



With Meta Ads (Facebook Ads), you can create targeted ads to reach different audiences and meet your business goals. The integration between Ascent360 and Meta/Facebook is a highly effective way of targeting custom audiences. This integration is outbound-only, meaning you can push contacts from Ascent360 into Meta/Facebook but we do not receive any inbound data back.

How to get started

There are a few steps involved, but it's a fairly easy process. (Also, it's no additional cost to you).

First, you need to accept the Meta/Facebook Terms of Service.

Next, you need to provide Ascent360 with access/permissions to your account. More detailed info on how to give us access can be [found here](#).

Once you've granted us access, [open a help desk ticket](#) with the topic "Meta/Facebook Ads Integration" and we can complete the last steps.

The final result? You'll see a drop-down in Audience Selector that will allow you to start exporting audiences to Meta/Facebook Ads.

Best practices

Lapsed Customer Re-engagement

Send people who haven't made a purchase in 6 months or 1 year into Facebook to try and re-engage them as purchasers. This can be particularly effective to reach people who aren't opted into email but do have an email on record.

Lookalike Audiences - VIPs

Lookalike Audiences lets you find more people who are similar to your best customers. Create an audience in

Ascent360 of your best customers/VIPs and create a Lookalike Audience in Meta/Facebook to find leads who are most similar to your best customers.

Prospect Conversation

Send prospects who haven't yet made a purchase into Facebook for targeted advertising!

Technical integration details

Time Delay on Matching Contacts

Please note, there will be latency with Facebook Match. When you push an audience into Facebook from Ascent360, the audience will be in Facebook in 5 minutes, but Facebook can take up to 2 days to match. This will happen gradually, so you may see the audience jump after refreshing.

The list will say "list size too small" until it has at least 1,000 contacts matched. It is at this point you can actually do an ad off of the audience.

You can still go ahead and set up the ad, and Facebook will continue to update the audience with new folks that match that list, but the ad won't actually show to everyone until they're all matched.

How does the matching between Ascent360 and Meta/Facebook work?

Your customer list is hashed locally on your browser and then sent to Facebook. There, it is matched against our existing list of our users' hashed IDs and the matches are added to your Custom Audience. Hashing turns the data in your customer list into short fingerprints that can't be reversed. It happens when data is sent to Facebook. Here's what happens:

1. Facebook hashes the data our users have provided us. You begin uploading your customer list and it's hashed locally in your browser before it's uploaded to Facebook.
2. After your hashed data is uploaded to Facebook, we match it against ours.
3. The matches are added to a Custom Audience for you.
4. The matched and unmatched hashes are deleted.



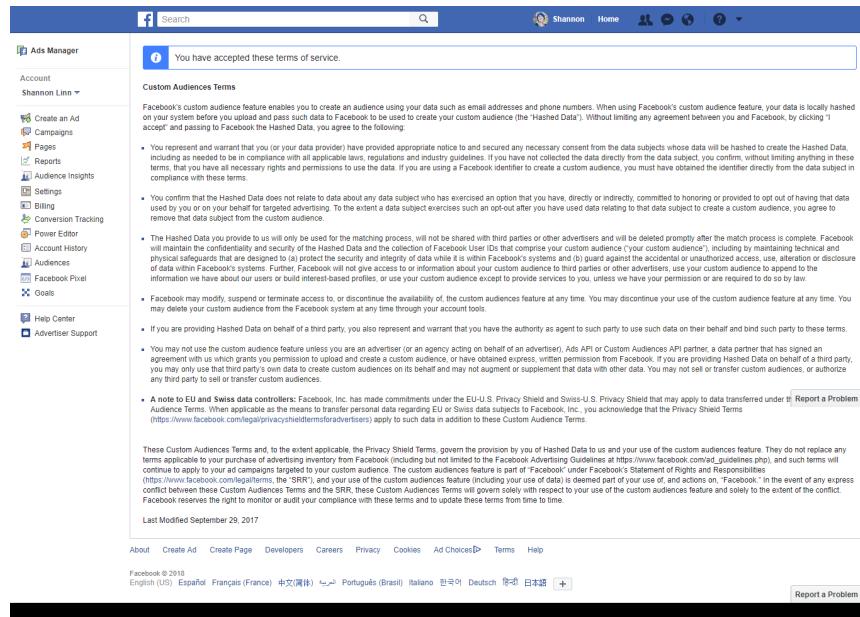
Allow Ascent360 Access to Your Facebook Ads Account

Before you Begin: Accept Facebook's Terms of Service

Use the link below to accept the terms. Please replace %%Account Number%% with the account number you are accepting:

<https://business.facebook.com/ads/manage/customaudiences/tos?act=%%Account Number%%>

Read the terms of service & click the accept button. After you accept the terms, the banner should change to say "You have accepted these terms of service".



