Docs   **Marketing API**   **Get Started**   **Authorization**

On This Page

Authorization

The authorization process verifies the users and apps that will be accessing the Marketing API and grants them permissions.

App Roles

In your app's dashboard, you can set roles for yourself or team members as necessary: Admin, Developer, Tester.

Note: Depending on your intended use case, you may need to submit your app for review to gain access to specific permissions related to ad management.

Access Levels, Permissions, and Features

Business apps are subject to an additional layer of Graph API authorization called access levels. During App Review, your app must also request specific permissions and features.

> Each level has restrictions, see Access Levels And Features for more information. All developers also must follow all Meta Platform Terms and Developer Policies. **Calls on ANY access level are against production data.**

Marketing API Access Levels vs. Ads Management Standard Access

Permissions and features for apps have two different access levels: standard access and advanced access (**Note:** The use of the term "standard access" here is not related to the Ads Management Standard Access feature.) The advanced access level of Ads Management Standard Access still requires an app to pass through review in order to have access to the feature.

Marketing API Access vs Ads Management Standard Access Mapping

Marketing API Access	Ads Management Standard Access	Action
Development access	Standard access	By default
Standard access	Advanced access	Apply in App Dashboard
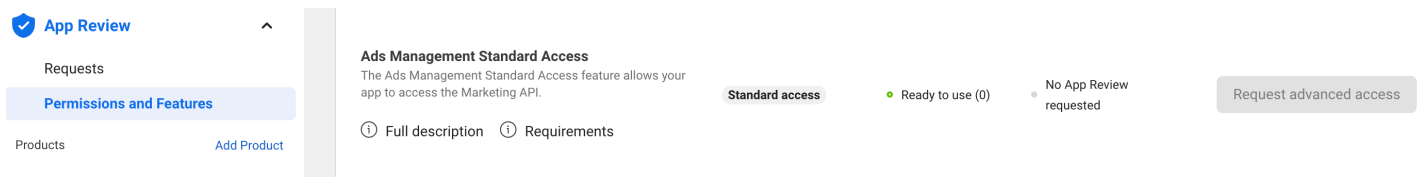
To check your current access level, go to **App Dashboard** > **App Review** > **Permissions and Features**.

Permissions and Features

Permissions

The permissions you should request change depending on which API you want to access.

If your app is only managing your ad account, standard access to the `ads_read` and `ads_management` permissions are sufficient. If your app is managing other people's ad accounts, you need advanced access to the `ads_read` and/or `ads_management` permissions. See all available permissions for business apps.

Features

The features you should request change depending on how you want to use our APIs. If you're managing ads, a common feature to request is Ads Management Standard Access. See all available features for business apps.

Feature access levels

Feature Access Level	Description
Standard access	Business apps are automatically approved for standard access for all permissions and features available to the Business app type.

Feature Access Level	Description
Advanced access	Use this option if you're getting started. You can build end-to-end workflows before requesting full permissions, and you can access an unlimited number of ad accounts. Some API calls may not be available with standard access because they may belong to multiple accounts or the affected account can't be identified programmatically. Advanced access must be approved through the App Review process on an individual permission and feature basis. 1. To request advanced access, go to your app's dashboard and click **App Review** > **Permissions and Features**. 2. Find the permission or feature you would like to access and, under **Action**, click **Request advanced access**. You can select one or more features. Once you have selected your options, click **Continue the Request**. You'll be taken to a screen that guides you through the submission process. After you submit your information, Meta responds with an approval or denial and additional information if your app is not qualified for standard access. If you're approved for advanced access, you need to do the following to maintain your status: • Have successfully made at least 1500 Marketing API calls in the last 15 days. • Have made Marketing API calls with an error rate of less than 10% in the last 15 days.

Access level significance

The table below shows how standard and advanced access levels impact the Ads Management Standard Access feature.

	Standard Access	Advanced Access
Account Limits	Manage an unlimited number of ad accounts. App admins or developers can make API calls on behalf of ad account admins or advertisers.	Manage an unlimited number of ad accounts, assuming you get `ads_read` or `ads_management` permission from the ad account.
Rate Limits	Heavily rate-limited per ad account. For development only. Not for production apps running for live advertisers.	Lightly rate limited per ad account.
Business Manager	Limited access to Business Manager and Catalog APIs. No Business Manager access to manage ad accounts, user permissions and Pages.	Access to all Business Manager and Catalog APIs.
System User	Can create 1 system user and 1 admin system user.	Can create 10 system users and 1 admin system user.
Page Creation	Cannot create Pages through the API.	Cannot create Pages through the API.

Get Advanced Access

In order to get advanced access of Ads Management Standard Access, your app needs to meet these requirements:

- Have successfully made at least 1500 Marketing API calls in the last 15 days.
- Have made Marketing API calls with an error rate of less than 10% in the last 15 days.

If you're managing someone's ads, use the `scope` parameter to prompt them for the `ads_management` or `ads_read` permissions. Your app gets access when they click **Allow**.

```
https://www.facebook.com/v23.0/dialog/oauth?
   client_id=<YOUR_APP_ID>
```

```
    &redirect_uri=<YOUR_URL>
    &scope=ads_management
```

Note: When inputting the `YOUR_URL` field, put a trailing `/` (for example, http://www.facebook.com/).

Example Use Cases

Use Case	What To Request
You want to read and manage ads for ad accounts you own or have been granted access to by the ad account owner.	• **Permission:** `ads_management` • **Feature:** Ads Management Standard Access
You want to read ad reports for ad accounts you own or have been granted access to by the ad account owner.	• **Permission:** `ads_read` • **Feature:** Ads Management Standard Access
You want to pull ad reports from a set of clients and to both read and manage ads from another set of clients.	• **Permissions:** `ads_management` and `ads_read` • **Feature:** Ads Management Standard Access

Business Verification

Business verification is a process that allows us to verify your identity as a business entity, which we require if your app will access sensitive data. Learn more about the Business Verification process.

Learn More

- Permissions Reference for Meta Technologies APIs

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