

## LEAD ADS THAT CLICK TO MESSAGE

# Engage with leads in Messenger or Instagram chat

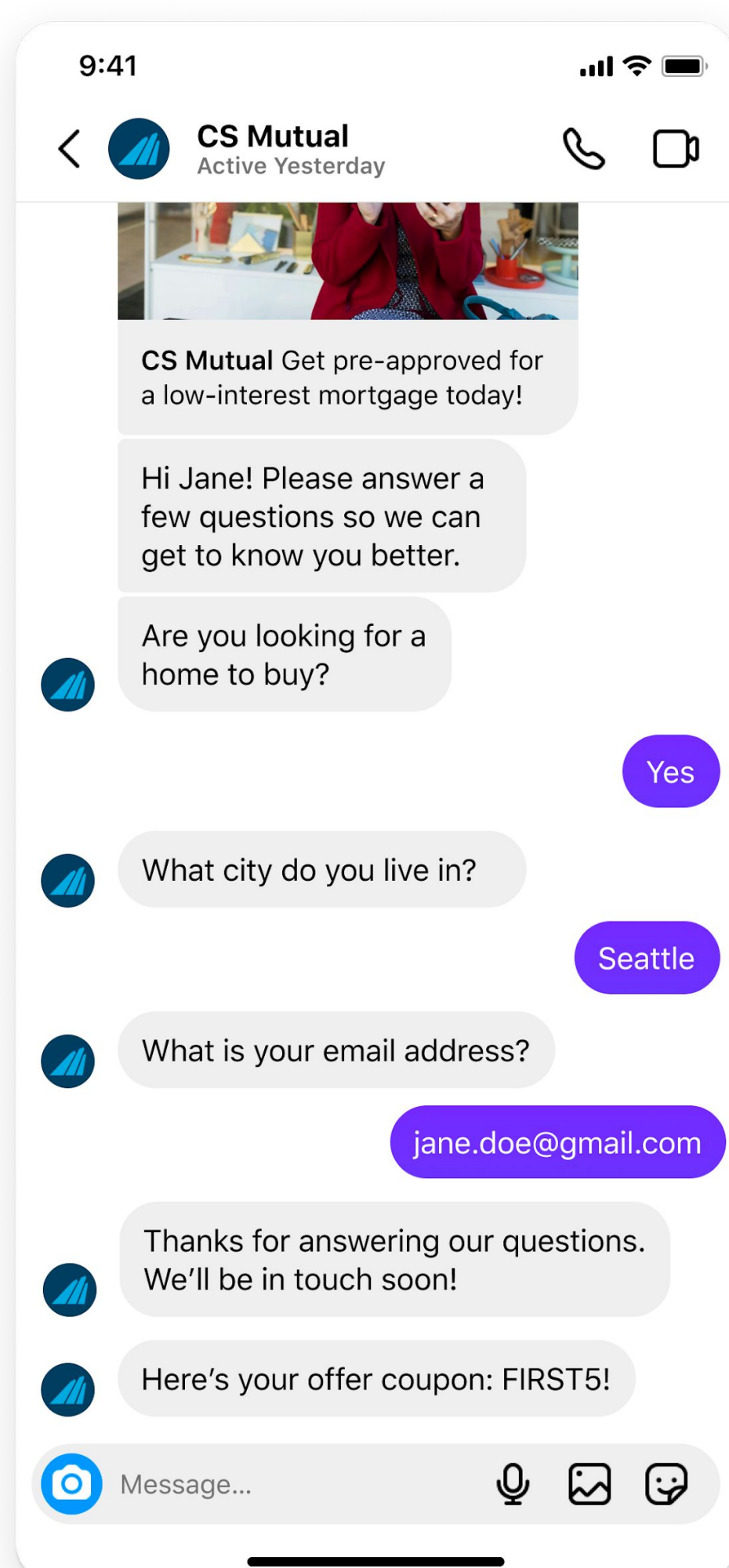
Collect leads through an automated question-and-answer chat flow with ads that click to message using the [leads objective](#). These lead ads send potential customers to the messaging platform you choose when setting up your campaign in Ads Manager.



