

How to Connect your Meta Ads account to Digioh

Last Modified on 08/10/2026 9:56 am EDT

Once connected, Digioh can read your ad campaigns and performance so the Digioh assistant 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 start, you need:

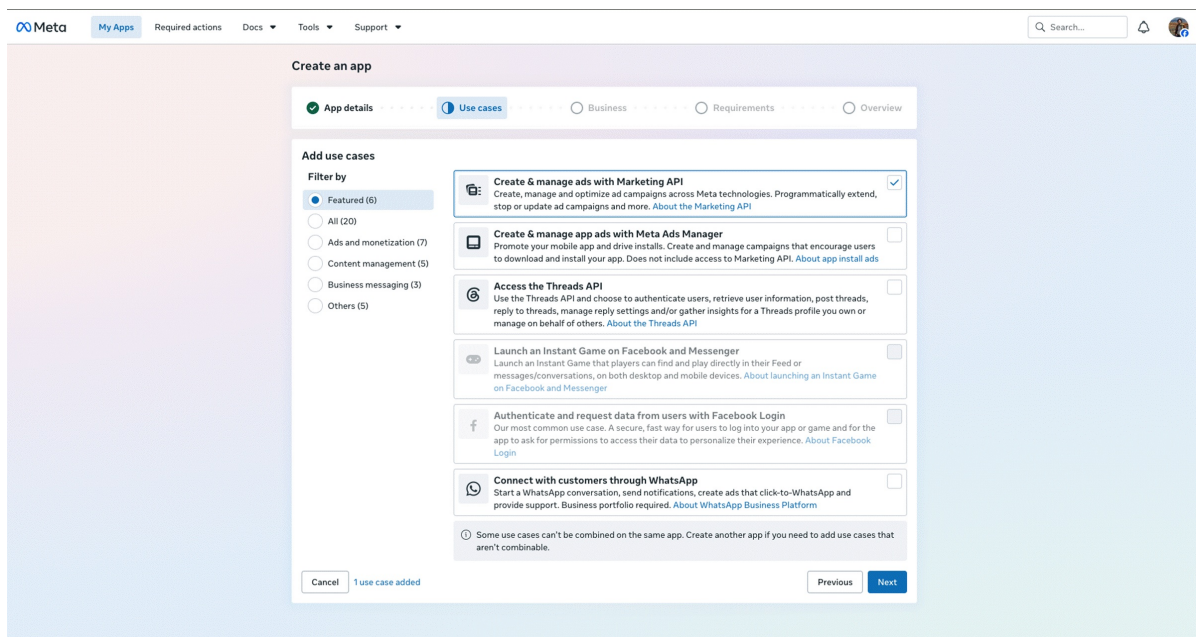
- A **Meta Business portfolio** that owns the ad account you want to connect
- **Admin access** to that business portfolio
- A **Meta app** in that business portfolio. Meta issues access tokens through an app, so if you do not have one yet, Part 1 shows you how to create it. This is a one-time setup.

The whole process takes about 10 minutes.

Part 1: Create a Meta app (skip if you already have one)

Meta only issues access tokens through an app, so you need one in your business portfolio. You do not have to build anything: the app is just the container that issues the token.

1. Go to **developers.facebook.com** and sign in with the Facebook account that administers your business.
2. Open **My Apps** and click **Create app**.
3. When Meta asks what you want your app to do, choose the option for **creating and managing ads with the Marketing API**.
4. When it asks for a business portfolio, select the portfolio that owns your ad account. This matters: the app and the ad account have to live in the same portfolio.
5. Finish creating the app.



You can leave the app in development mode. You do not need to publish it or submit it for review to use it this way.

Part 2: Create a System User

A System User is a non-human account that Meta uses for server-to-server connections. Its token keeps working without anyone having to log back in, which is what lets Digioh keep syncing in the background.

