

How to Connect your Meta Ads account to Digioh

Last Modified on 09/02/2026 12:21 pm EDT

Connecting takes about a minute. You don't need to create a Meta app, generate a token, or copy any IDs: you just ask the Digioh Agent to connect, approve the access in Meta, and you're done.

Once connected, Digioh can read your ad campaigns and performance so the Digioh Agent can report on them, and can build Custom and Lookalike Audiences in your ad account from the contacts you collect through your Digioh campaigns.

Before you begin

You'll need two things: a Meta ad account that's owned by a Meta Business portfolio, with you as an admin of that portfolio, and access to the Digioh Agent. If you don't have Agent access, reach out to support@digioh.com.

The ad account setup is the part worth double-checking, it's what most connection problems come down to:

- **Owned by a business portfolio, not a personal profile.** Check at business.facebook.com → **Business settings** → **Accounts** → **Ad accounts**: your ad account should be listed there. A personal ad account created outside a business portfolio can't hold the Custom Audiences Digioh builds for you.
- **Admin access.** You need to be able to grant access to the ad account during the connection flow. If you're not an admin, ask whoever administers your business portfolio to do the connection, or to make you one.

If you don't have a business portfolio yet, create one at business.facebook.com and move your ad account into it before continuing.

Why connect Meta Ads

Most brands run their paid ads and their on-site campaigns as two separate motions, often owned by two different teams that rarely compare notes. Connecting Meta Ads to Digioh closes that gap so the same data powers both.

Once connected, you can:

- **See CAC and ROAS without leaving Digioh.** Customer Acquisition Cost (CAC) is what it costs, on average, to turn a shopper into a paying customer. Return on Ad Spend (ROAS) is the revenue you earn for every dollar spent on ads. The Digioh Agent can pull both straight from your Meta data.
- **Turn on-site moments into segmented Meta audiences.** Instead of syncing your entire list to Meta, build audiences from specific triggers, like who completed a quiz or responded to an exit-intent offer.
- **Find niche segments you're not targeting yet.** Analyze your Shopify and Klaviyo data for groups you've never built a campaign around, like last year's holiday shoppers, and turn that

into a dedicated Meta audience.

Part 1: Connect

1. Log in to your Digioh Account.
2. Open the Digioh Agent.
3. Ask the Agent to connect your Meta Ads account. For example:
connect me with Meta Ads
4. Log in to the Meta window that opens, using the Facebook account that administers your business portfolio.
5. Select the business portfolio and ad account you want to connect when Meta asks which assets to share, then continue.
6. Review the permissions Meta lists, then approve them. *A note on permissions: Meta's approval screen describes this access as managing ads on your behalf. Digioh uses it to build the pipeline that creates Custom and Lookalike Audiences in your account and to read your campaign performance. Digioh does not create ad campaigns, set budgets, or spend on your behalf.*



Once you approve, the window closes and the Agent confirms the connection succeeded. The connection stays active in the background, so you won't need to log in again.

Your credentials never touch the Digioh Agent. Meta issues the access directly to Digioh through this flow. Digioh stores it securely and only uses it to talk to the ad account you selected.

Part 2: Check that it works

Ask the Agent what it can do with your account, for example:

what can you do with my Meta Ads account?

Or, to confirm it can read your data right away:

list my Meta Ads campaigns

The Agent will look up your ad account and return your campaigns with their status and objective.

Use cases

Connecting Meta Ads to Digioh turns your first-party and zero-party data into better audiences

and more personalized campaigns. Here's what you can do once you're connected:

- **Create Custom Audiences:** Build Meta audiences from Digioh submissions, quiz takers, customers, and high-intent shoppers.
- **Build better Lookalikes:** Create Lookalikes from VIP customers, high-intent shoppers, product interests, or other valuable segments, not just your entire email list.
- **Activate Klaviyo data:** Turn Klaviyo lists and segments into Meta Custom and Lookalike Audiences.
- **Use zero-party data:** Build audiences from quiz answers, preferences, goals, product interests, and purchase intent.
- **Improve retargeting:** Retarget shoppers based on what they told you they want, not just the pages they visited.
- **Analyze Meta performance:** Digioh can read your Meta campaign data so the Digioh Agent can help you analyze performance alongside your on-site conversion experiences



Example: A shopper clicks a Meta ad and completes a Digioh quiz. Digioh can capture their preferences, send that data to your marketing stack, add them to the right Meta audience, build Lookalikes from similar high-intent shoppers, and personalize what they see next.

If something doesn't work

"No ad accounts found," or the Agent can't find your campaigns.

The ad account wasn't included when you approved the connection. This is by far the most common cause. Ask the Agent to connect again and, on the Meta screen, make sure the ad account itself is selected, not only the business portfolio.

Your campaign list is empty.

The connection is pointing at an ad account that has no campaigns. Connect again and select the ad account you actually advertise from. You can confirm which one that is in Meta Ads Manager.

Audience creation fails.

Meta requires an ad account to belong to a business portfolio before it can hold Custom Audiences. Check that your ad account is listed under **Business settings → Accounts → Ad accounts**, and isn't a personal ad account.

The connection stops working.

This usually means the access was removed on the Meta side, for example if someone removed Digioh from your business integrations or changed the ad account's permissions. Ask the Agent to connect again to restore it.

Questions

If you get stuck, contact support@digioh.com and let us know which part you're on (Part 1 or Part 2), plus a screenshot if you can. We're happy to help.