The screenshot shows the Facebook Ads Manager interface. On the left is a sidebar with options like 'Create an Ad', 'Campaigns', 'Reports', 'Audience Insights', 'Settings', 'Billing', 'Conversion Tracking', 'Power Editor', 'Account History', 'Audiences', 'Facebook Pixel', 'Goals', 'Help Center', and 'Advertiser Support'. The main content area has a blue banner at the top that says 'You have accepted these terms of service.' Below the banner is the 'Custom Audiences Terms' document. The document text is as follows:

Facebook's custom audience feature enables you to create an audience using your data such as email addresses and phone numbers. When using Facebook's custom audience feature, your data is locally hashed on your system before you upload and pass such data to Facebook to be used to create your custom audience (the "Hashed Data"). Without limiting any agreement between you and Facebook, by clicking "I accept" and passing to Facebook the Hashed Data, you agree to the following:

- You warrant and represent to us (or your data provider) have provided appropriate notice to and received any necessary consent from the data subjects whose data will be hashed to create the Hashed Data, including as required to be in compliance with all applicable laws, regulations and industry guidelines. If you have not collected the data directly from the data subject, you confirm, without limiting anything in these terms, that you have all necessary rights and permissions to use the data. If you are using a Facebook identifier to create a custom audience, you must have obtained the identifier directly from the data subject in compliance with these terms.
- You confirm that the Hashed Data does not relate to data about any data subject who has exercised an option that you have, directly or indirectly, committed to honoring or provided to opt out of having their data used by you or on your behalf for targeted advertising. To the extent a data subject exercises such an opt-out offer you have used data relating to that data subject to create a custom audience, you agree to remove that data subject from the custom audience.
- The Hashed Data you provide to us will only be used for the matching process, will not be shared with third parties or other advertisers and will be deleted promptly after the match process is complete. Facebook will maintain the confidentiality and security of the Hashed Data and the collection of Facebook User IDs that comprise your custom audience ("your custom audience"), including by maintaining technical and physical safeguards that are designed to (a) protect the security and integrity of data while it is within Facebook's systems, and (b) guard against the accidental or unauthorized access, use, alteration or disclosure of data in Facebook's systems.
- Facebook may modify, suspend or terminate access to, or discontinue the availability of, the custom audiences feature at any time. You may discontinue your use of the custom audiences feature at any time. You may delete your custom audience from the Facebook system at any time through your account tools.
- If you are providing Hashed Data on behalf of a third party, you also represent and warrant that you have the authority as agent to such party to use such data on their behalf and bind such party to these terms.
- You may not use the custom audience feature unless you are an advertiser (or an agency acting on behalf of an advertiser), Ads API or Custom Audiences API partner, a data partner that has signed an agreement with us which grants you permission to upload and create a custom audience, or have obtained express, written permission from Facebook. If you are providing Hashed Data on behalf of a third party, you may only use that third party's own data to create custom audiences on its behalf and may not augment or supplement that data with other data. You may not sell or transfer custom audiences, or authorize any third party to do so on your behalf.
- A note to EU and Swiss data controllers: Facebook, Inc. has made commitments under the EU-U.S. Privacy Shield and Swiss-U.S. Privacy Shield that may apply to data transferred under [Report a Problem](#). Advertiser Terms. When applicable as the result of a transfer personal data subjects to Facebook, Inc., you acknowledge that the Privacy Shield Terms (<https://www.facebook.com/legal/privacyshieldtermsforadvertisers>) apply to such data in addition to these Custom Audience Terms.

Below the terms, a note states: "These Custom Audiences Terms and, to the extent applicable, the Privacy Shield Terms, govern the provision by you of Hashed Data to us and your use of the custom audiences feature. They do not replace any terms applicable to your purchase of advertising inventory from Facebook (including but not limited to the Facebook Advertising Guidelines at https://www.facebook.com/ad_guidelines.php), and such terms will continue to apply to your ad campaigns targeted to your custom audience. The custom audiences feature is part of Facebook's Statement of Rights and Responsibilities (https://www.facebook.com/terms). The SRR is deemed part of your use of, and actions on, Facebook. In the event of any express conflict between these Custom Audiences Terms and the SRR, these Custom Audiences Terms will govern solely with respect to your use of the custom audiences feature and solely to the extent of the conflict. Facebook reserves the right to monitor or audit your compliance with these terms and to update these terms from time to time."

