

# Obtaining Facebook Ad Manager Credentials

These slides contain step-by-step instructions to create a Facebook App and to obtain the Facebook credentials that are necessary to use the Marketing API.

# Outline of these instructions

- Create a verified Facebook account
- Create a developer “app”
- Get a Marketing API “access token” for this app
- Create an Ads Account by starting to create an ad
- Optionally, experiment with the Ads Manager user interface

# Introduction

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.” The following slides include screenshots of this process.

These slides primarily describe the first-time creation of a Facebook app. If you have created a Facebook app before, the steps will look slightly different. In some cases, we have provided screenshots of both scenarios.

# Facebook account

- First, open a Facebook account at <https://www.facebook.com/> if you do not have one already.
- Validate your existing or new account with your phone, if you haven't done so before. All Facebook developer accounts must be verified.
  - See <https://www.facebook.com/help/167551763306531>



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.

First name

Last name

Mobile number or email

New password

Birthday

Month

Day

Year

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.

# Create an app

- Next, go to <https://developers.facebook.com/> to begin registering for developer access
  - Select “Create Project” in the upper-right hand corner
  - If you’ve created an app before, instead select “My apps” and then “Add a New App”

The image shows two screenshots of the Facebook Developers website. The top screenshot displays the main homepage with a large banner for the F8 Developer Conference. A red arrow points from the 'Create a Project' button in the top right corner to the 'Add a New App' link in the dropdown menu of the second screenshot. The bottom screenshot shows a user's developer dashboard with various app management options.

**Top Screenshot (Facebook Developers Homepage):**

- Facebook Developers logo
- Products, Docs, Tools & Support, News, Success Stories navigation links
- Search bar
- Create a Project button (highlighted by a red box)
- F8 Developer Conference logo and text
- Watch F8 Live, April 18 + 19 / San Jose, CA
- Abstract network graph graphic

**Bottom Screenshot (Developer Dashboard):**

- Facebook Developers logo
- Products, Docs, Tools & Support, News, Videos navigation links
- Search bar
- My Apps dropdown menu (highlighted by a red box)
  - Add a New App (highlighted by a red box)
  - Requests
  - Developer Settings
  - Company Settings
  - Log Out of Facebook
- Background image of a developer at a desk with multiple screens and a laptop
- Text: Connect on a global scale, Build, grow and monetize your apps with Facebook
- Icons at the bottom: download, share, chart, tag

- Name your app “iussp\_2017\_smw”
- Add your contact email

## Create a New App ID

Get started integrating Facebook into your app or website

Display Name

Contact Email

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

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

### Facebook Login

Account Creation in two taps



### Sharing on Facebook

Promote your app or website organically



### Facebook Analytics

Understand and optimize customer behavior



### Mobile Monetization

Monetize your mobile app or mobile website with ads



### Messenger Platform

Build your bot to reach 1



### Instagram Platform

Build tools for businesses to

# Get an access token for your app

- Select “+ Add Product” if you landed on the app dashboard, and then choose the Marketing API
- If you’re already on the “Select a product” page, choose the Marketing API by scrolling down and clicking “Set Up”

[Dashboard](#)[Settings](#)[Roles](#)[Alerts](#)[App Review](#)**PRODUCTS**[+ Add Product](#)

## Select a product

**Account Kit**

Seamless account creation. No more passwords.

**Facebook Login**

The world's number one social login product.

**Audience Network**

Monetize your mobile app or website with native ads from 3 million Facebook advertisers.

**Analytics**

Understand how people engage with your business across apps, devices, platforms and websites.

**Messenger**

Customize the way you interact with people on Messenger.

**Webhooks**

Subscribe to changes and receive updates in real time without calling the API.

**Marketing API**

Integrate Facebook Marketing API with your app.

**App Center**

Get your game discovered by being listed as a featured game on Facebook.

**Web Payments**

Accept in-app payments through Facebook's secure payment system.



iussp\_2017\_smw ▾

APP ID: 138280276897670

[View Analytics](#)

Tools &amp; Support Docs

[Dashboard](#)[Settings](#)[Roles](#)[Alerts](#)[App Review](#)**PRODUCTS**[+ Add Product](#)

Understand how people engage with your business across apps, devices, platforms and websites.

Customize the way you interact with people on Messenger.

Subscribe to changes and receive updates in real time without calling the API.

**Marketing API**

Integrate Facebook Marketing API with your app.

[Read Docs](#)[Set Up](#)**App Center**

Get your game discovered by being listed as a featured game on Facebook.

