# FB Lead Form YVA Facebook Audience Triggers

## Feature URL (For use in Infusionsoft as HTTP Post)

https://e.plusthis.com/q/5532-hfbKtr7rVQMaOJFVEO113sPCd3ADjB1hBD9BBNEO

❓ Need help? Click here for implementation instructions.

## Run This Feature Now

Use this to *initially* sync your Infusionsoft records with Facebook. This is helpful if you already have a number of contact records who should be in the audience you've just configured. This initial sync should only be necessary to get started and an HTTP Post action should be configured in your Infusionsoft campaign for the long term. The HTTP Post should be configured to occur following a goal that indicates a record should be added/removed from your configured audiences.

**Select a tag and PlusThis will execute the feature on everyone with the tag.**

New Lead ▼

Run Feature Now

# Facebook Audience Triggers

**Selected Integrations:** f Valerie Jennings   kh367

**Which Facebook Ad Account would you like to work with?**

YVA/YCA ▼

> **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?**

FB lead   +

**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?
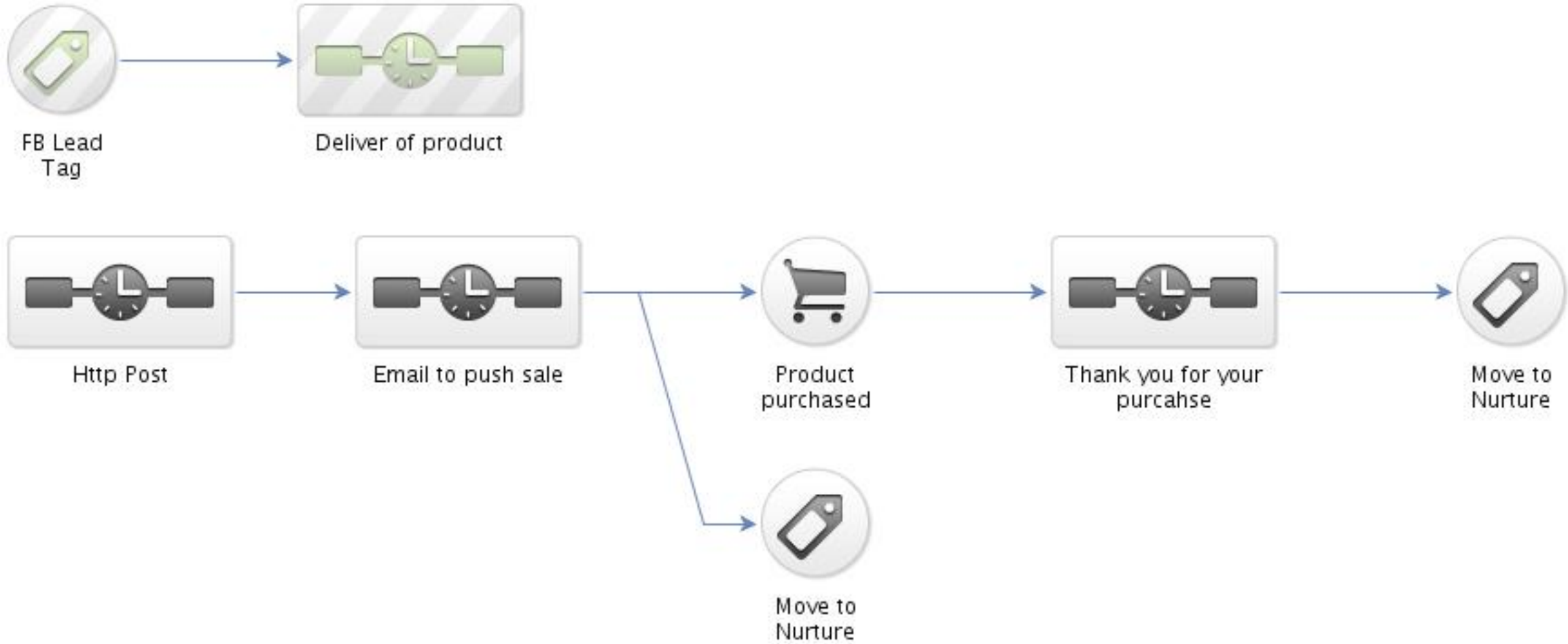
☑ Email Address
☑ Phone Number

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

    Phone 1 ▼

**Feature Name**

FB Lead Form YVA

[Save]

**FB Lead Tag** → **Deliver of product**

**Http Post** → **Email to push sale** → **Product purchased** → **Thank you for your purcahse** → **Move to Nurture**

**Move to Nurture**

If no purchase– move to Nurture