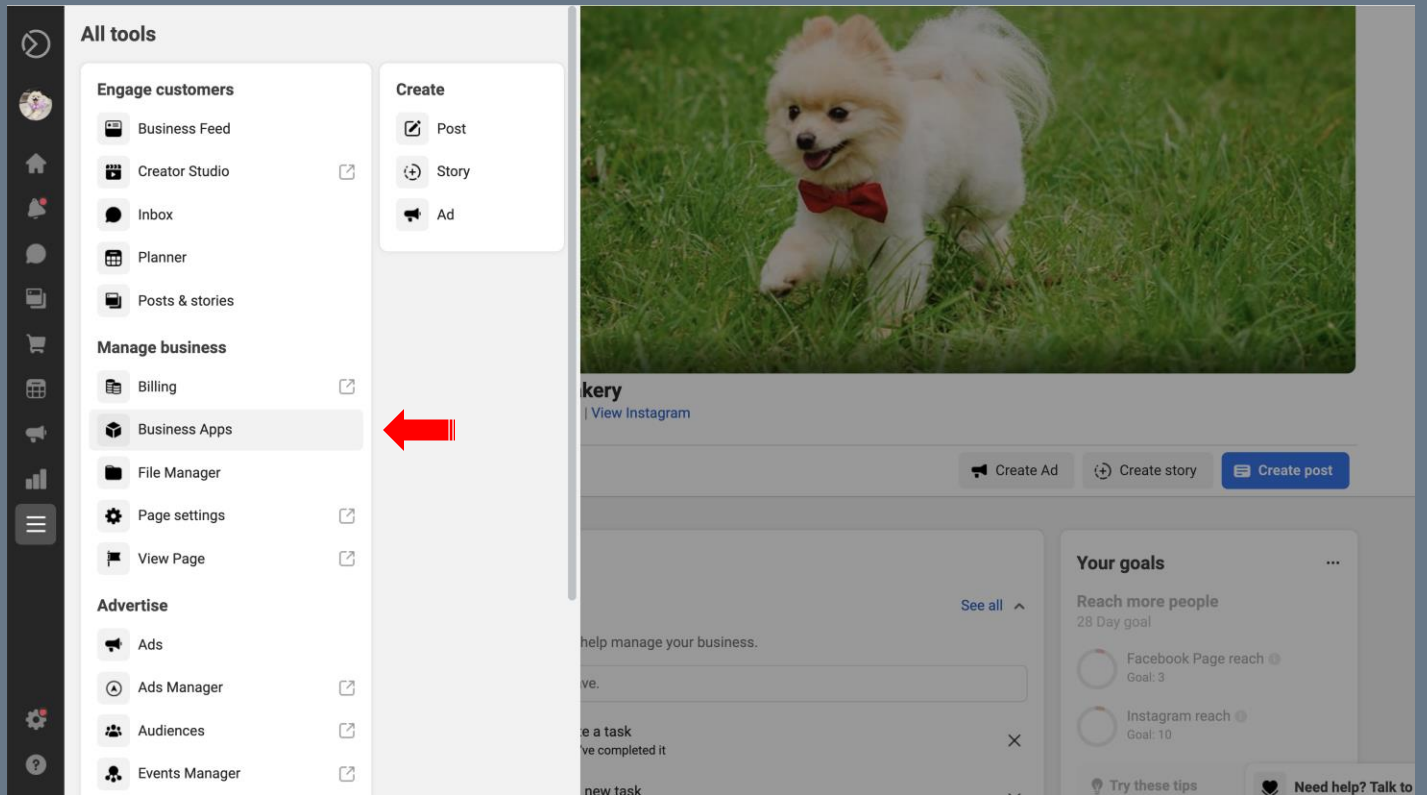# Facebook Business Extension Onboarding

∞ Meta

Connecting to an App

Business Apps empower your business to connect to tools to help you create, manage, and grow your business to Facebook.
