

CONVERTR PRODUCT GUIDE

Convertr Connected Apps

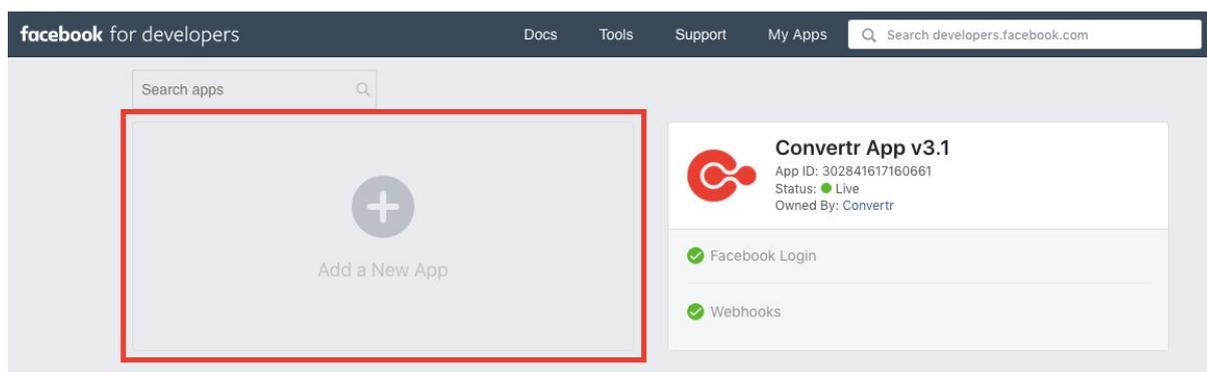
Facebook App Creation & Review
Submission Process

Prerequisites

- Your Business Manager must be verified www.facebook.com/business/help/2058515294227817
- You need to have admin permissions on the business manager
- You need to create a developer account <https://developers.facebook.com/>
- A campaign must be set up in your Convertr instances with a Publisher, Form and Link set up.
- You are allowed up to 4 Facebook pages associated to each app

Creating the Facebook App

1) Go to <https://developers.facebook.com/apps> (login with your FB account) and select Add a New App.



- 2) Complete the information in Create a New App ID and click Create App ID.
- Display Name is the name of the app e.g. *Convertr FB Connected App*
 - Contact Email is your work email

Create a New App ID

Get started integrating Facebook into your app or website

Display Name

Contact Email

By proceeding, you agree to the Facebook Platform Policies

3) In left side navigation, select Settings and then Basic.



4) Complete this page:

- App Domains is Convertr enterprise URL you are using e.g. <https://{enterprise}.cvtr.io>
- Privacy Policy URL is the privacy policy URL on your advertiser's website
- Terms of Service URL is the terms of use URL on your advertiser's website
- App Icon requires a **JPG, GIF, or PNG file** and the image size must be between **512 x 512** and **1024 x1024** pixels. File size limit is **5 MB**.
- Business Use select **Support my own business**
- Category select **Business and Pages** from the drop down menu

App ID 1264642340326580	App Secret ●●●●●●●● Show
Display Name Convertr	Namespace
App Domains [enterprise].cvtr.io x	Contact Email benson.mensah-bonsu@convertr.io
Privacy Policy URL https://www.convertr.io/privacy-policy/	Terms of Service URL https://www.convertr.io/terms-and-conditions/
App Icon (1024 x 1024) 	Category Business and Pages v Find out more information about app categories here
Business Use This app uses Facebook tools or data to	
<input checked="" type="radio"/> Support my own business <input type="radio"/> Provide services to other businesses	

