

# Lead generation best practices for financial services advertisers

Meta lead generation solutions help businesses create demand with high-quality prospects, and nurture those relationships to drive sales.



Moving leads through the customer journey is a unique process for every business. This guide is tailored to banking, credit card, wealth management, and insurance advertisers. The recommendations throughout are based on the following principles to help you identify the best strategy and combination of tools for your business.



## Common lead generation challenges for financial services advertisers:

- ➔ **Lead qualification:** Effectively qualifying leads to identify high-value prospects.
- ➔ **Trust and credibility:** Building trust with potential clients, particularly in sectors where financial security is a primary concern.
- ➔ **Consumer education:** Educating consumers about financial products and services, which can often be complex and confusing.
- ➔ **Data privacy:** Protecting customer data and adhering to policy restrictions, which can limit marketing strategies.



## Generate leads across multiple types of lead ads

Lead ad types represent different conversion locations, i.e. where you collect a lead's information after they click on your ad. Using multiple conversion locations can be an efficient way to achieve marketing goals at scale, and accommodate a range of customer preferences, like filling out a form, calling you directly, or chatting on a messaging platform. Choose conversion locations that align with how your business is resourced to respond to lead submissions.

### GET STARTED

Primary conversion location recommendations for financial services advertisers:

- **Website forms:** Drive people to your website and collect lead information there. Use website forms if you need to ask questions restricted by Meta policies (e.g. credit score or income) which cannot be asked via instant forms.
- **Instant forms:** Make it easy for people to fill out a form directly from your lead ad. Instant forms are mobile-first, quick-loading forms that auto-populate answers for the person filling it out, and offer advertisers a variety of customization features.

### OPTIMIZE

Diversify with a secondary conversion location to help increase reach and lead volume while keeping cost per lead low.

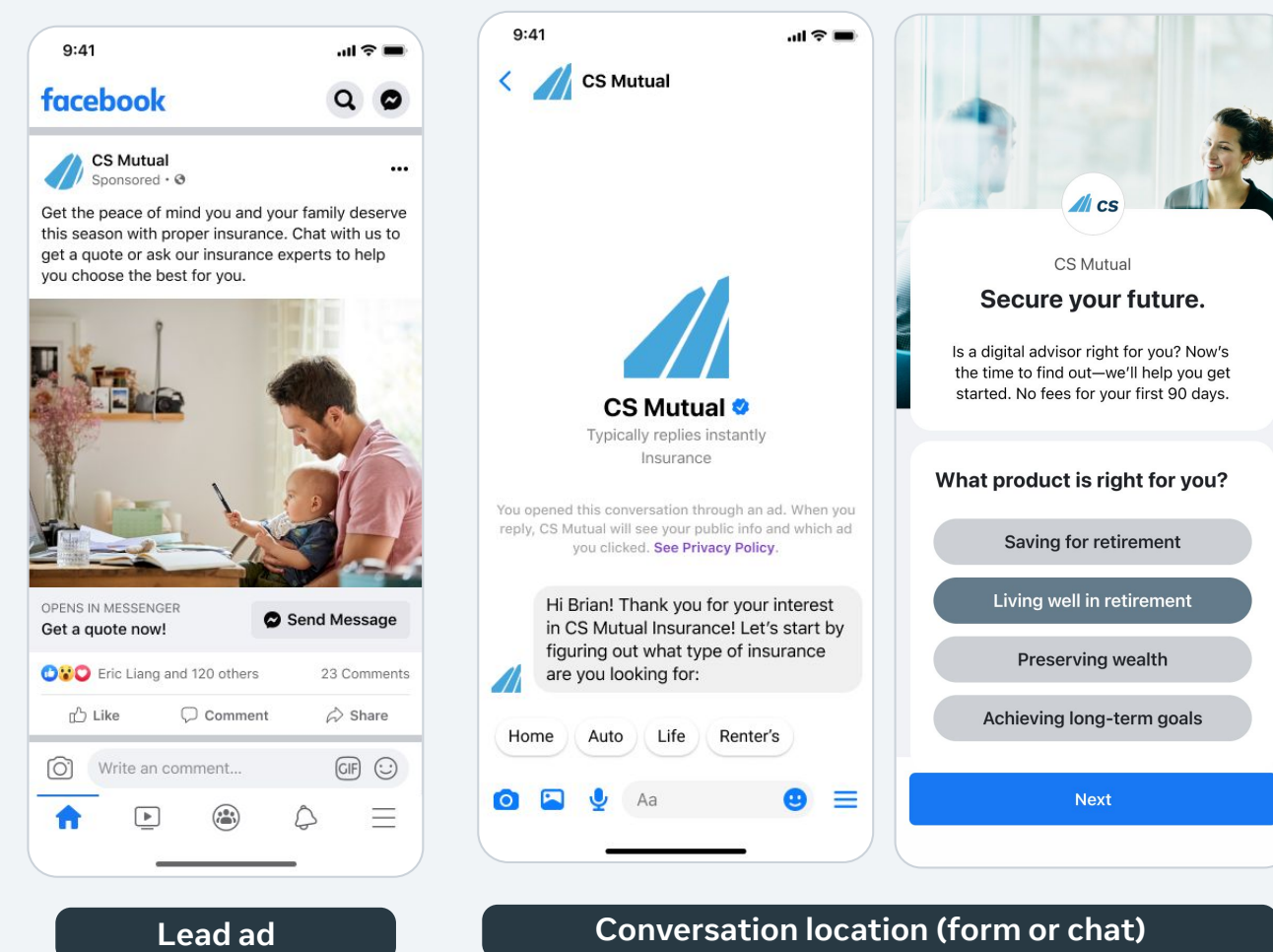
- **Instant form add-on or call add-on:** Use the instant form add-on or call add-on features for website forms to enhance your website experience with an instant form or call now button that shows up on the bottom of the page.
- **Complementary website form and instant form campaigns:** Diversify with two form campaigns, which can lower cost per lead and increase lead volume.
- **Destination optimization:** ("Instant forms and Messenger"): Create one campaign that will optimize delivery using either an instant form or Messenger chat, based on user preferences.

