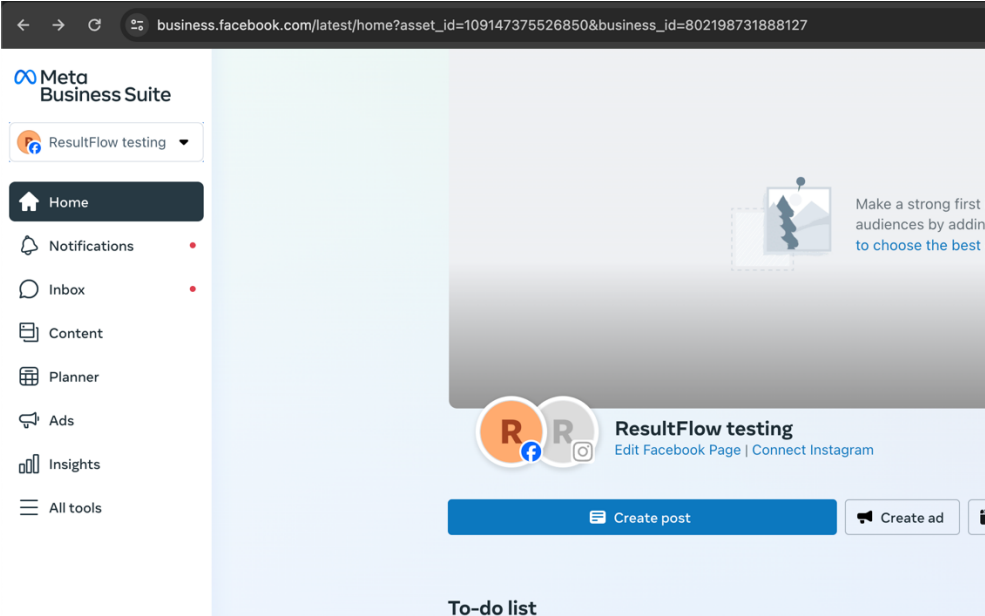
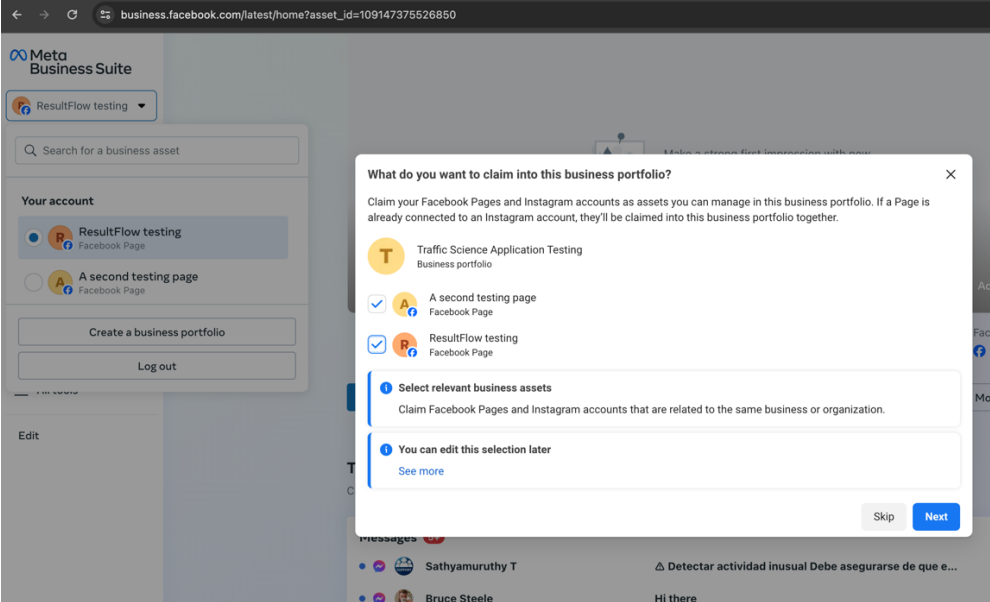


