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The following content is from the Meta App Development documentation. Please refer to the Development documentation to learn more about the [Meta App Development process](#).

Marketing API Use Cases

This document shows you how to create and customize a Meta app with the Marketing API use cases in the App Dashboard.

There are multiple Marketing API use cases you can add to your app to fit your needs.

- Create and manage ads with Marketing API
- Capture and manage ad leads with Marketing API
- Measure ad performance data with Marketing API

[Facebook Login for Business](#) is automatically added to your app.

Requirements

This guide assumes that you have read and implemented the requirements for [creating an app with Meta](#).

1. Start the app creation process

There are a number of ways to create an app.

- If you just came from the registration flow, click the **Create First App** button
- If you are on the App Dashboard, click **Create App** in the upper right
- If you are on the dashboard for an existing app and want to create a new app, select the dropdown menu in the upper left, and click the **Create New App** button

[Launch the Meta App Dashboard](#)

2. Add app details

Add the following details about your app:

- A **name** for your app
- The **email** address to be used to contact you about this particular app

Click **Next** to save your app's details.

3. Add use cases

1. Select one or more of the following Marketing API use cases:

- **Create & manage ads with Marketing API**
- **Measure ad performance data with Marketing API**
- **Capture & manage ad leads with Marketing API**

2. (Optional) Add additional use cases that you want to implement in your app and that are compatible with this use case. Incompatible use cases are greyed out.

3. Click **Next**.

4. Connect a business

This use case requires that you connect your app to a business that has completed both Access and Business Verification before you can [publish your app](#).

However, you can connect a business now or at any time during the development process.

1. Select an option and click **Next**.

[Learn more](#) about Access and Business Verification.

5. Requirements

Your app may need to complete certain requirements to publish your app and maintain data access. These requirements will be listed, if applicable, with a link to the use case triggering the requirement and link to learn more about each requirement.

Click **Next**.

6. Overview

This step allows you to review the following:

- App details
- Use cases added to your app
- The business portfolio added to your app
- Requirements of your app

The **Meta Platform Terms** and **Developer Policies** are linked here for you to review.

Click **Go to dashboard**.

When your app is created you will be redirected to your app's dashboard to further customize your app.

6. Customize and test each use case

1. Click **Dashboard** in menu to the left in the App Dashboard. Each use case that you have added to your app is listed here.
2. Select the use case you want to customize. This allows you to add settings and permissions to make your app work the way you want it to.
3. Add permissions that your app needs and remove permissions that your app doesn't need.
4. Click **Ready to test** to test each use case. If you need to submit your app for Meta App Review, you must test each use case. The **Meta's Graph API Explorer** allows you to test your queries and get access tokens and code samples for your queries.
5. Click **Dashboard** to repeat the above for each use case.

Customize Create & manage ads with Marketing API

To customize the Create & manage ads with Marketing API use case, click **Create & manage ads with Marketing API use case**. You are redirected to **Permissions and features** where you can view and add

permissions and features that are available for this use case.

Permissions and features

The following permissions and features are required for this use case and are added by default:

- Ads Management Standard Access
- `ads_management`
- `ads_read`
- `business_management`
- `pages_manage_metadata`
- `pages_read_engagement`
- `pages_show_list`
- `public_profile`

1. Click **Add** next to each additional available feature or permission that your app needs to work the way you want it to.
2. Click **Actions** to request a higher Marketing API rate limit for the Ads Management Standard Access feature. Increasing the rate limit will automatically require approval through App Review with other annual reviews to maintain it.

API calls

For each permission or feature, you can see the number of successful API calls made in the last 30 days. If your app requires review, at least one successful call must be made within 30 days of submitting your app.

Status - Ready for testing

If you are ready to test the API, click **Ready to test**. This will take you to a list of each permission to test and a button that will open the Graph API explorer tool so you can test the permission with your Meta App ID.

In the explorer tool, you will need to:

- Add the permissions
- Select the access token type for the endpoints, fields, and parameters you are including in your test call
- Select your Meta App from the dropdown
- Add the endpoint and any fields and parameters to the query string needed to test each permission

Click **Generate Access Token** then click **Submit**.

