

- Step-by-step instructions to create a Facebook App and to obtain Facebook credentials that are necessary to use the Marketing API

In order to access Facebook data, you need to have a valid Facebook account and you need to obtain your “API keys” and “Access Tokens.”

First, open an account at <https://www.facebook.com/> and validate it with your phone. If you already have an account, but it is not validated with a phone, you need to validate it (see <https://www.facebook.com/help/167551763306531>) The following slides include screenshots of the process

These slides are for first-time creation of a Facebook app. If you have created a Facebook app before, the steps will look slightly different

- Start by creating a Facebook account
  - <https://www.facebook.com>

facebook

Email or Phone

Password

[Log In](#)[Forgot account?](#)

## Connect with friends and the world around you on Facebook.



**See photos and updates** from friends in News Feed.



**Share what's new** in your life on your Timeline.



**Find more** of what you're looking for with Facebook Search.

## Sign Up

It's free and always will be.

Birthday

[Why do I need to provide my birthday?](#)

☐ Female☐ Male

By clicking Create Account, you agree to our [Terms](#) and that you have read our [Data Policy](#), including our [Cookie Use](#). You may receive SMS Notifications from Facebook and can opt out at any time.

[Create Account](#)

[Create a Page](#) for a celebrity, band or business.

- Next, go to <https://developers.facebook.com/> to begin registering for developer access
  - Select “Create Project” in the upper-right hand corner

