

# Integrate Facebook Lead Ads

## What is Facebook Lead Ads Integration?

Facebook Lead Ads Integration allows you to connect your Facebook Lead Center directly to AgentRoof CRM.

Once connected, leads submitted through your Facebook Lead Ads are automatically captured and added to AgentRoof CRM, helping you respond to new inquiries more quickly and efficiently.

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## Access the Integration Page

1. Navigate to the left-hand menu.
2. Click **Integration**.

The Integration page will be displayed.

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## Connect Facebook Lead Ads

1. Locate the **Facebook Lead Ads** integration.
2. Click **Connect Now**.

You will be redirected to the Facebook Lead Ads configuration page.

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## Configure the Integration

1. Click **Connect Facebook**.

## Import Existing Facebook Leads

If you would like to import leads that already exist in your Facebook Lead Center:

1. Select **Yes**.

If you only want to receive new leads going forward:

1. Select **No**.
2. Click **Continue**.

You will be redirected to the Facebook login page.

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## Log in to Facebook

1. Enter your Facebook credentials.
2. Complete the login process.

After successfully logging in, a list of Facebook Pages associated with your account will be displayed.

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## Select Facebook Pages

1. Select the Facebook Page or Pages you want to connect to AgentRoof CRM.
2. Click **Next**.

The permissions page will be displayed.

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## Grant Required Permissions

To allow AgentRoof CRM to automatically receive leads submitted through Facebook Lead Ads:

1. Review the requested permissions.
2. Select **Yes** for all permissions.
3. Click **Done**.

### “ Note

The requested permissions are required for AgentRoof CRM to retrieve leads from your Facebook Lead Center automatically.

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## Complete the Integration

1. Click **OK** on the confirmation screen.

Your Facebook Lead Center is now successfully connected to AgentRoof CRM.

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## Activate Connected Pages

After the connection is completed:

1. Return to the Facebook Lead Ads configuration page.
2. Locate the connected Facebook Pages.
3. Click **Activate** next to each page you want to receive leads from.

Once activated, leads submitted through those Facebook Lead Ads will automatically be added to AgentRoof CRM.

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## Manage Connected Pages

At any time, you can:

- Add additional Facebook Pages
- Remove connected Facebook Pages
- Activate or deactivate lead synchronization
- Disconnect the Facebook integration entirely

All management options are available from the Facebook Lead Ads configuration page.

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## Conclusion

You have successfully learned how to connect Facebook Lead Ads to AgentRoof CRM, import existing Facebook leads, activate connected pages, and manage your Facebook Lead Ads integration.

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