Business Portfolio

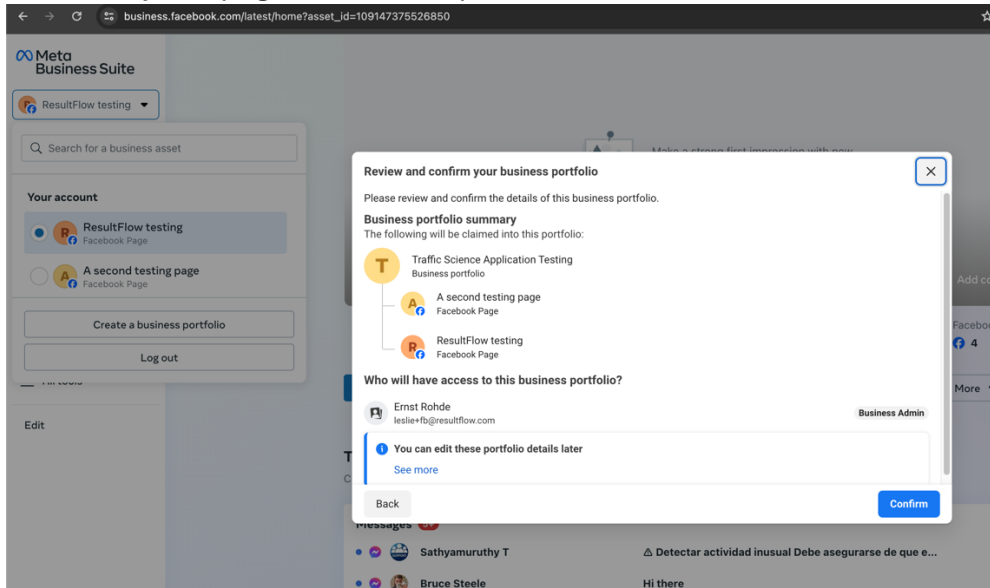
Go to <https://business.facebook.com>



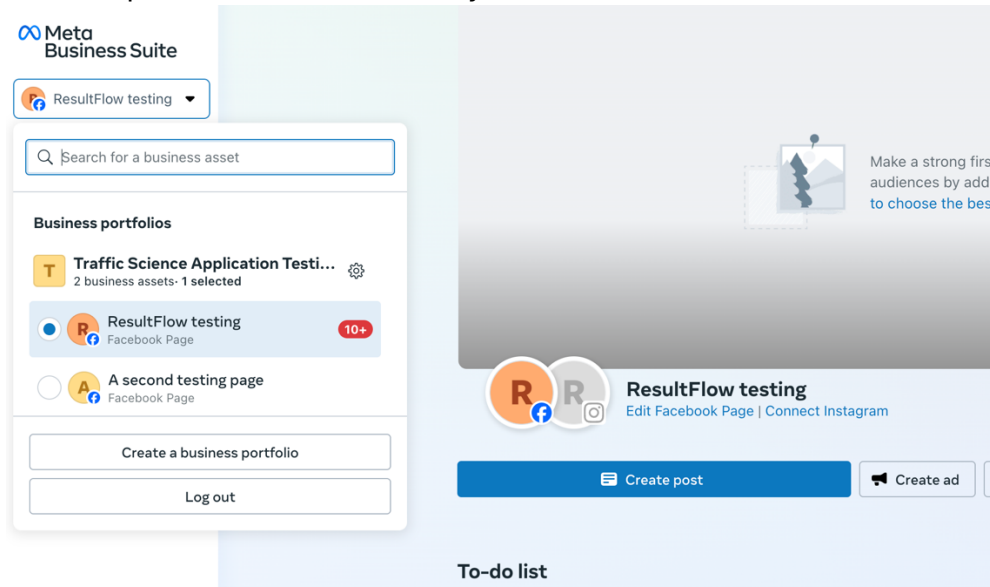
Click on the down arrow next to “ResultFlow testing” to see there is no “business portfolio”, so we need to press the “Create a business portfolio” button



I added my two pages to the new portfolio and confirmed.



