



EAGLYTICS CO.

# - USER MANUAL - HOW TO CONNECT THE FREE FACEBOOK ADS DASHBOARD

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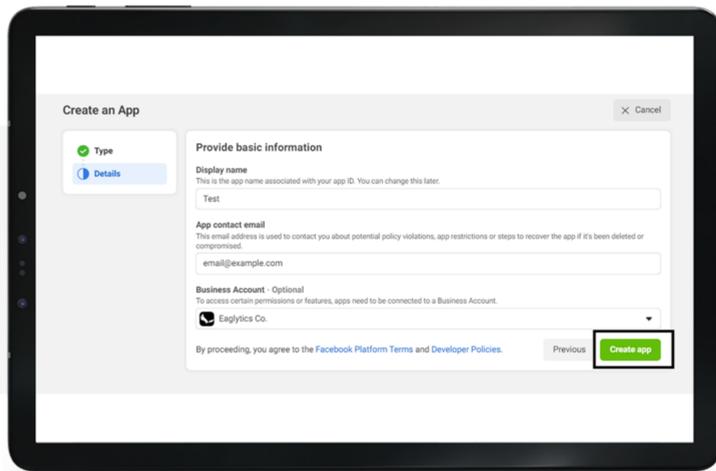
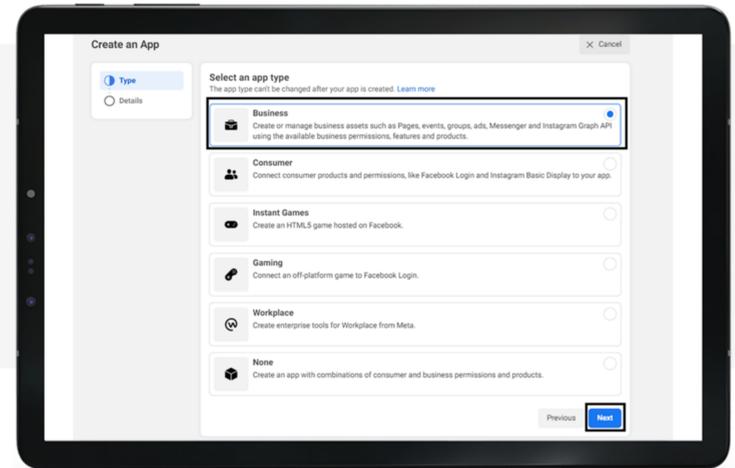
To reach our website,  
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# FACEBOOK TEMPLATE REPORT WITH DATASTUDIO CONNECTOR

## 01 Step 1 : Create Facebook App to get access token

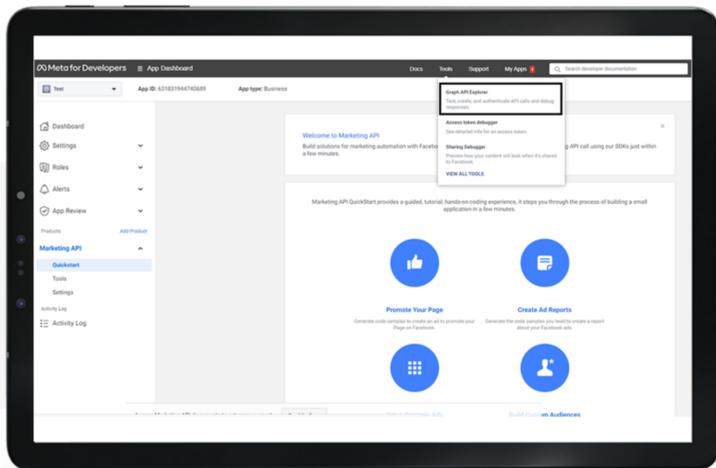
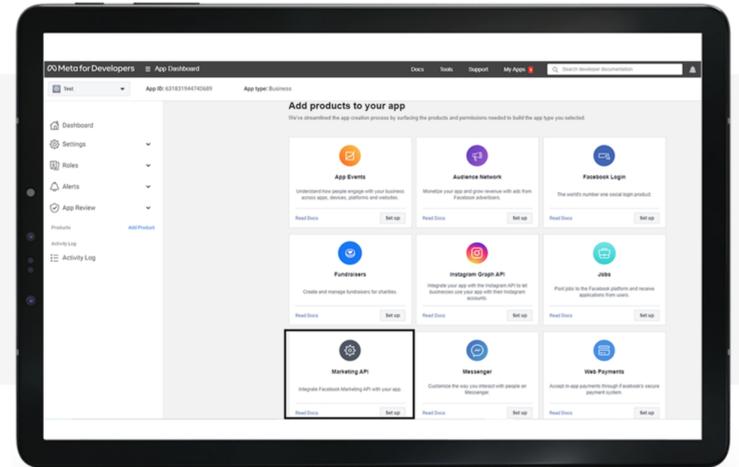
- Login to Facebook for Developers
- Go to menu My Apps to create a New App
- Select Business as an App type and click 'Next'



