

**FACEBOOK ADS SETUP GUIDE**

**The Below requirements are needed to establish a connection facebook ads.**

**Prerequisites**

Prerequisiteslink  
To connect Facebook Ads to Fivetran, you need:  
  
An active Facebook account with permission to access data from accounts you'd like to sync.  
The breakdowns and fields you'd like to sync.

**Setup Guide**

* In the connector setup form enter the Destination schema name of your choice.
* Select the Authentication Method you want to use:
* Select Grant User Access to authorize through OAuth. Click Authorize, to authorize Facebook to log in through OAuth.
* Select Use System User Token to authorize through System User Token. You must provide the ads\_read, ads\_management, and business\_management permissions while generating the system user token.
* NOTE: The app for which you generated the system token must have the Standard or Advanced access level. If the app has the default No Access access level, then the system user tokens generated for these apps is not able to query the Ads API. Note that requirements for each access level are managed by a third party and can be changed at any time. If you see sudden access level errors after the connector setup, check your App review status and make sure the requirements for specified access level are met.
* i. In the Access Token field, enter your System User Token.
* ii. Click Validate Access Token to validate the token permissions.
* Select your Sync Mode: Sync All Accounts or Sync Specific Accounts. If you choose Sync Specific Accounts, select the accounts you'd like to sync.
* Click Add item, and then select the Configuration Type: Pre-built Report or Custom Report.
* Enter your Table Name. It must be unique within this connector and must comply with Fivetran's naming conventions.
* Specify the report parameters.
* If you choose Pre-built Report, select the reports you want to sync from the list of supported reports.
* If you choose Custom Report, then add breakdowns, action breakdowns, and fields.
* Select the aggregation: Day, Week, Month or Lifetime.
* Select how many months of reporting data you'd like to include in your initial sync.
* (Optional) Set the Show Advanced Options toggle to ON, and then enter values for Click Attribution Window and View Attribution Window.
* (Optional) Set the Use unified attribution setting toggle to OFF if you don't want to use the unified attribution settings for you ad results.
* (Optional) Set the Sync all metadata toggle to OFF if you want to sync only report data without any metadata.
* Click Save & Test. Fivetran will take it from here and sync metadata and insights from your Facebook account.