In a recent study, advertisers who ran **instant form and website form** campaigns at the same time, compared to only website form campaigns, saw<sup>2</sup>

**60%** lower cost per lead      **125%** increase in lead volume

Campaigns using **Destination Optimization** (Instant forms + Messenger) saw an average<sup>1</sup>

**8%** lower cost per lead      **48%** increase in reach



### ➔ Visit the Help Center

- [Learn more about website forms](#)
- [Learn more about instant form add-on](#)
- [Learn more about call add-on](#)
- [Learn more about instant forms](#)
- [Learn more about destination optimization](#)

## Optimize acquisition with automation and AI

Meta's easy-to-use AI products help businesses improve performance and enable marketers to do more with their time and resources. Financial services advertisers can take advantage of several Meta Advantage single step solutions to optimize campaigns using the Leads objective.

### GET STARTED

Adopt one (or more) Advantage+ single step solutions available for Leads campaigns.

**Advantage+ audience:** Start by automating who sees your ads, to reach people most likely to respond. Provide suggestions to guide ad delivery around age, gender, interests, demographics, behavior, custom audiences and lookalikes.

### OPTIMIZE

**Adopt additional Advantage+ single step solutions:** Lean into controls only as needed to respect your business's specific constraints.

- **Advantage+ placements** automatically finds the most cost-effective placement for your ad. Take advantage by producing creative in multiple formats and dimensions.
- **Advantage+ creative** automatically optimizes your creative. Supply Advantage+ creative with creative components like images, videos and text.
- **Advantage campaign budget** automatically manages your budget across ad sets to get the best results.

Ad sets that use **Advantage+ audience with instant forms** saw

**8%** lower cost per lead

on average, compared to ad sets that used the original audience experience, for small business advertisers.<sup>3</sup>

➔ Visit the Business Help Center  
[Learn more about Meta Advantage](#)





# Adjust the customer experience to drive different outcomes

Balancing lead quality and volume can be complex. Meta offers features and optimizations that enable you to customize the lead ad experience for a range of use cases and outcomes.

## GET STARTED

Choose an instant form template, or form type, in Ads Manager to focus on either volume or quality.

- **More volume:** Make it easy for people to quickly submit the form on a mobile device.
- **Higher intent:** Add a review step that gives people a chance to double check contact information is accurate before submitting.
- **Rich creative:** Modify color and imagery to infuse recognizable branding. Include about us, product details and customer review sections.

