Manage Assets and Permissions in Business Manager

Introduction

With Business Manager, you can:

- Create ads.
- Run and track your ads.
- Create and manage multiple assets, such as Pages and ad accounts.
- Share access with agency or marketing partners.

Tools in Business Manager

Ads Manager

To create and manage ad campaigns, measure ad effectiveness, and test and track pixel performance.

Commerce Manager

To set up catalogs for products and create dynamic ads.

Events Manager

To set up catalogs for products and create dynamic ads.

Ad Accounts

To see pixel event data, make sure events are set up properly, and fix pixel errors.

When to Use Business Manager

Use Business Manager if any of these apply:

- Gain more control and security.
- Share assets with people or agencies.
- Manage multiple assets.

Key Knowledge

- Match the appropriate tool to its purpose.

Add and Share Assets

There are three ways to add assets to Business Manager:

- Create a new asset.
- Request access to an asset another business or person owns.

- Add an existing asset and claim ownership.

Types of Assets

- Ad accounts
- Pages
- Instagram accounts
- Pixels
- Offline events
- Apps
- Catalogs
- Custom conversions

Pages (粉絲專頁)

- The first Page you add to your Business Manager is your **primary Page**, which represents your entire business.
- Once you've added Pages to Business Manager, no one can access those Pages outside of the tool.
- Before you add a page to Business Manager,
  - you must be an admin on a Page for more than 7 days.
  - you must be admin in the Business Manager.
  - you have to own the Page you want to add.
  - if your Page is linked, you should also add your Instagram business account to your Business Manager.
- You can also **request access** to Pages that other people or businesses own.

Pixels (Meta 像素)

- Pixel is a small piece of code on your website. It can help **trace conversion times**, **create audiences** and **require marketing data**.
- Each ad account inside a Business Manager can only create **one pixel**, and **totally up to 100 pixels** can be created in a Business Manager.
- Before you add a pixel to Business Manager, you must be admin in the Business Manager.

Ad Accounts (廣告帳號)

- You're able to see all ad accounts that you have access to, including those you own and those owned by others.
- You can manage **up to 25 ad accounts** in your Business Manager.
- An ad account can have up to 25 associated admins, advertisers or analysts.
- You can't add an ad account to Business Manager in the following cases:
  - Someone has already added the account you want to add to another Business Manager.
  - You've already added a personal ad account to Business Manager.
  - You've reached your ad account limit for how many new ad accounts you can add to your Business Manager.
  - The ad account is a prepaid ad account. You can only add **prepaid ad accounts** to Business Managers if they're from **certain location**.

Key Knowledge

- Assets of Business Manager
- What can you do when you receive access to the Page of another business?

Users, Roles and Permissions

Types of Users

- People
  - Individuals that you add to your Business Manager by email.
  - You can assign people the role of either **employee** or **admin**.
  - Add people to Business Manager
- Partners
  - Other businesses, such as agencies, vendors or clients with whom you work.
  - You can only **share permissions to assets** with your partners and can't give partners access as admins or employees.
  - Give a partner access to your assets
  - Ask a partner to share assets
- System Users
  - Represent servers or software that **make API calls** to assets that a Business Manager owns or manages.
  - Add system user to Business Manager

Permissions

First Layer

Assign roles to users (either employees or admin) when adding people in Business Manager.

Second Layer

You use **task-based permissions** to grant access to your business assets in Business Manager settings (for example, Pages, pixels or ad accounts).

Tasks for each asset are divided into two categories:

- **Standard access**: Toggle on each task you'd like the person to perform.
- **Admin access**: Toggle on admin access to allow the person to manage the asset and perform all available tasks.

Key Knowledge

- Permissions