## Business messaging across Meta technologies drives

62%

more leads on average vs. legacy solutions like email, website, web chat, phone, SMS, non-Meta social media<sup>1</sup>



## LEAD ADS THAT CLICK TO MESSAGE USE CASES

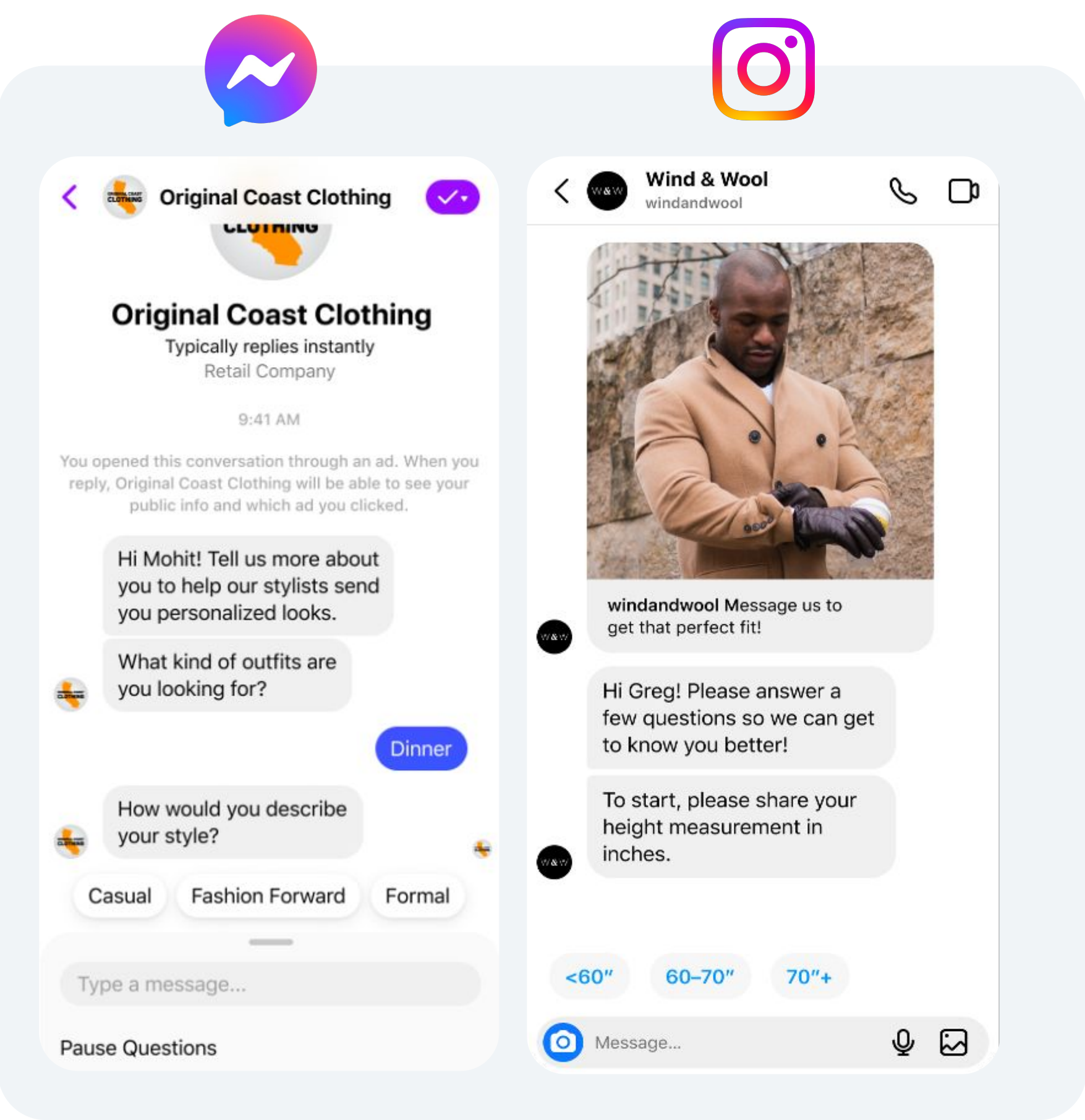
- Take a more personal, informal tone with customers via chat, without creating a chat bot.
- Allow live sales agents to engage and follow up with leads in the same chat thread.
- Ask custom questions to prioritize qualified leads and collect the most important information.
- Leverage an alternative to nurturing leads with emails and SMS that delivers a better conversion rate.