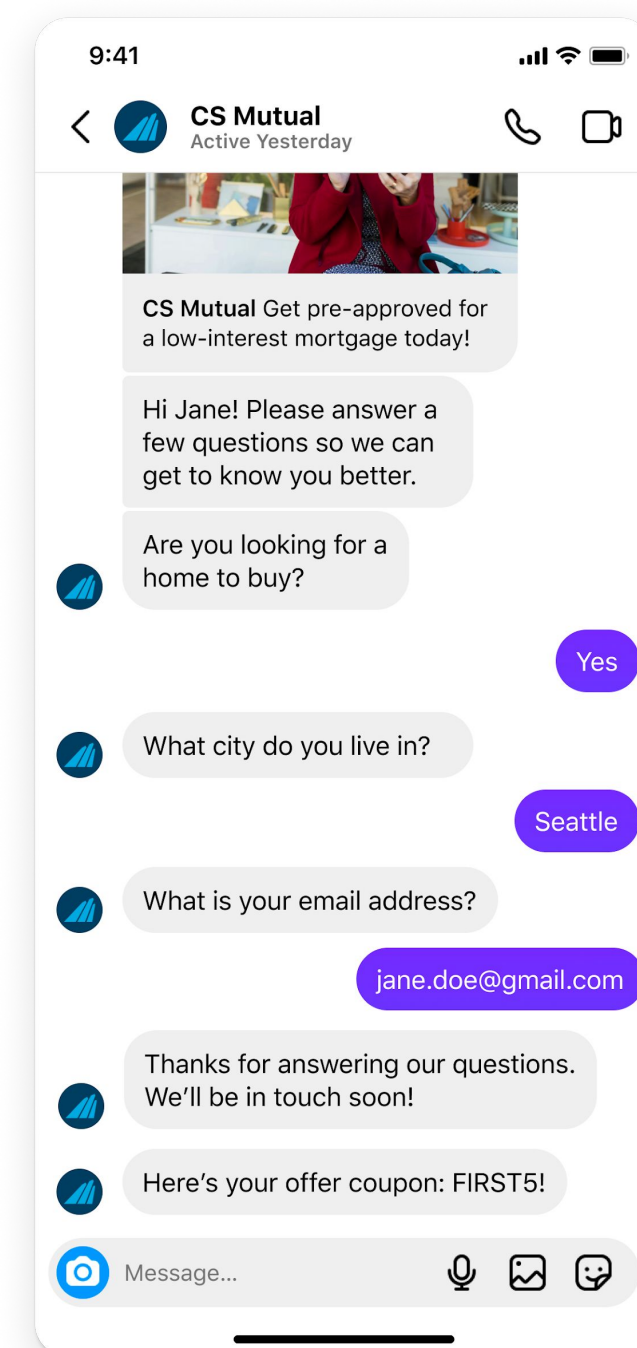
## OPTIMIZE

Adopt customization features to filter leads, incentivize submissions and build credibility.

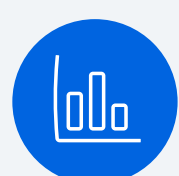
- **Gated content:** Drive lead volume by incentivizing prospects to submit a form. Offer exclusive financial insights or a promotional code after the person completes an instant form or click to message Q&A.
- **Conditional logic:** Qualify high-value leads and filter out those who don't fit your criteria with a dynamic Q&A form for different types of customers. For example, ask questions to identify viable credit card applicants before handing off to call centers or regional sales associates. Or, experiment with proxy questions as a substitute for policy-restricted topics.

### Visit the Help Center

- [Learn more about conditional logic](#)
- [Learn more about gated content](#)
- [Learn more about instant form types](#)



Promo code in Messenger



# Invest in your first-party data strategy

Reach higher quality prospects while keeping cost per quality lead low, by connecting first-party data with the Conversions API to help Meta's delivery system target people most likely to convert.

## GET STARTED

**Conversions API for CRM:** Share first-party data from your CRM collected through instant form submissions. Leverage that signal to inform future campaigns.

- ➔ After setup, run instant form campaigns using the conversion leads performance goal to activate your integration. Advertisers who used this setup saw an average **15% reduction in cost per quality lead and 44% increase in rate of converting a lead to a quality lead** compared to the leads performance goal.<sup>1</sup>

**Conversions API for web:** Share first-party lead data from your website server and track website form submissions along with other website actions.

- ➔ To drive the best outcomes for website conversions, use the Conversions API and Meta Pixel together to maximize coverage of website interactions. With this setup, **insurance advertisers saw 21% additional conversions and banking and credit card advertisers saw 15% additional conversions.**<sup>2</sup>

## OPTIMIZE

Optimize for upper and lower funnel actions with Conversions API for both CRM and web.

