



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

In this article:

- [How to get started](#)
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- Step 2: Click Ad Accounts
- Step 3: Choose the Ad Account to Connect to Ascent360
- Step 4: Assign Ad Account using Ascent360 Business ID
- Final Step: Update Ascent360 Support

Before you Begin: Accept Meta's's Terms of Service

Use the link below to accept the terms. Replace %%Account Number%% with the account number you are accepting: <https://business.facebook.com/ad/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”.

You have accepted these terms of service.

Custom Audiences Terms

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 represent and warrant that you (or your data provider) have provided appropriate notice to and secured any necessary consent from the data subjects whose data will be hashed to create the Hashed Data, including as needed 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 that data used by you or on your behalf for targeted advertising. To the extent a data subject exercises such an opt-out after 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 within Facebook's systems. Further, Facebook will not give access to or information about your custom audience to third parties or other advertisers, use your custom audience to append to the information we have about our users or build interest-based profiles, or use your custom audience except to provide services to you, unless we have your permission or are required to do so by law.
- 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 audience 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 sell or transfer custom audiences.
- 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 these Custom Audiences Terms. When applicable as the means to transfer personal data regarding EU or Swiss 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 Audiences Terms.

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 campaign targeted to your custom audience. The custom audiences feature is part of Facebook's "under Facebook's" Statement of Rights and Responsibilities (<https://www.facebook.com/legal/terms>), and your use of the custom audiences feature (including your use of data) 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 SRP, 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.

Last Modified September 29, 2017

Report a Problem

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.

Meta 

Business settings

A Ascent360 - Official

Users

- People**
- Partners
- System users

Accounts

- Pages
- Ad accounts
- Business asset groups
- Apps
- Instagram accounts
- WhatsApp Accounts

Data Sources

All tools

Meta Business Suite

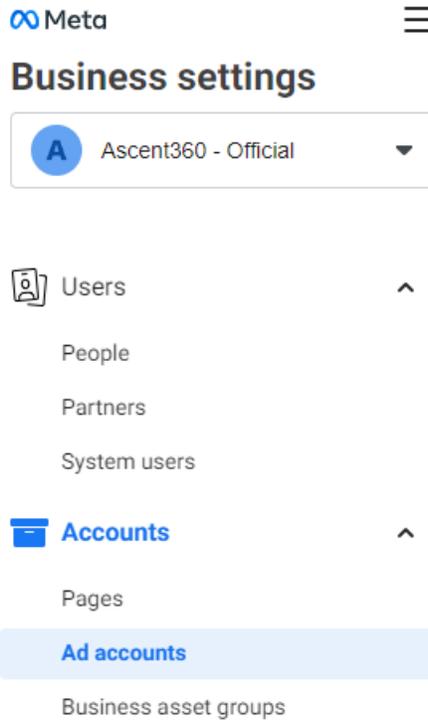
Shortcuts

- Business settings**
- Audiences
- Ads Manager
- Ad account settings
- Media Library
- Billing

Manage business

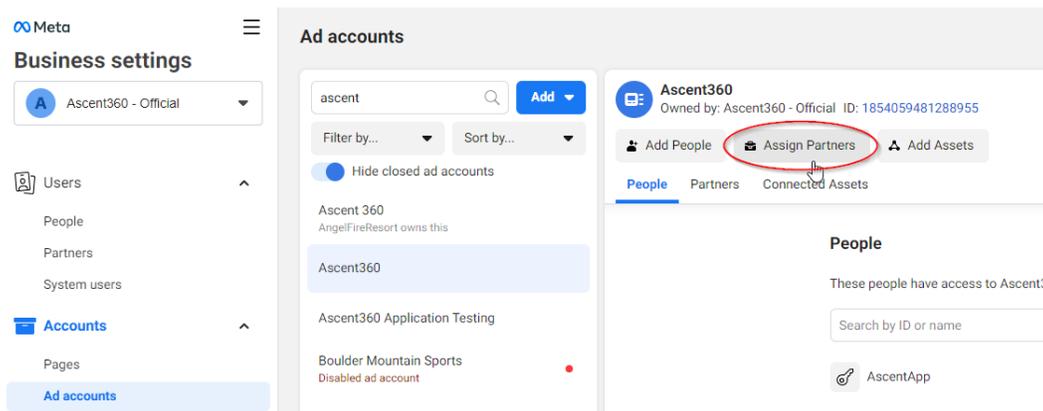
- Account Quality
- Apps
- Billing
- Brand safety
- Business settings**

Step 2: Click Ad Accounts



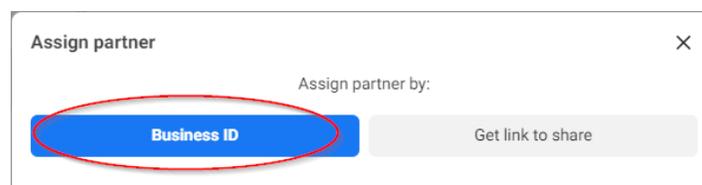
Step 3: Choose the Ad Account to Connect to Ascent360

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.



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 ×

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

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.



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Next

Final Step: Update Ascent360 Support

Once you've completed the steps above, please [let our help desk know](#) so we can complete the setup. (It's super quick!) 😎



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.