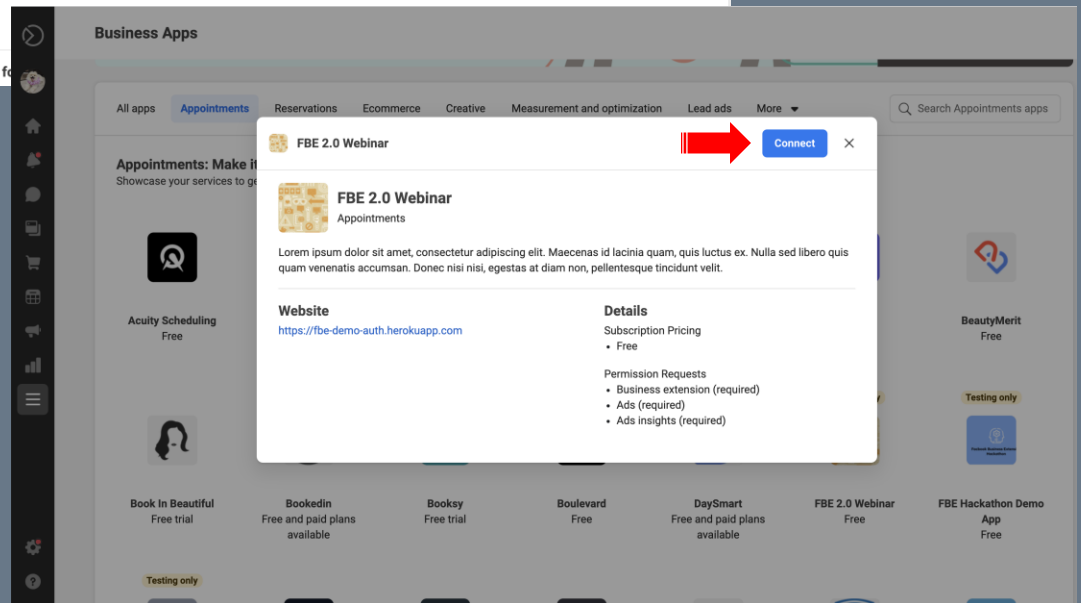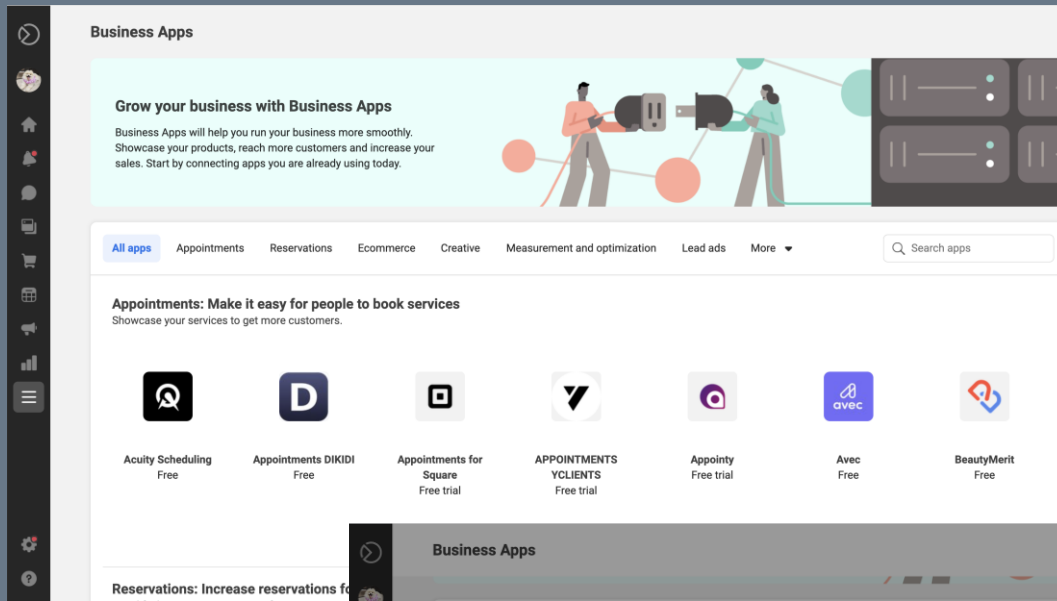
By using Business Apps:
1. Help more people discover your business
2. Find people likely to buy your products or services
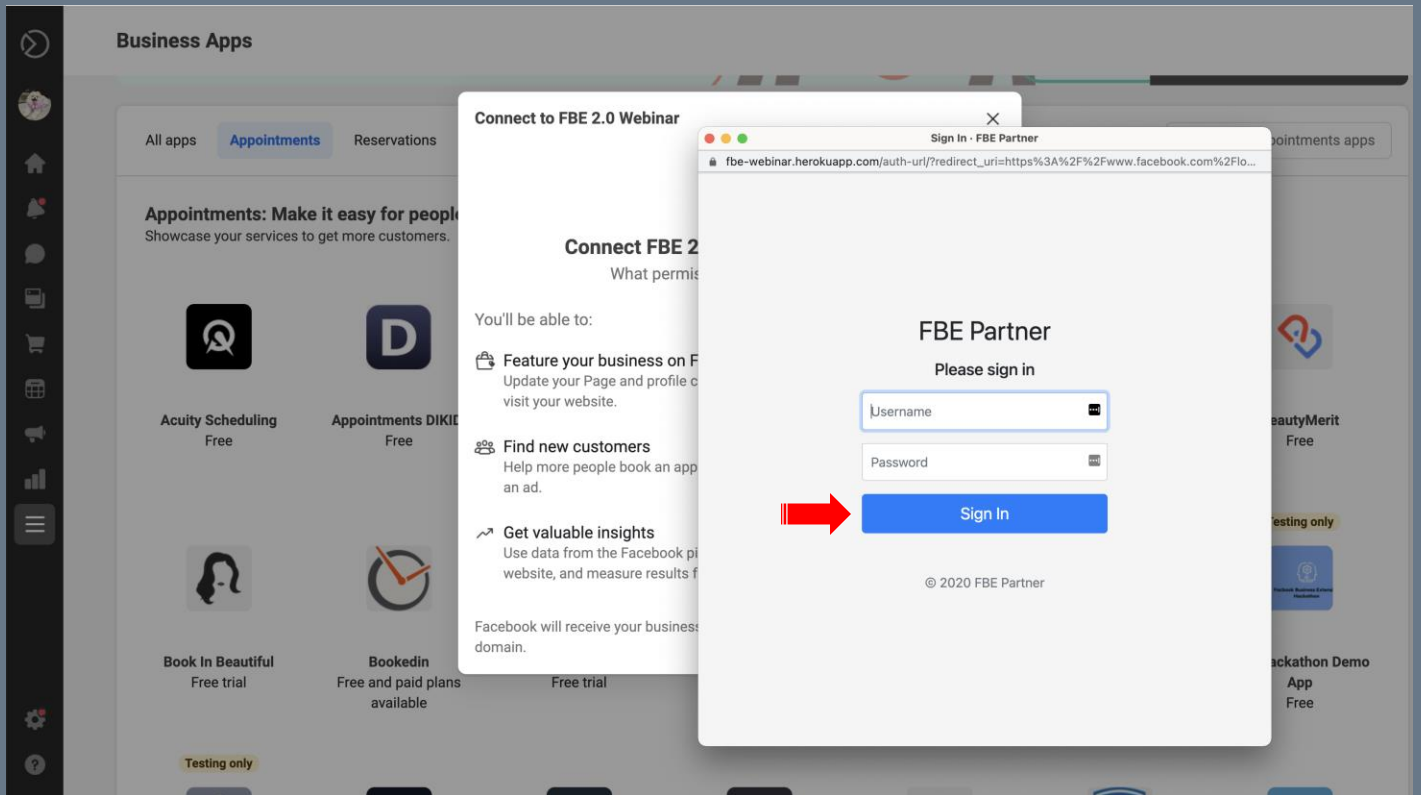3. Measure the results of actions taken on your website