- **Conversions API for CRM:** Optimize ad set for mid-to lower-funnel "conversion lead" event stage. You can choose more than one, but these stages should be accomplished by 1-40% of all leads (10-30%, ideally).
- **Conversions API for web:**
  - **Lead volume:** Optimize ad set for events that best represents a lead submission (e.g. Lead, Complete Registrations)
  - **Lead quality:** Optimize ad set for the event that best represents a qualified lead (e.g. subscription, appointment booking, purchase)

### CASE STUDY

**Satipay**, a financial technology company, doubled subscription signups by setting up Conversions API for CR, at a **36% lower cost per signup**, compared to its business as usual strategy.<sup>3</sup>

[LEARN MORE](#)



### Visit the Business Help Center

- [Learn more about Conversions API for web](#)
- [Learn more about setting up a Meta Pixel](#)
- [Learn more about Conversions API for CRM](#)
- [Learn more about the conversion leads performance goal](#)

Source: 1. Results based on A/B tests on 273 advertisers, with ads delivered globally from Jan 11-28, 2024, and included incentives. Results were statistically significant at a 95% confidence level. Performance may vary. Conversion from lead to quality lead occurs when a user takes a qualifying, lower-funnel action identified by the business, which moves them into a "quality lead" status. Qualifying actions or events vary by business, based on their individual sales funnel event stages. 2. Meta internal data. Median increase based on the number of conversions from both Conversions API for web and Pixel between Mar 1-7, 2023. 3. Meta case study. Jul 31-Aug 28, 2023.



## Follow up with new leads quickly and clearly

Nurturing a lead means guiding a qualified potential customer through your sales funnel to conversion. Depending on your business, the timeframe from first seeing your ad, to making a purchase can vary quite a bit. Meta is continuing to invest in lead nurturing solutions that can help advertisers follow up with interested potential customers quickly and clearly without switching channels, and while building trust. The nurturing solutions you will be able to leverage will depend on the solutions you've adopted in the acquisition and qualification stages.

### Nurture instant form leads more effectively by phone

**Branded calling** adds an opt-in field to your instant form for the lead to receive calls from you in Facebook or Messenger. This allows the person to see your business information (like name and logo) on the incoming call screen when receiving your following up call.

Identifying your business during outbound calls gives people context on who the caller is, which may alleviate spam concerns and encourage pick up to help you achieve a higher connection rate.

Receive this call in Facebook or Messenger to identify the business. Meta logs whether your call connects and how long the call lasts. [Learn more](#)



#### ➔ Visit the Business Help Center

- [Learn more about branded calling](#)
- [Learn more about using messaging for lead generation](#)

#### Branded calling

**Contact Information** ⓘ

Please provide your info below.