Input App name, Contact email and Choose an Ad Account to Create App

02

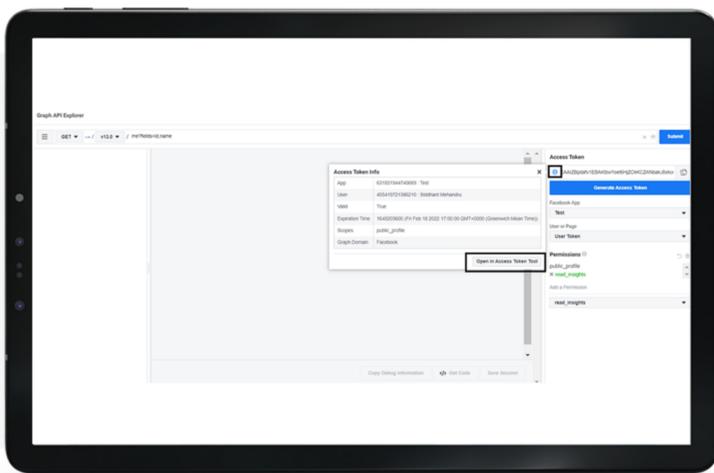
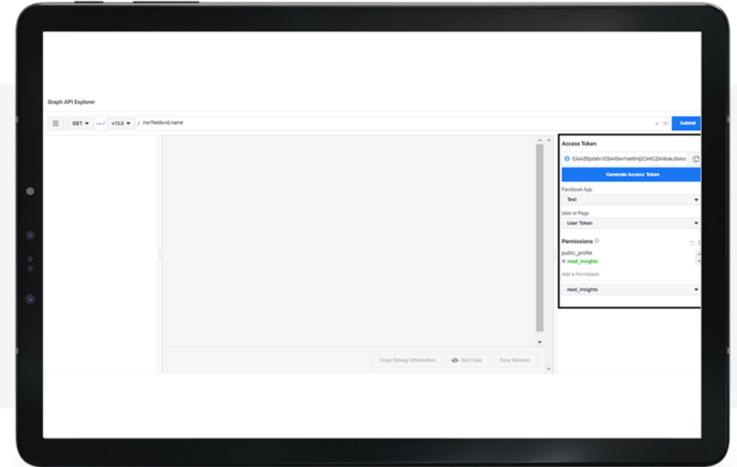
03 Once the APP is created, Facebook lets you add Products to your APP. Add 'Marketing API' Product by clicking the 'Set Up' button below it.