∞ Meta

Step 1:
Navigate to Business Apps

- From business.facebook.com, visit 'All Tools' on the left side
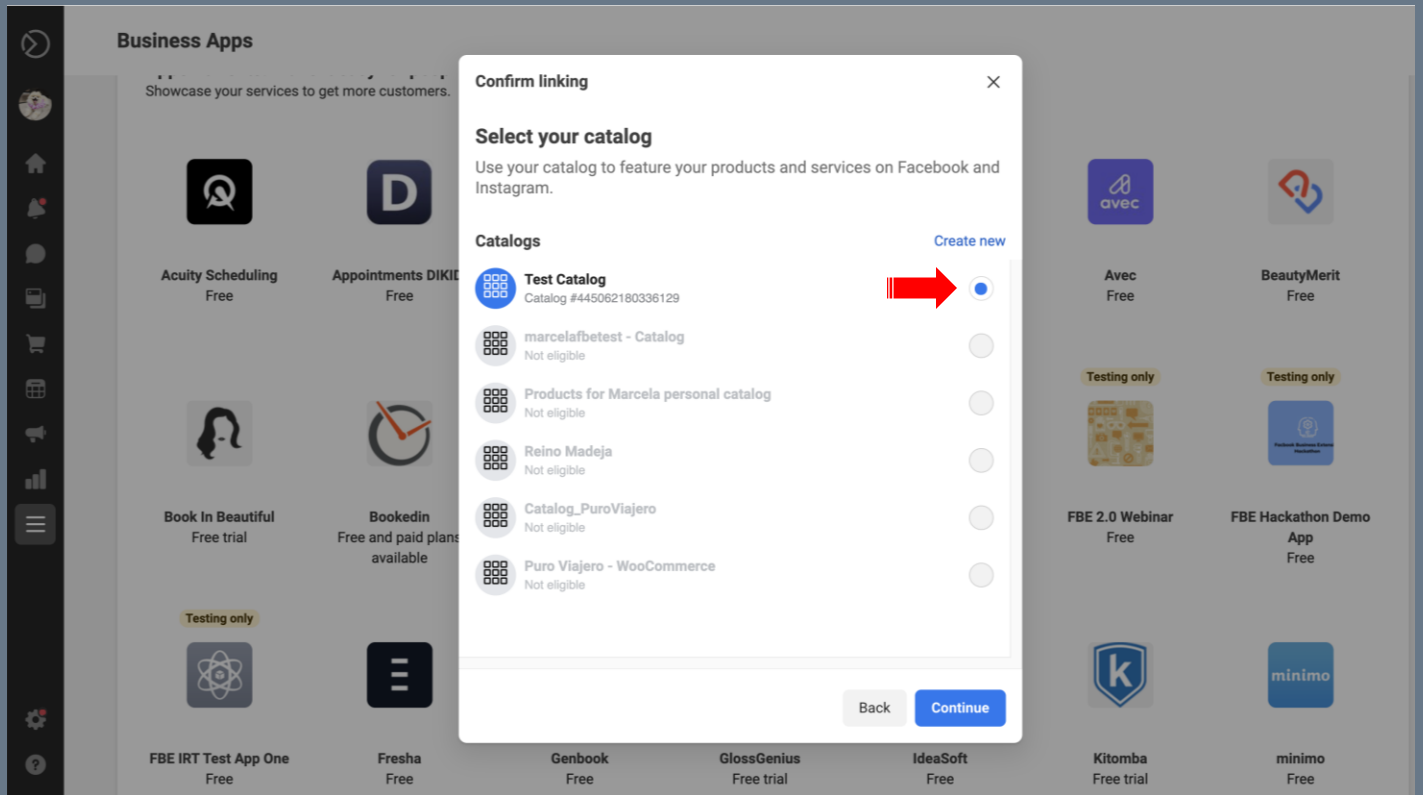- Select 'Business Apps'

