

Facebook Lead Ads

Mapping Facebook Form Fields to Contact Fields

Match each Facebook form question to the right contact field so every lead lands clean in Contacts.



Mapping Facebook Form Fields to Contact Fields

What You'll Learn

- Where to open Facebook Form Field Mapping
- How to match extra questions to custom fields
- How to read the list of lead forms
- Which custom field types are supported
- What the blue checkmark means
- Why you must click Update Mapping
- How to match name, email, and phone
- Why every new form needs its own mapping

LEARNING OBJECTIVE

By the end of this lesson, you will be able to map a Facebook lead form to contact fields and save it with Update Mapping.

Key Definitions

Field mapping

Telling your software which form question goes into which contact field.

Standard field

A field every contact already has, like First Name, Email, and Phone.

Custom field

A field you create to hold information that has no built-in home.

Blue checkmark

The mark next to a form that shows it is mapped and in sync.

Your software can't read minds. Tell it where each answer goes once, and every lead lands clean.

Plan your field map

1. Match my form questions to fields

ACT AS A CRM DATA STRATEGIST

My Facebook form for [my business] asks [list of questions] and I need to map each one.

Write:

- A table matching each question to a field
- Which questions need a new custom field
- A one-line reason for each match

2. Pick the right custom field type

ACT AS A CUSTOM FIELD ADVISOR

My form asks a [type of question] and I need a custom field that will map correctly.

Write:

- The best supported field type and why
- What answers the field should hold
- One mistake to avoid with that type

3. Name my custom fields clearly

ACT AS A CLEAR NAMING HELPER

I am adding custom fields for [my extra form questions] and want names my team understands.

Write:

- One field name per question under four words
- Which names are too vague
- A short description for each field

4. Order my form questions smartly

ACT AS A FORM DESIGN HELPER

I am building a lead form for [my offer] and want questions that map cleanly.

Write:

- A suggested question order
- Which questions map to standard fields
- Which questions need custom fields

5. Reword unclear form questions

ACT AS A PLAIN LANGUAGE EDITOR

Some questions on my [type of form] are confusing and might land in the wrong field.

Write:

- A clearer version of each question
- The field each one should map to
- A note on any question to remove

Check and keep it clean

6. Write a mapping checklist

ACT AS A PROCESS DOCUMENTER

I want a repeatable checklist for mapping every new Facebook form in [my business].

Write:

- A step list from opening the screen to saving
- A check for the blue checkmark
- A final test step

7. Review my finished mapping

ACT AS A QUALITY REVIEWER

I mapped these fields: [my question and field pairs] and want a second set of eyes.

Write:

- Any match that looks risky
- Fields I may have forgotten
- Questions to double check on screen

8. Plan a test of my mapping

ACT AS A CAREFUL TESTER

I just mapped my [form name] form and want to confirm each field lands right.

Write:

- What to check on the test contact
- What a wrong match looks like
- How to fix and retest

9. Document my mappings for my team

ACT AS A TEAM DOCUMENTATION WRITER

My team at [my business] needs to know how each Facebook form is mapped.

Write:

- A simple table of forms and fields
- A short note on who updates mappings
- A reminder to map every new form

10. Plan mapping for a new ad

ACT AS A ADVERTISING SETUP COACH

I am launching a new ad with a new form for [my offer] and need to map it fast.

Write:

- A launch-day mapping checklist
- What to compare with my older forms
- What to test before the ad goes live

Bonus Tips & Your Rollout Checklist

One form, one map

Mapping belongs to the form, not your whole account.

Basics first

Name, email, and phone make a lead you can follow up with.

Always click save

Without Update Mapping, your changes do not save.

Check the type

A missing custom field usually has an unsupported type.

Choice questions

Dropdown or radio fields keep multiple choice answers neat.

Blue means done

A blue checkmark shows the form is mapped and in sync.

Your Rollout Checklist

- 1 Search for Integrations and click Facebook Form Field Mapping
- 2 Find the form that matches your current ad and open it
- 3 Match name to First Name, email to Email, and phone to Phone
- 4 Match any extra questions to custom fields, then click Update Mapping
- 5 Look for the blue checkmark next to your form