

1. Go to this URL:

<https://developers.facebook.com/apps/>

2. Create a new app by clicking the '+' sign button

The screenshot shows the Facebook Developers 'My Apps' page. At the top, there is a navigation bar with links for 'Docs', 'Tools', 'Support', and 'My Apps'. A search bar is also present. Below the navigation bar, there is a 'Search apps' input field and a green '+ Add a New App' button. On the left, a large blue circle with a white '+' sign is prominently displayed, with a red arrow pointing to it and the text 'Click here to create a new app' in red. Below this circle, the text 'Add a New App' is visible. On the right, a card for an existing app named 'ecs192-research' is shown. It features a logo, the app name, its App ID, and its status 'In development'. Below the app card, there are two green checkmarks indicating that the 'Marketing API' and 'Pages APIs' are enabled.

Facebook developers

Docs Tools Support My Apps

Search developers.facebook.com

Search apps

+ Add a New App

Click here to create a new app

Add a New App

ecs192-research

App ID: [redacted]

Status: ● In development

✓ Marketing API

✓ Pages APIs

Give your app an name

Create a New App ID

Get started integrating Facebook into your app or website

Display Name

The name you want to associate with this App ID

Step 1.
App Name



Contact Email

Step 2



By proceeding, you agree to the Facebook Platform Policies


Cancel


Create App ID

Complete a Security Check

Security Check

Please complete the Security Check.

 I'm not a robot


reCAPTCHA
[Privacy](#) - [Terms](#)

[Why am I seeing this?](#)

If you think this doesn't go against our Community Standards [let us know](#).

[Submit](#) [Cancel](#)

By proceeding, you agree to the Facebook Platform Policies

[Cancel](#) [Create App ID](#)



Integrate Facebook Login

A secure, fast and convenient way for people to create accounts and log into your app across multiple platforms.

- C
- F



Get Started with the Pages API

With the Pages API people can update and manage Facebook Pages from your page-related app. People can publish content to Facebook or Messenger with a Page's identity.

- M
- C
- E
- p



Check implement Marketing API

Implement Marketing API

Get programmatic access to the Facebooks ads platform to automate ads management, create data-based audiences and more.

- T
- c
- M
- n

Scroll Down and Confirm Implementation

- Target audiences strategically by automatically creating different ads permutations
- Manage and optimize ads in real time with rules-based ads management



Skip

Confirm



app_test

APP ID: 279304249407980



Dashboard



Settings



Roles



Alerts



App Review

PRODUCTS 



Facebook Login



Marketing API

Dashboard

Quickstart

Tools

Settings

Get Access Token [\[?\]](#)

Select Token Permissions [Learn More](#)

☒ ads_management

☒ ads_read

☒ manage_pages

☒ read_insights

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

Get Token

3. Check the above token permissions

1. select marketing api

2. select 'Tools'

Sandbox Ad Account Management

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

After you clicked 'Get Token'

You will get a long token string.

Copy it and save it in a file for now.

Click “Access Token Debugger”

[Docs](#)[Tools](#)[Support](#)[My Apps](#)

Q Se

APP ID:

App ID

Display Name

app_test

App Domains

Privacy Policy URL

Privacy policy for Login dialog and App Details

App Icon (1024 x 1024)

App Secret

Namespace

Contact Email

Terms of Service URL

Terms of Service for Login dialog and App Details

Category

Graph API Explorer

Test, create, and authenticate API calls and debug responses.

Access Token Debugger

See detailed info for an access token.

Sharing Debugger

Preview how your content will look when it's shared to Facebook.

[VIEW ALL TOOLS](#)

EAADZBBpaRZBewBAPEHZBwD1BTZBZCZBtAs0K87xclJy7NhKCWSPoZCOrUx6gZB59kZB8ExPpluRSFQyEPHMuFb99SZB8NX8H3gxVgYLdCT6v7xrWhmGYgkIWj

Access Token Info

App ID	
Type	User
App-Scoped User ID Learn More	User last installed this app via API N/A
Issued	Unknown
Expires	1549080000 (in about an hour) ← when will it expire
Data Access Expires	Never
Valid	True
Origin	Unknown
Scopes	read_insights, manage_pages, pages_show_list, ads_management, ads_read, business_management, public_profile

[Extend Access Token](#) ← extend the expire date

Now you have a access token that will last longer

Copy the the new token from below

Origin	Unknown
Scopes	read_insights, manage_pages, pages_show_list, ads_management, ads_read, business_management, public_profile

