

Partnership Ads Setup Guide

March 1, 2024

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Ads

01

About Partnerships Ads

About partnership ads

Partnership ads allow you to run ads with a creator or other partner's handle to scale your collaborations. Incorporating partnership ads into your business-as-usual (BAU) campaigns is the most performant way to run creator content on our platforms.

- Uses signals from both creator and brand handles for stronger ranking and performance
- Ensures partnership transparency
- Recent updates have made partnership ads more simple and functional

By adding partnership ads to your BAU campaigns, you can boost DR performance:

53%

higher click through rates

19%

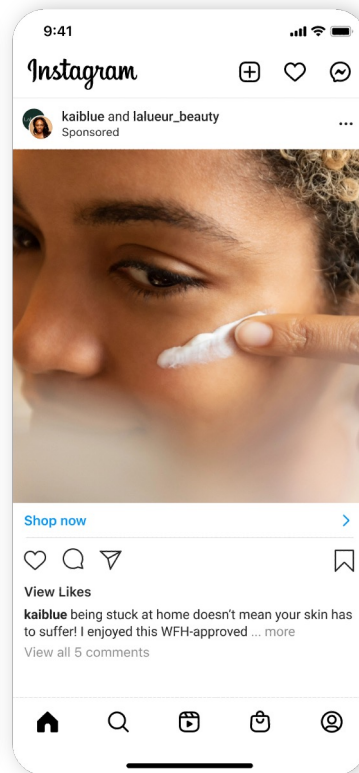
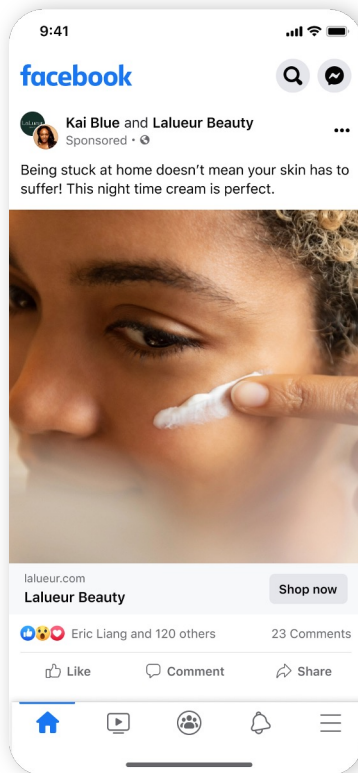
drop in CPAs

99%

probability to outperform BAU ads only

Read more about [partnership ads performance](#)

Source: 2022 Marketing Science meta-analysis of 15 advertiser split tests where the creatives of the partnership ad campaigns were generated by advertisers in collaboration with third-party MBPs. Partnership ads were previously known as branded content ads.



02

Managing Partnership Ad Permissions

Two ways to share partnership ad permissions

01

Advertiser-initiated

Account-Level Permissions

Advertisers can request account-level partnership ad permissions from their partners in Meta Business Suite. Account-level permissions provide advertisers with the most control over what content they can run as partnership ads from their partner's handle.

Advertisers can:

- Create ads from a partner's handle without pre-existing content.
- Create ads from any of the partner's existing content that tags the advertiser. Note: the advertiser must be tagged using the paid partnership label on Facebook, or in the paid partnership label, an @mention, a people tag, a product tag, or a Collab on Instagram.
- Include or exclude their partner's custom audience in their partnership ad campaign.

Partners can:

Tag the advertiser using the paid partnership label when making branded content.

02

Partner-initiated

Content-Level Permissions

With content-level permissions, partners can give advertisers permission to promote an individual post, story or reel as a partnership ad. Partners grant content-level permission to an advertiser by (1) toggling on permission in post, story or reel settings or (2) by sharing the Instagram partnership ad code.

Advertisers can:

- Create ads from a partner's existing branded content on Facebook or Instagram when the "Allow brand partner to boost" toggle is turned on and they are tagged in the paid partnership label.
- Create ads from any Instagram post, story or reel (regardless of whether it's branded content or if the advertiser is tagged) when a partner shares the Instagram partnership ad code.

