Channels · Facebook Lead Ads

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Facebook Lead Ads

Fully supported Meta Lead Ads → CRM lead ingestion.

Prerequisites

- Meta app with Lead Ads / webhooks capability
- Facebook Page + lead form
- Page access token
- `META_APP_SECRET` in CRM `.env` (same Meta app)

Meta links:

- Apps: https://developers.facebook.com/apps
- App Secret: **App settings → Basic**
- Webhooks: app dashboard → Webhooks / Page subscriptions for `leadgen`

Connect in CRM

1. Set `META_APP_SECRET` and `php artisan config:clear`
2. **Channels → Connect channel → Facebook Lead Ads**
3. Enter:
    - Display name
    - **Facebook Page ID** (`external_page_id`)
    - **Page access token**
4. Connect, then copy **Webhook URL** + **Verify token**

Meta webhook setup

1. Callback URL: public HTTPS URL to

   `/webhooks/channels/{uuid}`

   (use ngrok for local)
2. Verify token: from CRM connection page
3. Subscribe to **leadgen** for the Page
4. CRM handles `GET` hub.challenge verification automatically for this provider

Processing behavior

1. Validate `X-Hub-Signature-256` with `META_APP_SECRET` (fallback: connection webhook secret)
2. Parse `leadgen` changes; skip other pages if Page ID is set on the connection
3. Fetch lead field data from Graph API with the page token
4. Create/update CRM lead (source `facebook`) + `lead_channel_meta` (campaign/ad/form/page ids)
5. Idempotency key: `facebook_leadgen_{leadgen_id}`

Test connection

Calls Graph `GET /{page-id}?fields=id,name` with the stored token.

Queue

Inbound POSTs are queued on `channels`. Keep a worker running.

Security

- Rotate App Secret / page tokens if exposed
- Prefer short-lived tokens only for demos; use long-lived / system user tokens in production

Related

- Channels overview
- WhatsApp Cloud API (shares Meta app secret pattern)