



How to Give a Partner Access to Your Meta Assets

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How to Give a Partner Access to Your Meta Assets

To allow a marketing partner (like our agency) to manage your assets (Facebook Page, Instagram, Pixel, Ad Account, Commerce Manager), you need to add us as a Partner in your Meta Business Manager.

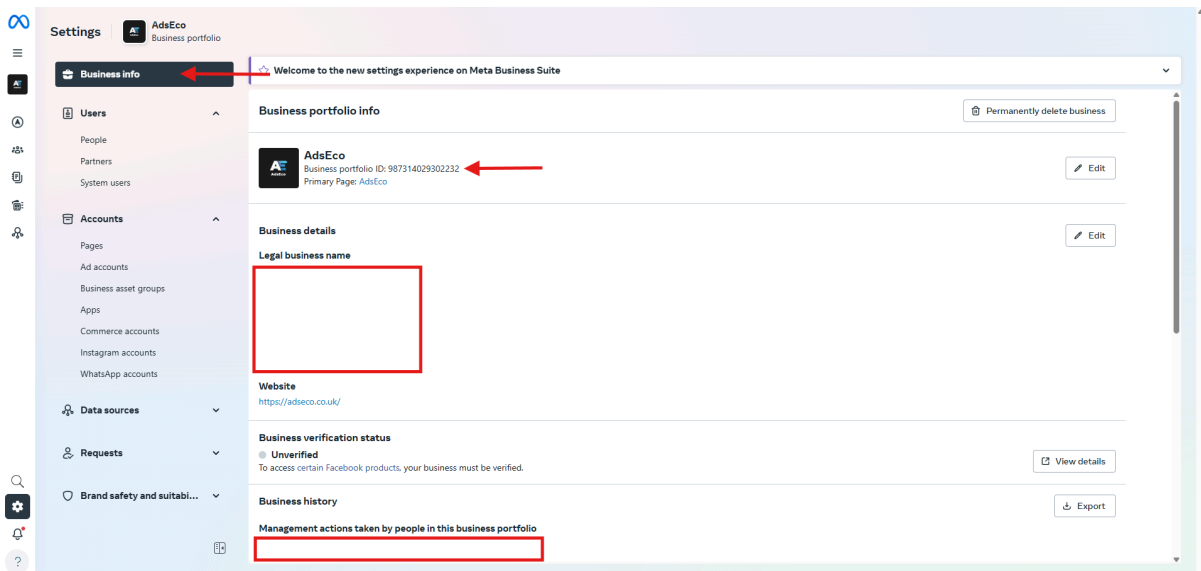
Step 1: Make Sure You Have Meta Business Manager Set Up

If you haven't already created a Meta Business Manager, follow this link and create one:

👉 <https://business.facebook.com/>

Step 2: Get Your Partner's Business ID

Our Business ID is: 987314029302232

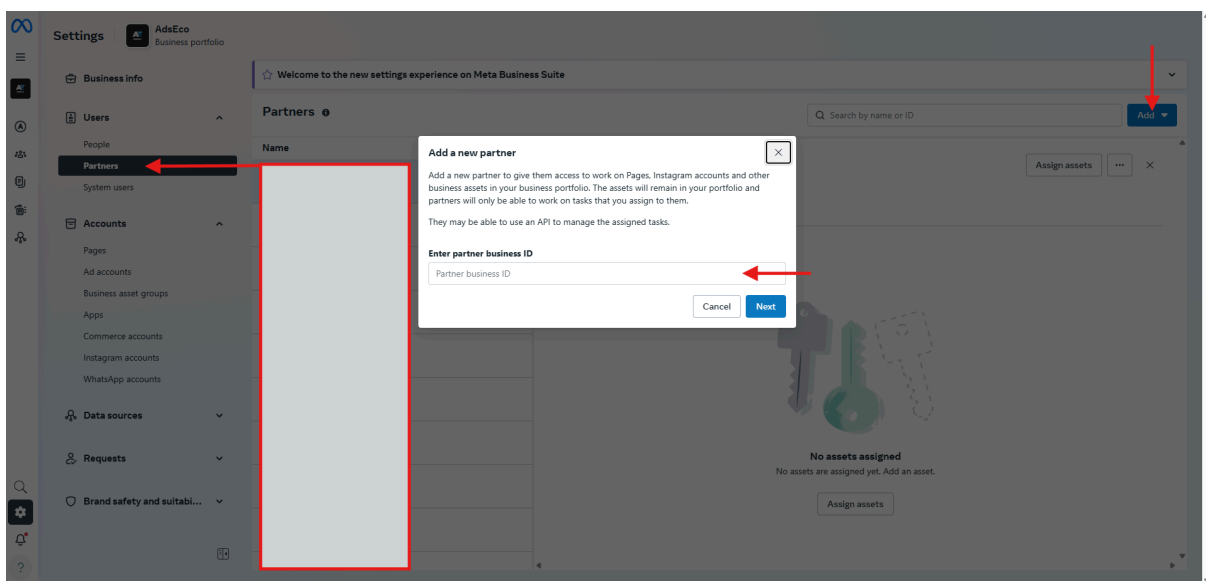


Step 3: Add the Partner to Your Business Manager

Go to your Business Settings:

👉 <https://business.facebook.com/settings>

1. In the left-hand menu, go to Users → Partners
2. Click + Add → Select Give a partner access to your assets
3. Enter the Partner's Business ID
4. Click Next



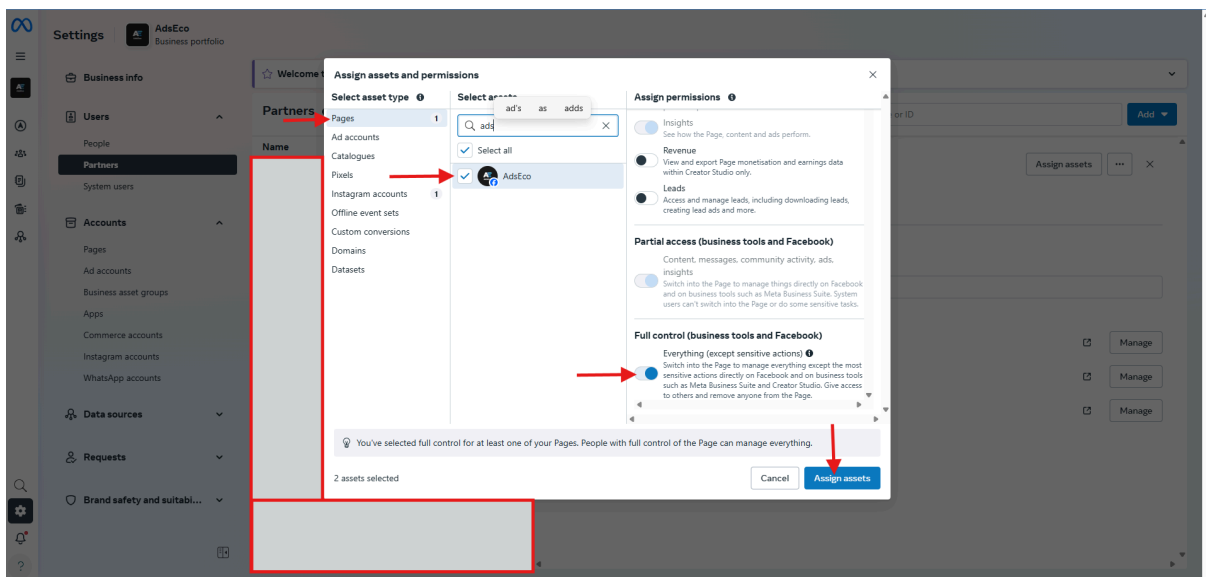
Step 4: Assign Assets and Permissions

Now you'll choose which assets you want to share with the partner. Here's what to assign:

Facebook Page

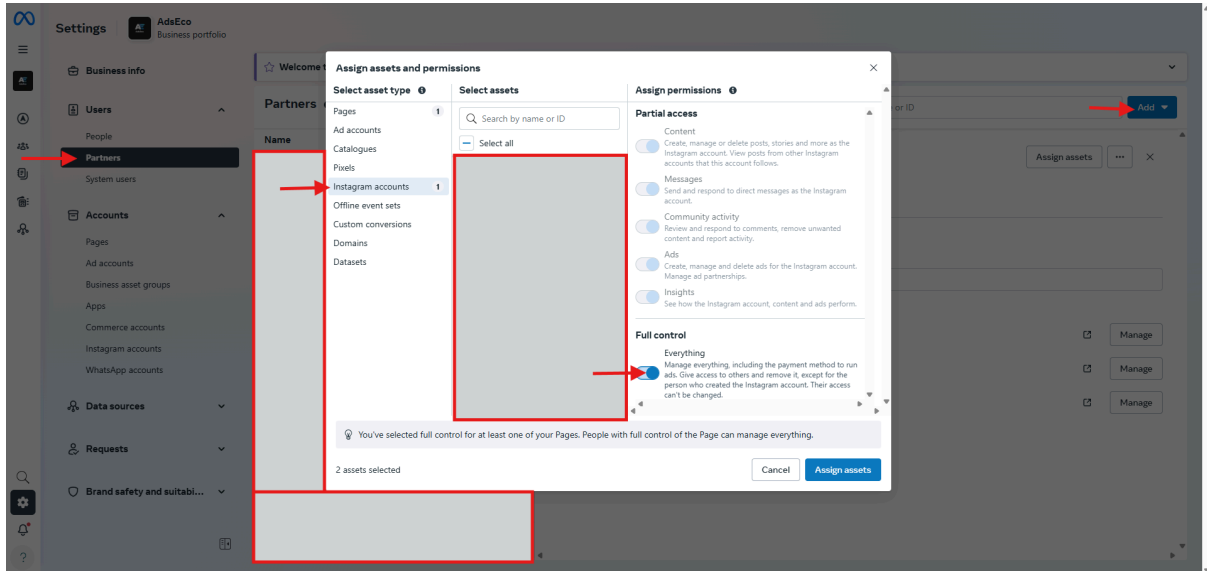
1. Find your Page under Pages
2. Select the Page and enable permissions like:
3. View Page performance
4. Create ads
5. Manage Page (optional)

We recommend granting full access to all shared assets (Page, Instagram, Ad Account, Pixel, and Commerce Account) to help avoid any permission-related issues during campaign setup and ongoing management. This level of access ensures smooth collaboration and full functionality. However, it should only be granted if you fully trust your business partner.



