



# Lead Capture for Sales Cloud FAQ

## Q: Which Salesforce Editions are compatible with Lead Capture?

We support: Professional, Enterprise, Unlimited, Developer, and Performance Editions.

*NOTE: Group Licenses are not compatible with Salesforce Lead Capture.*

## Q: How do I edit or delete a Lead Capture Task?

Deleting a Lead Capture task is available within the app, after the task is created. To edit a Lead Capture task, the best approach would be to delete the current task and then re-create it.

## Q: Why does the Lead Capture app open with a blank page?

If the Salesforce Lead Capture app from the AppExchange opens to a blank page, it's likely that you haven't completed the first 2 "Configure the Lead Capture for Sales Cloud Connected App" steps in the [Implementation Guide](#). Please refer to the guide, complete those steps, and click on the Lead Capture tab. (If you're using Lightning Experience, click on the App Launcher).

*NOTE: Attempting to open Lead Capture while impersonating another user doesn't open the application. Please login as the user.*

## Q: How can I test that my Lead Capture Task is working?

Before running your Facebook Lead generation ad campaign, we recommend you test your Lead Capture task and lead nurturing (assignment rules, etc.) by using the Facebook Lead Ads Testing Tool to create a test lead for a specified lead advertising form.

1. Go to the [Facebook Lead Ads Testing Tool](#)
2. Select the Facebook page and lead advertising form to use
3. Click **Preview Form** to customize the lead form inputs. If not customized, Facebook generates inputs for each field in the form
4. Click **Create Lead**
5. Log into your Salesforce Org
6. Navigate to **Leads** and filter for newly created leads and you should be able to see the test lead from Facebook

## Q: I can't see my Facebook page in the drop-down menu -- how can I check whether or not I have the correct admin permissions?

Before you create a Lead Capture task, you will need to confirm that the Facebook page has the "Admin" role enabled for the Facebook page associated with the Lead Ad form. You can learn more about Lead Ad campaigns and forms on [Facebook](#).

Only Facebook pages which have "Admin" user level permission will be available for you to select when creating a Lead Capture task. If you cannot see your Facebook page from the drop down, it is likely that you do not have the correct permissions. Contact the 'Admin' of the Facebook page you wish to add, in order to adjust your permissions. Here's more about Facebook's [Page Roles](#)".



## Q: Why did my Task stop pulling in new leads?

This could be due to your Facebook password being reset, as this will prevent Lead Capture from fetching leads from Facebook. The best way to rectify this issue would be to delete the existing task and re-create it with a Facebook account where the password is known.

## Q: What is the difference between Sales Cloud Lead Capture and Marketing Cloud Lead Capture?

Sales Cloud Lead Capture and Marketing Cloud Lead Capture are independent apps and have two distinct purposes.

### **Sales Cloud Lead Capture:**

- Automatically pull leads from Facebook and create Lead Objects in Sales Cloud.
- This product is made available for free via the AppExchange and must be installed by your organization's Salesforce Administrator.
- For more information, see Salesforce [Lead Capture on the AppExchange](#).

### **Marketing Cloud Lead Capture:**

- Automatically pull leads from Facebook and insert them into Marketing Cloud Data Extensions.
- The product is provided for free as part of a standard Marketing Cloud license.
- For more information, see our "Marketing Cloud Lead Capture" [documentation](#).

## Does Lead Capture work for collecting data from Facebook Instant Articles?

Yes, Facebook Lead Ads and Instant Articles use the same Lead Gen Forms to capture leads.

To set this up, you must first connect an Instant Article to a Lead Gen Form in Facebook when you create your Ad Campaign. Then you'll want to connect that Lead Gen Form to Salesforce via Lead Capture. Once you've done those two steps, leads generated from Instant Articles will automatically be brought into your CRM.