∞ Meta

Step 2: Select an App

- Apps can be browsed by category
- Click on the desired App
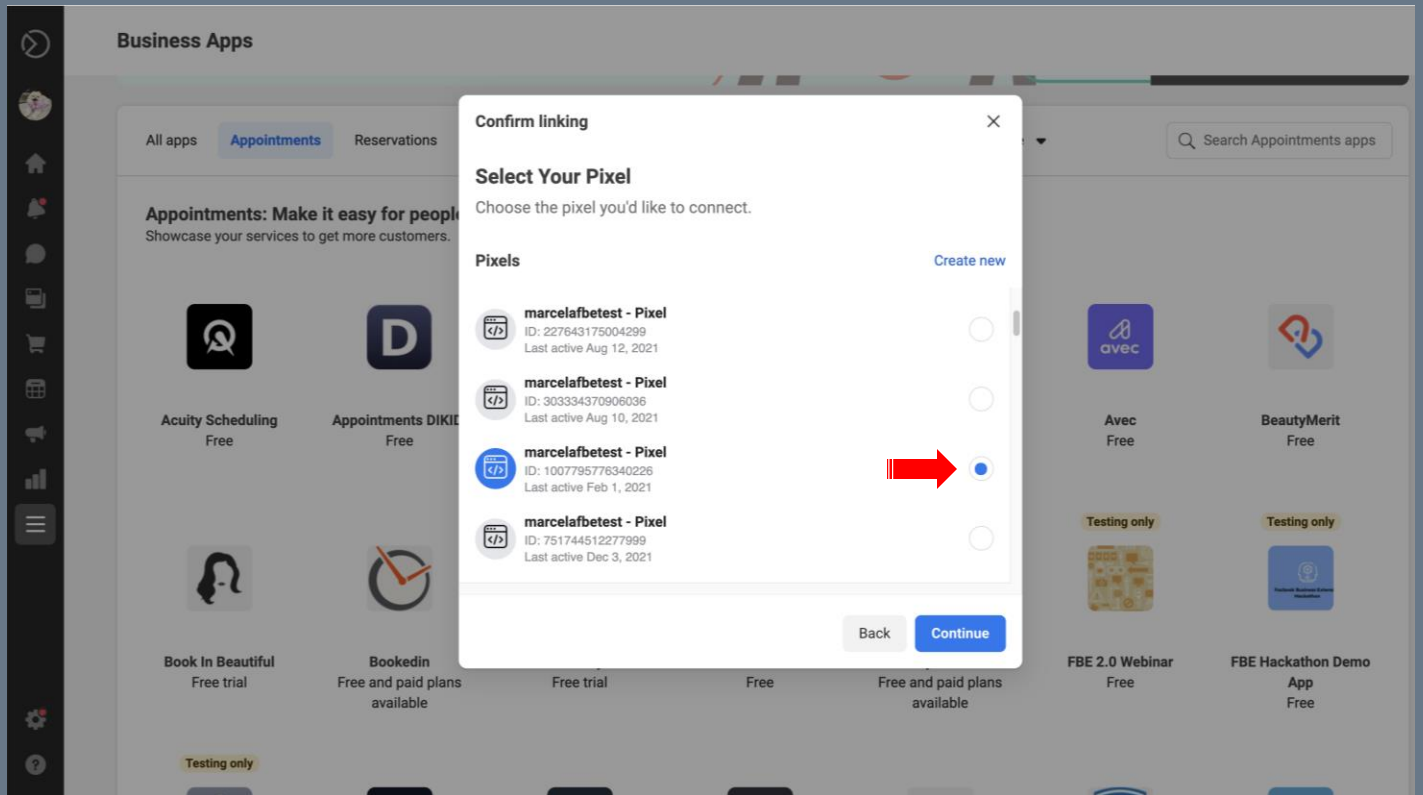- Click 'Connect'