Got to the Top Menu Tools --> Graphic API Explorer

04

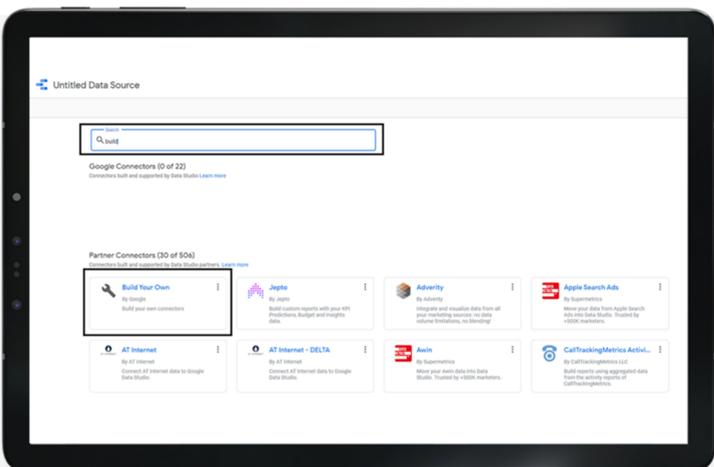
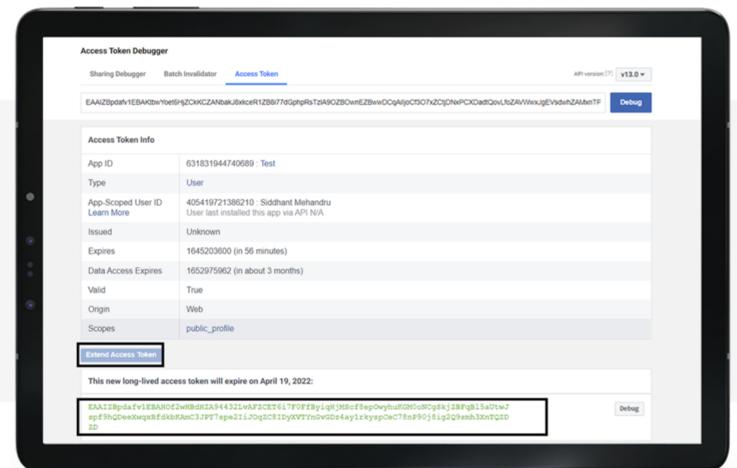
**05** You will be redirected to the Graphic API Explorer . Make sure to choose the Facebook APP created and Permission as 'read\_insights'



The Access Token displayed can be used which is short lived. To create long-lived access token which is valid for 2 months can be created by clicking the 'i' button before access token. On clicking 'Open in Access Token Tool' redirects to the 'Access Token Tool'

**06**

**07** Click 'Extend Access Token' which generates long-lived access token . This Access token is copied to use as an input to the Datastudio connector



**Step 2 :**  
**Create Copy of the Facebook Template Report with Datastudio Facebook Connector**

**07**

Login to Google Data Studio  
Go to Create Data source  
Search for 'Build your own' and select it.