John Reyes

32789

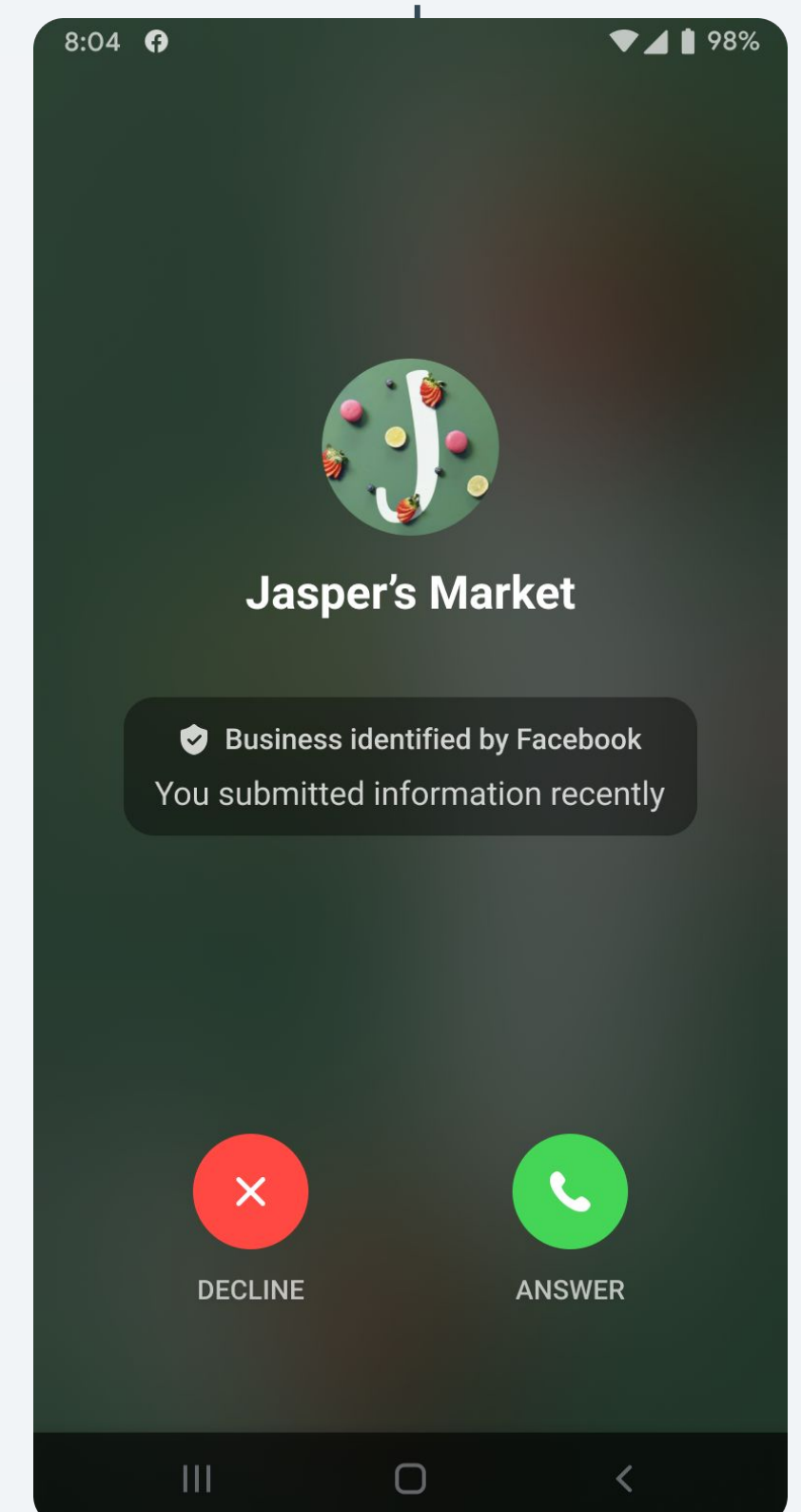
j.reyes@gmail.com

4078980032

Receive this call in Facebook or Messenger to identify the business. Meta logs whether your call connects and how long the call lasts. [Learn more](#) ☒

