


# Using Facebook Mobile Lead Ads

SmartEngage provides a seamless integration to build your email subscriber list automatically via Facebook's Lead Ads. This makes adding mobile users to your list extremely easy. By taking advantage of Facebook's powerful Lead Ads technology you can capture subscribers email addresses automatically in just 2 taps from Facebook.


**Step 1:** On the left navigation area click on "Lead Magnets"

 or type unknown

**Step 2:** On the top right of this page click on the button for "New Lead Magnet"

 or type unknown

**Step 3:** On the popup that appears click on the option for "Facebook Lead Ad" and click Next.

 or type unknown

For a full walkthrough please watch this video:

<https://player.vimeo.com/video/282750949>

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Revision #1

Created 7 October 2023 07:38:29 by Cindy

Updated 7 October 2023 07:40:19 by Cindy