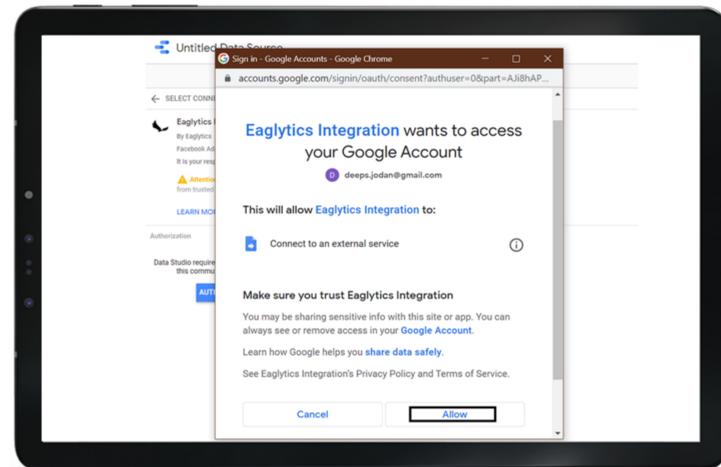
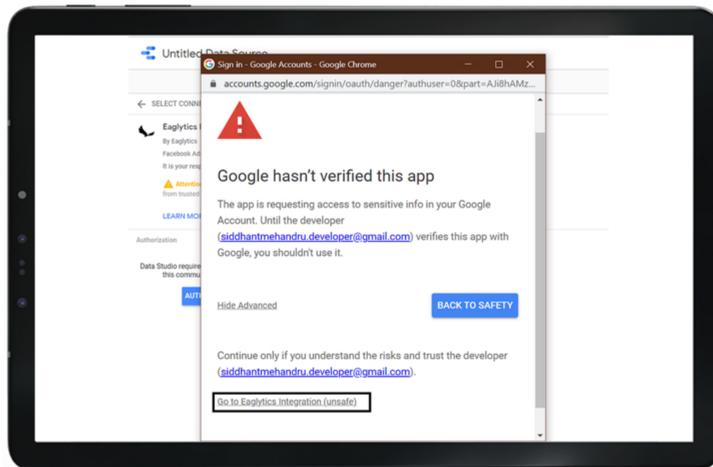
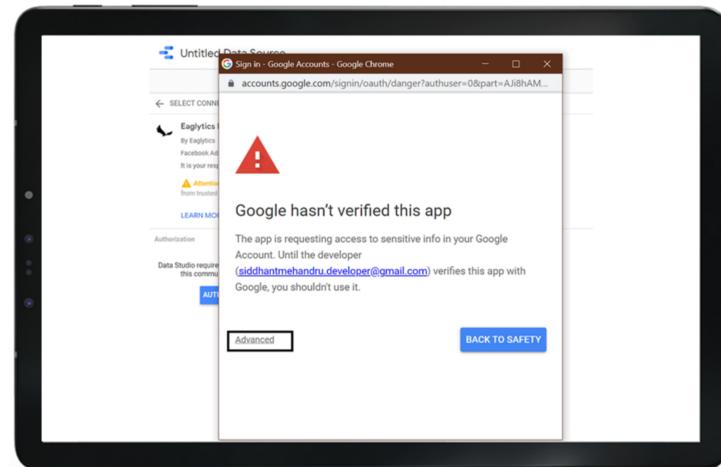
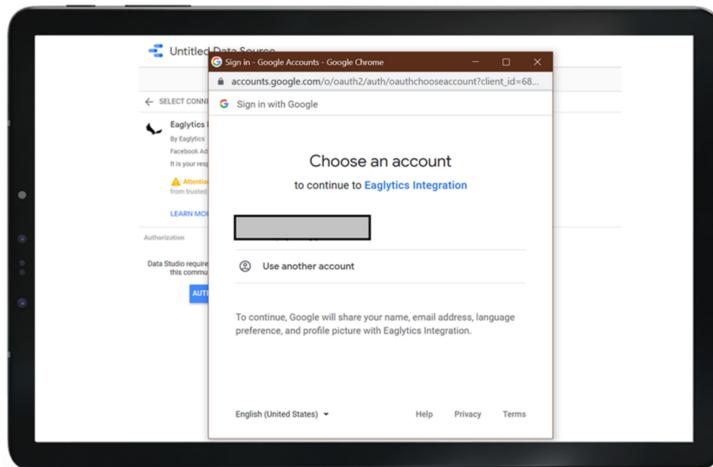
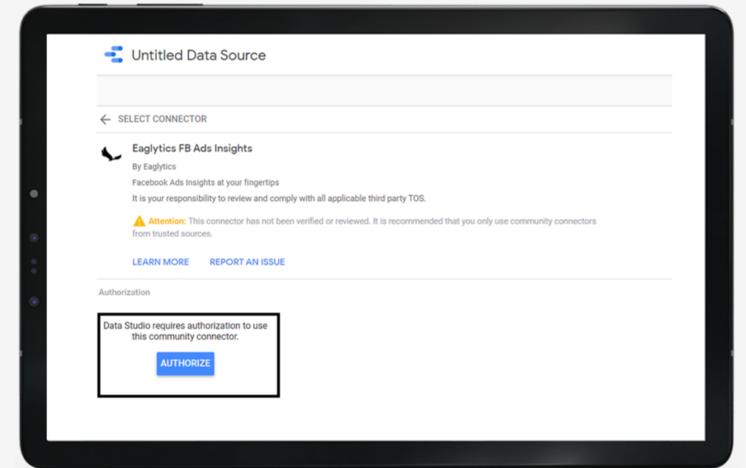
**08**