Partners can:

Choose which posts an advertiser is allowed to promote as a partnership ad with their handle.

Note: Advertisers can run partnership ads without explicit partnership ad permissions when a Business Account owns or is assigned partner access to two assets, and the employee running the ads has been granted "Ads" access to both assets in Meta Business Suite. Learn how to assign Ads access through task-based permissions in Meta Business Suite [here](#).

Which permissions are right for you?

01

Advertiser-initiated

Account-Level Permissions (Meta Business Suite)

Recommended for:

- Advertisers who want to initiate a permission request through Meta Business Suite.
- Advertisers and partners with an ongoing relationship.
- Advertisers who want to run partnership ads with or without an existing organic post.

02

Partner-initiated

Content-Level Permissions (Instagram and Facebook Apps)

Recommended for:

- Advertisers who want their partners to initiate ad permissions in the Instagram or Facebook app.
- Advertisers and partners who want to manage permissions at the individual post, story or reel level.
- Advertisers who want to promote any type of existing organic Instagram post, story or reel as a partnership ad, regardless of whether the advertiser is tagged or mentioned.

Permissions determine what type of partner content advertisers can promote



POST SETTINGS TOGGLE						
PARTNERSHIP AD CODE						

MANAGING PARTNERSHIP AD PERMISSIONS

Before you begin

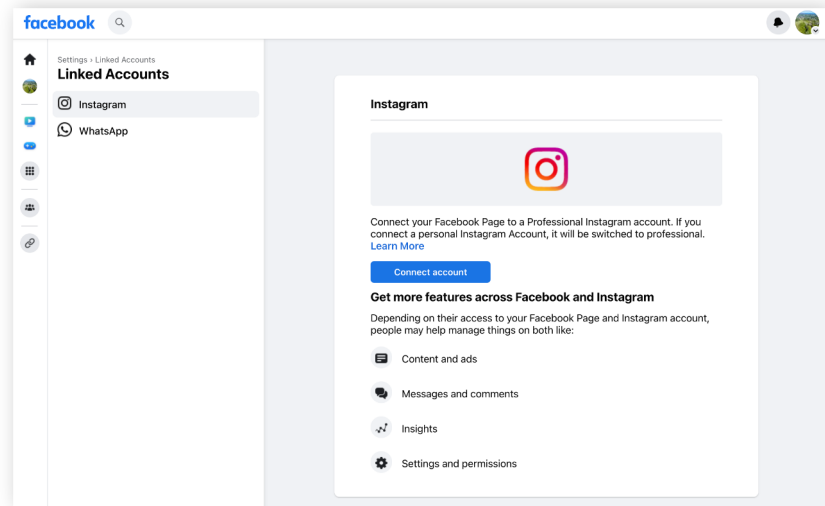
BEFORE YOU BEGIN

Link your Instagram and Facebook accounts

In Facebook, navigate to the Brand's Page > Settings > Linked Accounts > Instagram > Connect Account. Creators & Brands need to take this step. Learn more [here](#).

Note:

- Advertisers must have a Facebook Page to run partnership ads.
- If the creator does not have a Facebook account, you can still run partnership ads, but the ads will only appear on Instagram placements.
- If the creator does not have an Instagram account, the ads will appear on Instagram and Facebook placements.



BEFORE YOU BEGIN

Ensure your Instagram profile is set up as a professional account

Note: Business accounts are recommended for advertisers, and Creator accounts are recommended for creators.

To set up a professional account on Instagram:

1. Go to your profile and tap ☰ in the upper right corner.
2. Tap Settings and privacy.
3. Under For professionals, tap Account types and tools.
4. Tap Switch to professional account and tap Continue.
5. Select a Category that best describes you and tap Done.
6. Select Business or Creator account and finish setting up your account.

