



## Connecting People to Facebook Ads

16<sup>th</sup> March 2017

Facebook Ads is a solution that enables advertisers to target specific audiences on Facebook. Using Facebook Ads, advertisers can reach specific Facebook users with tailored advertisements based on a variety of profile attributes, such as gender, music tastes, hobbies and location.

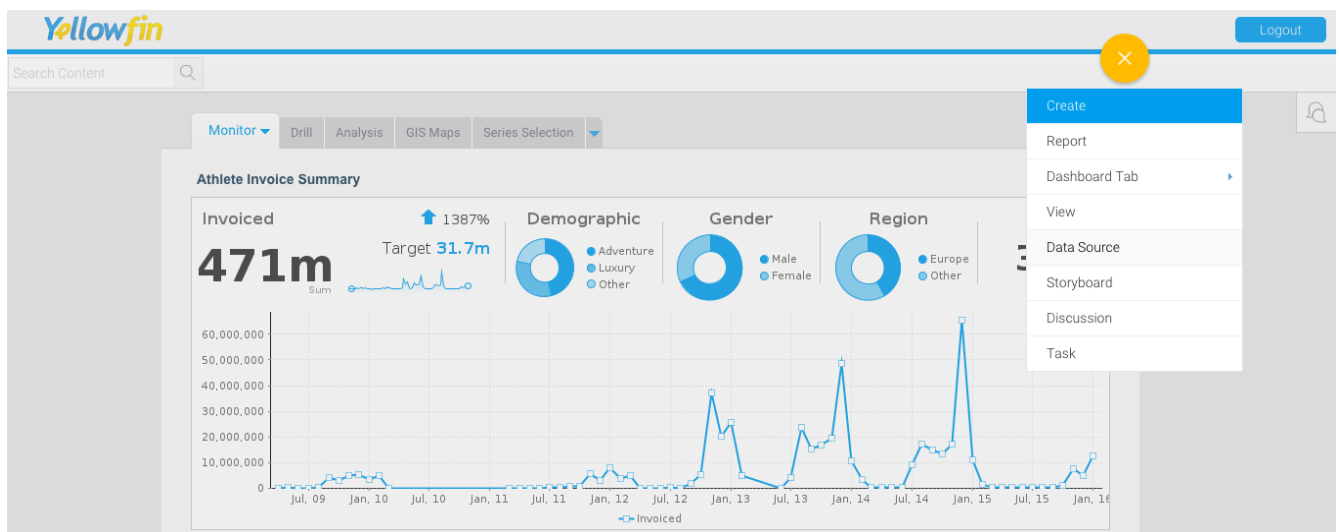
Yellowfin makes connecting to Facebook Ads and sharing insights easy:

1. Install your connector
2. Connect to your account

## Install your Connector

### Add a New Data Source

- a) Log into your Yellowfin Server  
(The User must have permissions to add a new Data Source)
- b) Click **Create** and select **Data Source**

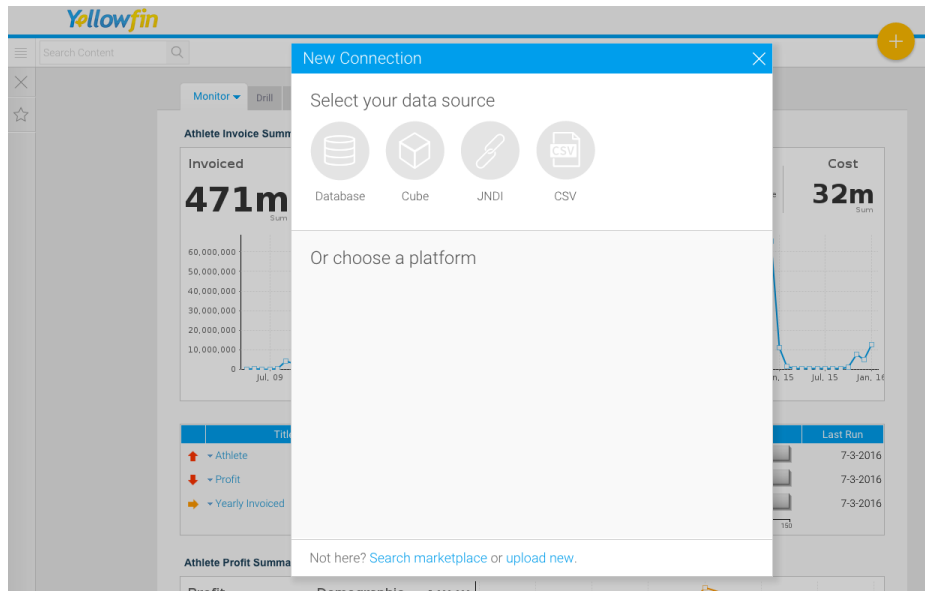


### Upload new connector

If you can see the icon for the Facebook Ads Connector at the **New Connection** step, then you can skip to [Connect to your account](#). Otherwise you will need to select the **Not here?** links.

