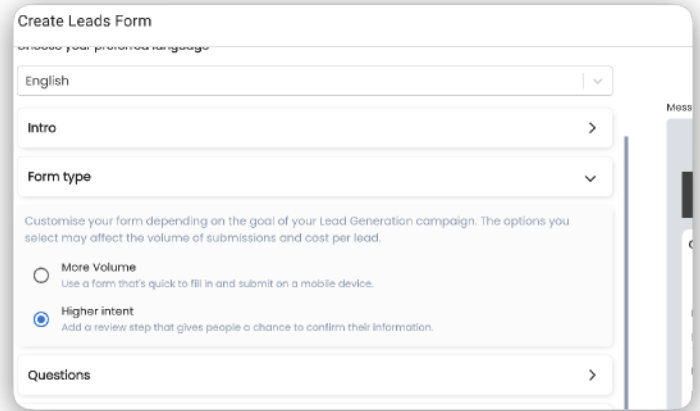


A smartphone is positioned diagonally in the foreground, displaying the Facebook mobile app interface. The screen shows a post with a photo of people, a 'Like' button, and a 'POSTS' section. In the background, a laptop keyboard is visible, with keys like 'esc', '1', '2', '3', '4', '5', '6', '7', '8', '9', '0', 'tab', 'q', 'w', 'e', 'r', 't', 'y', 'u', 'i', 'o', 'p', 'caps lock', 'a', 's', 'd', 'f', 'g', 'h', 'j', 'k', 'l', 'z', 'x', 'c', 'v', 'b', 'n', 'm', 'command', 'shift', 'control', and 'option' clearly visible. The text '7 Ways to Improve Facebook Lead Quality' is overlaid in large white font across the center of the image.

7 Ways to Improve Facebook Lead Quality

Turn on higher intent for Lead Form Type



Create Leads Form

Choose your preferred language

English

Intro

Form type

Customise your form depending on the goal of your Lead Generation campaign. The options you select may affect the volume of submissions and cost per lead.

More Volume
Use a form that's quick to fill in and submit on a mobile device.

Higher intent
Add a review step that gives people a chance to confirm their information.

Questions

Ask a short answer that is similar to the auto-filled info (if on More Volume)

Choose the type of information you need

Email x Full name x Phone Number x

Custom Questions
Ask for responses to questions that matter to your business.

Short Answers

What's your phone number?

+ Add Questions

appear

Brand

What's your phone number?

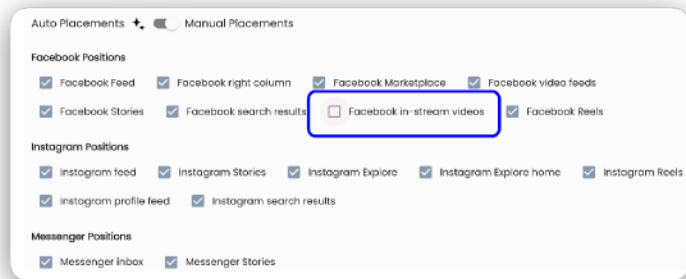
Enter your answer.

Next

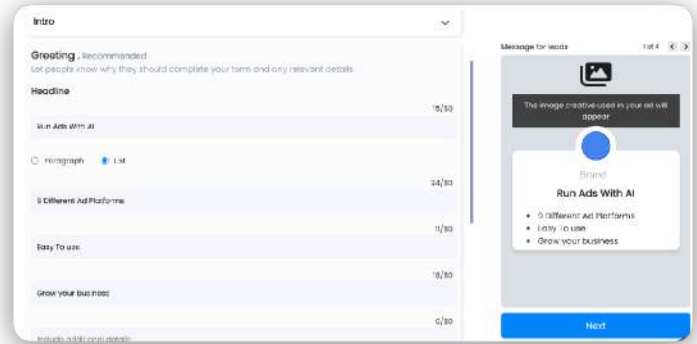
Ask for really necessary information.

You can add more questions for more friction, but just add necessary questions.

Remove Facebook in-stream video placements



Add a Greeting to your Lead Form



Adjust your audience targeting

- Retargeting
- Lookalikes
- Detailed interests

CAPI (Conversions API)

If you are running ads, this is why you need to be using the conversions API.

Blue are the hits sent by the website pixel tracking and Green are those sent via the conversions API. As you can see there is a tone of traffic and conversions missing!

Using the API Means lower cost per lead and better retargeting!



Conversion Goal

Send to a landing page with lead form

What is your ads objective?
Please select what's type of ad you want to run:

Traffic Send people to your website	Leads Use an instant form to collect contact information	Conversions Encourage people to go to your website and do something (Not required)
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Select Facebook Pixel:

Pixel Website

Select Conversion Goal:

Select...

Find Location:

Schedule:

Start Trial:

Select Application:

Subscribe

Leads

Complete Registration