

# Facebook Ads Connector

- [Download the Facebook Ads Connector](#)
- [Import the Facebook Ads Connector](#)
- [Create a Facebook Ads Connection](#)
- [Delete the Facebook Ads Connector](#)

You can download the Facebook ads connector from Yellowfin's Marketplace to connect to your Facebook account and stream advertisement data. This section shows you how to download this connector and install it to your instance of Yellowfin.

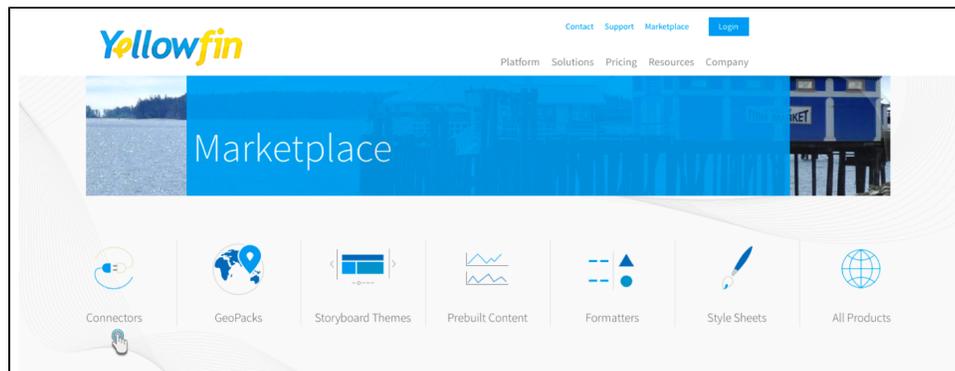


The user performing these steps must possess administrative rights that allow them to create a new data source connection.

## Download the Facebook Ads Connector

You can download the connector for Facebook ads from Yellowfin's marketplace:

1. Log in to Yellowfin's [Marketplace](#)
2. Click on the option for Connectors



3. Choose Facebook Ads from the selection of connectors available on Yellowfin. (Note: Be careful not to confuse this ads plugin with the Facebook connector.)
4. When this connector option expands, click on the Download button. (If you see the *Login to Download* button instead, you will first need to log into the Marketplace to continue)

**Expensify**

Connect to your Expensify account and analyse your expenses.

**Facebook**

Connect to Facebook and Analyze your Pages social media footprint.

**Facebook Ads**

Visualize your Facebook Ad impressions and effectiveness using Yellowfin's Facebook Ads Connector.

---

Campaign Name	Brand awareness	Conversions	Video views	Website Clicks	Reach
	0.04%	42,242	17,520	0.43%	118,879
					32,960
					11,261
					469,048

**Facebook Ads**  
Price : Free  
Author : Yellowfin

Instantly connect to your Facebook Ads data with Yellowfin's Facebook Ads Connector and analyze whole campaigns, ad sets and individual ads. Visualize and track the performance of your ads and campaigns over time throughout different parts of the world. Even effortlessly build custom reports to reveal insights about impressions, amount spent, clicks, reach and other metrics.

[Click here for instructions.](#)

Content provider's API connectors can be subject to change. If you do notice any changes in your Yellowfin content, please contact us on [support@yellowfin.bi](mailto:support@yellowfin.bi)

Supported : Minimum YF 7.2  
Support Contact : [Click here](#)

[Login to download](#)

5. The connector file will be saved to your computer as per your web browser's settings

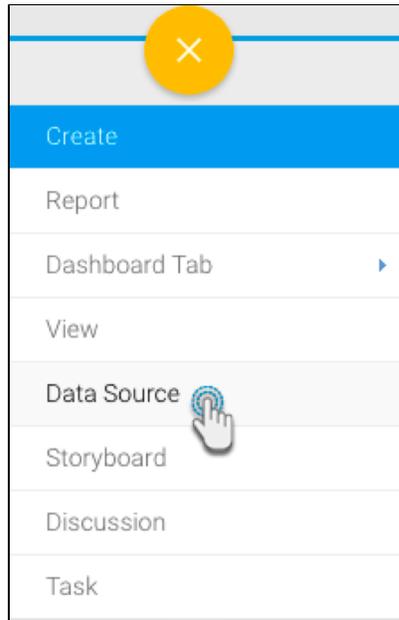
## Import the Facebook Ads Connector

Here's how to upload the Facebook ads connector to Yellowfin:

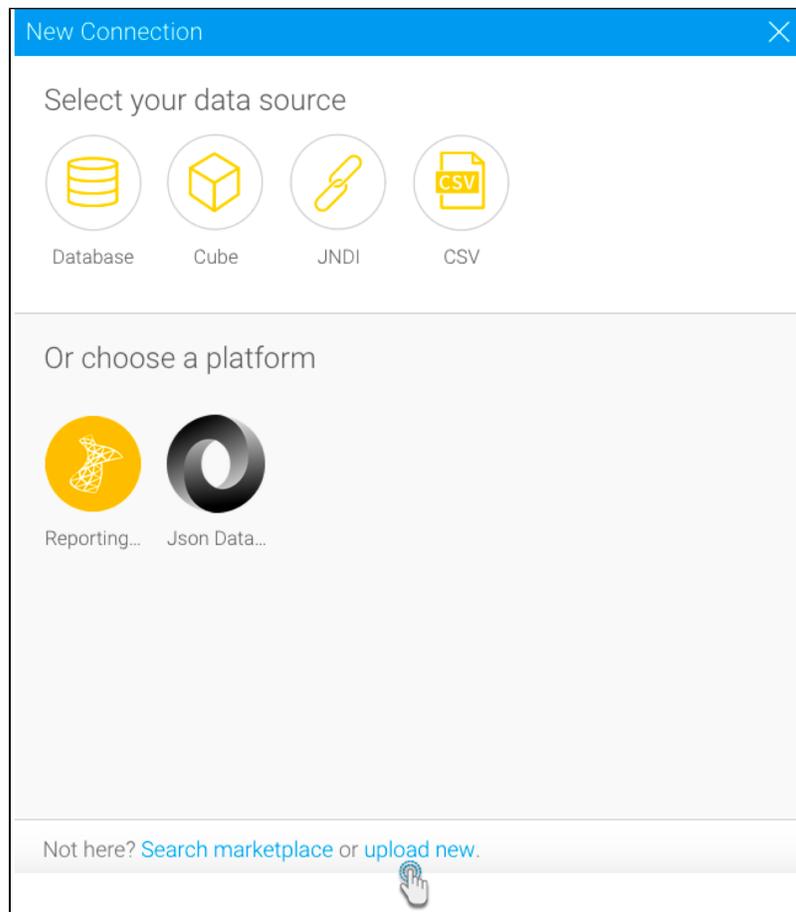


Ensure that you have an active Facebook account for advertisements. It is recommended that you log into this account before initiating this process.