It might take up to 24 hours for the dashboard to reflect successful API calls.

Note: If a permission is required for multiple use cases, one test call can apply to all use cases.

Tools

1. Click **Use cases** in the menu on the left and select this use case to continue customization.
2. Click **Tools** in the menu on the left to get access tokens, add a sandbox ad account, and view the Marketing API developer documentation.

Settings

1. Click **Settings** in the menu on the left to add, update, or create a business portfolio to connect to this app.
2. To connect a business portfolio to your app, or change the business portfolio currently connected to your app, click **+ Business Portfolio** to add, update, or create one.
3. A pop-up window will appear showing a dropdown of business portfolios over which you have full control and that can be connected to your app.
 - Both verified and unverified business portfolios are listed. You can add an unverified business portfolio however it must be verified before you can run ads.
 - If you don't have a Meta business portfolio or want to create a new one, click **Create new account**.

Click **Use cases** in the menu to the left to customize additional use cases.

Customize Measure ad performance with Marketing API

To customize the Measure ad performance with Marketing API use case, click **Measure ad performance with Marketing API use case**. You are redirected to **Permissions and features** where you can view and add permissions and features that are available for this use case.

Permissions and features

The following permissions and features are required for this use case and are added by default:

- Ads Management Standard Access
- `ads_management`
- `ads_read`
- `business_management`
- `pages_read_engagement`
- `pages_show_list`
- `public_profile`

1. Click **Add** next to each additional available feature or permission that your app needs to work the way you want it to.
2. Click **Actions** to request a higher Marketing API rate limit for the Ads Management Standard Access feature. Increasing the rate limit will automatically require approval through App Review with other annual reviews to maintain it.

API calls

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In the explorer tool, you will need to:

- Add the permissions
- Select the access token type for the endpoints, fields, and parameters you are including in your test call
- Select your Meta App from the dropdown
- Add the endpoint and any fields and parameters to the query string needed to test each permission

Click **Generate Access Token** then click **Submit**.

It might take up to 24 hours for the dashboard to reflect successful API calls.

Note: If a permission is required for multiple use cases, one test call can apply to all use cases.

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Click **Use cases** in the menu to the left to customize additional use cases.

Capture & manage ad leads with Marketing API

To customize the Capture & manage ad leads with Marketing API use case, click **Capture & manage ad leads with Marketing API use case**. You are redirected to **Permissions and features** where you can view and add permissions and features that are available for this use case.

Permissions and features

The following permissions and features are required for this use case and are added by default:

- Ads Management Standard Access
- `ads_management`
- `ads_read`
- `business_management`
- `leads_retrieval`
- `pages_manage_ads`
- `pages_read_engagement`
- `pages_show_list`
- `public_profile`

1. Click **Add** next to each additional available feature or permission that your app needs to work the way you want it to.
2. Click **Actions** to request a higher Marketing API rate limit for the Ads Management Standard Access feature. Increasing the rate limit will automatically require approval through App Review with other annual reviews to maintain it.

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- Add the endpoint and any fields and parameters to the query string needed to test each permission

Click **Generate Access Token** then click **Submit**.

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Tools



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 - Both verified and unverified business portfolios are listed. You can add an unverified business portfolio however it must be verified before you can run ads.
 - If you don't have a Meta business portfolio or want to create a new one, click **Create new account**.

Click **Use cases** in the menu to the left to customize additional use cases.

Update a use case

If, at any point, you want to change your app's use case settings, you can return to your dashboard, click  **Use cases** in the left side menu and click  **Customize**.

7. Customize Facebook Login for Business

Customize Facebook Login for Business for your app.

Settings

Facebook Login for Business allows you to control OAuth settings, add URLs for a de-authorization callback and data deletion requests, and validate your app's redirect URI.

Quickstart

The Quickstart allows you to quickly get the code to implement Facebook Login for Business into your app on any platform your app is available.

Configuration

Create a customized login to gather business assets, access token types, and permissions required by your app. [Learn more](#).