**Web Payments**

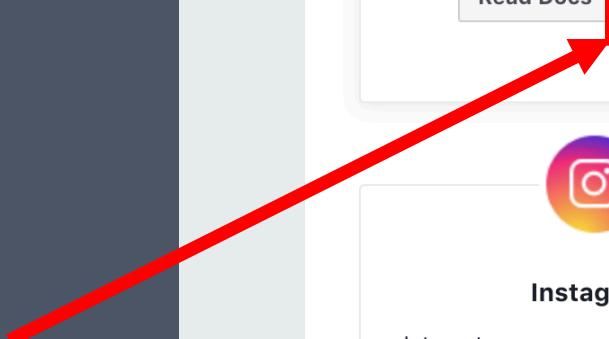
Accept in-app payments through Facebook's secure payment system.

**Instagram**

Integrate your app with the Instagram API to let businesses use your app with their Instagram accounts.

**Messenger Expression**

Let people on Messenger express themselves more creatively through your app.



Looking for something else?

There are many more integration possibilities that we can help you with.

[Expand Additional Products](#)

- Now “Marketing API” appears under “Products”
- Select “Tools”
- In “Get Access Token” pane, select “ads\_management” and “ads\_read”
- Then press the “Get Token” button
- It will take several seconds (potentially a minute)
  - You will receive a Facebook token that is 181 characters (alphanumeric)
  - Example token:
    - EAAHMonBrQ5kBALhYvCnLRsNRyO9YJH8I6ZBKwby5cLrS4V2GZAC2GT2MbDHXjpwnfvkPB0ZBv7knZAP1wRzKQVZAxd7fAsQTDAVrE0H3hUffFZBuRlncX0cAMVj8sIKLN68U6BxDaogvl dluX8tAMK
- Copy this Facebook token and paste it somewhere for safekeeping

[Dashboard](#)[Settings](#)[Roles](#)[Alerts](#)[App Review](#)**PRODUCTS****Marketing API**[Quickstart](#)[Tools](#)[Settings](#)[+ Add Product](#)**Welcome to Marketing API**

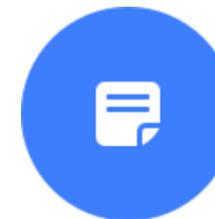
Build solutions for marketing automation with Facebook's advertising platform. Make your first Marketing API call using our SDKs just within a few minutes.



Marketing API QuickStart provides a guided, tutorial, hands-on coding experience, it steps you through the process of building a small application in a few minutes.

**Promote Your Page**

Generate code samples to create an ad to promote your Page on Facebook.

**Create Ad Reports**

Generate the code samples you need to create a report about your Facebook ads.

[Read the Docs](#)

[Dashboard](#)[Settings](#)[Roles](#)[Alerts](#)[App Review](#)**PRODUCTS****Marketing API**[Quickstart](#)**Tools**[Settings](#)[+ Add Product](#)**Get Access Token** [?]**Select Token Permissions** [Learn More](#) ads\_management ads\_read 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**

