

Unica Link V12.1.8 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 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 7](#):

Key	Guidelines
EMAIL criteria: email addresses	Hashing required Trim leading, trail whitespace, and convert all characters to lowercase.
PHONE criteria: phone numbers	Hashing required Remove symbols, letters, and any leading zeroes. You should prefix the country code if COUNTRY field is not specified.
GEN criteria: gender	Hashing required Use these values: m for male and f for female.
DOBY criteria: birth year	Hashing required Use the YYYY format from 1900 to current year.
DOBM criteria: birth month	Hashing required Use the MM format: 01 to 12 .
DOBD criteria: birthday	Hashing required Use the DD format: 01 to 31 .

Key	Guidelines
<p>LN and FN</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>FI</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>ST</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>CT</p> <p>criteria: city</p>	<p>Hashing required</p> <p>Use <code>a-z</code> only. Lowercase only, no punctuation, no special characters, no white space.</p>
<p>ZIP</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. Use Area/District/Sector format for the UK.</p>
<p>COUNTRY</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>MADID</p> <p>criteria: mobile advertiser ID</p>	<p>Hashing NOT required</p> <p>Use all lowercase, keep hyphens.</p>

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
EMAIL 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.
PHONE criteria: phone numbers	Hashing required Remove symbols, letters, and any leading zeroes. You should prefix the country code if COUNTRY field is not specified.	Data normalization and hashing requirement is taken care by Link connector except country code validation.
GEN 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.
DOBY 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.
DOBM criteria: birth month	Hashing required Use the <code>MM</code> format: 01 to 12.	User needs to prepare their data as per given data format. Hashing requirement is taken care by Link connector.
DOBD criteria: birthday	Hashing required Use the <code>DD</code> 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 <code>a-z</code> 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	User needs to prepare their data as per given data format. Hashing

Key	Guidelines	Remarks
	Use <code>a-z</code> only. Lowercase only. Special characters in UTF-8 format.	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 <code>a-z</code> only. Lowercase only, 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.
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.	User needs to prepare their data as per given data format. Hashing requirement is taken care by Link connector.
COUNTRY criteria: country code	Hashing required Use lowercase, 2-letter country codes in ISO 3166-1 alpha-2.	User needs to prepare their data as per given data format. Hashing requirement is taken care by Link connector.
MADID criteria: mobile advertiser ID	Hashing NOT required Use all lowercase, keep hyphens.	User needs to prepare their data as per given data format.

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

Example

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
```

Chapter 8. API Details

HCL Unica Link uses the Facebook Ad API to perform the following activities:

- Connect to the Facebook ad platform and authorize the user.
- List the “audiences”.
- Create new audience list.
- Upload/Append users to the audience and API response is sent back to Unica.

Generate Authorization Code

For detailed documentation to generate auth code, see <https://developers.facebook.com/docs/marketing-api/overview/authorization>.

API Details

URL

```
https://www.facebook.com/v8.0/dialog/oauth?client_id=%3Cclient_id%3E&redirect_uri=%3Credirect_uri%3E&state=unica-integration&response_type=code&scope=ads_management,business_management,public_profile"
```

Method

GET

Generate Access Token

For detailed documentation to generate access token, see <https://developers.facebook.com/docs/marketing-apis/overview/authentication>.

API Details

URL

```
https://graph.facebook.com/v14.0/oauth/access_token
```

Method

GET

List Business Owned Ad Accounts

For detailed documentation to list business owned Ad accounts, see https://developers.facebook.com/docs/marketing-api/reference/business/owned_ad_accounts/.

API Details

URL

```
https://graph.facebook.com/v14.0/<business-id>/owned_ad_accounts
```

Method

GET

List All Audiences on the Ad Manager

For detailed documentation to list all audiences on the Ad manager, see <https://developers.facebook.com/docs/marketing-api/reference/ad-account/customaudiences/>.

API Details

URL

`https://graph.facebook.com/v14.0/act_<AD_Account_ID> /customaudiences?fields=name`

Method

GET

Create Custom Audience

For detailed documentation to create custom audience, see <https://developers.facebook.com/docs/marketing-api/reference/ad-account/customaudiences/>.

API Details

URL

`https://graph.facebook.com/v14.0/act_<AD_Account_ID> /customaudiences`

Method

POST

Adding Users to an Audience

For detailed documentation to add users to an audience, see <https://developers.facebook.com/docs/marketing-api/reference/custom-audience/users/>.

API Details

URL

`https://graph.facebook.com/v14.0/<CUSTOM_AUDIENCE_ID>/users`

Method

POST

Important Notes

Refer the following information:

- Redirect URL is <https://hcltechsw.com/wps/portal>.
- Facebook Ads API URL format except Generate Auth Code API is `https://graph.facebook.com/<API VERSION>`, where host name is `graph.facebook.com` and `<API VERSION>` could be as `v13.0`, `v14.0`, or `v15.0`.
- Generate Auth Code API format is `https://www.facebook.com/<API VERSION>`, where host name is `facebook.com` and explicitly highlight the following:

Host name

- `graph.facebook.com`
- `facebook.com`

Port: 443

Chapter 9. Known Issues and Resolution

Summary of known issues in this version of the product.

The Connection is failing. If the returned status is 400, with the response:

```
{*issue 1-*{"message": "(#2635), You are calling a deprecated version of the Ads API. Please update to the latest version: v17.0.
```

Workaround

Update the Base URL connection property on UI to include the correct version as stated in the error message. The Base URL/Version format is as follows:

```
https://<FB site>/<Version>
```

Example

```
https://graph.facebook.com/v11.0
```

So, if your base URL is `https://graph.facebook.com/v11.0` and you click the test connection, it shows the earlier mentioned error message, and it says to use v17.0, then update it in base-URL as follows:

```
https://graph.facebook.com/v17.0
```