Source: 1. Meta Business Messaging for Marketing and Sales, a commissioned study conducted by Forrester Consulting on behalf of Meta, December 2022



# Reach leads across your preferred messaging app

Engage with leads by starting a conversation in Messenger or Instagram chat.



## DID YOU KNOW?

Meta Business Messaging drives higher conversion rates compared to legacy channels<sup>4</sup>

53%  
higher than SMS

61%  
higher than email

87%  
higher than other apps



Learn more about lead ads that click to message

# Destination optimization

Run one lead ad campaign with multiple conversion locations that will automatically optimize for either an instant form or Messenger chat, based on the person’s preferences. Meta converts your instant form to a Messenger chat flow when you choose “instant forms + Messenger” as your conversion location in Ads Manager.

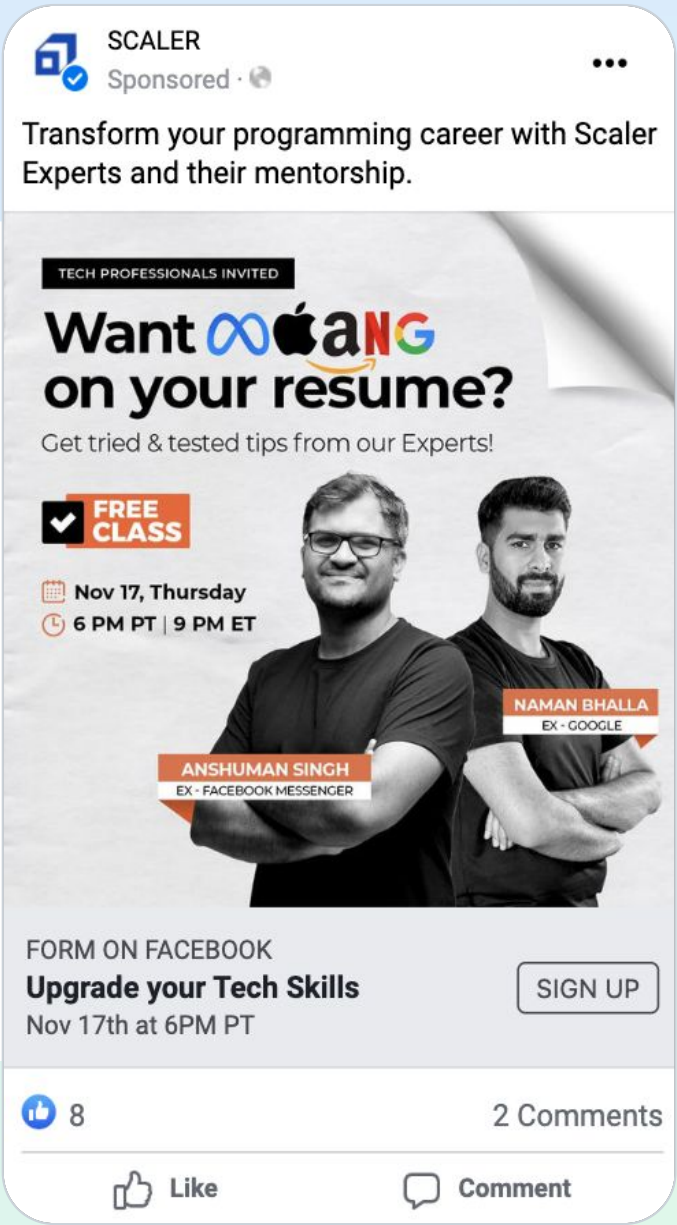
Campaigns using “instant forms + Messenger” compared to campaigns using instant forms alone, saw an average<sup>5</sup>

8% lower cost per lead      48% increase in reach

Scaler, a tech-focused education platform, used instant forms + Messenger to get more people to sign up for its online classes, driving

48% lower cost to attract eligible leads<sup>6</sup>

[Learn more](#)



Source: 4. Meta Business Messaging for Marketing and Sales, a commissioned study conducted by Forrester Consulting on behalf of Meta, Dec 2022. 5. Meta-analysis of 38 A/B tests of BAU Campaign vs. Destination Optimization (“instant forms + Messenger”) campaigns globally, run across verticals from May 2022 to Aug 2023. The results show the “instant forms + Messenger” strategy outperforms BAU Campaign with 97% confidence. 6. Meta case study, Nov 2022.