1. Click on the Create icon after logging in to Yellowfin
2. Select the Data Source option

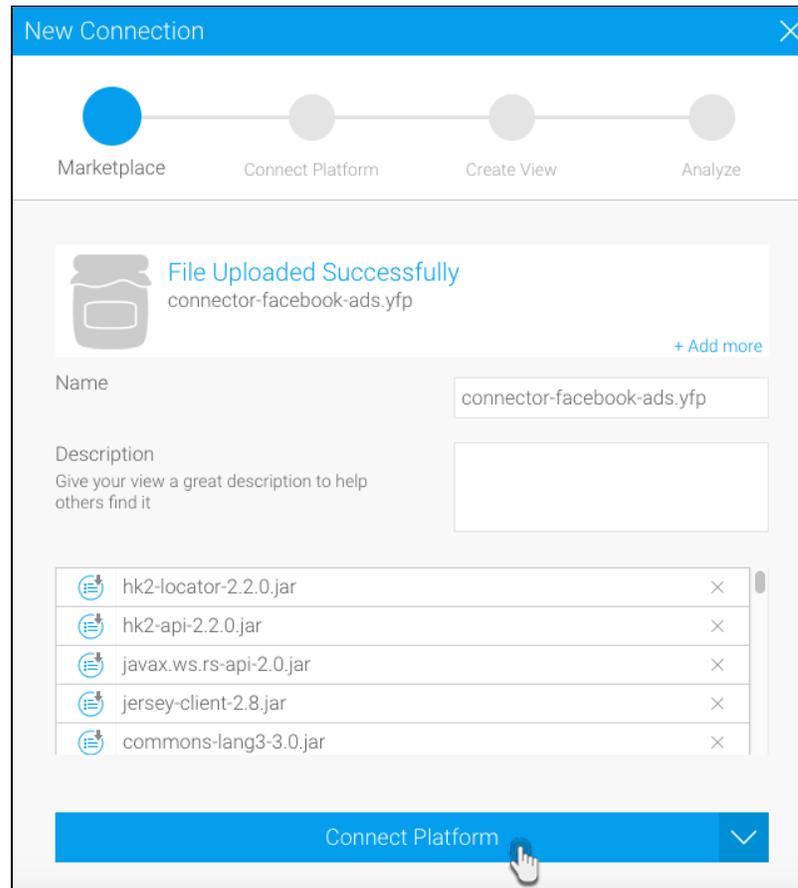


3. At the bottom of the new connection screen, click on the upload new link



You can also upload a new connector by following this Yellowfin path: Administration > Admin Console > Data Sources > Add

4. In the new connection popup, either drag and drop the Facebook ads connector file you downloaded from the marketplace, or click on the Browse Files link to browse and select the file
5. Once the file has been successfully uploaded, click on the Connect Platform button



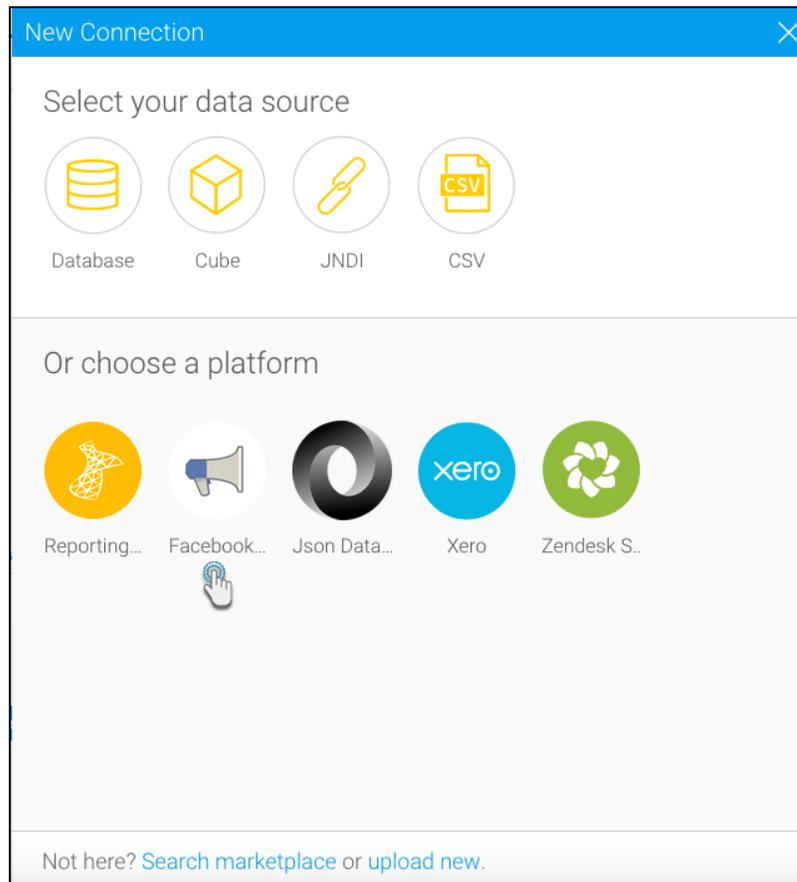
6. Now you can create an Facebook ads connection, as explained in the following section

---

## Create a Facebook Ads Connection

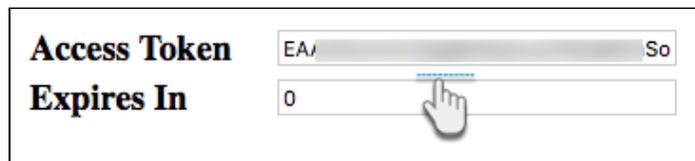
Now we will continue by providing details of our Facebook ads account.

