

## Facebook Business API and Access Integration

To be able to access to the to the data that needs to be extracted, an initial once per account setup needs to be handled. To be able to do that in Facebook, it is important to follow below steps.

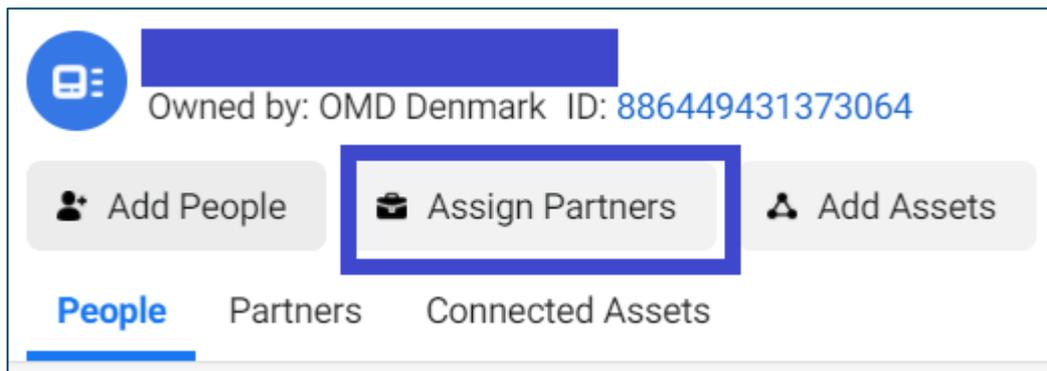
### Ad Account

With the Analyst role, we will be able to extract the following data: Ads data & Spend data (split on daily and campaign levels for both posts and ads). The client will need to make us partner of their Ad account.

### Make partner

To make us a partner, you can guide the client through the following steps:

1. Login to the Business Manager and go **to Business Settings**.
2. Choose **“Ad Accounts”** in the left menu.
3. Click on **“Assign Partner”** as shown.



4. Click the link Business ID from the popup that appears.



5. Add the below ID, and enable the button in the tab **View Performance** for Standard Access.

ID for Annalect Denmark: 1387946128187354

### Share This Ad Account With a Partner ✕

Assign OMD Denmark's Ad Account to a partner by entering their business ID below. The partner can find their business ID in the Business Info tab.

**Enter Partner Business ID**

**Standard Access**

Manage campaigns

Create and edit ads, access reports and view ads

**View performance**

Access reports and view ads

Manage Creative Hub mockups

View, create and edit mockups in Creative Hub

**Admin Access**

Manage Ad Account

Control ad account settings, finances and permissions. Create and edit ads, access reports and view ads.

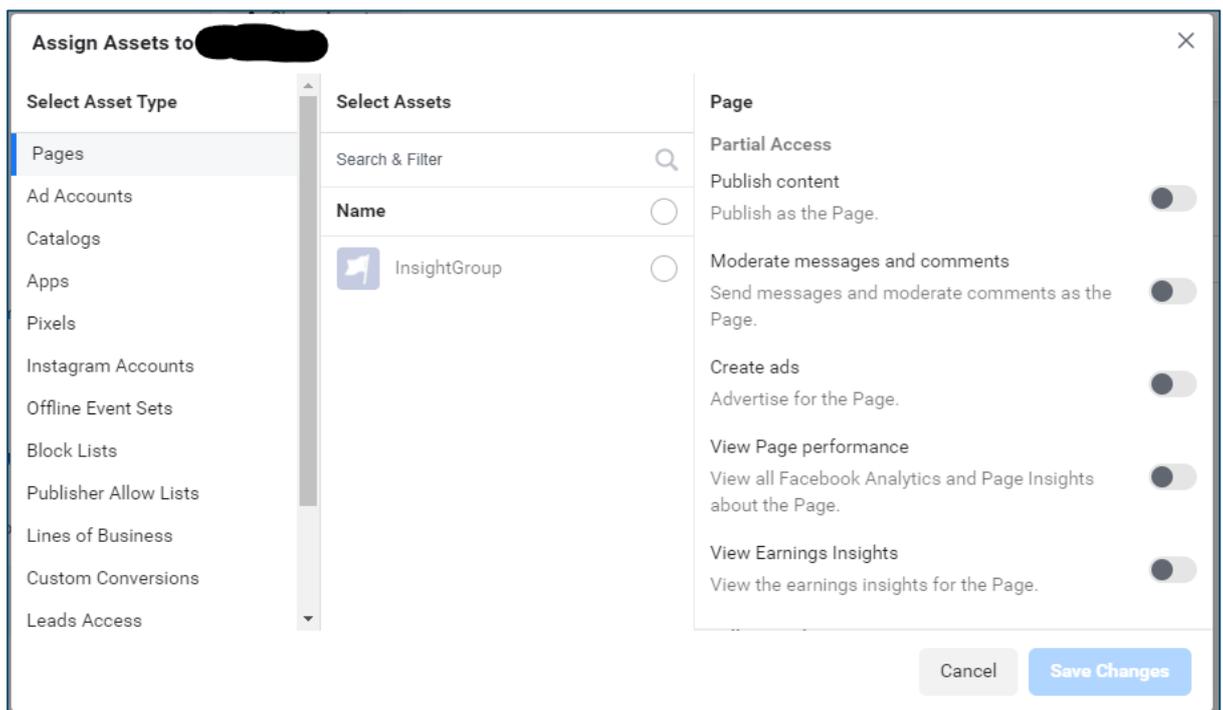
6. Please let us know after you provide the access at: [dk.support@annalect.com](mailto:dk.support@annalect.com), so we can follow up on the setup on our end in Annalect Solutions.

## Page Access

For some of our setups, we will also need page access, which needs to be granted separate from ad account access. Assuming you have already granted us Ad Account access as above, log into the Facebook Business Manager, and do the following:

### Share Assets

1. Choose Users -> Partners in the left-hand menu.
2. Find Annalect Denmark in the list of partners.
3. Click the "Share Assets" button, and you will get a pop-up window
4. The window opens on the "Pages" tab by default.



5. Select the pages you wish to grant access to, and then select the "View Page Performance" option.
6. Save your changes.