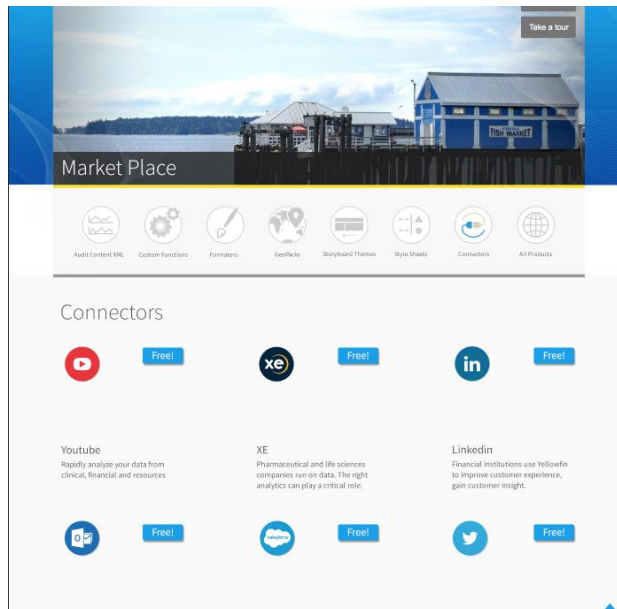
**Search Marketplace** - download your connector from the Yellowfin Marketplace

**Upload New** - upload your connector to your instance of Yellowfin



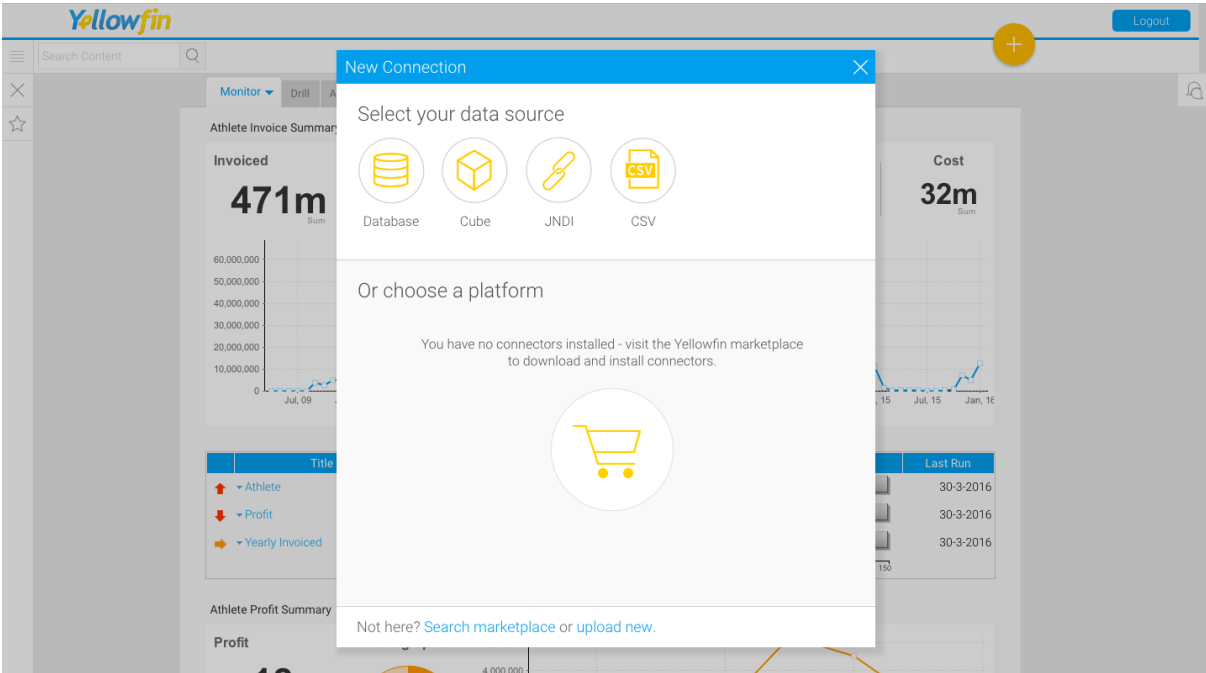
Download the connector from the Yellowfin Marketplace

- c) Go to the [Yellowfin Marketplace](#)
- d) Download the **Facebook Ads Connector** (it's free!)



