# Unica Link V12.1.2 Facebook Connector User Guide

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# Chapter 1. Facebook connector overview

The Facebook connector uploads contact information, for an existing audience or a new audience, to Facebook.

# Chapter 2. Prerequisites

To use the Facebook connector you must have an Ad account with Facebook.

# Chapter 3. Configuration

To use the Facebook connector, the Unica administrator must configure a connection.

✏️ **Note:** If you have configured the Facebook connection, but have not used used it for 60 consecutive days, the token for the connection expires. If your token has expired, you must:

- Edit the connection
- Regenerate the token

The connection properties are as follows:

| Base URL | The Facebook API base URL. For example, https://graph.facebook.com/v9.0. |
|---|---|
| Business Account Id | The Facebook business account ID. |
| Client Id | The client ID for Facebook's app. It is auto populated as it is a read-only field. |
| Redirect URI | The redirect URI configured in the Facebook app. |
| Getcode_label | Redirects the browser to an HCL Software page. From that page, copy-and-paste the URL to the Redirect URL response field. |
| Get Code | Press to get an access code from Facebook. |
| Redirect URL Response | The redirect URL pasted from the HCL webpage. |
| Client Secret | The client secret for Facebook's app. It is auto populated as it is a read-only field. |

| | |
|---|---|
| Gettoken_label | Provides an authorization token. |
| Get Token | Get an access token from Facebook. |
| Access Token | The authorization token for the account. It is auto populated as it is a read-only field. |
| Auth Code | The authorization code. It is a read-only field. |
| State | The Auth URLs state. It will be auto populated as it is a read-only field. |
| Number of Retries | The total number of retries for an API if its execution fails. |

# Chapter 4. Test connection

When defining a connection, press the Test button.

This invokes a query operation on Facebook that ensures the server is accessible and the connection parameters are valid.

# Chapter 5. Configure a Touchpoint or Process box

When you configure a Facebook connector from a Touchpoint in Journey or a process box in Campaign, you will see the following properties:

| | |
|---|---|
| Ad Account ID | The Facebook Ad account ID. |
| Contact Action | The actions to perform on audience list in Facebook. The possible options in the dropdown are Upload to an existing Custom Audiences and Upload new Custom Audiences. |
| Audience | The Facebook audience to populate. This field would be a dropdown field and it would be enabled if contact action is selected as "Upload to an existing Custom Audiences". |
| Audience Name | The audience list name. It would be enabled if contact action is selected as "Upload new Custom Audiences". |
| Audience Description | The Custom Audience description. It would be enabled if contact action is selected as "Upload new Custom Audiences". |

The fields available on the field mapping screen are as per Facebook specification:

| Key | Guidelines |
|---|---|
| `EMAIL`<br>**criteria**: email addresses | **Hashing required**<br>Trim leading, trail whitespace, and convert all characters to lowercase. |
| `PHONE`<br>**criteria**: phone numbers | **Hashing required**<br>Remove symbols, letters, and any leading zeroes. You should prefix the country code if `COUNTRY` field is not specified. |

| Key | Guidelines |
|---|---|
| `GEN`<br><br>**criteria**: gender | **Hashing required**<br><br>Use these values: `m` for male and `f` for female. |
| `DOBY`<br><br>**criteria**: birth year | **Hashing required**<br><br>Use the `YYYY` format from 1900 to current year. |
| `DOBM`<br><br>**criteria**: birth month | **Hashing required**<br><br>Use the MM format: `01` to `12`. |
| `DOBD`<br><br>**criteria**: birthday | **Hashing required**<br><br>Use the DD format: `01` to `31`. |
| `LN and FN`<br><br>**criteria**: last and first names | **Hashing required**<br><br>Use `a-z` only. Lowercase only, no punctuation. Special characters in UTF8 format. |
| `FI`<br><br>**criteria**: first name initial | **Hashing required**<br><br>Use `a-z` only. Lowercase only. Special characters in UTF8 format. |
| `ST`<br><br>**criteria**: U.S. states | **Hashing required**<br><br>Use the 2-character ANSI abbreviation code, lowercase. Normalize states outside U.S. in lowercase, no punctuation, no special characters, no white space. |
| `CT`<br><br>**criteria**: city | **Hashing required**<br><br>Use `a-z` only. Lowercase only, no punctuation, no special characters, no white space. |

| Key | Guidelines |
| --- | --- |
| ZIP<br><br>**criteria**: zip code | **Hashing required**<br><br>Use lowercase, no white space. Use only the first 5 digits for U.S. Use Area/District/Sector format for the UK. |
| COUNTRY<br><br>**criteria**: country code | **Hashing required**<br><br>Use lowercase, 2-letter country codes in ISO 3166-1 alpha-2. |
| MADID<br><br>**criteria**: mobile advertiser ID | **Hashing NOT required**<br><br>Use all lowercase, keep hyphens. |

# Chapter 6. Event tracking

The response from the Facebook connector contains the following fields:

- `Audience_id`
- `Session_id`
- `Num_received`
- `Num_invalid_entries`
- `Num_valid_entries`
- `status`
- `errormessage`
- `timestamp`

**Success Scenario**:

`xxx,xxxx,1,0,1,Success,,2021-05-19T15:45:59`

**Error Scenario**:

`,,5,0,0,error,Malformed access token,2021-05-19T17:59:00`