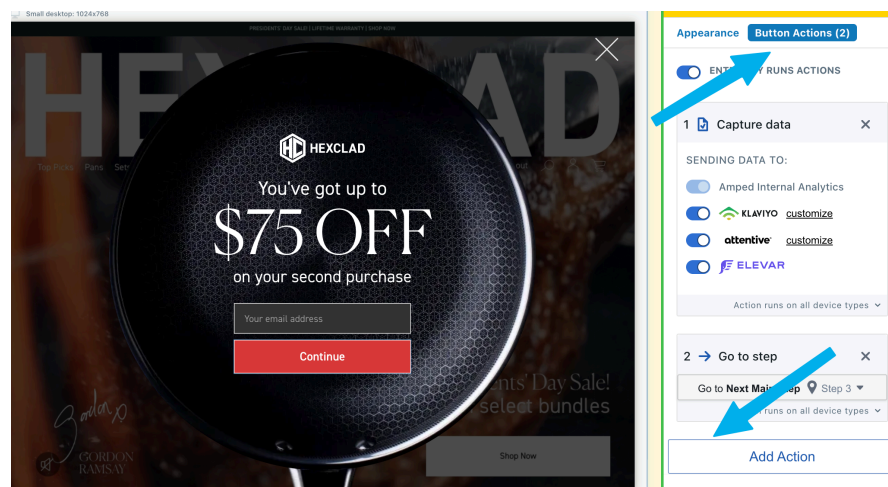


Facebook lead tracking with Mailchimp Forms

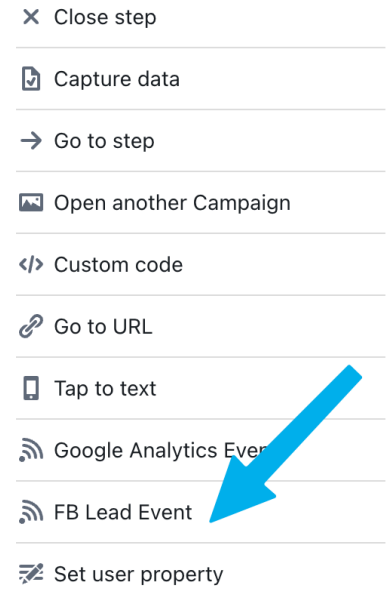
Activating Facebook Lead Events:

To activate Facebook lead events on your campaign, follow these straightforward instructions:

1. Navigate to the Email Capture Step:
 - Access your campaign settings and locate the step where you want the Facebook lead event to trigger, typically the email capture step.
2. Access Button Actions:
 - Within the email capture step, find the button or call-to-action (CTA) where you'd like the Facebook lead event to be triggered. This is usually the button that prompts users to submit their email address.
3. Add Facebook Lead Event:
 - Once you've identified the button, access its button actions settings. Look for the option to add new actions or edit existing ones.
 - Select the option to add a new action, and from the available button actions, choose "Facebook Lead Event."



4. Publish Changes:
 - After adding the Facebook lead event to the button actions, proceed to publish the changes to your campaign settings.
 - Once published, the events will automatically be sent to Facebook to track new leads.



5. Optional Customization:

- You have the flexibility to adjust the default properties that are sent with the Facebook lead event. This includes additional details such as custom parameters or event metadata.
- In most cases, adding the event without any additional details suffices for tracking leads effectively.

By following these steps, you can seamlessly integrate Facebook lead events into your campaigns, enabling you to monitor and analyze lead generation efforts accurately. This data empowers you to optimize your marketing strategies and identify the most successful ad campaigns driving opt-ins.