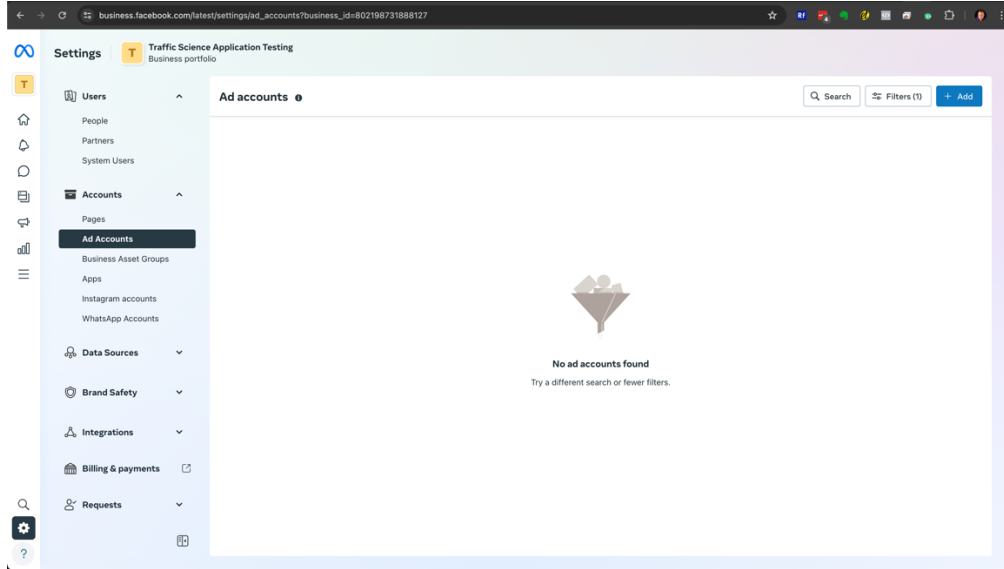
The new portfolio now shows in my account



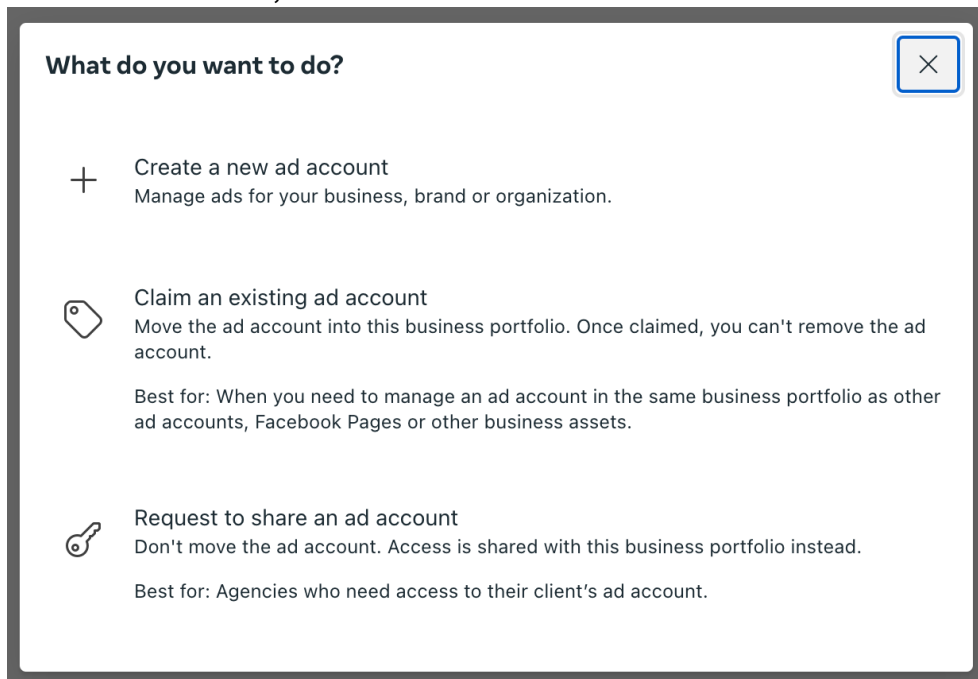
Updated 5-Sept-24

Ad Account

Now I can select “Settings” and “Ad Accounts”. There are not any, so the first step is to press “Add”.