1. Either continue on from the previous step, or navigate through to Create New menu > Data Source to use the Facebook ads connector
2. Then click on the new Facebook ads connector



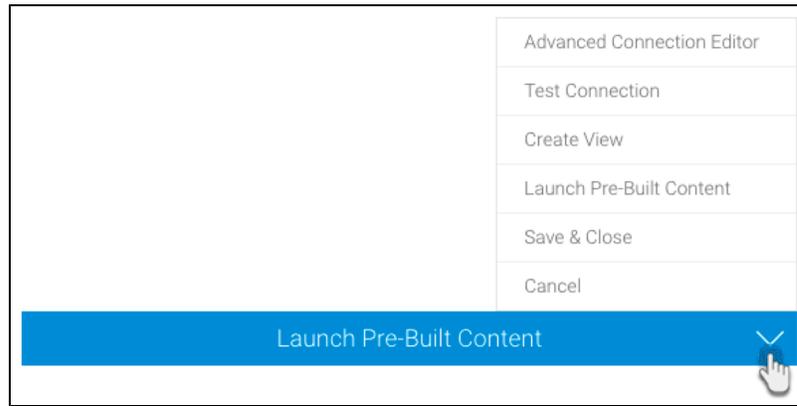
3. The following new connection setting screen will appear

4. Give your connection a name
5. You can also provide a brief description, if required
6. Press the Authorize Facebook button; you will get redirected to a Facebook popup with an access token. (Note: Ensure that you are logged into your Facebook ads account to generate this code.)
7. Copy this access token

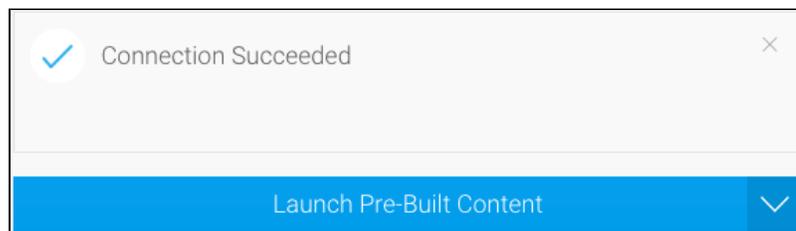


8. Return to your Yellowfin settings screen and paste the key into the authentication token field
9. Then click on Validate Token to get this access token validated
10. If successfully validated, you will notice your Facebook ads username show up in a field

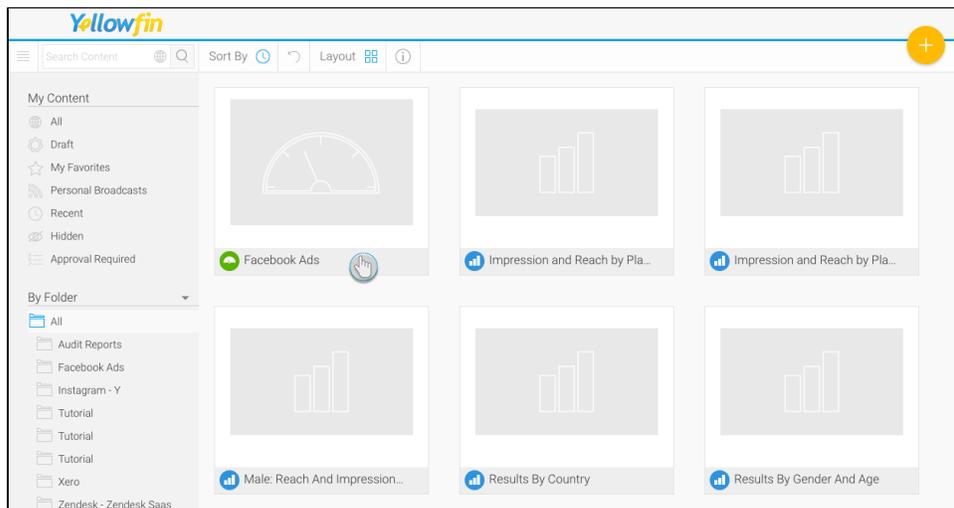
11. Now you may perform the following additional tasks on this connection, although you are not required to: (Click on the menu button besides the Launch Pre-Built Content button to make a list of actions appear)