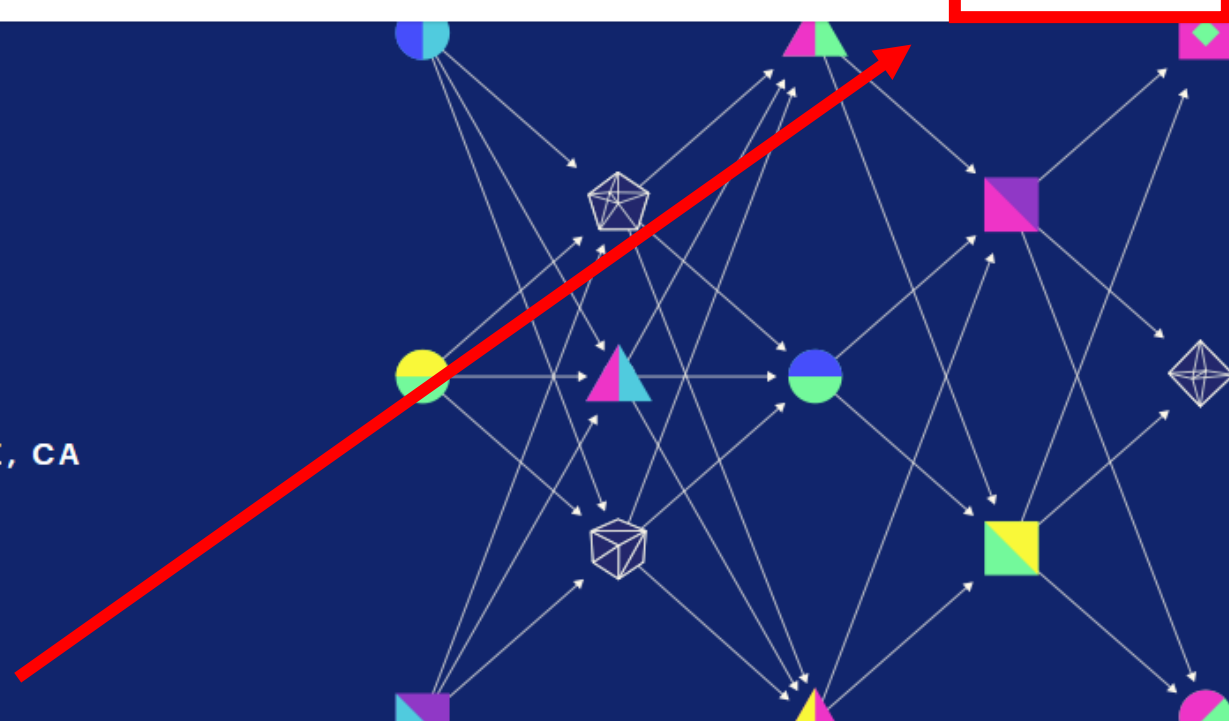


FACEBOOK  
DEVELOPER  
CONFERENCE

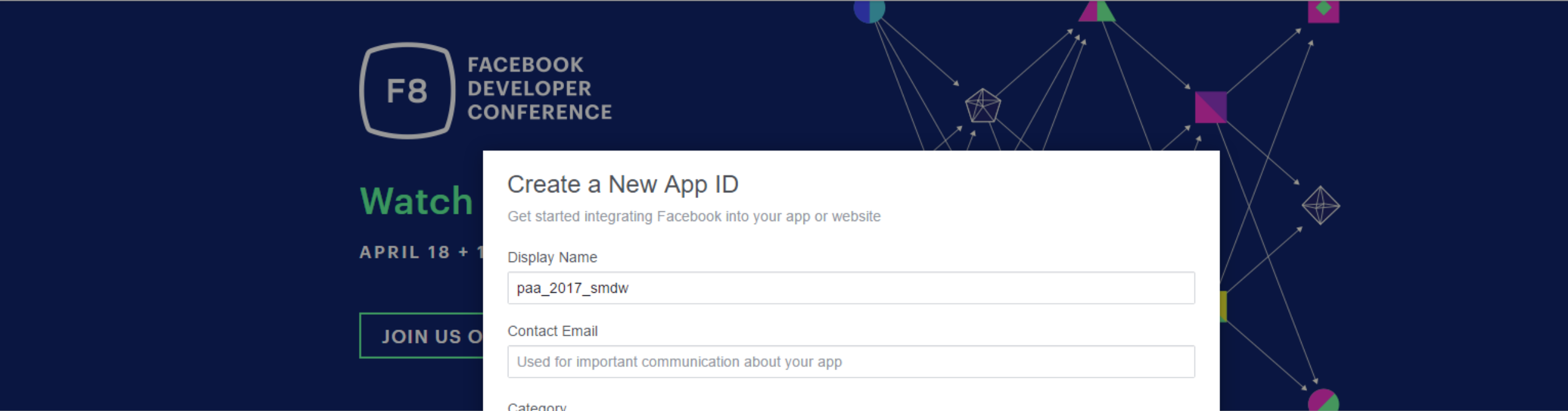
Watch F8 Live

APRIL 18 + 19 / SAN JOSE, CA

JOIN US ONLINE



- Name your app “paa\_2017\_smdw”
- Add your contact email
- Select “Education” as the app category



### Create a New App ID

Get started integrating Facebook into your app or website

Display Name

Contact Email

Category

Education ▼


By proceeding, you agree to the [Facebook Platform Policies](#)

Cancel

Create App ID



- Select “+ Add Product” under the Products tab on the gray panel (left side of the screen”)
- Scroll down and choose the Marketing API by pressing “Get started”

 **paa\_2017\_smdw**

**Dashboard**

Settings

Roles

Alerts

App Review


**PRODUCTS**

+ Add Product

APP ID: 118638452019083 | View Analytics

Tools & Support

**Dashboard**



## paa\_2017\_smdw

This app is in development mode and can only be used by app admins, developers and testers [?]

API Version [?]

v2.8


App ID

118638452019083

App Secret

.....

Show



### Get Started with the Facebook SDK

Use our quick start guides to set up the Facebook SDK for your iOS or Android app, Facebook Web Game or website.

Choose Platform

<b>Messenger</b> Customize the way you interact with people on Messenger.	<a href="#">Get Started</a>
<b>Webhooks</b> Webhooks (formerly Real Time Updates) lets you subscribe to changes you want to track and receive updates in real time without having to call the API.	<a href="#">Get Started</a>
<b>Messenger Expression</b> Let people on Messenger express themselves more creatively through your app.	<a href="#">Get Started</a>
<b>Marketing API</b> Integrate Facebook Marketing API with your app.	<a href="#">Get Started</a>
<b>App Center</b> Get your game discovered by being listed as a featured game on Facebook.	<a href="#">Get Started</a>
<b>Web Payments</b> Accept in-app payments through Facebook's secure payment system.	<a href="#">Get Started</a>
<b>Webviews</b> Create a cross-platform experience hosted on Facebook	<a href="#">Get Started</a>



- Now “Marketing API” appears under “Products”
- Select “Tools”
- In “Get Access Token” pane, select “ads\_management” and “ads\_read”
- Then press, “Get Token” button
- It will take several seconds (potentially a minute)
  - You will have a Facebook token that is 181 characters (alphanumeric)
  - Example token:
    - EAAHMonBrQ5kBALhYvCnLRsNRyO9YJH8I6ZBKwby5cLrS4V2GZAC2GT2MbDhXjpwnfvkPB0ZBv7knZAP1wRzKQVZAxd7fAsQTDAVrE0H3hUffFZBuRIncX0cAMVj8sIKLN68U6BxDAogvldluX8tAMK
- Copy your Facebook token

Facebook

paa\_2017\_smdw - Marke

← → ↺

https://developers.facebook.com/apps/118638452019083/marketing-api/tools/

paa\_2017\_smdw

▼

Dashboard

Settings

Roles

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App Review

PRODUCTS

Marketing API

Overview

Quickstart

Tools

Settings

+ Add Product

APP ID: 118638452019083

View Analytics

Tools & Supp

Get Access Token

[?]

Select Token Permissions

Learn More

☐ ads\_management

☐ ads\_read

☐ manage\_notifications

☐ manage\_pages

☐ read\_insights

☐ rsvp\_event

By clicking Get Token, you agree to install the app, and grant this app the permissions that you just selected.

Get Token

Sandbox Ad Account Management

A sandbox ad account lets you try out creating and editing ads using the Facebook Marketing API without incurring costs. You can create and manage sandbox ad accounts here.

New Sandbox Ad Account

i


Your app is on the development\_access tier, which means that you can create up to 1 sandbox ad account(s).

