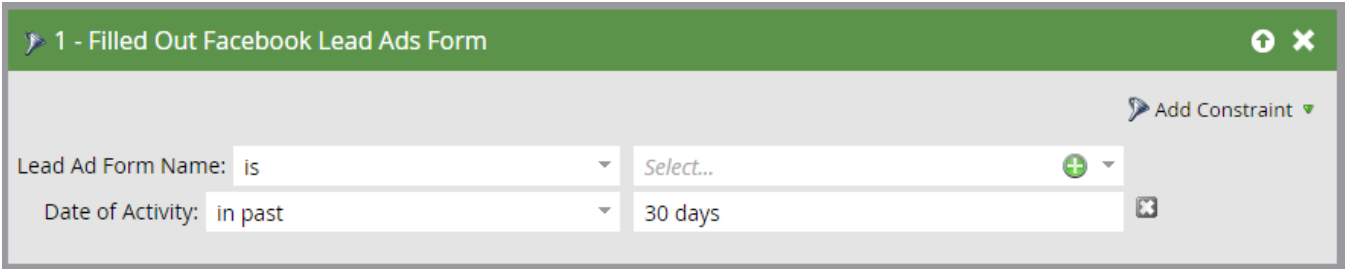


# Use Lead Ads Filters and Triggers in a Smart Campaign

When you've enabled Facebook Lead Ads, you can use them in your smart campaigns to see program success. When people submit their information in a Facebook Lead Ad unit, the information is pushed to Marketo immediately.

1. Use the **Fills Out Lead Ads Form** filter or trigger.



2. Add constraints to customize it.