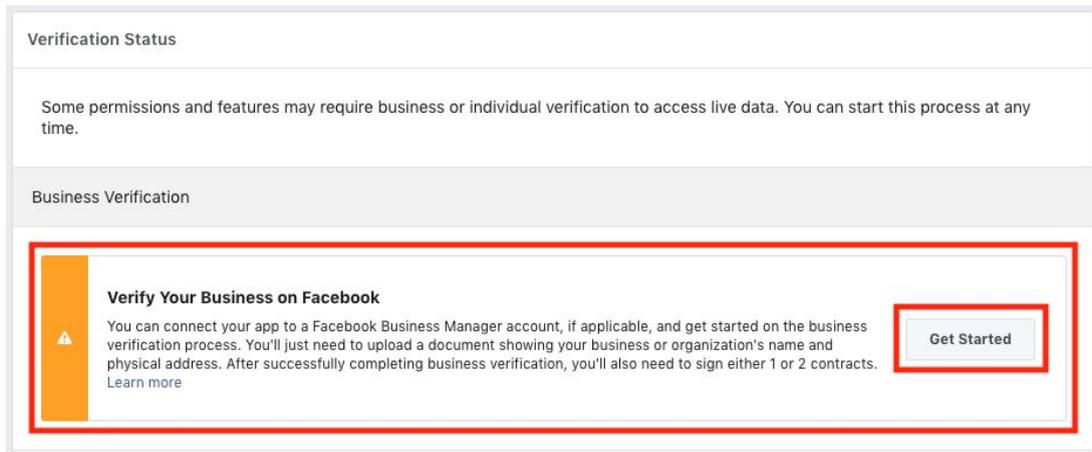
5) Copy and store the App ID and App Secret as you will need to reference this step every time you connect to a form in Convertr. To reveal the App Secret, click the Show button.

App ID 1264642340326580	App Secret ●●●●●●●● Show
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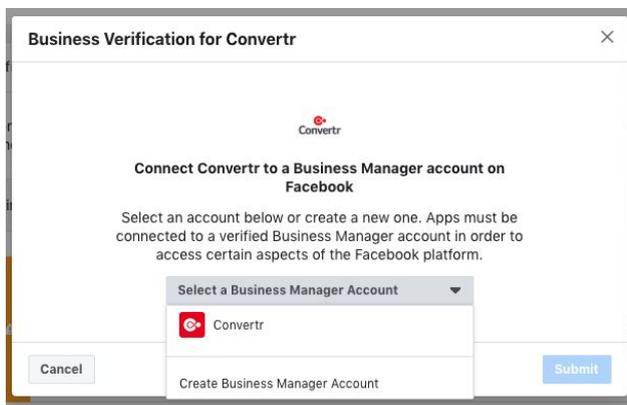
The App Secret will be revealed.

App ID 1264642340326580	App Secret ddee9482a2c8587fae58ac0be3497930	Reset
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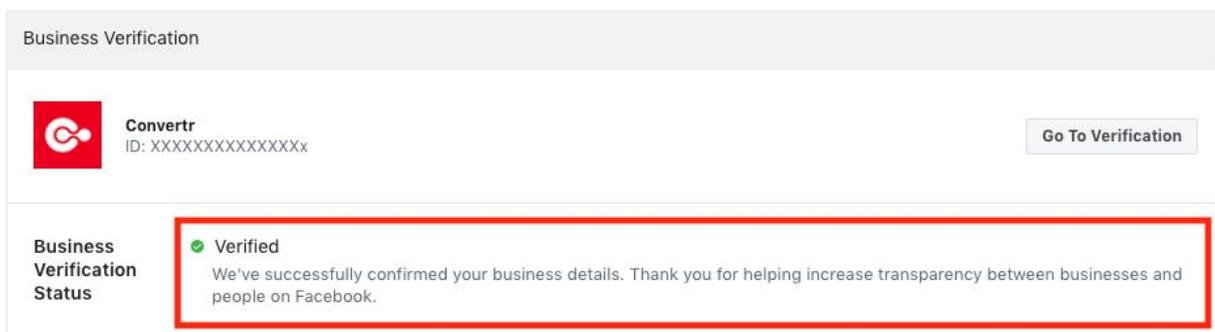
6) In the Verification Status, you need to connect your business manager to the app. Click Get Started.



7) Select the relevant business manager you want to connect the app to and press Submit.



8) If your Business Manager is already verified, you should see Verified. If not, you will need to follow the steps to get verified with Facebook <https://www.facebook.com/business/help/2058515294227817>

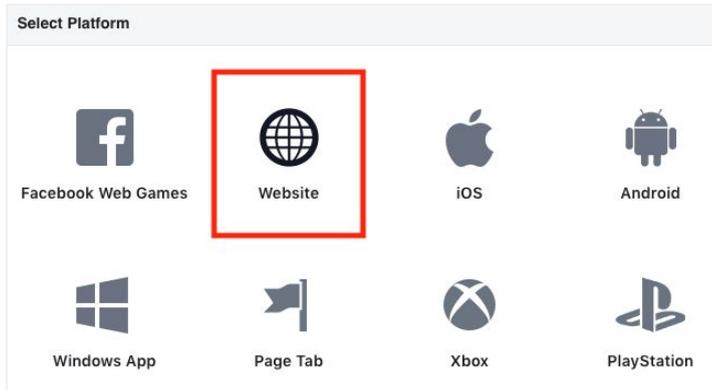


You may need to go through Individual Verification. <https://developers.facebook.com/docs/apps/review/#individual-verification>

9) At the bottom of the page, select Add Platform.



