Docs   Marketing API   API Reference

On This Page

Marketing API Version   v23.0

Marketing API Reference

Marketing API Root Nodes

This is a full list of root nodes for the Facebook Marketing API with links to reference docs for each. For background on the API's architecture how to call root nodes and their edges, see Using the Graph API.

> To access all reference information you will need to be logged in to Facebook.

Node	Description
/{AD_ACCOUNT_USER_ID}	Someone on Facebook who creates ads. Each ad user can have a role on several ad accounts.
/act_{AD_ACCOUNT_ID}	Represents the business entity managing ads.
/{AD_ID}	Contains information for an ad, such as creative elements and measurement information.
/{AD_CREATIVE_ID}	Format for your image, carousel, collection, or video ad.
/{AD_SET_ID}	Contains all ads that share the same budget, schedule, bid, and targeting.
/{AD_CAMPAIGN_ID}	Defines your ad campaigns' objective. Contains one or more ad set.

User

Edges

Edge	Description
/adaccounts	All ad accounts associated with this person
/accounts	All pages and places that someone is an admin of
/promotable_events	All promotable events you created or promotable page events that belong to pages you are an admin for

Ad Account

All collections of ad objects in Marketing APIs belong to an ad account.

Edges

The most popular edges of the Ad Account node. Visit the Ad Account Edges reference for a complete list of all edges.

Edge	Description
/adcreatives	Defines your ad's appearance and content
/adimages	Library of images to use in ad creatives. Can be uploaded and managed independently

Edge	Description
`/ads`	Data for an ad, such as creative elements and measurement information
`/adsets`	Contain all ads that share the same budget, schedule, bid, and targeting
`/advideos`	Library of videos for use in ad creatives. Can be uploaded and managed independently
`/campaigns`	Define your campaigns' objective and contain one or more ad sets
`/customaudiences`	The custom audiences owned by/shared with this ad account
`/insights`	Interface for insights. De-dupes results across child objects, provides sorting, and async reports.
`/users`	List of people assocated with an ad account

Ad

An individual ad associated with an ad set.

Edges

The most popular edges of the Ad node. Visit the Ad Edges reference for a complete list of all edges.

Edge	Description
/adcreatives	Defines your ad's appearance and content
/insights	Insights on your advertising performance.
/leads	Any leads associated with with a Lead Ad.
/previews	Generate ad previews from an existing ad

Ad Set

An ad set is a group of ads that share the same daily or lifetime budget, schedule, bid type, bid info, and targeting data.

Edges

The most popular edges of the Ad Set node. Visit the Ad Set Edges reference for a complete list of all edges.

Edge	Description
/activities	Log of actions taken on the ad set
/adcreatives	Defines your ad's content and appearance
/ads	Data necessary for an ad, such as creative elements and measurement information
/insights	Insights on your advertising performance.

Ad Campaign

A campaign is the highest level organizational structure within an ad account and should represent a single objective for an advertiser.

Edges

The most popular edges of the Ad Campaign node. Visit the Ad Campaign Edges reference for a complete list of all edges.

Edge	Description
`/ads`	Data necessary for an ad, such as creative elements and measurement information
`/adsets`	Contain all ads that share the same budget, schedule, bid, and targeting.
`/insights`	Insights on your advertising performance.

Ad Creative

The format which provides layout and contains content for the ad.

Edges

The most popular edges of the Ad Creative node. Visit the Ad Creative Edges reference for a complete list of all edges.

Edge	Description
/previews	Generate ad previews from the existing ad creative object

Subscribe to Changes

Marketing API

Overview

Get Started

Ad Creative

Bidding

Ad Rules Engine

Audiences

Insights API

Brand Safety and Suitability

Best Practices

Troubleshooting

API Reference

Ad Account

Ad Creative

Ad Image

Ad Previews

Ad Preview Plugin

Business

Business Role Request

Business User

Currencies

High Demand Period

Image Crop

Product Catalog

System User

Changelog