# Upload your new Connector

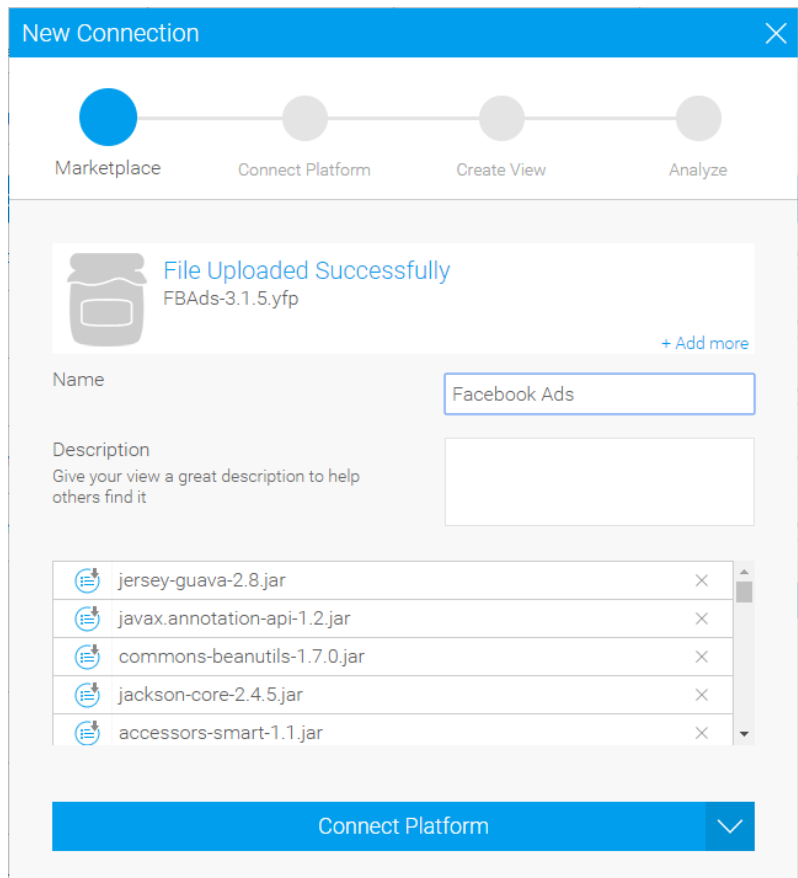
a) Click **Upload New**.



b) Give your connector a **name** and **description**.

c) Click **Connect Platform**.

Your connector will now be available under your **Data Source's** list.



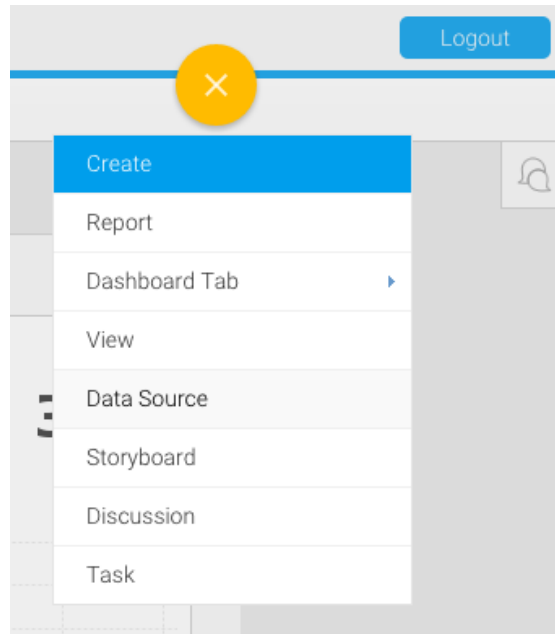
# Connect to your account

Once your Facebook Ads Connector is installed, you can use it to connect to your Facebook Ads account.

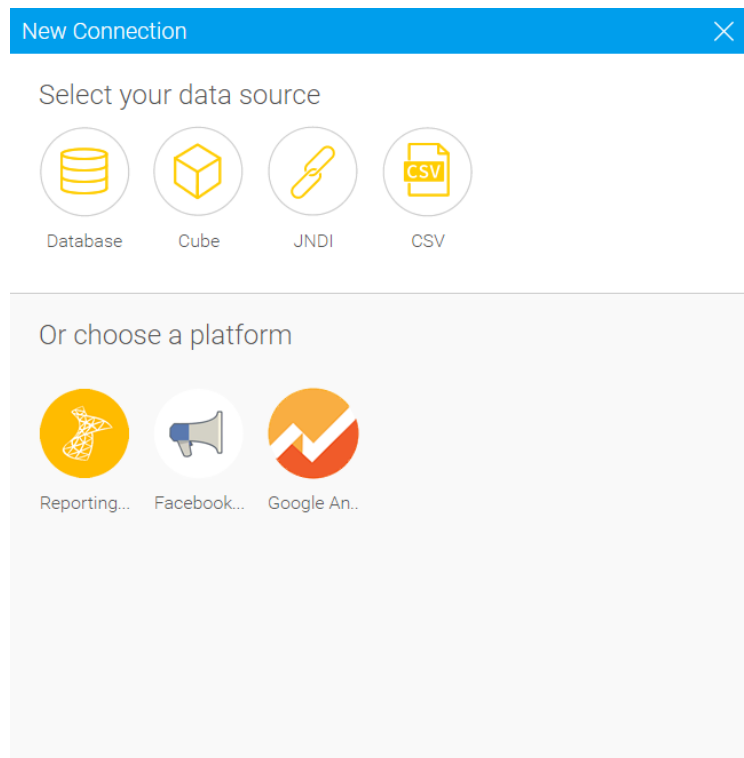
## Create a new Data Source

- a) Click **Create** and select **Data Source**.