10) In the Select Platform pop up window, select Website.

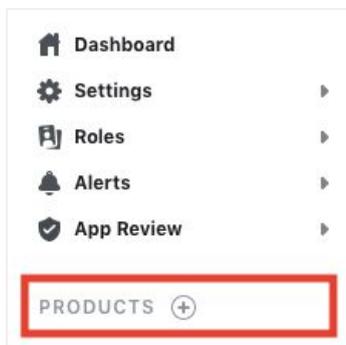


11) In the Website section, enter the Convertr enterprise URL e.g. [https://\[enterprise\].cvtr.io](https://[enterprise].cvtr.io)

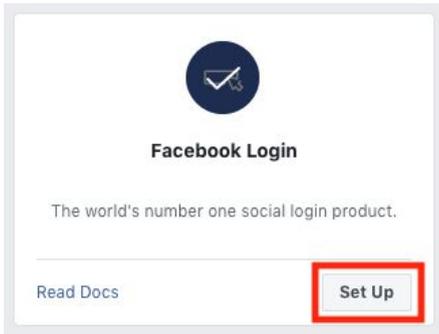


11) Then press Save Changes in the bottom right hand corner.

12) In the left side navigation, click PRODUCTS.



13) Locate Facebook Login and click Set Up.



14) In the Client OAuth Settings section, place the Convertr enterprise URL e.g. <https://{enterprise}.cvtr.io>, in the Valid OAuth Redirect URIs field.

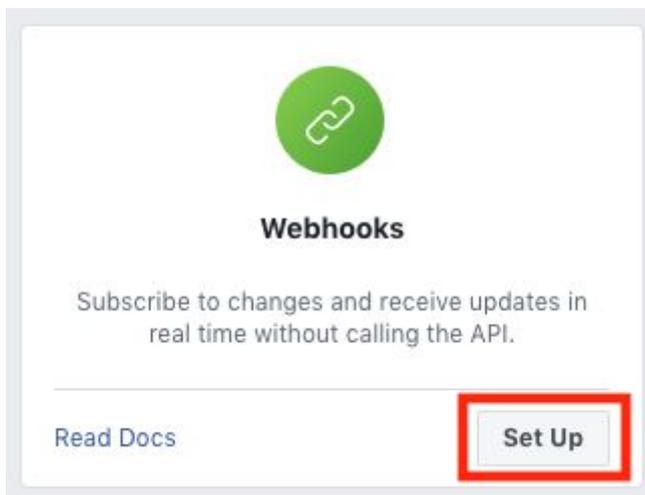
15) In the Deauthorize section, place the Convertr enterprise URL e.g. <https://{enterprise}.cvtr.io>, in the field Deauthorize Callback URL. Then click Save Changes.

16) In the left side navigation, click PRODUCTS.

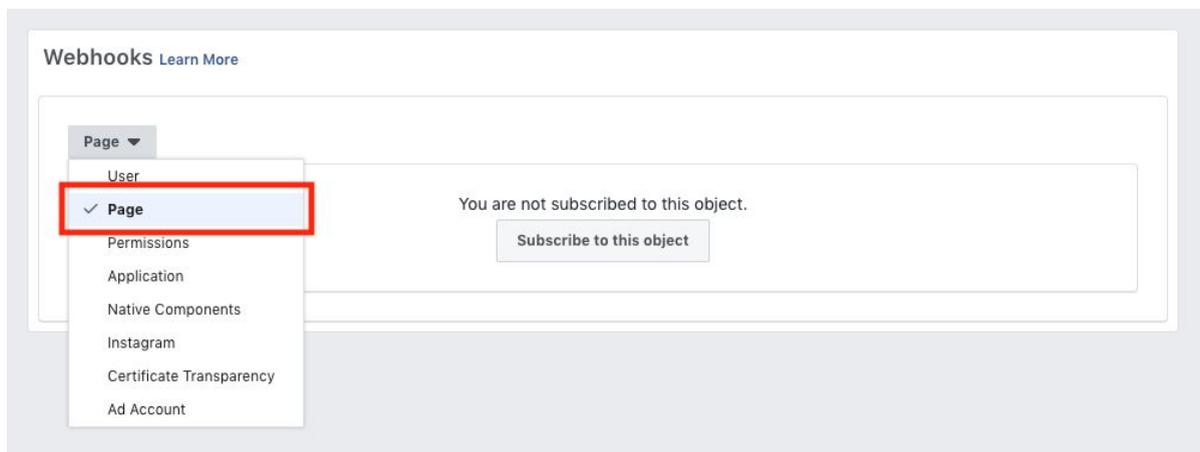
-  **Dashboard**
-  **Settings** ▶
-  **Roles** ▶
-  **Alerts** ▶
-  **App Review** ▶