## Input the Deployment

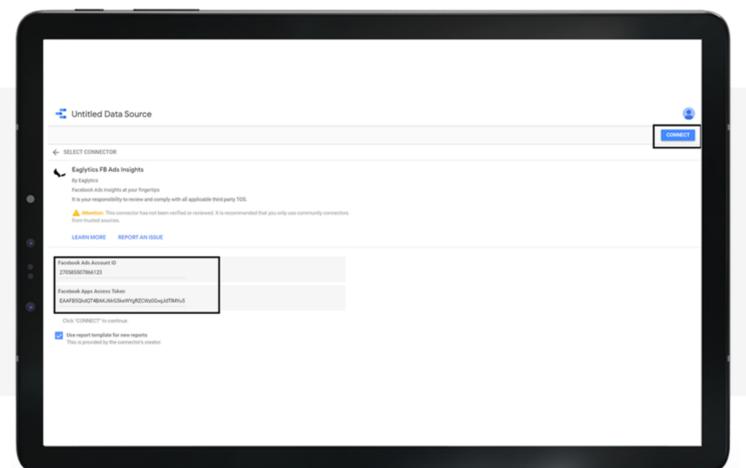
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and click 'Validate'. Select the connector.

Authorize the Datastudio connector by Choosing a Gmail Account. Then, Click 'Advanced', 'Go to Eaglytics Integration' (unsafe), and 'Allow'

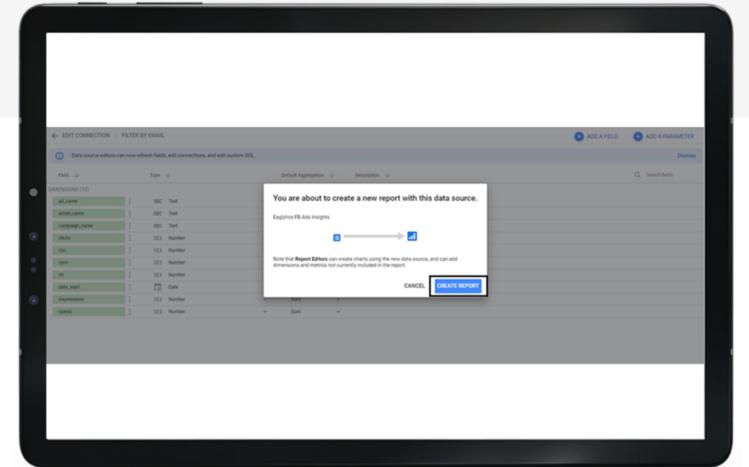
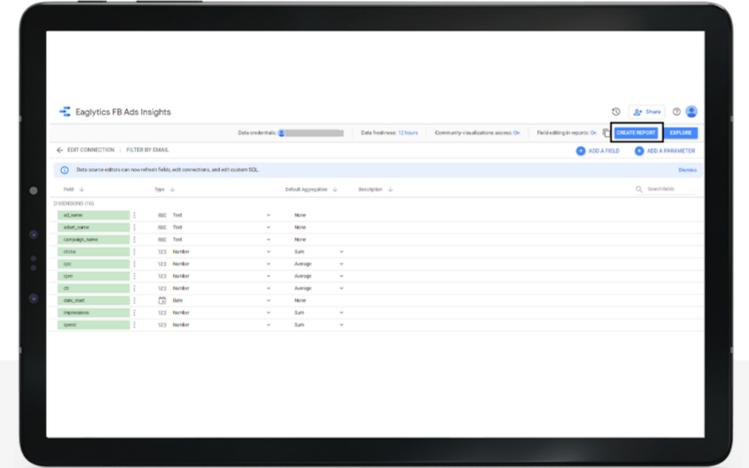

**09**

Input Facebook Ads Account Id and Facebook App Access Token and click Connect.



**10**

Click 'Create Report' to create copy of the template report with data from your Facebook Ad account.


**EAGLYTICS CO.**

Leading Data Analytics Company Worldwide

## ABOUT US

We at Eaglytics-Co are a 100% remote working team spread over entire India, and now across the globe. As a data analytics consulting agency, we came into existence in March 2020 when the COVID-19 Pandemic struck, leaving all of us locked up in our homes. This presented an excellent opportunity for the co-founders to bootstrap this venture into a 30+ member team in almost a year.

The team consists of highly motivated and enthusiastic data gurus who have experience working in data analytics for top corporations of the world including Amazon, Flipkart, JPMorgan, etc.