Facebook

paa\_2017\_smdw - Marke

← → ↺

https://developers.facebook.com/apps/118638452019083/marketing-api/tools/

paa\_2017\_smdw

Dashboard

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Marketing API

Overview

Quickstart

Tools

Settings

+ Add Product

APP ID: 118638452019083

View Analytics

Get Access Token [?]

Select Token Permissions [Learn More](#)

☒ ads\_management

☒ ads\_read

☐ manage\_notifications

☐ manage\_pages

☐ read\_insights

☐ rsvp\_event

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Sandbox Ad Account Management

A sandbox ad account lets you try out creating and editing ads using the Facebook Marketing API without incurring costs. You can create and manage sandbox ad accounts here.

New Sandbox Ad Account

i

Your app is on the development\_access tier, which means that you can create up to 1 sandbox ad account(s).

- Tokens last for an hour unless extended
- To extend the shelf life of your access token from one hour to two months go to <https://developers.facebook.com/tools/debug/accesstoken> and click "Extend Access Token"
- Copy the new access token to a text editor of your choice



## Access Token Debugger

Sharing Debugger

Batch Invalidator

Access Token

API Version: [?]

v2.8

EAABr5qrKD4sBAJBsYZBNL3kaZBlyN3TkZAvIWZBUObp9Mi6u7sWYCvAw80rlZCtCSYZCKZCjDdpU3D9NIpR3ECxkrsZCYbZAEkGZBD0W8EBnZAuFY2TjpdDLYZC

Debug

### LANGUAGES

English (US)

Español

Français (France)

中文(简体)

العربية

Português (Brasil)

Italiano

한국어

Deutsch

日本語

...

### Products

Facebook Login

Sharing on Facebook

Games

Facebook App Ads

### SDKs

iOS SDK

Android SDK

JavaScript SDK

PHP SDK

Unity SDK

### Tools

Graph API Explorer

Open Graph Debugger

Object Browser

JavaScript Test Console

API Upgrade Tool

Facebook Analytics for Apps

### Support

Platform Status

Developers Group

Marketing Partners

Bugs

### News

Blog

Developer Roadmap

Case Studies

Videos



Access Token Debugger

Sharing Debugger Batch Invalidator Access Token API Version: [?] v2.8

EAABr5qrKD4sBAJBsYZBNL3kaZBlyN3TkZAvIWZBUObp9Mi6u7sWYCvAw80rlZCtCSYZCKZCjDdpU3D9NIpR3ECxkrsZCYbZAEkGZBD0W8EBnZAuFY2TjpdDLYZC Debug

Access Token Info	
App ID	118638452019083 : paa_2017_smdw
Profile ID	100016591740356 : Daniel Tversky
User ID	100264373869954 : Daniel Tversky User last installed this app via API N/A
Issued	1492384650 (2 minutes ago)
Expires	1497568650 (in about 2 months)
Valid	True
Origin	Web
Scopes	ads_management, ads_read, public_profile

- Finally, you want to get your application ID.
- Go to <https://www.facebook.com/business/> and click "Create an Ad"
- Select "Reach" for your ad's marketing objective
- Continue
- In URL, copy the number between "act=" and "&pid=p1" such as:
- <https://www.facebook.com/ads/manager/creation/creation/?act=952863473440&pid=p1>
- Save a copy your Facebook Ads Manager Account ID to a text editor of your choice
- You will need both your Facebook Token and Facebook Ads Manager Account ID for the workshop

Have a Moment?  
Tell us how we're doing.  
[Take Survey](#)

Make meaningful connections  
with people to grow your business

[Learn about Ads](#)

[Create an Ad](#)

Daniel Tversky (100267423869..)

☒ Campaign

Objective

Ad Account

Create New

Ad Set

Audience

Placements

Budget & Schedule

Ad

Format

Media

Additional Creative

**Campaign:** Choose your objective. [Help: Choosing an Objective](#) | [Use Existing Campaign](#)

What's your marketing objective?

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Local awareness	Engagement	Product catalog sales
Reach	App installs	Store visits
	Video views	
	Lead generation	

- Experiment with the Web-based version of Adverts Manager. 'Potential Reach' indicates the number of monthly active users that match the criteria that you selected

Campaign

Objective

Ad Account

Create New

Ad Set

Page

Audience

Placements

Budget & Schedule

Ad

Format

Page & Text

Close

Autofill Ad Set

Ad Set: Define your audience, budget and schedule.

Page

Choose the Facebook Page you want to promote.

Facebook Page

+ Create a Facebook Page

Audience

Define who you want to see your ads. [Learn more.](#)

Create New

Use a Saved Audience

Custom Audiences

Target Ads to People Who Know Your Business

You can create a Custom Audience to show ads to your contacts, website visitors or app users. [Create a Custom Audience.](#)

Locations

Everyone in this location

United States

United States

Include | Add locations

Add Bulk Locations...

Age

18 - 65+

Gender

AllMenWomen

Audience Size

SpecificBroad

Your audience selection is fairly broad.

Potential Reach: 211,000,000 people

Estimated Daily Results

Reach

21,000 - 130,000 (of 150,000,000)

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?