PRODUCTS 

17) Locate Webhooks and click Set Up.

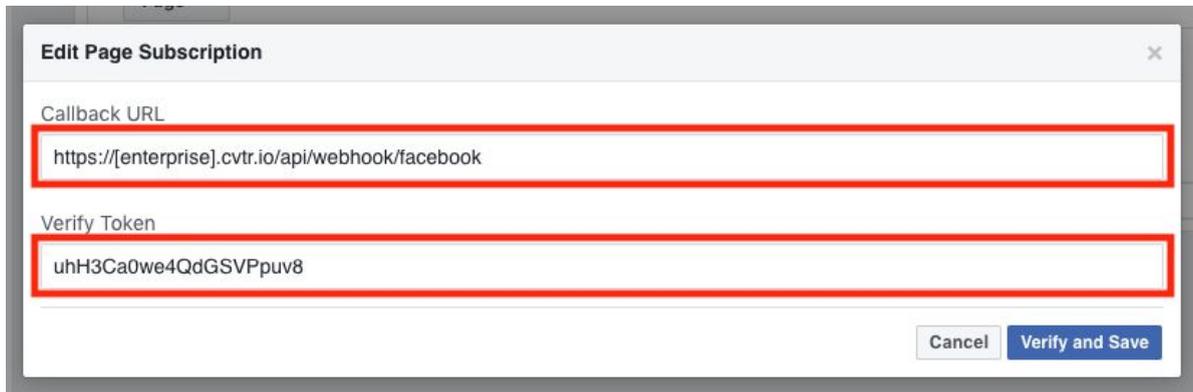


18) In Webhooks, select Page from the drop down menu, then click 'Subscribe to this topic'.



19) In the Edit Page Subscription pop up window, complete the fields as below:

- Callback URL: <https://{enterprise}.cvtr.io/api/webhook/facebook>
- Verify Token: **Please contact us at support@convertr.io and we will provide this.**



Edit Page Subscription [X]

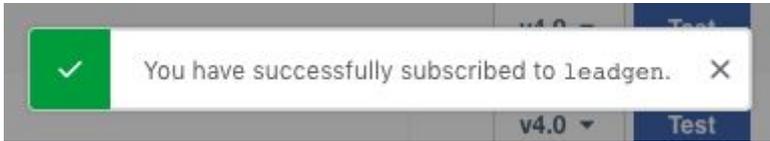
Callback URL

Verify Token

20) Once the URL has been verified, scroll down to the leadgen event and click Subscribe.

hours	v4.0 ▾	Test	v4.0 ▾	Subscribe
leadgen	v4.0 ▾	Test	v4.0 ▾	Subscribe
live_videos	v4.0 ▾	Test	v4.0 ▾	Subscribe

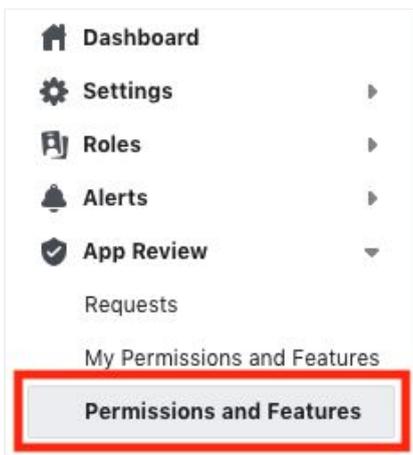
You will see the following message:



The subscription will also change:

hours	v4.0 ▾	Test	v4.0 ▾	Subscribe
leadgen	v4.0 ▾	Test	v4.0 ▾	Unsubscribe
live_videos	v4.0 ▾	Test	v4.0 ▾	Subscribe

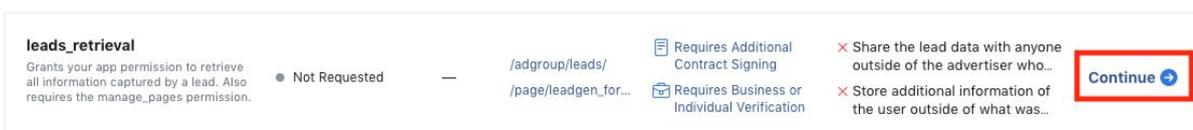
21) In the left side navigation, click App Review and then Permissions and Features.