There are 3 choices, select “create a new ad account”.



Fill in all the details, one step at a time

Create new ad account

- Details
- Confirm
- Done

What are the details for the ad account?

Manage ads for your business, brand or organization.

Ad account name
ResultFlow app testing

Time zone
(GMT-05:00) EST

Currency
USD – US Dollars

Cancel Next

Create new ad account

- Details
- Confirm
- Done

Are you sure you want to continue?

The ad account will be created and added to the Traffic Science Application Testing business portfolio.

Your request

- T Traffic Science Application Testing Business portfolio
- ↳ ResultFlow app testing Ad account

Ad account access

Once created, business admins with full control of this business portfolio will also be able to manage the ad account.

I agree to Meta Terms of Service and Advertising policies on behalf of Traffic Science Application Testing business portfolio. I understand that these terms and policies apply to activity related to all ad accounts in this business portfolio.

Back Create ad account

Create new ad account

- Details
- Confirm
- Done

Ad account created successfully

The ResultFlow app testing ad account has been created and added to the Traffic Science Application Testing business portfolio.

Would you like to add payment info for your account?

Add payment info

Done

Add payment information

Business location and currency
United States of America, US Dollars USD Edit

Add payment method

Debit or credit card

PayPal

I have an ad credit to claim.

Your payment methods are saved and stored securely. Terms apply

Next

Create new ad account

- Details
- Confirm
- Done

Ad account created successfully

The ResultFlow app testing ad account has been created and added to the Traffic Science Application Testing business portfolio.

Would you like to add payment info for your account?

Add payment info

Done

Success

PayPal account added

You can now use PayPal as a payment method.

Done

Business Info

Business Name
Enter your legal name if you don't have a business name.

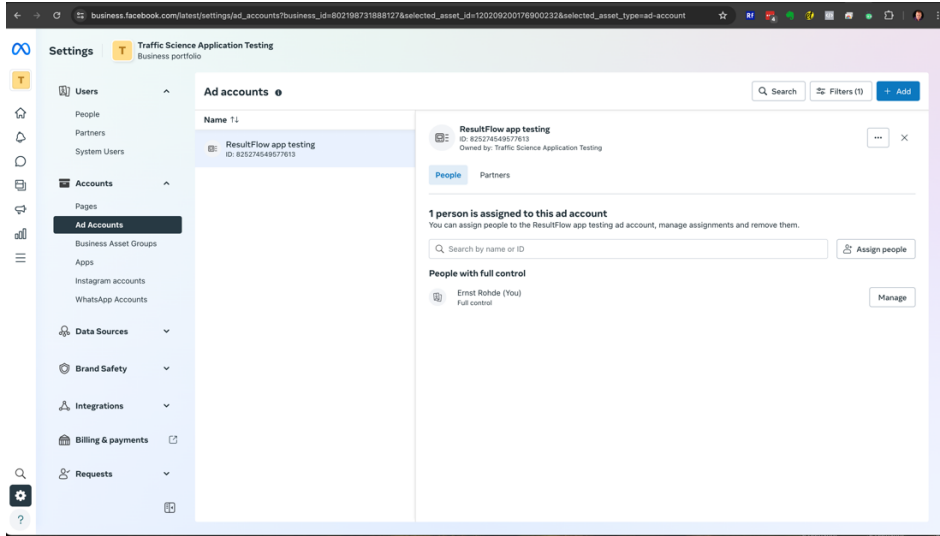
Add a name

Business address
The legal address registered with your government and tax agency. If you're not a registered business, enter your mailing address.

Street address 1

Street address 2

Here's my new ad account



Accept Terms

Goto <https://business.facebook.com/customaudiences/app/tos> and press the “Accept” button. It will then show this:

business.facebook.com/customaudiences/app/tos

Business Manager

Ads Manager

Account
Ernst Rode

Create an ad
Campaigns
Reports
Audience Insights
Settings
Billing
Power editor
Account History
Audiences
Meta Pixel

Help Center
Advertiser Support

You have accepted these terms of service.