- **Advanced Connection Editor:** This will take you to the Data Source page in the Admin Console and allow you to edit all the advanced options available for your data source.
- **Test Connection:** This option lets you test out your Facebook ads connection settings to ensure that you can connect to your data source



- **Create View:** This re-directs you to the view creation screen.
  - **Launch Pre-Built Content button:** This allows you to install any pre-built content that may come with the connector.
  - **Save & Close:** Use this action to save your connection details and return to the previous screen, closing the connection popup.
  - **Cancel:** This closes the connection window without saving any details.
12. After performing any of these other activities, click on the Launch Pre-Built Content button
  13. You will get redirected to Yellowfin's browse screen with the new Facebook ads dashboard present there (Note: You might need to search for this dashboard, if its thumbnail cannot be seen right away)



14. If you access this dashboard, you will be able to view your Facebook ads account data directly in Yellowfin (as shown in the example below)

The Facebook ads data might take some time to load and appear in Yellowfin. Access main menu > Administration > Schedule Management > your Facebook ads connection, to view the data being downloaded.

Search Content

Facebook Ads

Ads Overview Demographic Placement

Click here to add this tab to your dashboard permanently Add X

Summary (Ads)

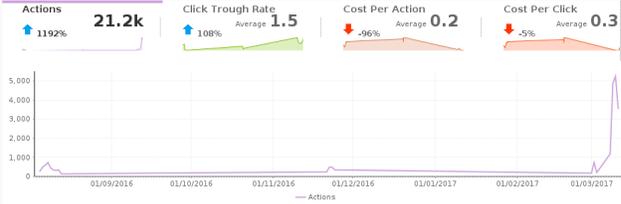
f	Amount Spend	\$1,667	Total Actions Value	\$0.00	Cost Per Action	\$0.08	Cost Per Click	\$0.24
	Total Actions	21,240	Impressions	1,401,473	Clicks	6,893	Reach	696,574
ROI	Click Through Rate	0.49%	Social Impressions	0	Social Clicks	0	Social Reach	0
-100.00%								

This report displays values from Ads breakdown. Reach is not accurate if the report is run across multiple Ads. To see Campaigns, Ad Sets or Individual Ad Reach, refer to Campaigns, Ad Sets and Ads reports below.

Results Through Time



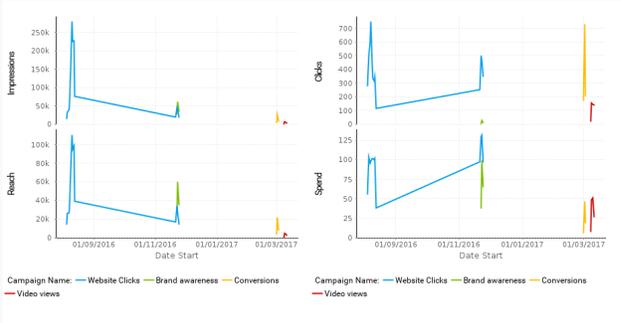
Actions, CTR, CPA, CPC Through Time



Campaigns

Campaign Name	Click Through Rate	Impressions	Reach	Actions	Amount Spend	Cost Per Action	Cost Per Click	Date Start
Brand awareness	0.04%	125,785	118,879	73	\$203.57	\$2.79	\$4.52	22/11/20
Conversions	2.64%	42,242	32,980	1,112	\$72.98	\$0.07	\$0.07	01/03/20
Video views	2.67%	17,520	11,261	14,880	\$135.26	\$0.01	\$0.29	08/03/20
Website Clicks	0.43%	1,215,926	469,048	5,175	\$1,254.84	\$0.24	\$0.24	03/08/20