1. Go to **business.facebook.com** and open **Business settings** (the gear icon).
2. In the left menu, go to **Users > System users**.
3. Click **Add**, give it a name you will recognize later (for example Digioh Integration), and set the role to **Admin**.
4. Click **Create system user**.

Create system user

×

Enter a name for the system user you want to create below:

System user name

systemUser

System user role

Pablo will be the owner of this system user.

Admin

Cancel

Create system user

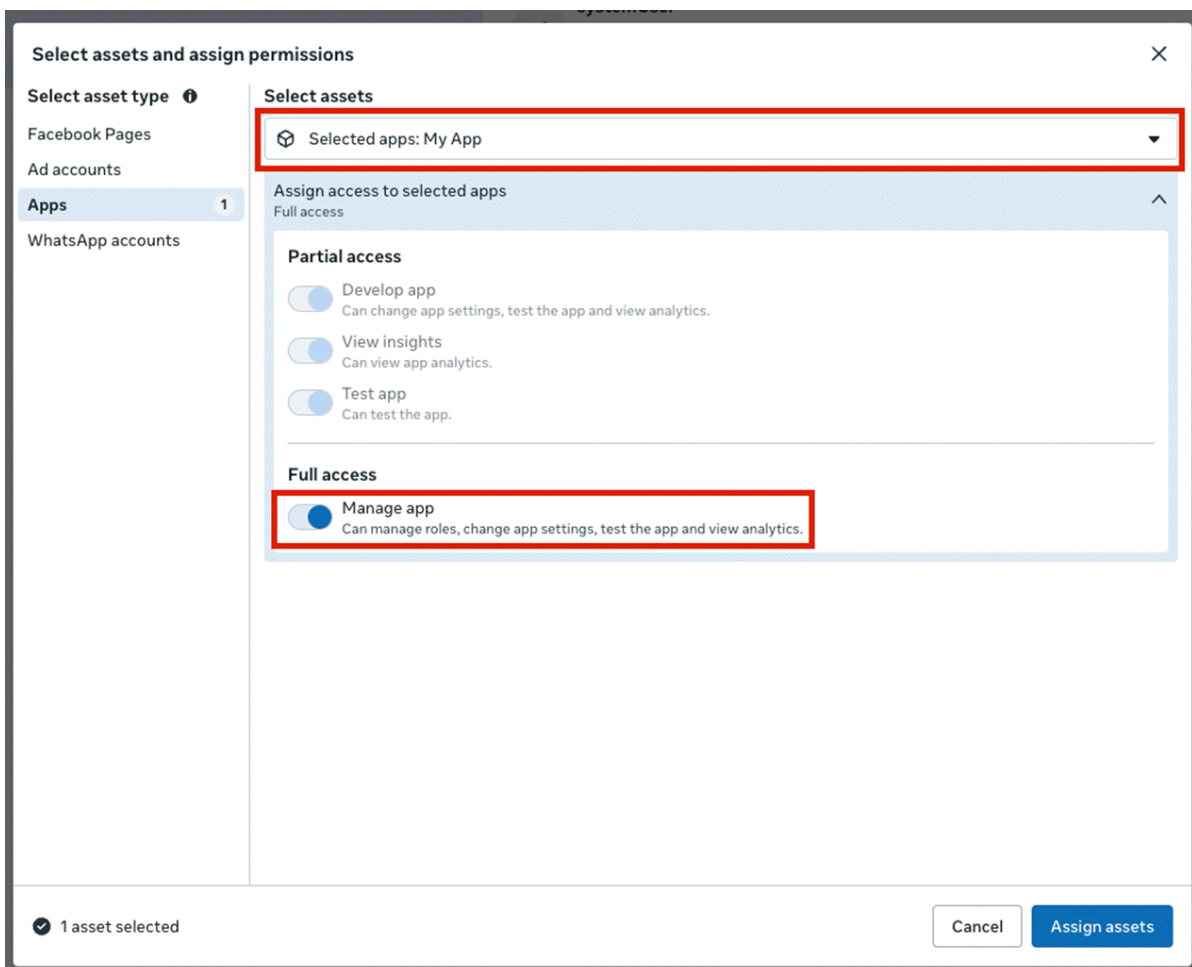
Part 3: Assign your app and your ad account

This is the step people most often get wrong, so read it carefully. You have to assign **two** assets to the system user: the app **and** the ad account. If you assign only the app, the token will look valid but Digioh will not find any ad account to work with.

