

# A GUIDE TO THE XPONENTIAL FACEBOOK CONNECTOR APP

The California Consumer Privacy Act (CCPA) and other privacy laws currently enforced in Massachusetts, New York, Hawaii, Maryland, North Dakota with similar proposals in nearly 20 states nationwide enhance privacy rights and consumer protection but will impact the way leads are collected and transferred into your ClubReady account.

## Facebook Connector App

Digital partner agencies have access to technology that is non-disruptive to existing advertising workflows and advertising tools. After getting connected, advertisers simply have to place one parameter in the lead form for any lead ad that should route member data securely and compliant to ClubReady.

## Minimum Required Parameters (Right)

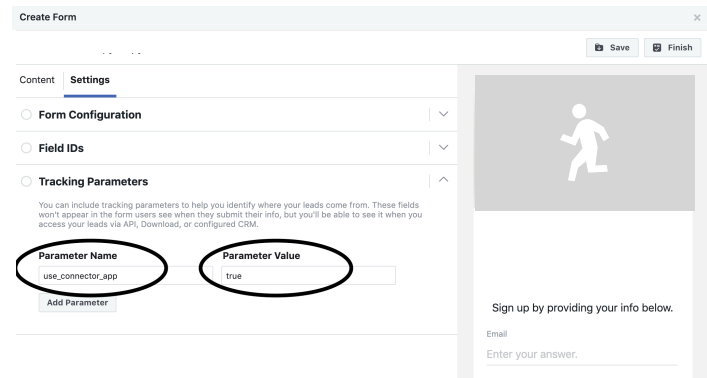
Clarity and consistency in using tracking parameters are paramount. This will make it possible to monitor and conduct data science initiatives across the numerous marketing campaigns that occur on your behalf.

## Connection Is **NOT** Automatic

Importantly, simply using these parameters in a Facebook lead ad form does NOT automatically route leads from Facebook to ClubReady. The connection must be authorized and set-up on request(s).

## Process To Confirm Your Lead Flow

Once your lead forms are set-up, submit a test lead, and ask the certified digital partner agency you are working with to confirm it routed successfully before you begin your advertising.



### `use_connector_app`

This parameter identifies which leads should route to ClubReady. The value of this must be "true" in the parameter value. The CAP application will recognize the Page association and map to the Agency referral ID specified automatically.

### `{any}_{other}_{detail}` ex. `creative_type`

You can pass through any additional data you wish, or is requested of you, by using underscores for names and plain text values in the tracking parameter fields.

**Parameter names** should be lower case and separated by underscores.

**Parameter values** are not case sensitive and can include spaces.

## WANT TO GET ACCESS TO THE FACEBOOK CONNECTOR APP?

CONNECT TO A DIGITAL PARTNER AGENCY

Connect with an Xponential certified digital partner agency to help you stay compliant – and keep running your campaigns exactly as you do now, but without the legal worry or a managed service fee. They will help you get started and stay compliant. Or turn over the keys to a certified digital partner agency and focus on other aspects of your business while the leads come in.