

Facebook Lead Ad Creative Specifications

2019

Lead Ad Components:

- Image Size: 1200 x 628 pixels
- Aspect Ratio: 1.91:1
- Post Text: 90 character limit
- Headline: 25 character limit
- Description: 30 character limit
- Options: Context Card, End Card
- Form and Privacy Policy
- Customer Disclaimer

Lead Form Types:

- More volume – use a form that is quick to fill out and submit on a mobile device
- Higher Intent – Add a review step that gives people a chance to confirm their info

Lead Form Questions

User Information ?

Email **Full name**

Fewer options

Contact Fields

<input type="checkbox"/> First name	<input type="checkbox"/> Last name	<input type="checkbox"/> Phone number
<input type="checkbox"/> Street address	<input type="checkbox"/> City	<input type="checkbox"/> State
<input type="checkbox"/> Province	<input type="checkbox"/> Country	<input type="checkbox"/> Post code
<input type="checkbox"/> Zip code		

Demographic Questions

<input type="checkbox"/> Date of birth	<input type="checkbox"/> Gender	<input type="checkbox"/> Marital status
<input type="checkbox"/> Relationship status	<input type="checkbox"/> Company name	<input type="checkbox"/> Military status

Work Information

<input type="checkbox"/> Job title	<input type="checkbox"/> Work phone number	<input type="checkbox"/> Work email
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In addition to user information, you can add up to 3 questions. Add an existing question or create your own.
[+ Add a question](#)



Custom Lead Form Questions (Limit: 3)

Custom Questions (Optional)

Request additional information with custom form questions.

Lead Form Intro (optional):

- Headline – 60 characters to briefly describe what people will receive
- Image – use the image from your ad or upload a new image (1200 x 628)
- Layout – paragraph or bullet points

Form Configuration

- Choose a form language
 - English (US), Italian, French, Spanish, Deutsch, English (UK)

Lead Form x

Add Privacy Policy and Disclaimer

Business Privacy Policy
 Your privacy policy link will appear with Facebook's default privacy disclaimer.

By submitting your info, you agree to send it to iubenda who will process and use it according to their privacy policy. View iubenda's Privacy Policy

<http://www.iubenda.com/privacy-policy/252372/>

Legal Disclaimers (optional)
 You are responsible for compliance with local law including the collection and use of phone numbers in your marketing activities. The form below may be used to provide any notice and consent disclaimers as required by applicable law.

This is the some additional space for legal disclaimers.

Privacy Policy (Required)

- Link Text – 70 characters
- Link URL – Required



- Custom Disclaimer (Optional)

Privacy Policy

Because you will be collecting customer information, you need to include a link to your company's privacy policy. Your link will appear with Facebook's default privacy disclaimer.

Link Text

Link URL

Custom Disclaimer

You can add additional notices like marketing opt-ins and legal disclaimers to the default Facebook privacy disclaimer.

Add custom disclaimer

Select ▾

Email
Enter your answer.

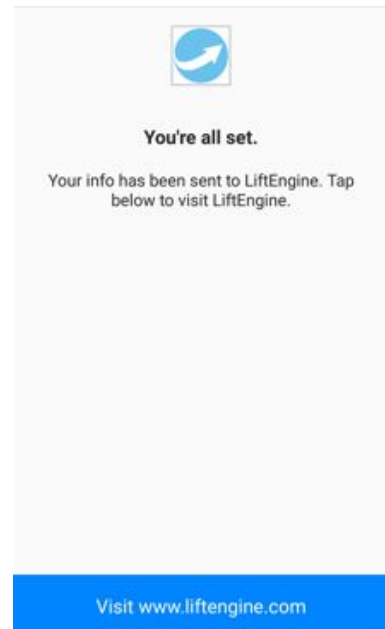
Full name
Enter your answer.

By clicking Submit, you agree to send your info to Wordplay Solutions who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#), [View Wordplay Solutions's Privacy Policy](#).

Submit

Thank You Screen

- Headline – 60 characters - Required
- Description - Required
- Button Type
 - View Website
 - Download
 - Call Business
- Button Text - 60 characters - Required
- Website Link - Required



- Sharing Options



(co-egg-ee): a latin term meaning 'to bring together'

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- Restricted – Only people who are delivered your ad directly can submit the form.
- Open – Your ad can be shared and anyone can submit this form.

There are certain categories of prohibited content which cannot be advertised. This can include, but is not limited to adult content, weapon-related content, alcohol-related content, tobacco-related content, and certain healthcare-related content.

If you have questions regarding the content of your ad, please reach out to your account manager and/or specialist.



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