1. With your system user selected, open the **three dots menu** (next to *Revoke tokens*) and choose **Assign assets**.



2. In the dialog, select the asset type **Apps** on the left, tick your app, and give it **Full control**. Click **Assign assets**.



3. Open **Assign assets** again. This time select **Ad accounts** on the left, tick the ad account you want to connect, and under **Assign permissions** turn on **Manage campaigns (ads)**.

Select assets and assign permissions

Select asset type

Facebook Pages
Ad accounts 1
Apps
WhatsApp accounts

Select assets

Selected ad accounts: Ad Account

Assign access to selected ad accounts

Full access

Partial access

Manage campaigns (ads)

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 access

Manage ad accounts

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

1 asset selected

Cancel

Assign assets

About the permission: *Manage campaigns (ads)* is all Digioh needs. It allows creating and editing ads and audiences and reading reports. You do not need *Manage ad accounts*, which also hands over control of your account settings, finances and permissions.

- Confirm the system user now lists **both** the app and the ad account under its assigned assets.

Business info

Users

People
Partners
System users

Accounts

Pages
Ad accounts
Business asset groups
Apps
Instagram accounts
WhatsApp accounts
Threads accounts

Data Sources

System users

My System User

ID: 61591991951184

Admin access

Generate token

Revoke tokens

...

X

Assigned assets

Installed apps

Business assets

Pablossystemuser can access 2 business assets.

Search by name or ID

Ad accounts

My Ad Account

Full access

Manage

Apps

My App

Full access

Manage

- You'll need the ad account id, to do so, open the ad account id clicking the open icon

Ad accounts

My Ad Account
Full access

View in Ad accounts

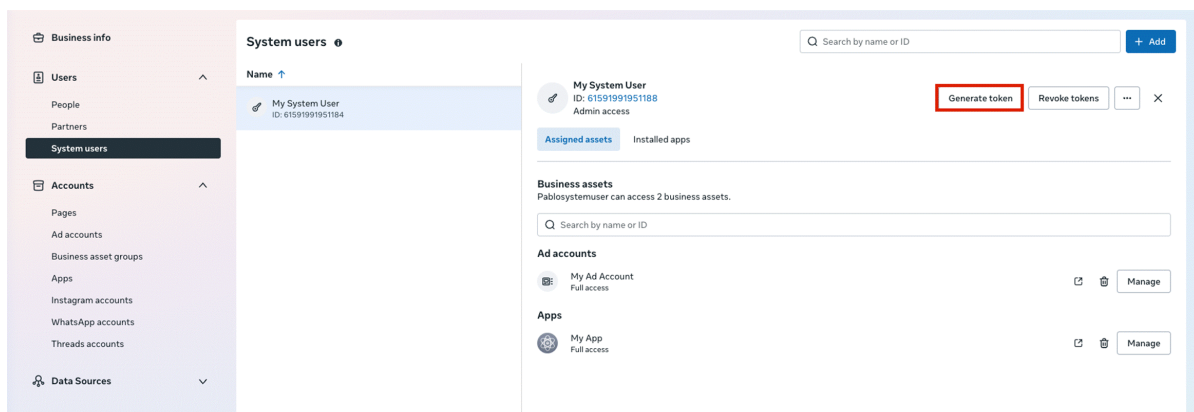
Manage

6. Copy and save the ad account id, to use later in Digioh:



Part 4: Generate the token

1. With your system user selected, click **Generate token**.
2. Select the **app** you assigned in Part 3.
3. For **token expiration**, choose **Never** if it is offered. If your app does not have advanced Marketing API access yet, Meta may only offer 60 days. That still works; you will just need to generate a new token when it expires.
4. Under permissions, tick **ads_read** and **ads_management**. Without these two the token cannot do anything.
5. Click **Generate token** and **copy the token immediately**. Meta shows it only once. If you lose it, generate a new one.