∞ Meta

Step 3:
Sign In

- Authenticate using the credentials you use for the selected partner
- If you manage multiple businesses, select which one (optional)
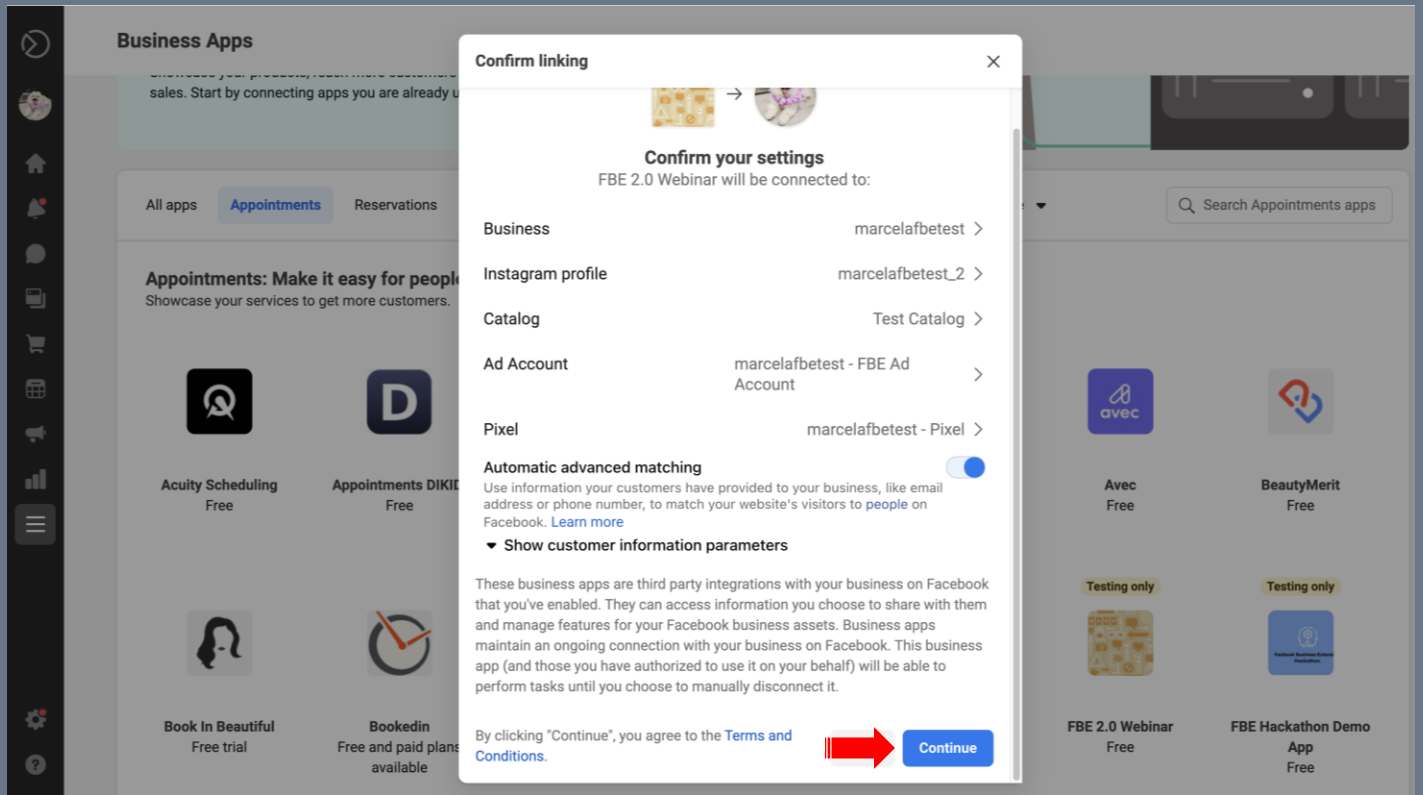
∞ Meta