Next

Lead opts in to receive calls when submitting your instant form



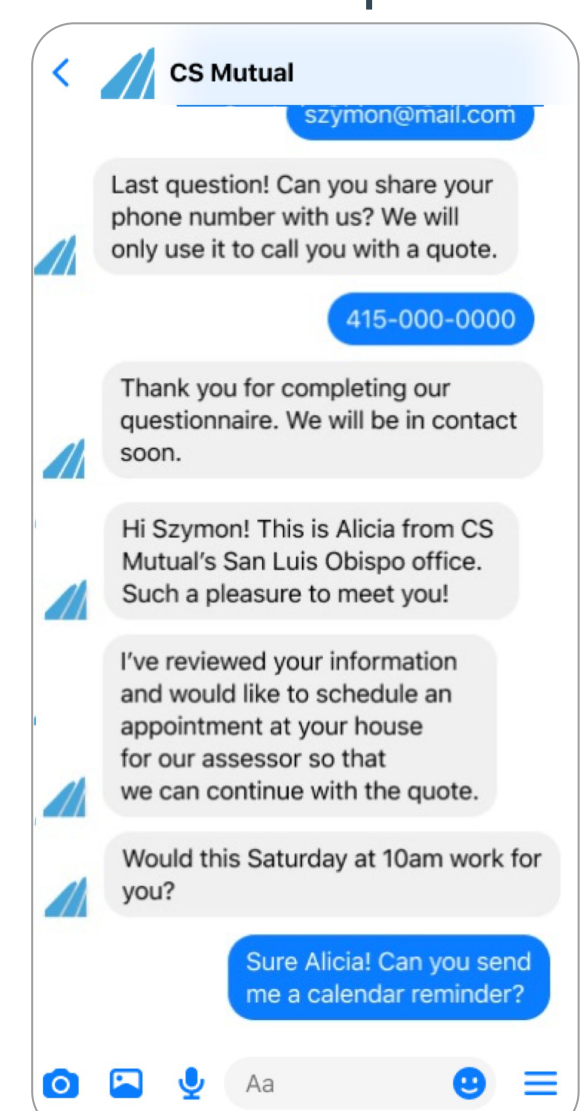
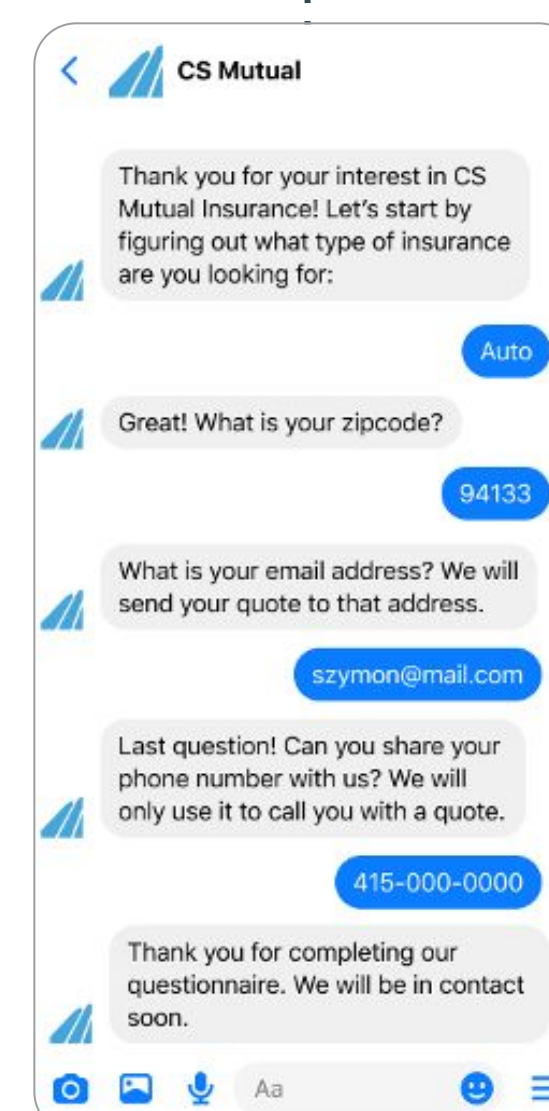
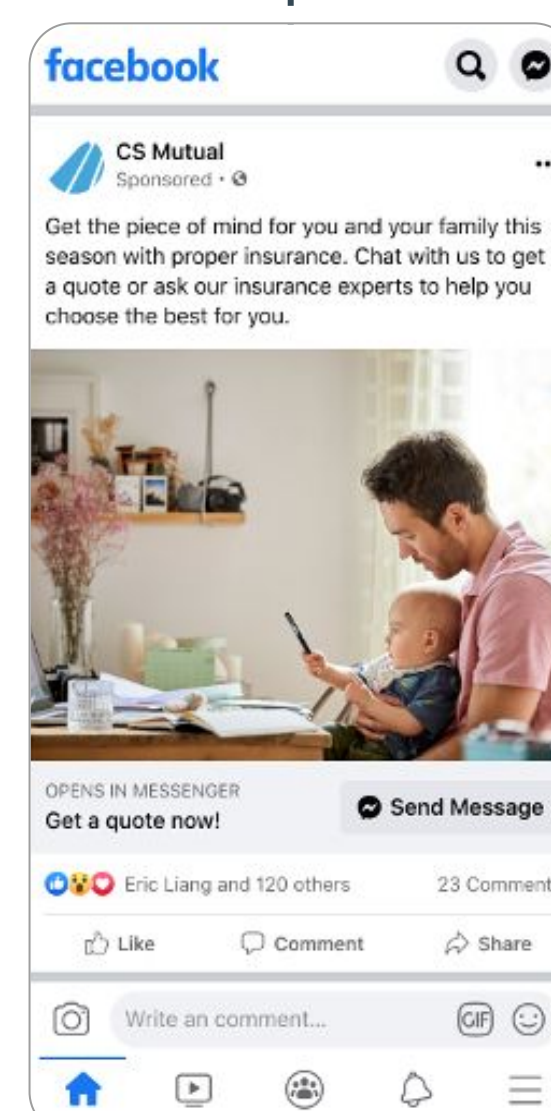
Business name appears on lead's incoming call screen