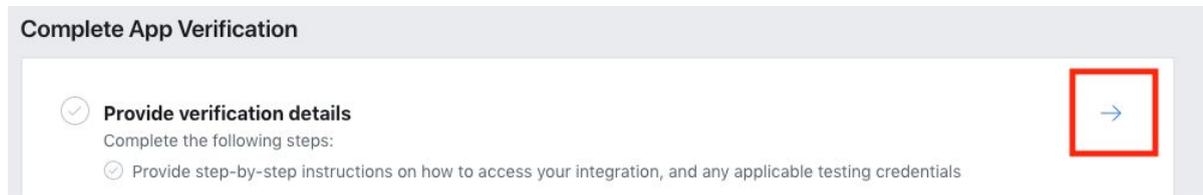
22) Locate leads_retrieval and click Request.



and then select 'Continue'



23) Scroll down to the Complete App Verification section and click on the arrow.



24) In the App Verification Details pop up window, select Yes. In the Platform Settings, you will need to input the following information: You must complete the highlighted red details as described:

Username: [input your Convertr login username]

Password: [input your Convertr login password]

- 1) After successfully logging in, select Connected Apps on the left side navigation bar and then select Facebook.
- 2) In the top left, click the Add Facebook Connection button
- 3) In the field labeled Facebook App ID*, input the Facebook App ID you're currently reviewing
- 4) The 'Log in with Facebook' window will pop up. Select 'Continue as.....'
- 5) On 'What Pages do you want to use with [Facebook App Display Name]', check the relevant Facebook Page then click Next.
- 6) On 'What is [Facebook App Display Name] allowed to do?', make sure Yes is selected for both Manage your Pages and Access for your Pages. Then click Done.
- 7) Once 'You've now linked [Facebook App Display Name] to Facebook' has loaded, select OK. You will be redirected back to the previous browser window.
- 8) New fields will appear in the Add Facebook Connection; use the following information to complete the window:

Facebook App Secret: [input Facebook App Secret]

Facebook Form: [Select Facebook Form]

Campaign: [Select a Convertr Campaign]

Publisher: [Select a Publisher, preferably 'Facebook']

Form: [Select a form]

Link: [Select a link if available]

25) The connection is complete. The first link underneath Campaign links to the campaign that will retrieve and process the leads from the Facebook page. Once you click through the link, you need to click Leads at the top of the page to see the list of leads being retrieved.

Then click Save.

App Verification Details

Is a Facebook reviewer able to access or login to your app to verify you're using permissions or features according to Facebook Platform Policy?

Yes
 No

Platform Settings

Provide all the necessary details for how a Facebook reviewer can log in to your app. To add new platforms, go to the Platform Settings on the app dashboard.

Website

Site URL: [https://\[enterprise\].cvtr.io/](https://[enterprise].cvtr.io/) [Edit your website log in URL](#)

Provide detailed step-by-step instructions on how a reviewer can test your integration and how you are using the requested permissions or features. Include any testing credentials required to access your integration. ^[?]

username:
password:

1. After successfully logging in, select 'Connected Apps' on the left side navigation bar and then select 'Facebook'
2. In the top left, click 'Add Facebook Connection' the button
3. In the field labeled 'Facebook App ID*', input the Facebook App ID you're currently reviewing

Note: Do not provide your personal Facebook account credentials.

26) Scroll down to the Requested Permissions and Features section and click the arrow in the 'Tell Us Why Are You Requesting leads_retrieval' section.