Step 4:
Select Your Catalog

- You can either select an existing catalog or create a new one
- If your partner has not enabled this feature, you will automatically go to the next step
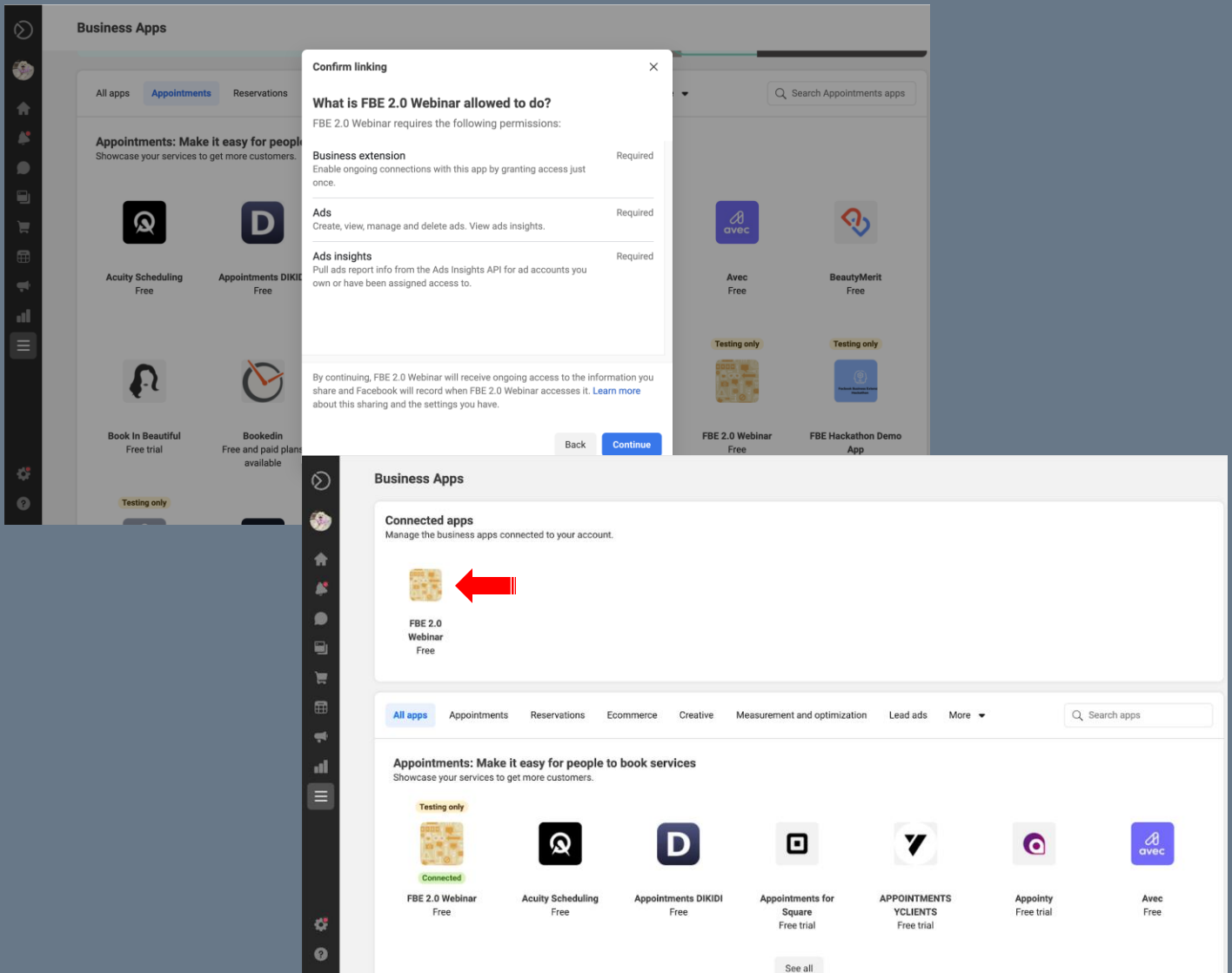
∞ Meta

Step 5:
Select Your Ad Account

- You can either select an existing account or create a new one

∞ Meta

Step 6:
Select Your Pixel

- You can either select an existing pixel or create a new one
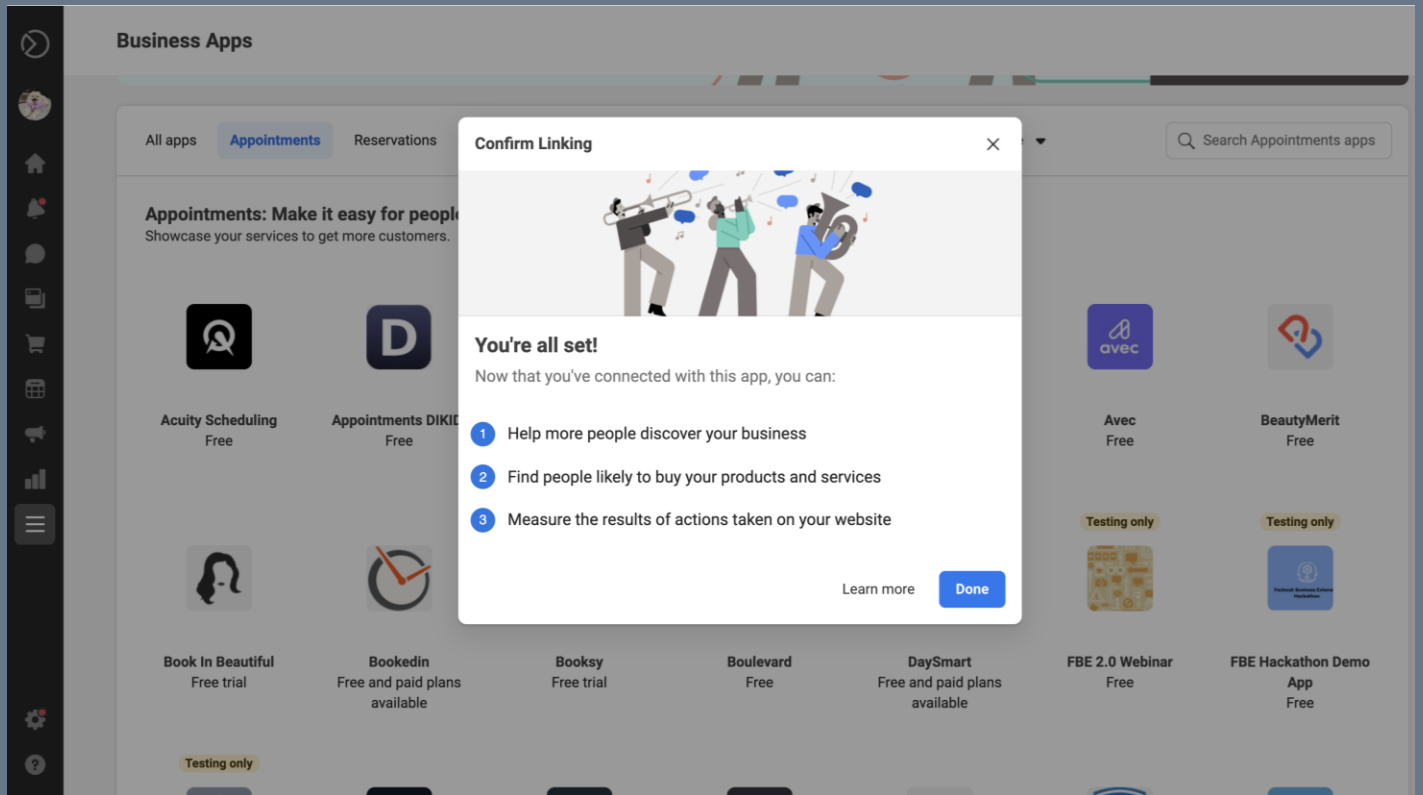
∞ Meta