BEFORE YOU BEGIN

Confirm that your account complies with our eligibility requirements

To run partnership ads, accounts need to comply with our eligibility requirements on both [Instagram](#) and [Facebook](#).

Note: To run partnership ads, only the first identity selected in Ads Manager is required to comply with our eligibility criteria.

To check your eligibility status:

1. Go to your profile and tap  in the upper right corner.
2. Tap Settings and privacy.
3. Tap Business tools and controls.
4. Tap Branded Content.
5. Under Status, tap Set up branded content tools to see status.

BEFORE YOU BEGIN

[Optional] Give partners permission to tag your account in branded content

If you wish to allow a partner to be able to tag your account in the paid partnership label when posting organic branded content, you need to grant them permission separately from partnership ad permissions.

Note:

- Our [Branded Content Policies](#) require that branded content is disclosed through the paid partnership label. Content that is not considered branded content does not require the paid partnership label.
- Sending an account-level permission request via Meta Business Suite automatically grants branded content permission to your partner on Instagram, in which case this step is not required. Branded content permissions on Facebook still must be established separately.

To give a partner permission to tag your brand in the paid partnership label on Instagram:

1. In the Instagram app, go to your business profile.
2. Tap ☰.
3. Tap Settings and privacy.
4. Tap Business tools and controls.
5. Tap Branded Content.
6. Toggle on the Manually Approve Tags button to grant specific creators permission to tag your business.
7. To enable a creator to tag your business, tap Approved Business Partners.
8. Search for and select the Instagram handle that you will be partnering with. They will now be able to tag your business in their posts.

To give a partner permission to tag your brand in the paid partnership label on Facebook:

1. Log into Meta Business Suite at <https://business.facebook.com/latest>.
2. Navigate to All tools.
3. Tap Monetization.
4. Tap Branded content.
5. Enable the Tagging approvals toggle.

BEFORE YOU BEGIN

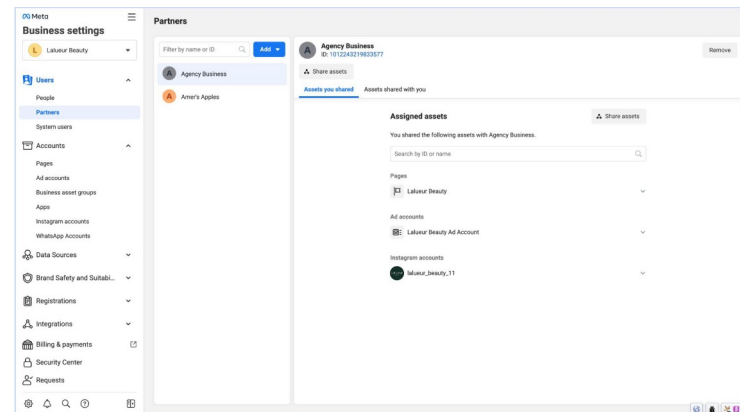
[Optional] Give agency partner permissions

If you are working with an agency to run partnership ads, the agency needs permissions across your Instagram account, Facebook page, and ad account.

Agency Step

Advertiser Step

Partner Step



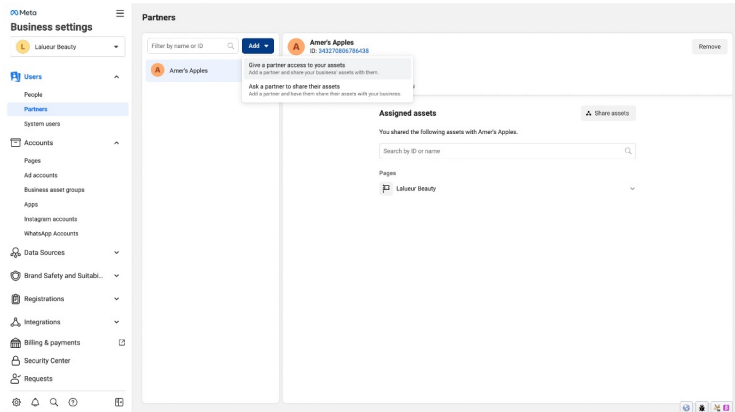
1. Go to Business Settings at <https://business.facebook.com/settings> and select Partners.
 - If the agency is not in the list of partners, follow steps 2a-6a.
 - If the agency is in the list of partners, follow steps 2b-4b.