At the bottom of the page, there is a 'Last Modified September 29, 2017' timestamp, a footer with links to 'About', 'Create Ad', 'Create Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Ad Choices', 'Terms', 'Help', and language options ('English (US)', 'Español', 'Français (France)', '中文 (简体)', 'Português (Brasil)', 'Italiano', '한국어', 'Deutsch', '日本語'), and a 'Report a Problem' link.

Step 1: Go to Business Manager Settings

Navigate to <https://business.facebook.com/>

Navigate to the "Business Settings" of our account through the hamburger menu on the top left.

The screenshot shows the 'Business settings' section of the Meta Business Suite. At the top left is the 'Meta' logo and a dropdown menu. To the right is a 'All tools' button and a 'Meta Business Suite' link. The main area is titled 'Business settings' with a sub-section for 'Ascent360 - Official'. On the left, there's a sidebar with 'Users' (selected), 'Accounts', and 'Data Sources'. The 'Business settings' section contains a 'Shortcuts' grid with icons for 'Business settings' (circled in red), 'Audiences', 'Ads Manager', 'Ad account settings', 'Media Library', and 'Billing'. Below this is a 'Manage business' section with icons for 'Account Quality', 'Apps', 'Billing', 'Brand safety', and 'Business settings' (highlighted with a blue bar).

Meta

Business settings

Ascent360 - Official

Users

People

Partners

System users

Accounts

Pages

Ad accounts

Business asset groups

Apps

Instagram accounts

WhatsApp Accounts

Data Sources

All tools

Shortcuts

Business settings

Audiences

Ads Manager

Ad account settings

Media Library

Billing

Manage business

Account Quality

Apps

Billing

Brand safety

Business settings

Step 2: Click Ad Accounts

The screenshot shows the Meta Business settings interface. At the top, it displays the account name "Ascent360 - Official". Below this, the "Business settings" menu is open, showing the "Ad accounts" section. The "Ad accounts" tab is highlighted. Under "Ad accounts", there is a list of ad accounts: "Ascent 360" (owned by Ascent360 - Official), "Ascent360", "Ascent360 Application Testing", and "Boulder Mountain Sports" (disabled ad account). On the right side of the "Ad accounts" list, there are buttons for "Add People", "Assign Partners" (which is circled in red), and "Add Assets". The "Assign Partners" button has a cursor hovering over it. The sidebar on the left includes sections for "Users" (People, Partners, System users) and "Accounts" (Pages, Ad accounts, Business asset groups).

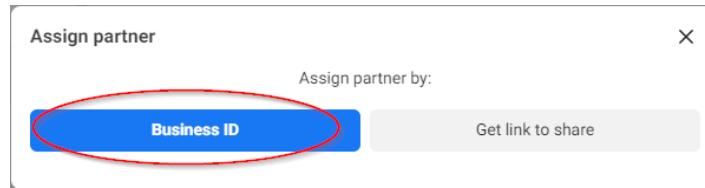
Step 3: Choose the Ad Account you would like to access via Ascent360

After locating the Ad Account you would like to give Ascent360 access to (most clients will only have one) choose the "Assign Partner" button to give Ascent360 access.

This screenshot shows the "Ad accounts" section of the Meta Business settings. The "Assign Partners" button is highlighted with a red circle. The "People" tab is selected, showing a list of people with access to the account. The "Assign Partners" button is located in the top right corner of the "Ad accounts" list area. The sidebar on the left shows the "Ad accounts" tab is selected.

Step 4: Assign ad account using Ascent360 Business ID

After choosing "Assign Partner," a popup window should appear. Select the option to assign by Business ID



For the access options, choose "Manage campaigns"

The Ascent360 Business ID: 923394664355446

Share this ad account with a partner X

Assign Ascent360 - Official'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

923394664355446

Partial 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

Full control

Manage Ad Account

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

Back Next



Facebook Ads Integration Requirements

Ascent360 can integrate directly with your Facebook Ads Business Manager account. (Please note, this is not the same as the Facebook Ads Business Suite.) This integration allows you to export audiences from Audience Builder directly into your Facebook account for custom audience usage: [Facebook Ads Custom Audiences](#)

Integration Requirements

To integrate your Facebook Ads Business Manager account with Ascent360, you must complete these steps:

1. Account must be a **Business Manager account** (not a personal Facebook Ads account or Business Suite account)

- To validate your account is a Facebook Ads Business Manager account, navigate to the following URL:
https://business.facebook.com/home/accounts?business_id=
 - The numeric value after "business_id=" represents your business account ID
 - If the URL format changes, then you do not have a Facebook Ads Business Manager account

2. Account must be mature (5+ months old) and in good standing with Facebook

What Next?

If you have questions or concerns on whether or not your Facebook Ads account is a Business Manager account, please confirm with your Facebook Ads support team.