[Extend Access Token](#)

This new long-lived access token will never expire: 

```
EAAGwB...KMQFoHiTODaQG5VAIW
```

[Debug](#) [X](#)

Copy it to the top and use new token 'Debug'

:wisyZAZAp85G4epsLf6MmjkAMBp7ahfSi5tyfGQZAEz1TU9eH5hsQwaSmpDmUjKMqFoHiTODaQG5VAIWnwFwLXXTirJIVy3cA

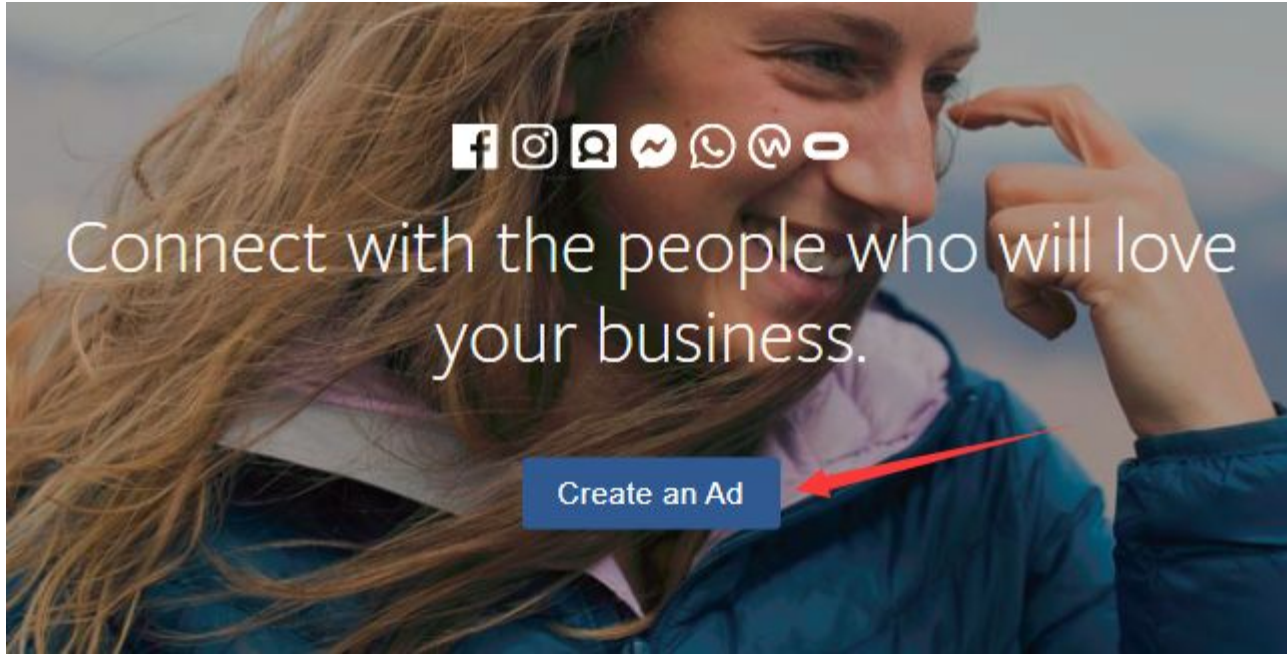
Debug

Access Token Info	
App ID	
Type	User
App-Scoped User ID Learn More	<div>1. copy the extended token to the top</div> User last installed this app via API N/A
Issued	1549073172 (4 minutes ago)
Expires	Never <div>2. click debug</div>
Data Access Expires	Never <div>3. you will see the expire time is 'Never' now!</div>
Valid	True
Origin	Unknown

Please save the new token in a file for now!

We will use the token to test out query

Go to '<https://www.facebook.com/business/>' in a new browser tab and create an ad



Get your ADID (not APPID) now!

