

Clickmaniac: Facebook Ad SDK Guide

Definitions

App: The whole Clickmaniac business

Ad campaign: Container for ad sets, defines advertising objective (for us, promoting a page)

Ad set: Module inside an Ad Campaign that defines the audience targeting, budget, schedule, and bid price.

Skeleton Code Notes

The following variables are listed in the skeleton code. The Clickmaniac handout has instructions on how to get each value, but below is a more detailed description

my_app_id	found here
my_app_secret	found here
my_access_token	found here
my_campaign_id	On Ads Manger page (here), click the 'edit' option when you hover over your campaign. This should take you to a page with your campaign id.
my_ad_account_id	The account # you see associated with clickmaniac 2017-18 here
my_page_id	For the clickmaniac page this = 103185246428488

Documentation Links

Begin Python SDK installation with:

```
easy_install pip
git clone https://github.com/facebook/facebook-python-ads-sdk.git
pip install facebookads
```

Facebook ad sdk is here:

<https://github.com/facebook/facebook-python-ads-sdk>

Begin basic setup in your code here:

<https://developers.facebook.com/docs/marketing-api/sdks>

Documentation for AdSet parameters:

<https://developers.facebook.com/docs/marketing-api/reference/ad-campaign>

Documentation for Ad Campaign:

<https://developers.facebook.com/docs/marketing-api/reference/ad-campaign-group>

Parameters for Lookalike Audience targeting:

<https://developers.facebook.com/docs/marketing-api/lookalike-audience-targeting>

Fewer updates are there for AdLinkCreativeData:

<https://developers.facebook.com/docs/marketing-api/reference/ad-creative-link-data/>

Other Helpful Links

API link: <https://developers.facebook.com/docs/app-ads/sdk>

Marking API: <https://developers.facebook.com/docs/marketing-api/sdks>