### Nurture leads more effectively in Messenger

Follow up or re-engage leads within an existing messaging thread

- Use Inbox in Meta Business Suite, or a third-party app if you use one, to re-engage leads who started but didn't finish submitting their information with personalized messaging in the same chat thread.
- If you use a third-party messaging app, you can also ask people to opt-in to marketing messages and re-engage them that way

#### In-thread nurturing with lead ads that click to Messenger

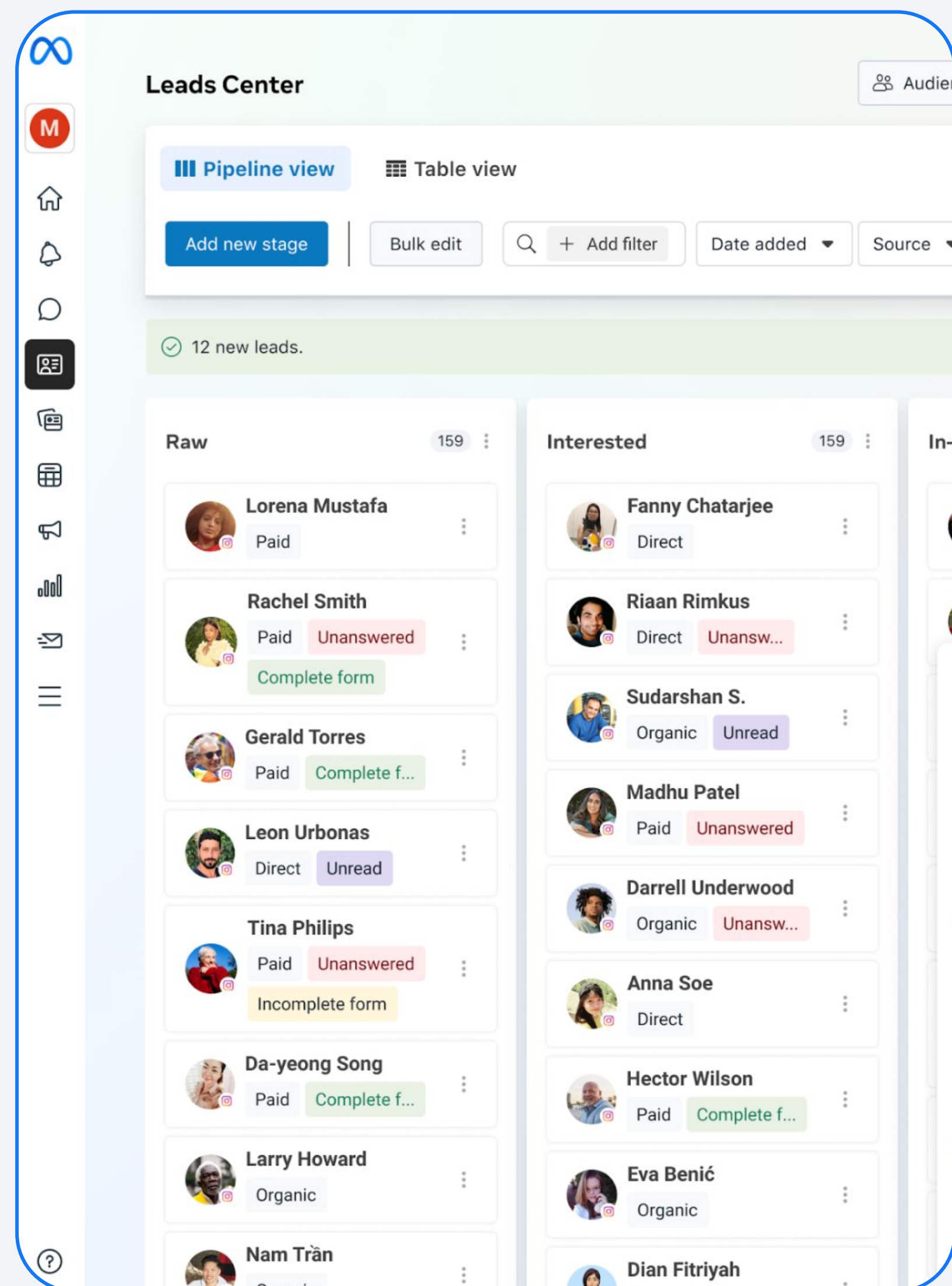






# Operationalize lead management tasks

Managing leads using a CRM or another type of lead management platform can help you access, filter and follow up with leads in one central location. Automating workflows like these can help to minimize response time to new leads, save you time, and avoid losing access to leads not downloaded in 90 days.