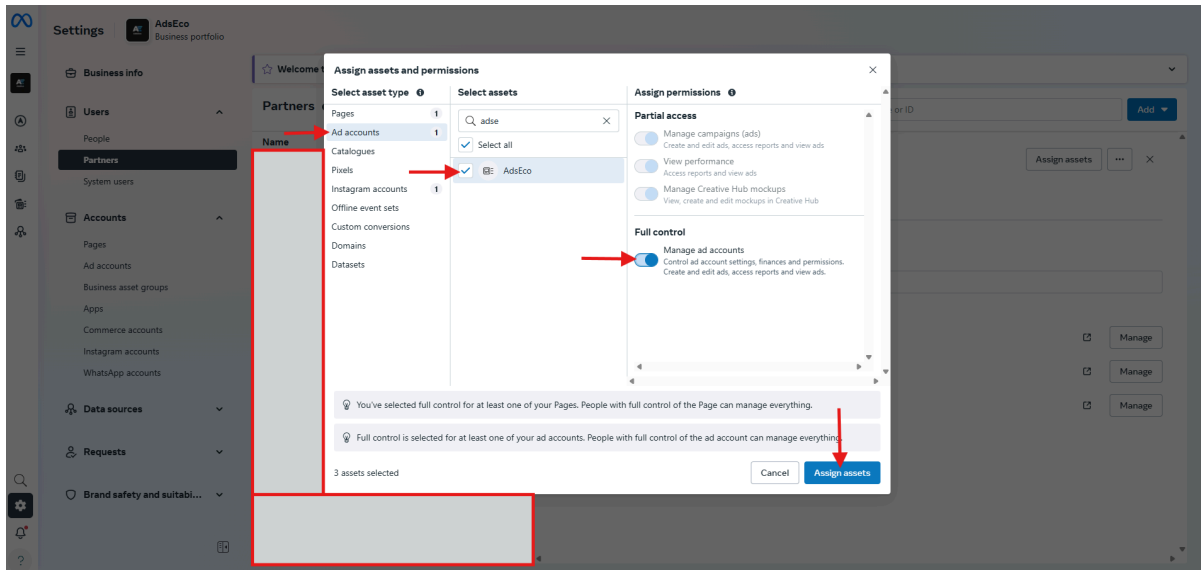
Instagram Account

1. Go to Instagram Accounts
2. Select the account and enable ad-related permissions



Ad Account

1. Under Ad Accounts, select the ad account
2. Grant access to:
3. Manage campaigns
4. View performance
5. Create and edit ads



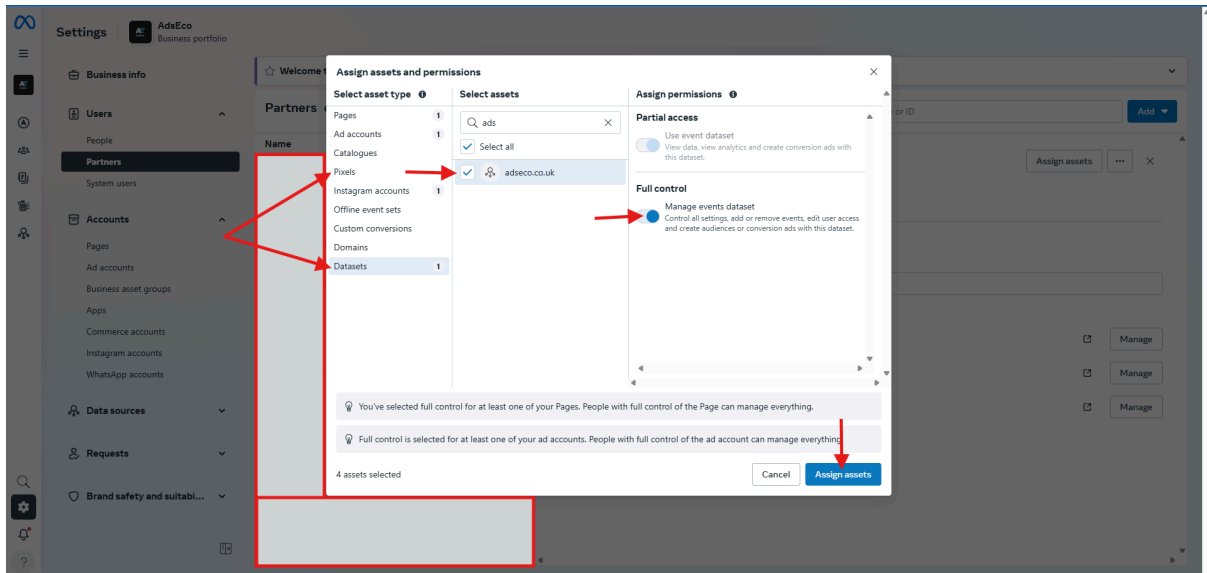
Pixel

1. Go to Pixels (or Datasets, depending on your interface)
2. Select the correct Pixel (or Dataset)
3. Grant access to:
 - View Pixel
 - Manage Pixel

Important Update:

Meta is in the process of moving Pixels under a new access section called Datasets. Depending on your Business Manager interface, your Pixel may now appear under this new section.