- Tell us how you'll use leads_retrieval**  
- Review the policies for leads_retrieval and tell us how you intend to use it
- Describe how your app uses this permission or feature
 - Agree that you will comply with allowed usage
 - Your submission must include pages_manage_ads to use leads_retrieval

27) In the 'Tell Us Why Are You Requesting leads_retrieval' section, upload this video (download the file [here](#)) and input the information below:

'Our App will require permissions to pull lead data captured from Facebook Lead Ads into the Convertr Platform and then route to the end client CRM

1. The user will give access to the page
2. The user will submit a lead via the facebook form
3. The Facebook platform will store this data
4. The app will then require access to enable the lead data to transfer to the Convertr platform
5. Convertr will process the lead data and route to the end client CRM'

Then press save.

Tell Us Why Are You Requesting manage_pages

Please provide a detailed description of how your app uses the permission or feature requested, how it adds value for a person using your app, and why it's necessary for app functionality. [?]

Our App will require permissions to pull lead data captured from Facebook Lead Ads into the Convertr Platform and then route to the end client CRM

1. The user will give access to the page
2. The user will submit a lead via the facebook form
3. The Facebook platform will store this data
4. The app will then require access to enable the lead data to transfer to the Convertr platform
5. Convertr will process the lead data and route to the end client CRM

Provide a detailed step-by-step video walkthrough of how your app will use this permission or feature so we can confirm it is used correctly and does not violate our policies. [?]

Convertr Facebook Walkthrough.mp4
Drag a new file here to replace the current screencast

28). Now your application is ready for review. Click Submit for Review in the bottom right hand corner. If you're unable to submit for review, you will need to complete any incomplete section before proceeding.

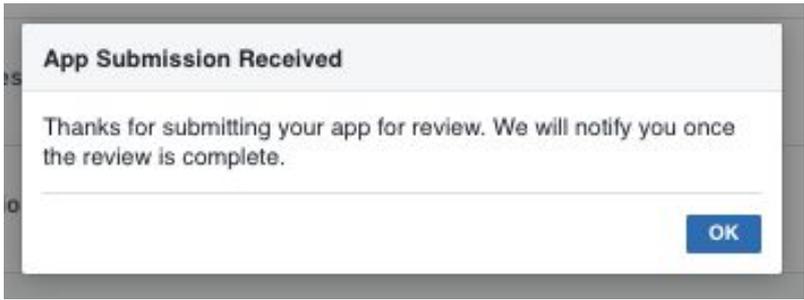
The screenshot displays the 'Complete App Verification' section of the Facebook App Review interface. It is organized into three main sections:

- Complete App Verification:** Contains one item, 'Provide verification details', which is marked as complete with a blue checkmark and a right-pointing arrow.
- Requested Permissions and Features:** Contains two items, both marked as complete with blue checkmarks and right-pointing arrows. The first is 'Tell us how you'll use leads_retrieval' and the second is 'Tell us how you'll use manage_pages'. Each item also includes a trash can icon for removal. Below these items is a link with a plus icon: 'Add additional permissions and features'.
- Complete App Settings:** Contains one item, 'Review your app settings', which is marked as complete with a blue checkmark and a right-pointing arrow.

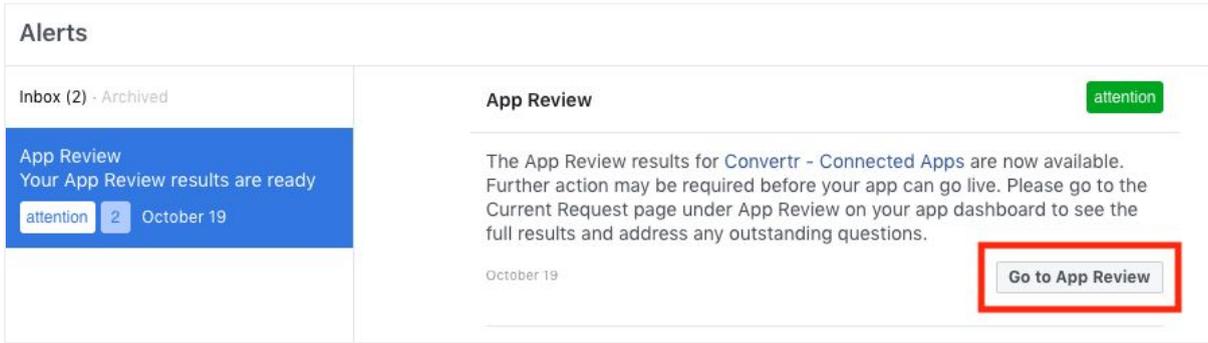
At the bottom right of the interface, there is a blue button labeled 'Submit for Review', which is highlighted with a red rectangular border.