(If you have just installed your connector, then you will be immediately taken to the next step)



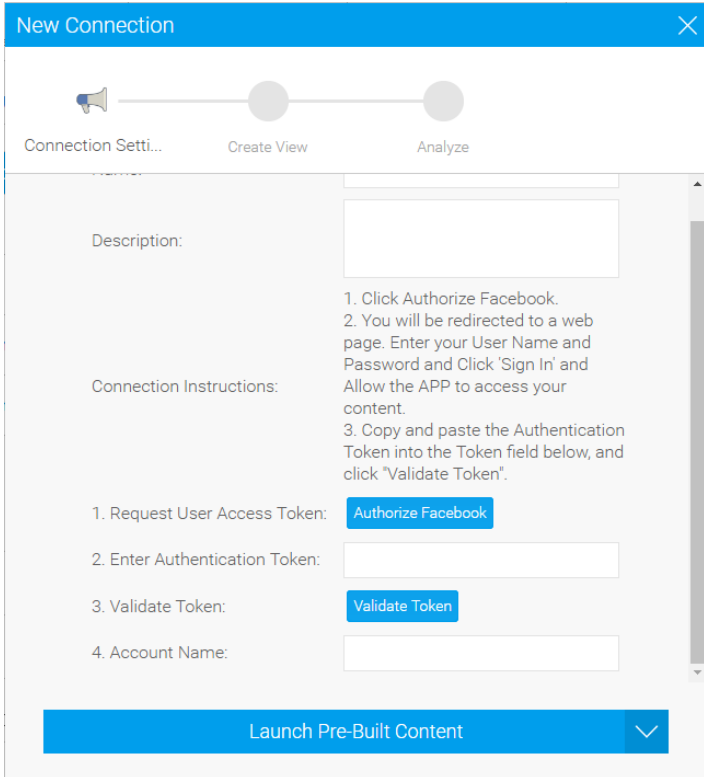
- b) Select **Facebook Ads**



Not here? [Search marketplace](#) or [upload new](#).

## Name your Connection and Enter your Account Details

- c) Give your connector a **name** and **description**.
- d) Press **Authorize Facebook** button to be redirected to the website and log in with to your account
- e) Get your authentication token and validate it.
- f) Click **Launch Pre-Built Content**



The screenshot shows a 'New Connection' dialog box with a blue header and a close button (X) in the top right corner. Below the header is a progress indicator with three steps: 'Connection Setti...', 'Create View' (which is currently active and highlighted with a blue circle), and 'Analyze'. The main content area is divided into two columns. The left column contains a 'Description:' label followed by a text input field, and 'Connection Instructions:' followed by a list of four steps: 1. Request User Access Token: with a blue 'Authorize Facebook' button; 2. Enter Authentication Token: with a text input field; 3. Validate Token: with a blue 'Validate Token' button; 4. Account Name: with a text input field. The right column contains a list of three instructions: 1. Click Authorize Facebook. 2. You will be redirected to a web page. Enter your User Name and Password and Click 'Sign In' and Allow the APP to access your content. 3. Copy and paste the Authentication Token into the Token field below, and click 'Validate Token'. At the bottom of the dialog is a blue bar with the text 'Launch Pre-Built Content' and a downward-pointing chevron icon.

# About Yellowfin

Yellowfin is a global Business Intelligence (BI) and analytics software vendor passionate about making BI easy. Founded in 2003 in response to the complexity and costs associated with implementing and using traditional BI tools, Yellowfin is a highly intuitive 100 percent Web-based reporting and analytics solution. Yellowfin is a leader in mobile, collaborative and embedded BI, as well as Location Intelligence and data visualization.

Over 10,000 organizations, and more than 2 million end-users across 70 different countries, use Yellowfin every day. For more information, visit [www.yellowfinbi.com](http://www.yellowfinbi.com)

## Additional Resources

[\*\*Yellowfin Website\*\*](#)

[\*\*Yellowfin Marketplace\*\*](#)

[\*\*Yellowfin Wiki\*\*](#)

[\*\*Support Forum\*\*](#)

[\*\*YouTube Channel\*\*](#)