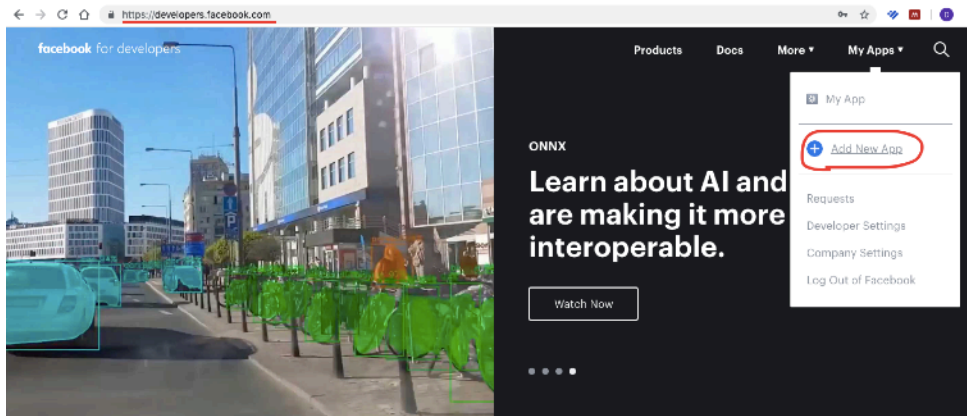


# How to get credentials for using Facebook Marketing API

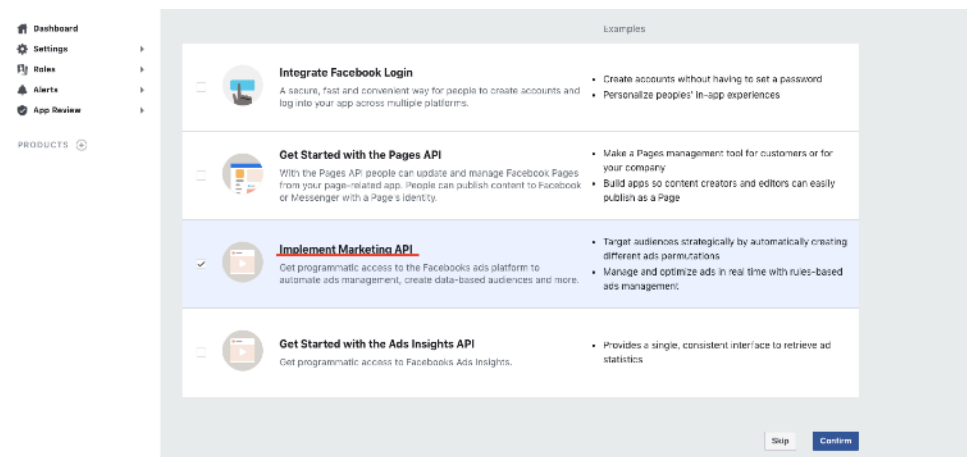
## Step 1

Go to <https://developers.facebook.com/> and login to your Facebook account  
Then create a new app by clicking “Add New App” and follow the process



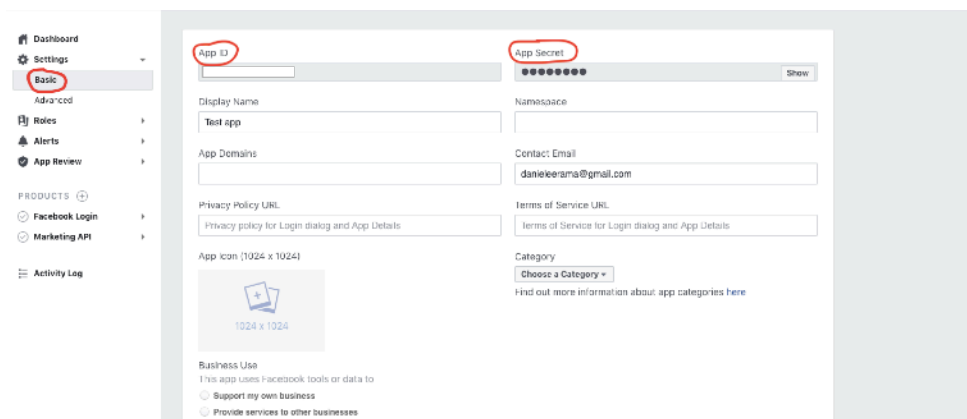
## Step 2

Once you are in the app's dashboard page, choose “Implement Marketing API” and confirm

