

Unica Link V12.1.4 Facebook Connector User Guide



Contents

Chapter 1. Facebook connector overview.....	1
Chapter 2. Prerequisites.....	2
Chapter 3. Configuration.....	3
Chapter 4. Test connection.....	5
Chapter 5. Configure a Touchpoint or Process box.....	6
Chapter 6. Data Normalization.....	9
Chapter 7. Event tracking.....	12

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 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 and for more details related to data normalization, see [Data Normalization \(on page 9\)](#):

Key	Guidelines
<code>EMAIL</code> criteria: email addresses	Hashing required Trim leading, trail whitespace, and convert all characters to lowercase.
<code>PHONE</code> criteria: phone numbers	Hashing required

Key	Guidelines
	Remove symbols, letters, and any leading zeroes. You should prefix the country code if <code>COUNTRY</code> field is not specified.
<p><code>GEN</code></p> <p>criteria: gender</p>	<p>Hashing required</p> <p>Use these values: <code>m</code> for male and <code>f</code> for female.</p>
<p><code>DOBY</code></p> <p>criteria: birth year</p>	<p>Hashing required</p> <p>Use the <code>YYYY</code> format from 1900 to current year.</p>
<p><code>DOBM</code></p> <p>criteria: birth month</p>	<p>Hashing required</p> <p>Use the MM format: <code>01</code> to <code>12</code>.</p>
<p><code>DOBD</code></p> <p>criteria: birthday</p>	<p>Hashing required</p> <p>Use the DD format: <code>01</code> to <code>31</code>.</p>
<p><code>LN</code> and <code>FN</code></p> <p>criteria: last and first names</p>	<p>Hashing required</p> <p>Use <code>a-z</code> only. Lowercase only, no punctuation. Special characters in UTF8 format.</p>
<p><code>FI</code></p> <p>criteria: first name initial</p>	<p>Hashing required</p> <p>Use <code>a-z</code> only. Lowercase only. Special characters in UTF8 format.</p>
<p><code>ST</code></p> <p>criteria: U.S. states</p>	<p>Hashing required</p> <p>Use the 2-character ANSI abbreviation code, lowercase. Normalize states outside U.S. in lowercase, no punctuation, no special characters, no white space.</p>
<p><code>CT</code></p> <p>criteria: city</p>	<p>Hashing required</p>

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

Chapter 6. Data Normalization

This topic shows how to perform data normalization for the Facebook connector.

The following table lists the data format layout information for the Facebook connector:

Key	Guidelines	Remarks
<code>EMAIL</code> criteria: email address	Hashing required Trim leading and trailing white space and convert all characters to lowercase.	Data normalization and hashing requirement is taken care by Link connector.
<code>PHONE</code> criteria: phone numbers	Hashing required Remove symbols, letters, and any leading zeroes. You should prefix the country code if <code>COUNTRY</code> field is not specified.	Data normalization and hashing requirement is taken care by Link connector except country code validation.
<code>GEN</code> criteria: gender	Hashing required Use these values: <code>m</code> for male and <code>f</code> for female.	User needs to prepare their data as per given data format. Hashing requirement is taken care by Link connector.
<code>DOBY</code> criteria: birth year	Hashing required Use the <code>YYYY</code> format from 1900 to current year.	User needs to prepare their data as per given data format. Hashing requirement is taken care by Link connector.
<code>DOBM</code> criteria: birth month	Hashing required Use the <code>MM</code> format: <code>01</code> to <code>12</code> .	User needs to prepare their data as per given data format. Hashing requirement

Key	Guidelines	Remarks
		is taken care by Link connector.
DOBD criteria: birthday	Hashing required Use the DD format: 01 to 31.	User needs to prepare their data as per given data format. Hashing requirement is taken care by Link connector.
LN and FN criteria: last and first names	Hashing required Use a-z only. Lowercase only, no punctuation. Special characters in UTF-8 format.	User needs to prepare their data as per given data format. Hashing requirement is taken care by Link connector.
FI criteria: first name initial	Hashing required Use a-z only. Lowercase only. Special characters in UTF-8 format.	User needs to prepare their data as per given data format. Hashing requirement is taken care by Link connector.
ST criteria: U.S. states	Hashing required Use the 2-character ANSI abbreviation code, lowercase. Normalize states outside U.S. in lowercase, no punctuation, no special characters, no white space.	User needs to prepare their data as per given data format. Hashing requirement is taken care by Link connector.
CT criteria: city	Hashing required Use a-z only. Lowercase only, no punctuation, no	User needs to prepare their data as per given data format. Hashing requirement

Key	Guidelines	Remarks
	special characters, no white space.	is taken care by Link connector.
<p><u>ZIP</u></p> <p>criteria: zip code</p>	<p>Hashing required</p> <p>Use lowercase, no white space. Use only the first 5 digits for U.S.</p> <p>Use Area/District/Sector format for the UK.</p>	<p>User needs to prepare their data as per given data format. Hashing requirement is taken care by Link connector.</p>
<p><u>COUNTRY</u></p> <p>criteria: country code</p>	<p>Hashing required</p> <p>Use lowercase, 2-letter country codes in ISO 3166-1 alpha-2.</p>	<p>User needs to prepare their data as per given data format. Hashing requirement is taken care by Link connector.</p>
<p><u>MADID</u></p> <p>criteria: mobile advertiser ID</p>	<p>Hashing NOT required</p> <p>Use all lowercase, keep hyphens.</p>	<p>User needs to prepare their data as per given data format.</p>

Chapter 7. 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
```