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Quick guide for installing the Facebook Marketing API

*Important: These steps and sample codes assume that you are working with Python 3.0 or the most recent version. Furthermore, before following this guide, it's important to have **access to a Business Manager Account** and manage (or have permissions to manage) at least one Ad Account.*

Section I: Register an App on Facebook for Developers website

- a. Click on the next link <https://developers.facebook.com/apps/> , click on 'My apps' and then click on 'Create app'
- b. On the 'Select an app type' step, select 'Business' app and click 'next'

- c. Give a name to the new App, write an e-mail, select the 'App Purpose' (Yourself or Clients) according to your needs, the Business Manager Account and click on 'Create App'
- d. If you are asked to re-enter your password, then complete this Security check
- e. An App Dashboard will be displayed, copy the App ID and save it, you will use it later
- f. On the left side tab, click on 'Roles>>Roles' and Add the Administrators, Developers or Testers or Analytics Users for your App, according to your needs

Section II: Link the App to a Business Manager

Note: If you already connected your app to a Business Manager Account (Section I, step 'c'), skip this section

- a. Go to Business Manager page <https://business.facebook.com/home> and click on the 'Business Settings' on the left tab
- b. Click on 'Accounts' on the left side of the page, and then click on 'Apps'
- c. Click on 'Add>>Add an App' and paste the App ID you saved in the previous steps. Then, click on 'Add App'

Section III: Create a System User on Business Manager

Note: you can continue working with you already created System user or create a new one

- d. On Business Settings, click on 'System Users>>Add'
- e. Assign a Name to the System user and a role and click on 'Create System User'. When having an existing System user, you will have to assign an 'Employee' role.
- f. Select the 'System User' you will be working on and then click on 'Add Assets'
- g. On the Select Asset Type section, click on Apps and click on the new App name you have recently created
- h. Assign the permissions you want to provide to the System user (Develop app, View insights, Test app or Manager App). Click on 'Save Changes'

Section IV: Generate Access Token

- i. On the same System Users section, click on the Admin System user name and then click on 'Generate New Token', select the App name and select all the Scopes you need to access and then click on 'Generate Token'. When starting to use the Facebook Marketing API, we suggest selecting the following permissions: **business_management, read_insights, ads_read and ads_management**
- j. IMPORTANT: Copy and save in a safe place the Access Token. Anyone who has this token will have access to the Ad Accounts or Business information.

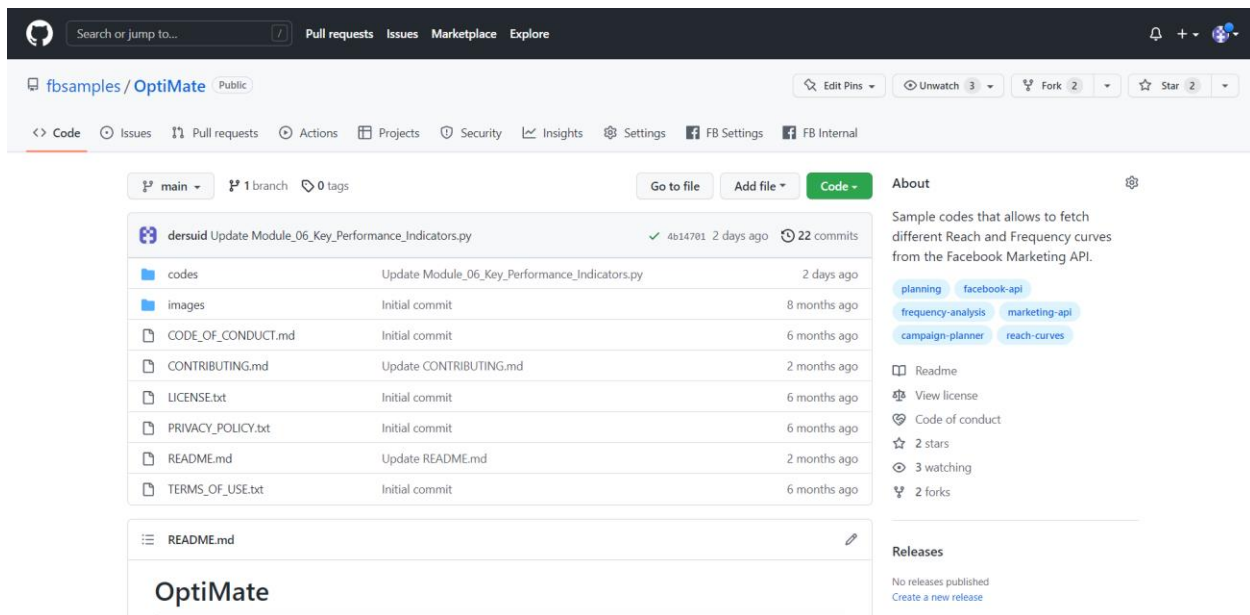
Section V: Install the Facebook SDK for Python

The `Facebook_business` package is compatible with Python versions 2 and 3.

- The easiest way to install the SDK is via the `pip` on the Python Terminal
 - You can install the `pip` on the Terminal with:
`easy_install pip`
- a. Once you have installed the `pip`, install `Facebook_business`:
- `pip install Facebook_business`

IMPORTANT: If you have already installed a previous version of `Facebook_business`, first uninstall it and then re-install. This is to make sure that you have the latest version

- b. In addition to this Guide, you can directly download the OptiMate sample codes on the following [repository](#):



- c. Once you have saved this Sample codes in your own environment, you will have to include your own Token and Ad Account credentials
- d. Follow each sample code instructions to fetch results for each Module according to your campaign needs

More Facebook Marketing API info on: <https://developers.facebook.com/docs/marketing-apis>

Happy coding!!!