Find out more here: [About datasets in Meta Events Manager](#)



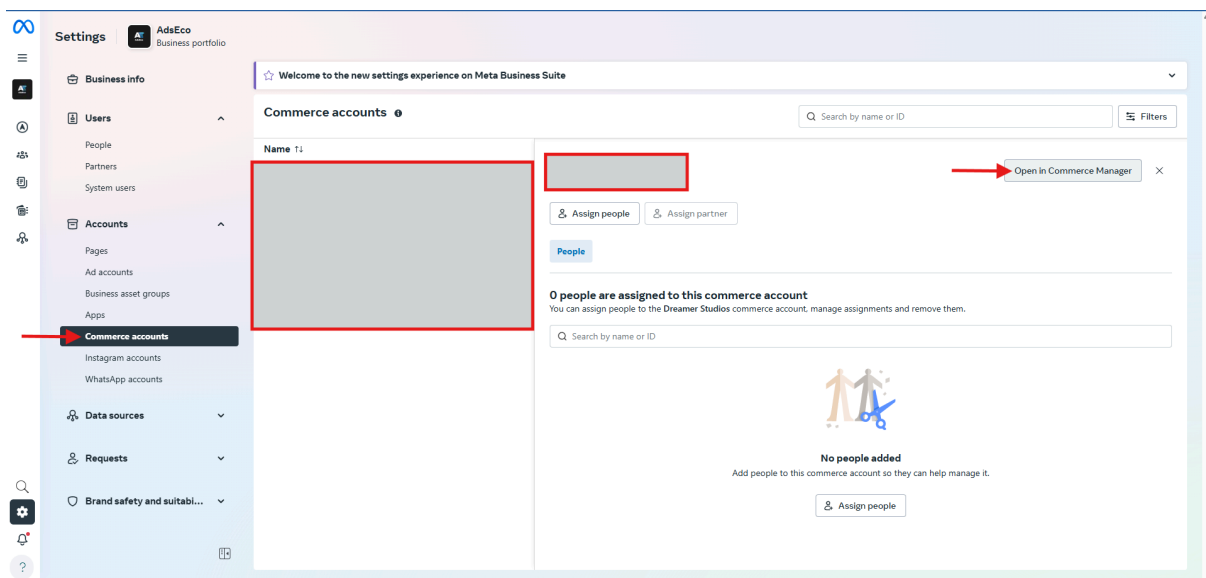
Commerce Account (if applicable)

1. Go to Commerce Accounts
2. Select your shop
3. Grant access to manage catalogs and commerce settings

Important Note:

Commerce assets are not managed in the same way as other assets (like Pages or Ad Accounts).

To give a partner access, you need to go directly to the Commerce Manager (also known as Commerce Centre), not through the "Partners" section in Business Settings.



Once in Commerce Manager:

1. Select your shop
2. Go to Settings → Permissions
3. Add your partner's Business Manager ID and assign appropriate access

The screenshot displays the Meta Commerce Manager interface. On the left, the 'Commerce Manager' sidebar is visible, with the 'Settings' option highlighted. A modal dialog box titled 'Share this commerce account with a partner' is open in the center, prompting the user to 'Enter partner business ID'. The dialog includes a text input field, a 'Next' button, and a 'Cancel' button. The background settings page shows various categories like 'General', 'Localisation', 'Catalogue', and 'Permissions'. Red arrows indicate the following elements:

- The 'Commerce Manager' header in the sidebar.
- The 'Settings' option in the sidebar.
- The 'Permissions' section in the main settings area.
- The 'Share this commerce account with a partner' dialog box.
- The 'Enter partner business ID' text input field within the dialog.
- The 'Next' button at the bottom right of the dialog.
- The 'Check' button in the background settings page.

Step 5: Confirm

Click Save Changes. Your partner will now have access to the selected assets in their Business Manager.

Pro Tip: Double-Check Access

Once done, you can go back to Business Settings → Partners and review what assets have been shared.