Generate token

✓ Select app

✓ Set expiration

○ Assign permissions

○ Done

What permissions will be granted to the app?

ⓘ If the permission(s) you're looking for are not available, an app admin may need to customize or add a use case to this app.
[About use cases](#)

Select permissions

3 options selected

Q

☒ ads_management

☒ ads_read

☒ business_management

☐ catalog_management

☐ pages_manage_ads

☐ pages_read_engagement

☐ pages_show_list

☐ threads_business_basic

< Previous

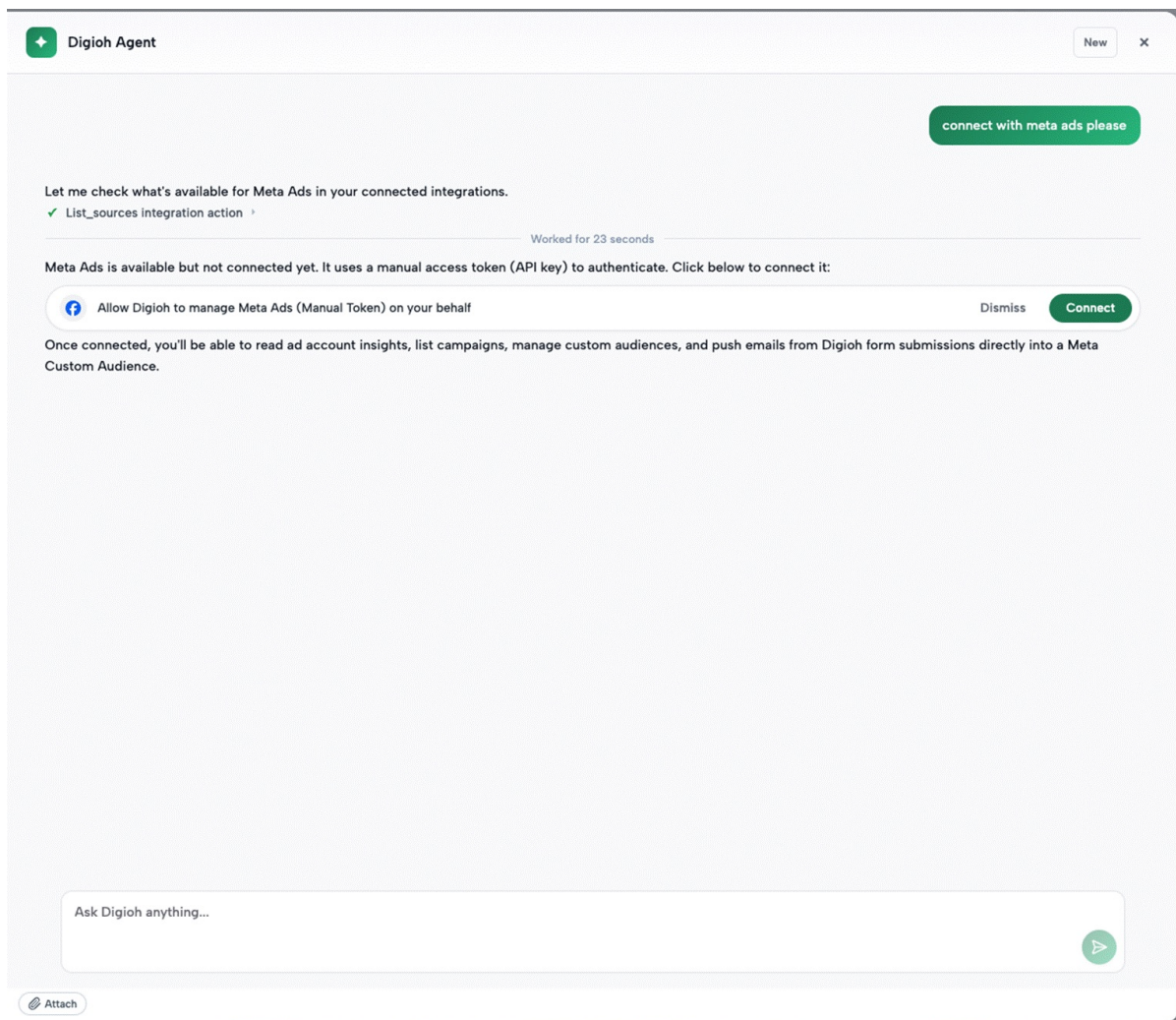
Generate token

Keep the token somewhere safe until the next step. Treat it like a password.

Part 5: Connect it in Digioh

1. Open Digioh and open the **Digioh assistant**.
2. Ask it to connect your Meta Ads account, for example:

connect me with Meta Ads



3. The assistant opens a connection form. Paste your token into the access token field.
4. Confirm, and wait for the assistant to tell you the connection succeeded.

connected vet. it uses a manual access token (API key) to authenticate, v



Connect Meta Ads (Manual Token)



Enter your Meta Ads (Manual Token) credentials. They are sent securely to Digioh to connect and are never shared with the assistant.

Meta System User access token *

.....

custom audience id *

1038500908724242

Ground field mapping against a campaign

Do not ground (use the mapping as-is) 

Optional. Pick a campaign to skip any mapped custom fields it does not actually collect, instead of sending them empty.

Connect Meta Ads (Manual Token)

Cancel

Your token is stored securely by Digioh and is only used to talk to your own Meta ad account. The assistant never sees the token itself.

Part 6: Check that it works

Ask the assistant 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 assistant will look up your ad account and return your campaigns with their status and objective.

[list my ad campaigns](#)

Let me first find your ad account ID, then pull the campaigns.

