

Docs Marketing API

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Marketing API

The Marketing API is a collection of [Graph API](#) endpoints and other features that can be used to help you advertise across Meta technologies. Before advertising on Facebook, Instagram, Messenger, and WhatsApp, we recommend you learn about Meta's [ad campaign structure](#) to understand the objects you're working with and how they relate to each other.

The latest version is: **v23.0**

For information on the latest Marketing API version, see the [Changelog](#). For non-versioned changes, see the [Out-of-Cycle Changes](#).

Get Started

Basic Ad Creation

Get detailed guidance on how to set up campaigns, ad sets, and ad creatives, including code samples that illustrate the implementation process.

[> Learn More](#)

Manage Campaigns

Learn key operations you can perform using the Marketing API, including how to modify, pause and delete campaigns.

[> Learn More](#)

Ad Optimization Basics

Use Marketing API endpoints to serve as essential tools for developers to manage and analyze ad campaigns.

[> Learn More](#)

Related APIs

Conversions API

Catalog API

Business Manager

Connect the marketing data on your servers to the Meta systems that optimize ad targeting, decrease cost per action, and measure results.

[> Learn More](#)

Create a catalog of items you want to promote and use it to run ads, sell from a shop on Facebook or Instagram and more.

[> Learn More](#)

Create and maintain your business's organic and paid presence on Facebook, Instagram, Messenger, and WhatsApp.

[> Learn More](#)

Meta Business Extension

Helps businesses connect their Facebook or Instagram profiles to third-party platforms, and easily set up the Meta Pixel, Catalog, and shops.

[> Learn More](#)

Commerce Platform

Enables businesses to integrate their infrastructure with the tools available to sell products across Meta technologies, including shops and Marketplace.

[> Learn More](#)

Tools & Resources

- [Ads Manager](#)
- [Business Manager](#)
- [Commerce Manager](#)
- [App Dashboard](#)
- [Meta Business SDK](#)
- [Marketing API Status](#)
- [Meta Blueprint](#)
- [Meta Developer Community Forums](#)

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