29) In the Platform Onboarding Terms window, check the terms box in the bottom left corner and click Submit.

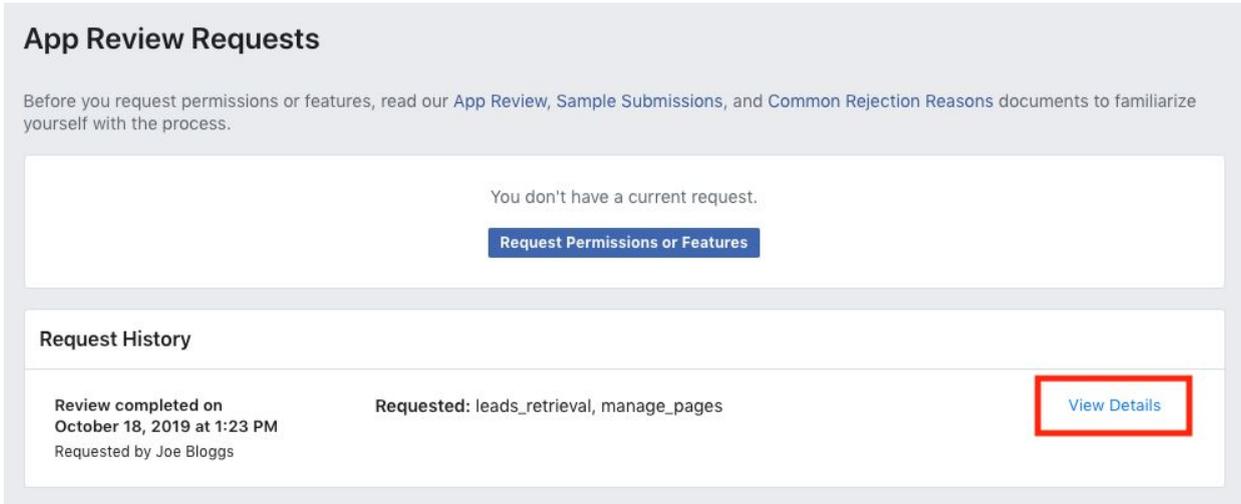
30) Press OK in the App Submission Received window. The review process can take up to 72 hours. We usually see a response within one business day.



31) Once the application has been reviewed, you'll receive an email informing you to review the results. The link in the email will click-through to the alerts page. In the respective alert, click Go to App Review.



32) In App Review Requests, click View Details in the Request History section.

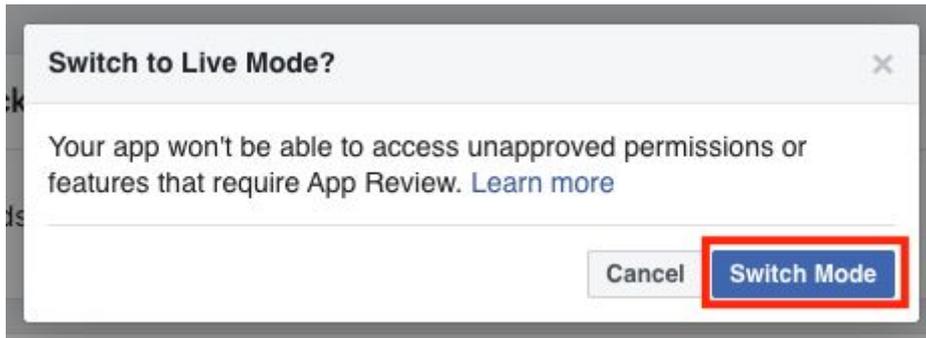


33) In App Review Details, you should see an Approved status for 'leads_retrieval, manage_pages'

34) In the top right hand corner, you can switch the Status on.

OFF Status: In Development

In the Switch to Live Mode window, click Switch Mode.



The Status will now show as Live.

ON Status: Live

You can now utilise the app to retrieve leads from Facebook Lead Ads.

Additional Resources

- [About Facebook Lead Ads](#)
- [Creating a Lead Ad](#) - Create a lead generation form and the ad.
- [Forms and Questions](#) - Manage and create forms and questions.
- [Create A Lead Ad With Prefilled Fields](#)
- [Testing and Troubleshooting](#) - Create and delete test leads.
- [Lead Ads Testing Tool](#)
- [Use the Leads Access Manager to customize which people, CRM or partner business/agency can download your leads.](#)