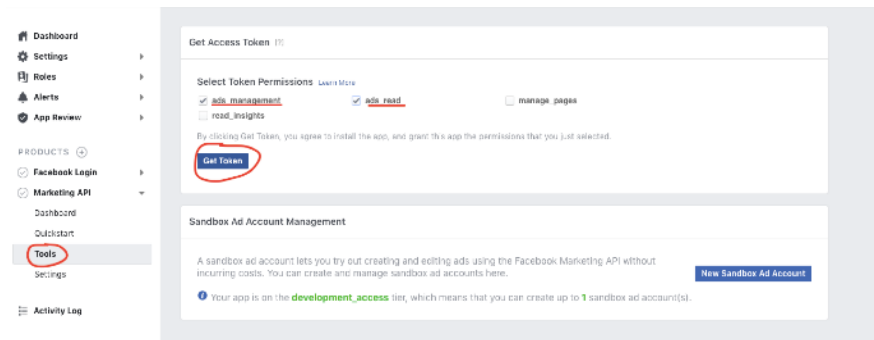


## Step 3

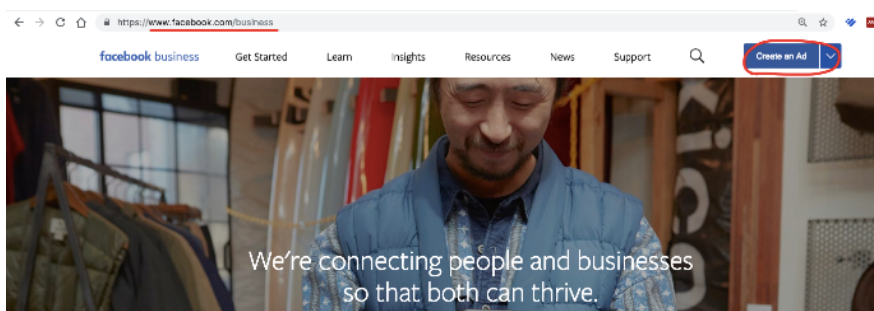
Go to “Settings > Basic” to get *App ID* and *App Secret*



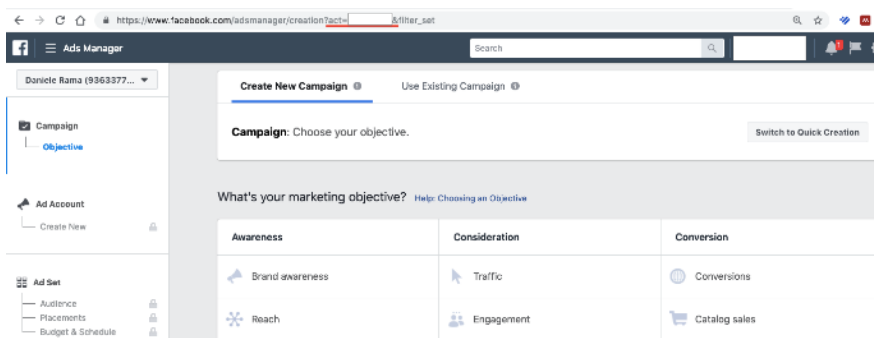
Then go to “Marketing API > Tools”, select “ads\_management” and “ads\_read” and click “Get Token” to get the Access token



Finally, go to <https://www.facebook.com/business> and click “Create an Ad”.



Then, in the URL, copy the part starting with “act=...” to get the Business Account ID



## Recap

In order to use Facebook Marketing API, make sure you have:

- App ID
- App secret
- Access token
- Business account ID

## References

Facebook Marketing API — docs

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

Facebook Marketing API — key concepts

<https://developers.facebook.com/ads/blog/post/2018/11/01/marketing-api-setup-101/>

Official Python package

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