# Campaign set up: Lead ads that click to message

## Messenger, Instagram chat

CRM integration	<ul style="list-style-type: none"><li>• <a href="#">Sync leads directly to your CRM</a> to access them seamlessly and follow up quickly.</li><li>• You can also connect your CRM using <a href="#">Meta Business Suite</a> or a third-party messaging app.</li><li>• If you don't have a CRM, learn more about <a href="#">leads center</a> in Meta Business Suite, to help you track, manage and nurture leads including those generated through lead ads that click to message.</li></ul>
Automate lead download	
Ads Manager Setup	<ul style="list-style-type: none"><li>• Make your greeting a continuation from the ad and explain benefits of answering questions.</li><li>• Start with qualifying, easy questions and ask more sensitive ones later.</li><li>• Integrate questions that have helped find your best leads on other platforms.</li><li>• Set expectations with clear next steps including who will contact them, on which channel and when.</li><li>• Six questions or fewer is usually optimal.</li></ul>
Best practices for your chat flow	
Objective	Leads
Conversion location	<b>Messenger:</b> To chat with leads on Messenger <b>Instagram:</b> To chat with leads on Instagram <b>Instant forms + Messenger (destination optimization):</b> To run one campaign that will optimize delivery using either an instant form or Messenger chat as the conversion location, based on user preferences.
Performance goal	Maximize number of leads.
Budget	<a href="#">Advantage campaign budget</a> : Automatically manage your budget across ad sets to get the best results.
Audience	<a href="#">Advantage+ audience</a> : Automate who sees your ads and reach people most likely to respond.
Creative	<a href="#">Advantage+ creative</a> : Automatically optimize images and videos to versions your audience is more likely to interact with. Creative enhancements are designed to help improve ad performance while maintaining the core message of your ad campaign.
Placements	<a href="#">Advantage+ placements</a> : Automatically find the most cost-effective placement for your ad.
Customization features	<b>Available on Messenger and Instagram chat</b> <ul style="list-style-type: none"><li>• <b>Lead acquisition:</b> Promo code, answer validation, completion reminder</li><li>• <b>Lead qualification:</b> Conditional logic, lead filtering, quick replies</li><li>• <b>Lead nurturing:</b> Live agent handoff, marketing messages, sponsored messages</li></ul>

Measurement	
Learning agenda	<b>Test a mixed lead ads strategy</b> <ul style="list-style-type: none"><li>• <b>BAU Cell:</b> Instant form   <b>Test Cell:</b> Destination Optimization (“Instant forms + Messenger”)</li><li>• <b>BAU Cell:</b> Instant form   <b>Test Cell:</b> Instant forms campaign + Lead ads that click to Instagram Direct campaign</li><li>• <b>BAU Cell:</b> Destination Optimization   <b>Test Cell:</b> Destination Optimization + Website form campaign</li><li>• <b>BAU Cell:</b> Destination Optimization   <b>Test Cell:</b> Destination Optimization + Lead ads that click to Instagram chat campaign</li></ul> <b>Test features</b> <ul style="list-style-type: none"><li>• <b>BAU Cell:</b> Lead ads that click to Messenger or Instagram chat campaign   <b>Test Cell:</b> Lead ads that click to Messenger or Instagram chat campaign + feature</li><li>• <b>BAU Cell:</b> Destination Optimization   <b>Test Cell:</b> Destination Optimization + feature</li></ul> <b>Test Advantage+</b> <ul style="list-style-type: none"><li>• <b>BAU Cell:</b> Lead ads that click to message (Messenger or Instagram) without Advantage+ range   <b>Test Cell:</b> Lead ads that click to message (Messenger or Instagram) with Advantage+ range</li></ul>