Results Through Time By Campaign



Clicks by Type



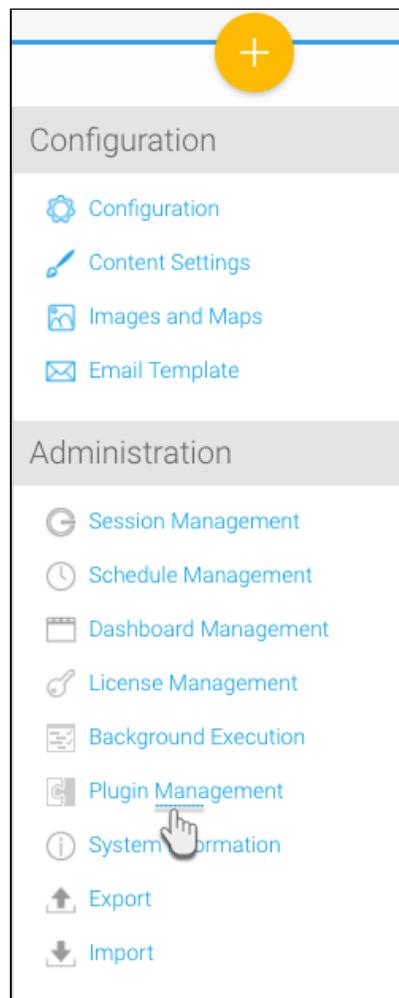
Ads

AdName	Click Through Rate	Impressions	Reach	Actions	Amount Spend	Cost Per Action	Cost Per Click	Date Start
Default Name	0.04%	125,785	118,879	73	\$203.57	\$2.79	\$4.52	22/11/20
Website Clicks - Gartner Rated	0.33%	553,376	212,085	1,831	\$401.09	\$0.22	\$0.22	0
Default name - Website Clicks	0.36%	546,479	233,129	1,941	\$437.85	\$0.23	\$0.22	0
Website Clicks - 7.3 Landing Page	0.84%	54,587	38,545	436	\$152.65	\$0.35	\$0.33	2
Default name - Website Clicks	1.51%	28,323	22,932	415	\$107.30	\$0.26	\$0.25	0
Default name - Website clicks	1.69%	33,161	26,783	552	\$155.95	\$0.28	\$0.28	2
Default name - Conversions	2.64%	42,242	32,980	1,112	\$72.98	\$0.07	\$0.07	0

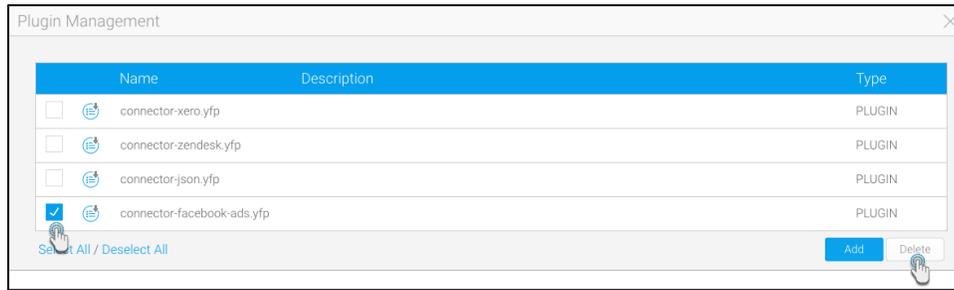
## Delete the Facebook Ads Connector

You can delete the Facebook ads connector from your Yellowfin instance.

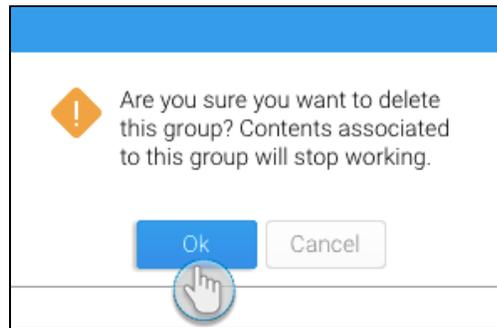
1. Navigate to left side menu > Administration > Admin Console
2. From the options listed on the right side, click on Plugin Management under Administration



3. At the Plugin Management page, select the checkbox for the Facebook ads plugin
4. Then click on the delete button on the bottom right



5. Choose OK when the confirmation dialogue box appears



6. Your Facebook ads connector would be removed from the system