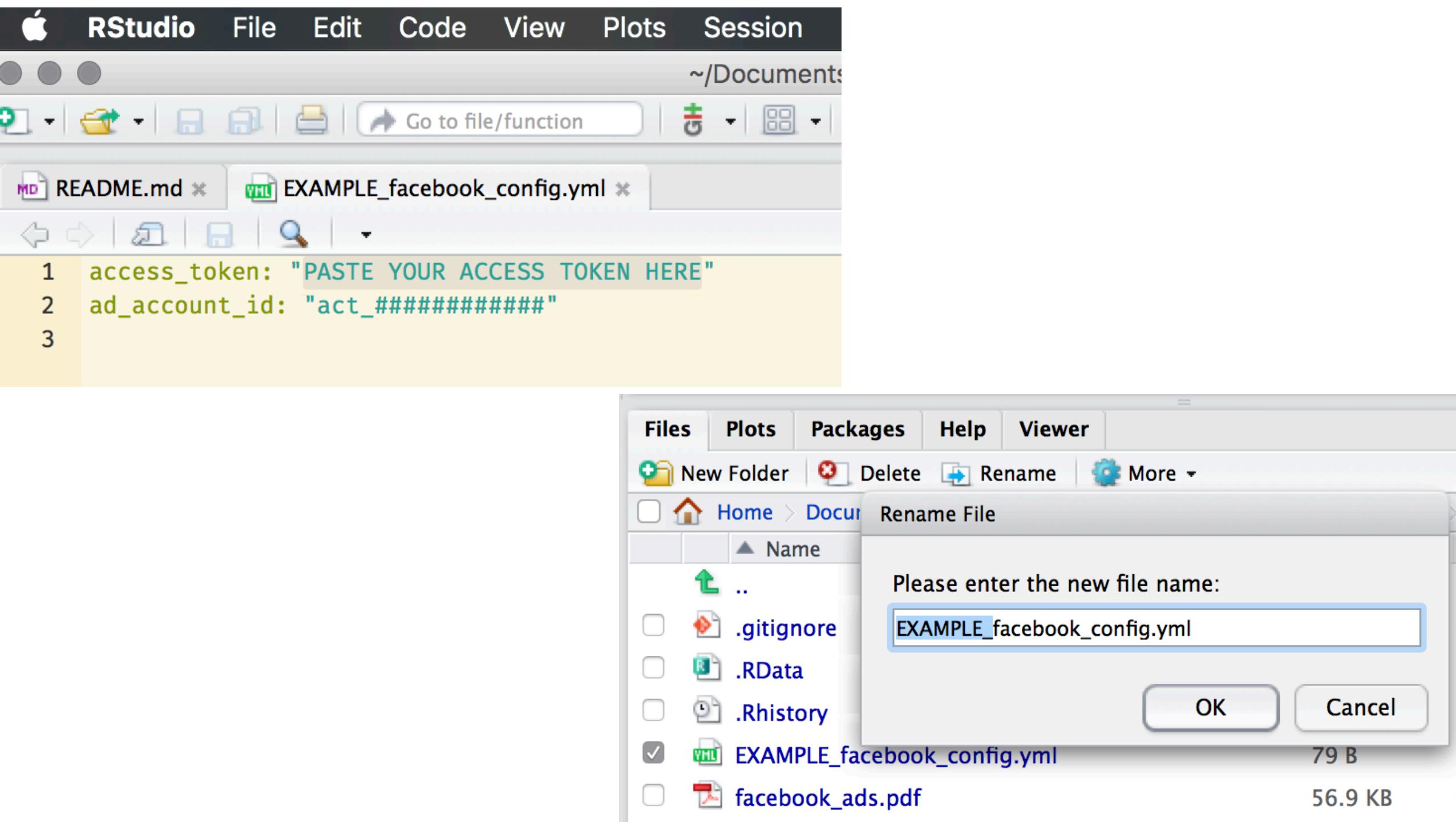
A sandbox ad account lets you try out creating and editing ads using the Facebook Marketing API without incurring costs. You can create and manage sandbox ad accounts here.

[New Sandbox Ad Account](#)

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

# Where to save your access token

- Now, copy the new access token to the provided configuration file, `EXAMPLE_facebook_config.yml`
  - You can use RStudio to open and edit .yml files
- At this point, **rename** the file from `EXAMPLE_facebook_config.yml` to `facebook_config.yml`



# Extend access token

- Tokens last for an hour unless extended
- You will get an error if you try to use an expired token, and you will have to create a new one
- 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”

Facebook paa\_2017\_smdw - Market Access Token Debugger https://developers.facebook.com/tools/debug/accesstoken/

facebook for developers Products Docs Tools & Support News Success Stories Search My Apps

## Access Token Debugger

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

EEABr5qrKD4sBAJBsYZBNL3kaZBlyN3TkZAvIWZBUObp9Mi6u7sWYCvAw80rlZCtCSYZCKZCjDdpU3D9NlpR3ECxkrsZCYbZAEkGZBD0W8EBnZAuFY2TjpdDLYZC

Debug

LANGUAGES English (US) Español Français (France) 中文(简体) العربية Português (Brasil) Italiano 한국어 Deutsch 日本語 ...

Products	SDKs	Tools	Support	News
Facebook Login	iOS SDK	Graph API Explorer	Platform Status	Blog
Sharing on Facebook	Android SDK	Open Graph Debugger	Developers Group	Developer Roadmap
Games	JavaScript SDK	Object Browser	Marketing Partners	Case Studies
Facebook App Ads	PHP SDK	JavaScript Test Console	Bugs	Videos
	Unity SDK	API Upgrade Tool		
		Facebook Analytics for Apps		



## Access Token Debugger

Sharing Debugger

Batch Invalidator

Access Token

API Version: [?]

v2.8

EAABr5qrKD4sBAJBsYZBNL3kaZBlyN3TkZAvIWZBUObp9Mi6u7sWYCvAw80rlZCtCSYZCKZCjDdpU3D9NlpR3ECxksZCYbZAEkGZBD0W8EBnZAuFY2TjpdDLYZC