8. Testing requirements

Some use cases require testing before the app can be submitted to App Review. You can use the Graph API Explorer to test API calls, get tokens, and get code.

1. Click each use case to see which permissions and features require a successful API call before submitting for App Review.
2. **Open Graph API Explorer** to test each permission and feature that requires a successful API query.

Click **Dashboard** in the left side menu to complete customization.

9. Finish setup

1. Click **Finish customization** on the **Dashboard** under **App customization and requirements**
2. If you have completed this app's setup, click **Yes, I'm finished**.

The dashboard will refresh to display your app's rate limit usage, your app's use cases, tech provider setup, and rate limit increase request.

Become a tech provider (optional)

Become a Tech Provider if this app will be for clients or other business portfolios.

1. Click **Become a Tech Provider**. You will need to:
 - [Verify your business](#)
 - [Verify that your business is allowed to access another business portfolio's data](#)
 - [Complete App Review](#)

2. Click **Yes, I'm a Tech Provider**.

You will be redirected to **Dashboard** which will display **App customization and requirements**. You will see the status for each customization and requirement with the status for each item instead of your app's rate limit usage. Each item must be completed before you can publish your app. When each item is complete the circle icon will be filled in.

- **Add and customize use cases** – Clicking on a use case takes you to **Use cases > Customize > Customize use case** for that use case where you can update the use case or add more use cases. See [6. Customize and test each use case](#).
- **Prepare and submit for App Review**.
 - **Review and complete testing requirements** will take you to **Review > Testing**. See [7. Testing requirements](#).
 - **Business Verification** will take you to **Review > Verification**. See [4. Connect a business](#).
 - **App Review** will take you to **Review > App Review**.
- **Publish your app**

Webhooks (optional)

Get real-time notifications for certain changes made to your app users' ads.

1. Under **Use Cases**, select the use case you want to add webhooks to and select **Add more to this use case** in the left side menu.
2. Click **Get real-time notifications with Webhooks** then the **Save** button. The dashboard will refresh to **Webhooks**.
3. Select **Ad Account** from the dropdown menu then the **Subscribe to this object** button.
4. In the popup, enter your **Callback URL** that Meta will use to validate requests and send notifications.
5. Add your server's **Verify token** that Meta will use as part of the callback URL verification.
6. You can add client authentication to the verification process by sliding **Mutual TLS** from No to **Yes**. (Optional)

[Learn more about Ad Account webhooks.](#)

10. App Review

1. In the left side menu go to **Review > App Review**. Click the **Edit** button to start your submission. You will see a list of all permissions and features you are requesting, with links to the documentation for each.

2. **Complete App Settings** – Click the arrow to the right to add [app settings](#) such as app icon, privacy policy URL, and app category. **This step must be complete before continuing.**
3. **Complete app verification** – For each platform on which your app is available, provide all the necessary details for how a Meta reviewer can log in to your app. Provide detailed, step-by-step instructions on how a reviewer can test your integration and how you are using the requested permissions or features. Include any testing credentials required to access your integration.
4. **How will your app use the advanced access for each permission?** – For each feature and permission your app needs, click the arrow to the right to:
 - Provide a detailed description of how your app uses that specific permission or feature requested, how it adds value for a person using your app, and why it's necessary for app functionality.
 - Upload a screen recording that demonstrates how your app will use this permission or feature so Meta reviewers can confirm it is used correctly and does not violate Meta policies. [Learn more.](#)
 - Agree that any data your app receives through the permission or feature will be used in accordance with its allowed usage.

5. Click the **Submit for Review** button in the lower-right.

11. Publish your app

1. Click **Publish** in the left side menu. If any app settings are needed, you'll be directed to update them.
2. You can review your app's use cases and App Review approvals.
3. Click the **Publish** button in the lower-right.

Note: Some use cases, such as [creating ad creatives](#), require your app to be published.

See also

Visit the following to learn more about the app development process:

- [App Development](#)
- [App Review](#)
- [Business verification](#)
- [Marketing API](#)

Marketing API

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