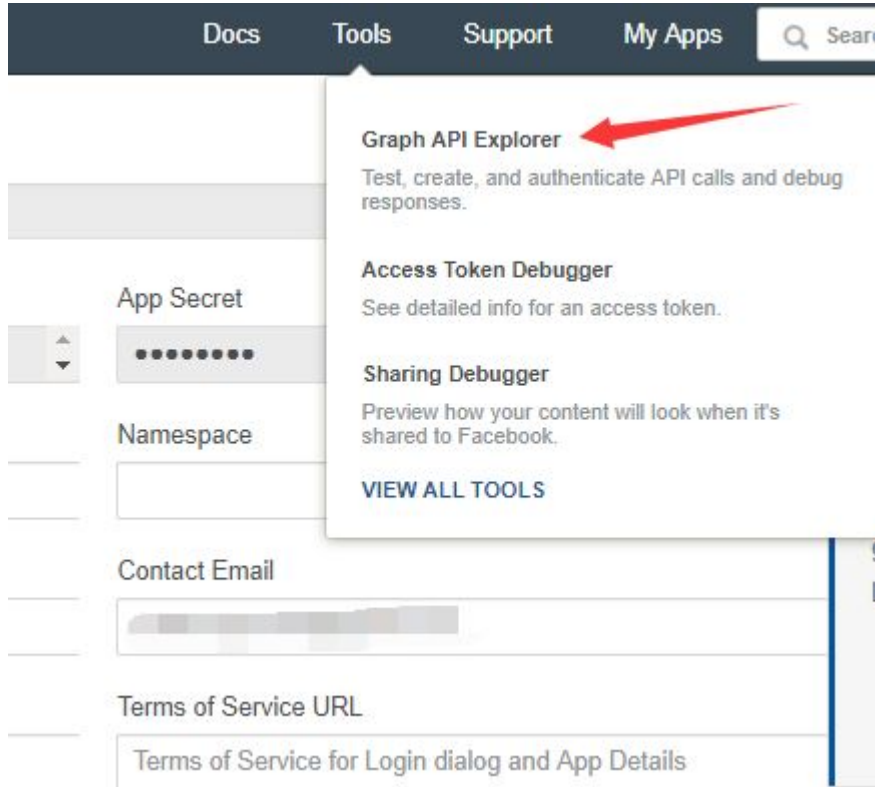
After you clicked create an ad, you will direct to a page with **URL** similar to this:

https://www.facebook.com/adsmanager/creation?act=YOUR_ADID_HERE&filter_set

Your AD ID will be listed on the URL.

Copy the red part (YOUR AD ID) and save it.

We need this part for the Graph API call.



Go back to the app management page

<https://developers.facebook.com/apps/>

Now, let's use the saved 'Never' expire token to test our GET request query

1. Hover the navigation bar's 'Tools' section
2. Click Graph API Explorer to start query

Paste your extended token to the 'Access Token' input field

Graph API Explorer

Access Token:



EAADZBBpaRZBewBAIIPq2YkSMwzwisyZAZAp85G4ep



GET • → /v3.2 • /me?fields=id,name

Copy your ADID from the ad page to the red part
Without the less and greater signs

act_<your ad account


```
ID>/delivery_estimate?access_token=ACCESSTOKEN&optimization_goal=POST
_ENGAGEMENT&targeting_spec={ 'geo_locations': { 'countries': ['CL'], },
'genders':[0], 'age_min':21 , 'age_max':30, 'user_adclusters': [ { 'id':
6002714898572, 'name': 'Small Business Owners' }, ], }
```


Like this:

act_11111111111111111111/delivery_estimate?access_token=ACCESSTOKEN&optimization_goal=POST_ENGAGEMENT&targeting_spec={ 'geo_locations': { 'countries': ['CL'], }, 'genders': [0], 'age_min': 21, 'age_max': 30, 'user_adclusters': [{ 'id': 6002714898572, 'name': 'Small Business Owners' },], }

Paste your query from previous page and click submit

Graph API Explorer

Access Token:  EAAcPWGCLQoEBAAGkUiwMEiT1x5ZB0fQMzg5XnBxp1TKOMree46cJ3isouj9v5DwWOnbKqi0ZBeag

 GET → /v3.2 /act_ /delivery_estimate?optimization_goal=POST_ENGAGEMENT8

0ajayip0MO9Y1mpzZACkCRRZ

⇌ Get Token ▼

leting_spec[geo_locations][col ★

▶ Submit

[Learn more about the Graph API syntax](#)

You will get response like this:

```
{
  "data": [
    {
      "daily_outcomes_curve": [
        {
          "spend": 0,
          "reach": 0,
          "impressions": 0,
          "actions": 0
        }
      ],
      "estimate_dau": 16472,
      "estimate_mau": 23000,
      "estimate_ready": true
    }
  ]
}
```

Good job completing this long tutorial.

It's not easy for me to figure out too.