Step 7:
Confirm Your Settings

- Clicking on any of the sections will allow you to change your settings
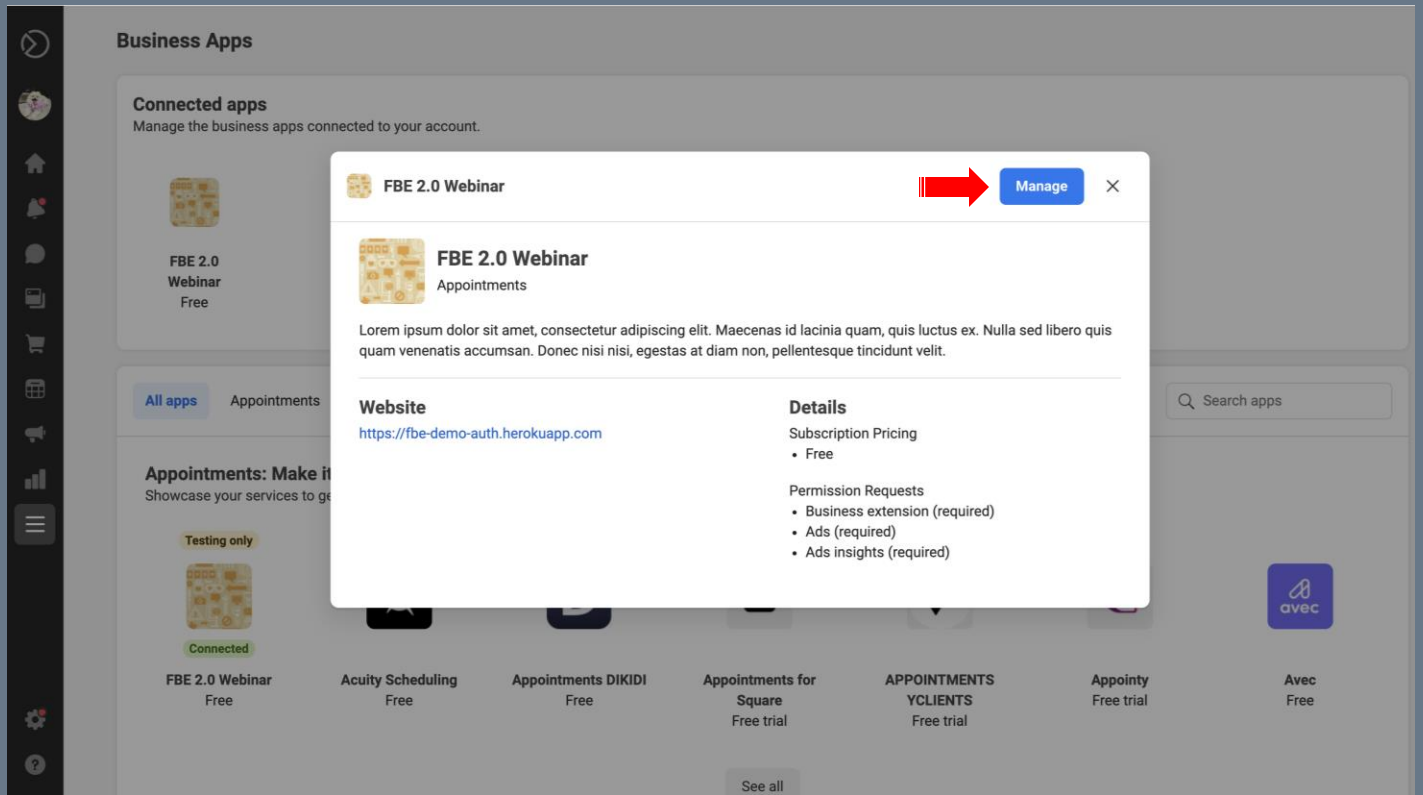
∞ Meta