✓ Read integration action ›

Worked for 11 seconds

Got your ad account. Now fetching campaigns.

✓ Read integration action ›

You have 8 campaigns in your My Ad Account ad account — all currently paused with a Traffic objective:

Name	Status	Objective
New Campaign	Paused	Traffic
Test Campaign	Paused	Traffic
Some New Campaign Name	Paused	Traffic
Campaign created from Digioh	Paused	Traffic
Test	Paused	Traffic
Some Campaign Name	Paused	Traffic
Campaign Test	Paused	Traffic
Campaign Test	Paused	Traffic

All are paused. Want to pull insights on any of them, or do something else — like wiring a Digioh email capture campaign to push leads into a Meta Custom Audience?

If something does not work

"No ad accounts found" or the assistant cannot find your campaigns.

Your system user is missing the ad account. Go back to Part 3 and confirm the ad account is assigned, not just the app. This is by far the most common cause.

The assistant says the token is invalid or a request is rejected.

The token was probably generated without the right permissions. Generate a new one and make sure both ads_read and ads_management are ticked (Part 4, step 4).

Your campaign list is empty.

The token is connected to an ad account that has no campaigns. Check in Meta Ads Manager that you assigned the ad account you actually advertise from.

Audience creation fails.

Meta requires the ad account to belong to a business portfolio before it can hold Custom Audiences. Confirm the ad account is owned by your business portfolio, not by a personal account.

Your connection stops working after a while.

If Meta only issued a 60 day token, it has expired. Repeat Part 4 to generate a new one and reconnect.

Questions

If you get stuck at any step, contact Digioh support with the part number you are on, and a screenshot if you can. Never send us your token in plain text: we will never ask for it outside the connection form.