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

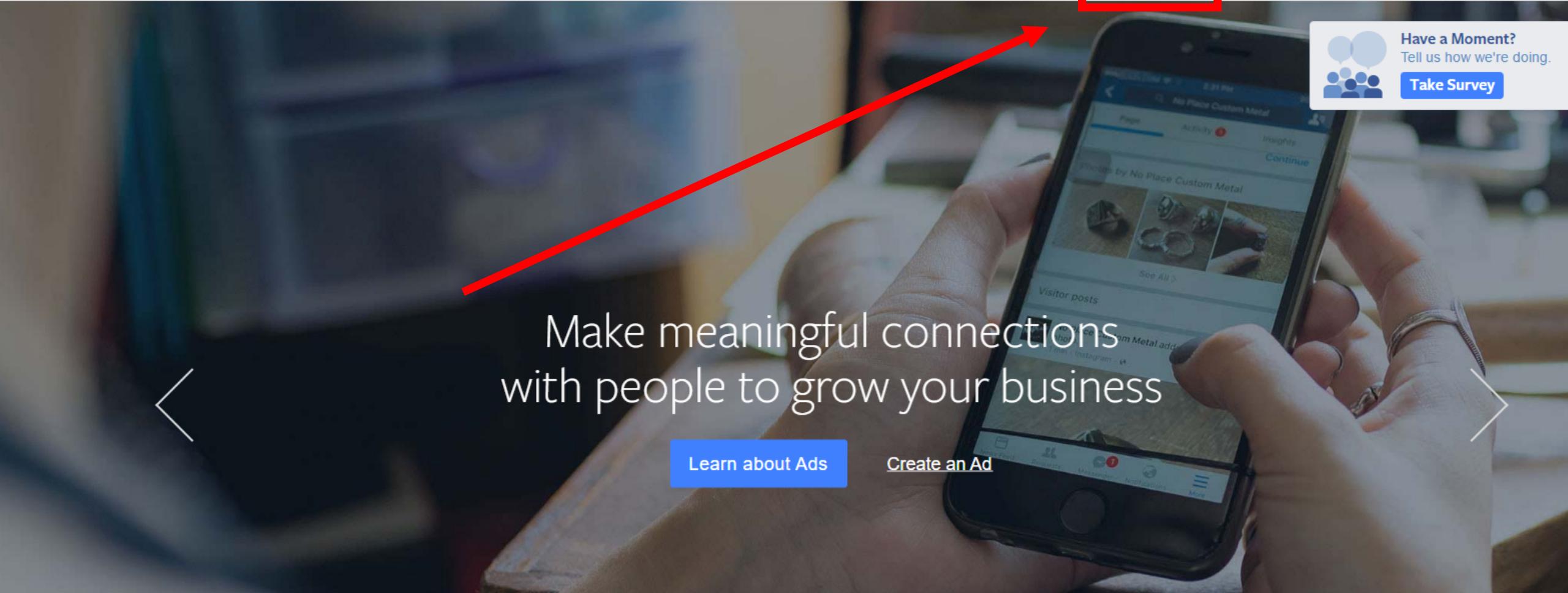
Scopes ads\_management, ads\_read, public\_profile

# Get Ads Account ID

- The final piece is to get your Ads Account ID.
- Go to <https://www.facebook.com/business/> and click "Create an Ad"
- Select "Reach" for your ad's marketing objective
- Continue

# Your account ID is in the URL

- From the URL of your in-progress ad page, copy the number between “act=” and “&pid=p1”
- For instance:  
<https://www.facebook.com/ads/manager/creation/creation/?act=952863473440&pid=p1>
- (“&pid=p1” may be absent; in any case, you want the string of numbers near the end of the URL)



Make meaningful connections  
with people to grow your business

Learn about Ads

Create an Ad



Have a Moment?

Tell us how we're doing.

Take Survey

Facebook paa\_2017\_smdw - Marke Access Token Debugger Ads Manager

<https://www.facebook.com/adsmanagercreationcreation?act=100267423869649&pid=p1>

Search Daniel

**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
<b>Reach</b>	App installs	Store visits
	Video views	
	Lead generation	

A red arrow points from the top left towards the "Campaign" header. A second red arrow points from the bottom left towards the "Reach" option in the Awareness column.

# Save your Account ID in the same place

- Save a copy of your Facebook Ads Manager Account ID to the provided configuration file, `facebook_config.yml`
- Use the format “`act_1234567890`” (underscore, not “`=`”)

# You now have everything you need

- Now you have the two credentials you need for the workshop, the Facebook Access Token and the Facebook Ads Manager Account ID.
- Be sure that both credentials are in the properly-renamed file, and that your access token will not expire before the workshop.

# Experiment if you'd like

- Optionally, you can return to the ad you were creating and 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. This is the key piece of information of interest.

**Ad Set:** Define your audience, budget and schedule. Campaign

Objective

Ad Account

Create New

Ad Set

Page

Audience

Placements

Budget &amp; Schedule

Ad

Format

Page &amp; Text

Close

**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

All

Men

Women

**Audience Size**

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?](#)