Docs   Marketing API   Get Started   Basic Ad Creation   Create an Ad

On This Page

Create an Ad

The ad set and the ad creative come together to create the ad itself.

You create the ad by sending a `POST` request to the `/act_<AD_ACCOUNT_ID>/ads` endpoint along with parameters such as the `adset_id` and `creative` details.

Example API Request:

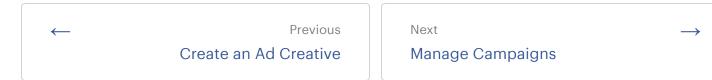```
curl -X POST \
  https://graph.facebook.com/v23.0/act_<AD_ACCOUNT_ID>/ads \
  -F 'name=My Ad' \
  -F 'adset_id=AD_SET_ID' \
  -F 'creative={"creative_id": "<CREATIVE_ID>"}' \
  -F 'status=ACTIVE' \
  -F 'access_token=<ACCESS_TOKEN>'
```

## Required Parameters

| Name | Description |
|---|---|
| `adset_id` | The ID of the ad set under which the ad will run. |
| `creative` | Contains the creative ID for the ad. |
| `status` | Set to `ACTIVE` to launch the ad immediately. |

## Learn More

- [Ad Account Ads Reference](#)
- [Ad Reference](#)

| | |
|---|---|
| ←            Previous<br>           **Create an Ad Creative** | Next<br>**Manage Campaigns**         → |

**Marketing API**

Overview

**Get Started**

    Authorization

    Authentication

        Use Cases

    **Basic Ad Creation**

        Create an Ad Campaign

        Create an Ad Set

        Create an Ad Creative

        **Create an Ad**

    Manage Campaigns

    Ad Optimization Basics

Ad Creative

Bidding

Ad Rules Engine

Audiences

Insights API

Brand Safety and Suitability

Best Practices

Troubleshooting

API Reference

Changelog