** For every video-ad we have 1 .json file. In this .json file we define the <URLofOutputjson>. The application needs to use this URL for the RETARGETING AD.

This process should start when a specific Function in our app is called like: "PostVideoRetargertingAdtoFB"

0. AUTHENTICATION

developers.facebook.com/docs/marketing-api/access

We only work with our own AD ACCOUNT, so I will provide:

- add-account-ID
- pixel ID
- <APP_SECRET>
- <APP_ID>
- access token (we already create and store 2 tokens in firebase - 1 of the page in Facebook Connect Folder (non expiry) and 1 of the user (long-lived) connected to the user in Firebase)

2.1 campaign
create ONE campaign for ONE User developers.facebook.com/docs/marketing-api/buying-api#campaign
Title = <USERID>
objective = link clicks

2.2 define Targeting
2.2.1 create a target audience:
** For every video we upload we create a new audience. In the output.json we have set an URL -> use this <URLofOutputjson> to define the "Custom Audiences from Your Website"

2.2.2 Create an audience like this (developers.facebook.com/docs/marketing-api/audiences-api/websites#audiencerules)

2.2.3 Define in the created audience a rule to include everyone visited <URLofOutputjson> :
developers.facebook.com/docs/marketing-api/audiences-api/websites#audiencerules

'rule' :
{'inclusions':{'operator':'or','rules':[{'event_sources':[{'id':'<pixelID>','type':'pixel'}],'retention_seconds':8400,'filter':{'operator':'and','filters':[{'field':'url','operator':'i_contains','value':'<URLofOutputjson>'}]}}]}},

2.3 Create adset

developers.facebook.com/docs/marketing-api/buying-api#ad-set-budget
Adset = <URLofOutputjson>
start_time = now
end_time = 14 days from now
daily_budget = 1 $
optimization_goal = 1$
billing_event =
bid_amount =

2.4 Upload Advideo

developers.facebook.com/docs/marketing-api/advideo/v3.2 -> upload video like this
OR
Use our upload code (developers.facebook.com/docs/graph-api/reference/page/videos) and just add unpublished_content_type = ADS_POST

The responds will have an Video ID -> need this for next step

2.5 Create ADcreative

developers.facebook.com/docs/marketing-api/advideo/v3.2
page = <PAGE_ID> from this user the connected PAGE ID saved in Firebase
AdCreativeCallToActionTypeValues =
ad creative name = <URLofOutputjson>

2.6 Publish AD

developers.facebook.com/docs/marketing-api/buying-api#book-ad

SDK: github.com/facebook/facebook-nodejs-business-sdk