Meta Business Tools Terms

When you use any of the [Meta Business Tools](#) to send us or otherwise enable the collection of Business Tool Data (as defined in Section 1 below), we may receive Business Tool Data as a result of your use of Meta ad products, in connection with advertising, matching, measurement and API), Facebook SDK for App Events, Offline Conversions and App Events API. We also receive Business Tool Data in the form of impression conversion APIs such as Messenger Customer Match via the Send API. Meta may also offer pilot, test, alpha, or beta programs from time to time through our [Meta Business Tools](#).

By clicking “Accept” or using any of the Meta Business Tools, you agree to the following:

- Sharing Business Tool Data with Meta**
 - You may use the Meta Business Tools to send us one or both of the following types of personal information (“**Business Tool Data**”):
 - “**Contact Information**” is information that personally identifies individuals, such as names, email addresses, and phone numbers.
 - “**Event Data**” is other information that you share about people and the actions that they take on your websites and apps.
 - “**Device Data**” is information that we collect from your devices when you use our products or services on our platform via Facebook Login, Social Plugins, or otherwise (e.g. by logging in, or liking or sharing an article or song). Info governed by the [Platform Terms](#).
 - Note: For purposes of these Business Tools Terms, references in existing terms or agreements to “Customer Data” will include Business Tool Data.
 - Subject to Section 1.d, we will not share Business Tool Data that you provide to us with third parties (including advertisers) unless we have your consent or a legal obligation to do so.
 - We will implement processes and procedures to protect the confidentiality and security of the Business Tool Data, including by (a) limiting access to Business Tool Data to those who need it to provide our services to you and (b) guard against the accidental or unauthorized disclosure of Business Tool Data.
 - You agree that Meta may provide access to and/or a copy of Event Data about a particular individual to that individual upon their request.
 - You represent and warrant that you (and any data provider that you may use) have all of the necessary rights and permissions to share Business Tool Data with us.
 - You will notify us promptly in writing of any actual or threatened complaint or challenge related to the use of any Business Tool Data.
 - If you are using or sharing the Business Tool Data on behalf of or together with a third party, you also represent and warrant that you have the necessary rights and permissions to share Business Tool Data with us.
 - You will only use or share the Business Tool Data or any audience or reports generated by the Business Tools Terms. You will not use or share the Business Tool Data with us that you know or reasonably should know is from a source that is not permitted under applicable laws, regulations and applicable industry guidelines.
 - You represent and warrant that you will not share Business Tool Data with us that you know or reasonably should know is from a source that is not permitted under applicable laws, regulations and applicable industry guidelines.
- Use of Business Tool Data**
 - We may use Business Tool Data for the following purposes:
 - Contact Information for Matching**
 - You instruct us to process the Contact Information solely to match the Contact Information against user IDs (“**Meta Business Tool Data**”).

Goto <https://adsmanager.facebook.com/adsmanager/manage/> and select “ad account settings” from “All tools”

Meta

Ads Manager

T Traffic Science Applicati...

Account Overview

Campaigns

Ads Reporting

Audiences

Ad account settings

Billing & payments

All tools

All tools Meta Business Suite

Shortcuts

Ads Manager

Ad account settings

Business settings

Ads

Audiences

Brand safety and...

Manage

Business Support Home

At the bottom of that page, find this block:

Default beneficiary and payer for EU ads

Add or edit default beneficiary and payer information so it's autofilled when you create new ad sets that include audiences in the European Union. Adding or editing this information here won't change any existing ad sets, and you can always change the beneficiary and payer when you create or edit an ad set. [Learn more](#)

Beneficiary ⓘ
No beneficiary added

Payer ⓘ
No payer added

Change

Enter your business name and save

Default beneficiary and payer for EU ads

Add or edit default beneficiary and payer information so it's autofilled when you create new ad sets that include audiences in the European Union. Adding or editing this information here won't change any existing ad sets, and you can always change the beneficiary and payer when you create or edit an ad set. [Learn more](#)

Beneficiary ⓘ
Traffic Science Inc

Payer ⓘ
Traffic Science Inc

Change