Tag applied via PlusThis-
Facebook opt-in

Delivery

Push to purchase -
Facebook custom audience

Product purchased

Move to nurture -
Facebook custom audience

7 Tips Move to Nurture Facebook Audience Triggers
Created October 25, 2017

Menu ▾

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7 Tips for Automating - Lead Facebook Lead Triggers
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Facebook Lead Triggers

Selected Integrations: cu111   Jama StJohn Bryan

Which Facebook Page would you like to work with? (You must be a page admin.)

Your Online Marketing Team (YourOnlineMarketingTeam) ▼

Which Lead Ad Form would you like to integrate?

7 Tips for Email Marketing-1 ▼

Which tag should we apply to the contact record when a user completes the Lead Ad Form?

7 Tips for Automating Email Freebie ▼   +

Field Mapping

After configuring this Feature...

When a user completes the configured Facebook Lead Form, PlusThis will create or update an Infusionsoft contact record and apply the configured tag.

Feature Name

7 Tips for Automating - Lead

Which Facebook Ad Account would you like to work with?

Jama StJohn Bryan ▾

> **Important**
>
> **PlusThis can only update Facebook Audiences that were created via PlusThis.** All available Custom Audiences are displayed here, regardless of whether or not they were created in PlusThis. For this feature to function properly, please only select audiences that were created via PlusThis.

Which Facebook Audience(s) would you like to add the contact to?

7 Tips PDF to Purchase ➕

Which Facebook Audience(s) would you like to remove the contact from?

Please Select ➕

Which data should we use to find your contact records on Facebook?

☑ Email Address
☑ Phone Number

Which Phone field should we use to try to find a match?

Try All Standard Phone Fields ⌄

Feature Name

7 Tips Push to Purchase

Jama Sjohn Bryan

Which Facebook Audience(s) would you like to add the contact to?

7 Tips Nurture Audience   ✚

Which Facebook Audience(s) would you like to remove the contact from?

7 Tips PDF to Purchase   ✚

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Feature Name

7 Tips Move to Nurture