Step 8:
Confirm Permissions

- Upon doing so, you should now see the app under 'Connected Apps' when visiting Business Apps
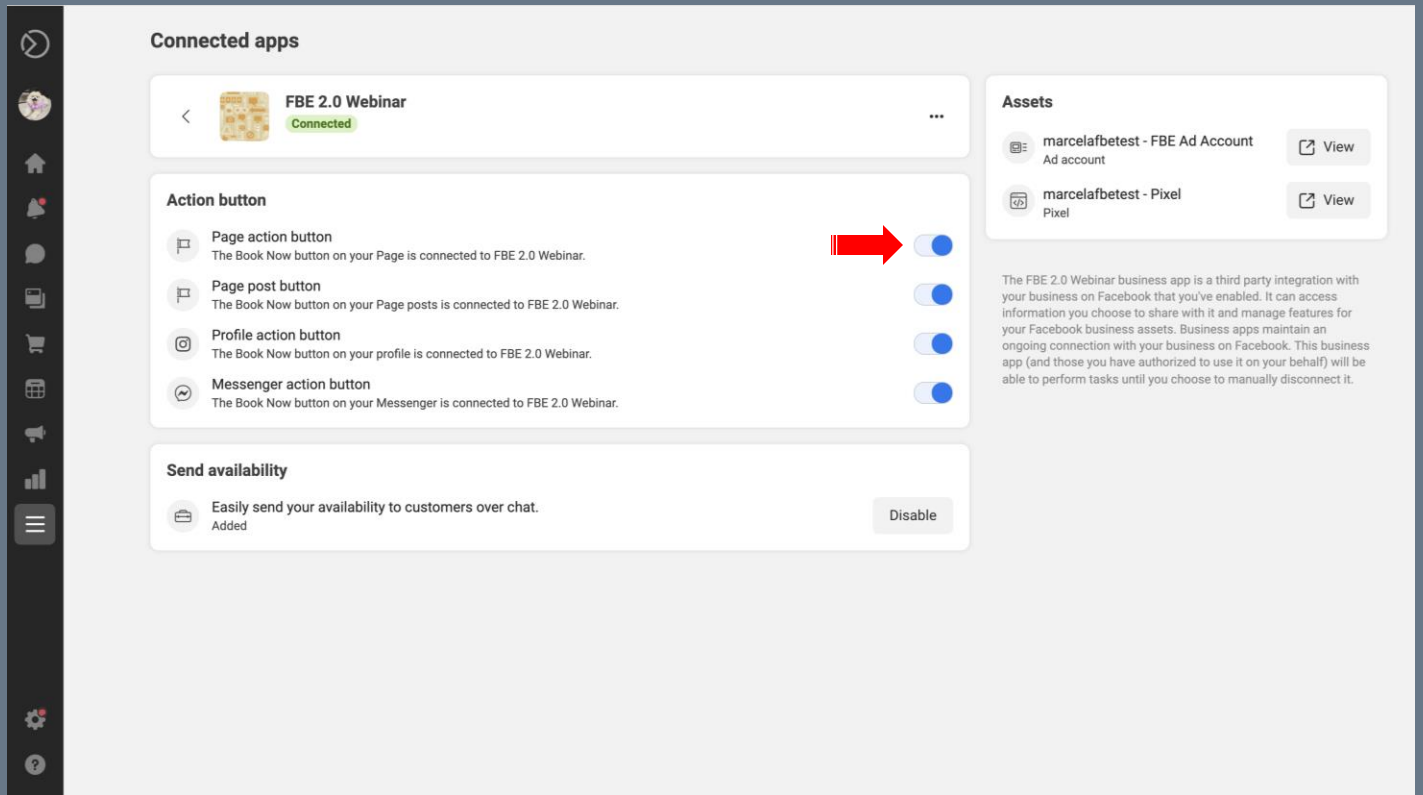
∞ Meta

Step 9:
You're All Set!

- Congratulations! You're ready to help more people discover your business.

∞ Meta

Manage
Your App

∞ Meta

Step 1: Select an App

- Click 'Manage'

∞ Meta

Step 2:
Manage App Features

- Features can be turned on/off by selecting the toggle
- Uninstall the app
- Contact Meta support

∞ Meta

Questions?

Contact your
Facebook Rep

Meta