action instance, including email and text opt-ins. Quickly grow your advocate database without any extra work.



Increase conversions, lower the cost to acquire new advocates, and easily measure the efficacy of your ad and advocacy campaigns.

Select Facebook Campaign → Select Facebook AdSet → Select Facebook Ad → **Field Mapping**

Please map the Phone2Action fields to the Facebook Lead Ad fields. This mapping will allow the Facebook data to be imported properly into Phone2Action. Refresh the page after replacing the Facebook Lead Gen form or adding new Phone2Action fields.

These Phone2Action fields require mapping: Name(s), Email Address, Phone, Street Address, Title, ZIP Code

Facebook Ad Fields	Phone2Action Fields
Do you want to receive emails about our efforts?	Select Matching Field
Email	Select Matching Field
Full name	Full Name
Street address	Street Address
Zip code	ZIP Code
Phone number	Select Matching Field

Create Facebook Field ↕ Create Phone2Action Field ↕

Phone2Action is a pioneer in social media advocacy and continues to innovate on the suite of products available to our customers. Our newest feature lets you streamline the acquisition and mobilization of new advocates captured through Facebook lead generation programs, enabling a better "take action" experience for the advocate and increasing your conversion rates.

Highlights of the Facebook ad integration:

- Enable your advocates to take action and sign up for organization updates at the same time straight from your Facebook ads, even on mobile.
- Capture advocate data and sync directly to your Phone2Action instance.
- Easily re-engage your followers in future campaigns.
- No downloads, data entry, or spreadsheets are needed!

Visit Phone2Action.com for more information or to schedule a demo.