Meta has partnerships, integrations and free solutions that can help you manage and sync leads from Meta Business Suite.

- **Connect your CRM to Meta Business Suite for automatic lead download.**  
Once your CRM is synced, your leads will be automatically downloaded when an instant form or lead ad that clicks to message questionnaire is completed.
- **Google Sheets\*** lead management integration now allows you can now sync new leads automatically when an instant form is submitted.
- **Leads Center\*** is a free, lightweight CRM system within Meta Business Suite for businesses that generate leads through instant forms or ads that click to message. With Leads Center you can easily manage, track and re-engage leads.

## ➔ Visit the Business Help Center

- [Learn more about integrating your CRM](#)
- [Learn more about how to use Google sheets to manage leads](#)
- [Learn more about Leads Center](#)

\*Connecting your CRM to automate lead retrieval is also the first step in setting up Conversions API for CRM

To proceed with that integration, connect your CRM for lead retrieval using one of three methods that **also allows you to share that data back with Meta** as signal for quality optimization in future campaigns.

1. **Connect your CRM directly:** Your CRM may have an integration to connect with Meta Business Suite.  
[Search available CRM integrations to find out how your system is supported.](#)
2. **Meta Business Partners:** Facilitate your integration without the need for developer resources for tasks like coding.
  - **CRM partners - Hubspot, Zoho, HighLevel:** Function as your CRM platform, and facilitate automatic lead download and Conversions API CRM integration.
  - **Workflow automation partners - Zapier, LeadsBridge, Make, DataHash:** Function as a connector between your CRM and the Conversions API. Meta has partners that can facilitate an integration with most CRM platforms.
3. **Build your own integration:** You can also build a connection using your own developer resources.

# Financial services campaign set up overview

LEAD ACQUISITION	ADS MANAGER	GET STARTED	OPTIMIZE
Generate leads across multiple types of lead ads	Conversion location	Website form	1. Website form campaign with instant form add-on 2. Website form campaign with call add-on 3. Website form campaign + instant form campaign
		Instant form	1. Instant form campaign + website form campaign 2. Destination Optimization “Instant form + Messenger”
	Set up a measurement plan: Test conversion location setup compared to business as usual strategy <ul style="list-style-type: none"><li>BAU Cell: Website forms   Test Cell: Website Forms + Instant form add-on or call ad add-on</li><li>BAU Cell: Website forms   Test Cell: Website Forms campaign + Instant form campaign</li><li>BAU Cell: Instant Forms   Test Cell: Destination Optimization “Instant forms + Messenger”</li></ul>		
Optimize lead acquisition with automation and AI	Audience	Advantage+ audience*	Advantage+ single step solutions from the get started column not already adopted
	Placement	Advantage+ placements	
	Budget	Advantage campaign budget	
	Creative	Advantage+ creative	
	Set up a measurement plan.: Test how adopting Advantage+ features improve campaign performance [Example set up] BAU Cell: Website forms without Advantage+ range   Test Cell: Website forms with Advantage+ range		
LEAD QUALIFICATION			
Adjust the customer experience to drive different outcomes	Instant form customization	Form type: rich creative or higher intent	Feature: Gated content Feature: Conditional logic
	Instant form performance goals	Volume: Leads Quality: Conversion leads	
	Set up a measurement plan: Test how using different instant form features can improve campaign performance BAU Cell: Instant forms   Test Cell: Instant Forms + feature/form type		
Invest in your first-party data strategy	1. Instant forms with conversion leads 2. Website forms	1. Conversions API for CRM 2. Conversions API for web + Meta Pixel	If using instant forms <u>and</u> website forms: Optimize for a range of actions across both Conversions API for CRM and Conversions API for web.
	Set up a measurement plan: Test the impact of Conversions API integration for CRM + Instant forms BAU Cell: lead ads performance goal   Test Cell: conversion lead ads performance goal		
LEAD NURTURING			
Follow up with new leads quickly and clearly	Instant form destination	Branded calling: Toggle on ‘Display business information to encourage call pick up’	
LEAD MANAGEMENT			
Operationalize lead generation tasks	Automate lead retrieval via your CRM or Google Sheets. If you don’t have a CRM, use Lead Centre.		