MANAGING PARTNERSHIP AD PERMISSIONS

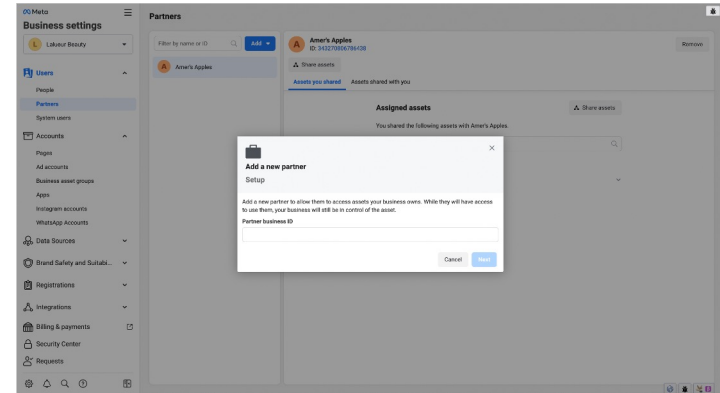
Agency Step

Advertiser Step

Partner Step



2a. Select Add and select Give a partner access to your assets.



3a. Enter the Partner business ID and select Next.

MANAGING PARTNERSHIP AD PERMISSIONS

Agency Step

Advertiser Step

Partner Step

The screenshot shows the 'Assign Assets to Agency Business' dialog box. On the left, under 'Select asset type', 'Instagram accounts' is selected. The 'Select assets' section shows a search bar and a list with one item, '@lalueur_beauty_11', which is checked. On the right, under 'Instagram account', the 'Ads' toggle is turned on, while 'Content', 'Messages', 'Community activity', and 'Insights' are turned off. At the bottom right are 'Cancel' and 'Save changes' buttons.

4a. Select Instagram Accounts and select the Instagram account(s) under Select assets. Enable the Ads toggle and any other permissions you would like to give the agency.

The screenshot shows the 'Assign Assets to Agency Business' dialog box. On the left, under 'Select asset type', 'New Pages Experience' is selected. The 'Select assets' section shows a search bar and a list with one item, 'Lalueur Beauty', which is checked. On the right, under 'Page', the 'Ads' toggle is turned on, while 'Content', 'Community activity', 'Messages and calls', 'Insights', and 'Revenue' are turned off. At the bottom right are 'Cancel' and 'Save changes' buttons.

5a. Select New Pages Experience and select the Facebook page(s) under Select assets. Enable the Ads toggle and any other permissions you would like to give the agency.

Note: The Ads toggle needs to be enabled for the Instagram account and Facebook page for the agency to manage your partnership ads.

If the agency is creating a partnership ad by boosting existing Facebook content and they need to add a CTA to that content, the Content toggle also needs to be enabled for the Facebook page.

MANAGING PARTNERSHIP AD PERMISSIONS

Agency Step

Advertiser Step

Partner Step

Assign Assets to Agency Business

Select asset type

Pages

Ad accounts

Catalogs

Apps

Pixels

Instagram accounts

Offline event sets

Block lists

Custom conversions

Domains

Business Creative Folders

Datasets

Select assets

Search & filter

☒ Select all

☒ Lalueur Beauty Ad Account

Ad Account

Partial access

☒ Manage campaigns

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 control

☐ Manage ad accounts

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

Cancel

Save changes

6a. Select Ad Accounts and select the Ad account(s) under Select assets. Enable the Manage campaigns toggle under partial access or the Manage ad accounts toggle under Full Control, and any other permissions you would like to give the agency.

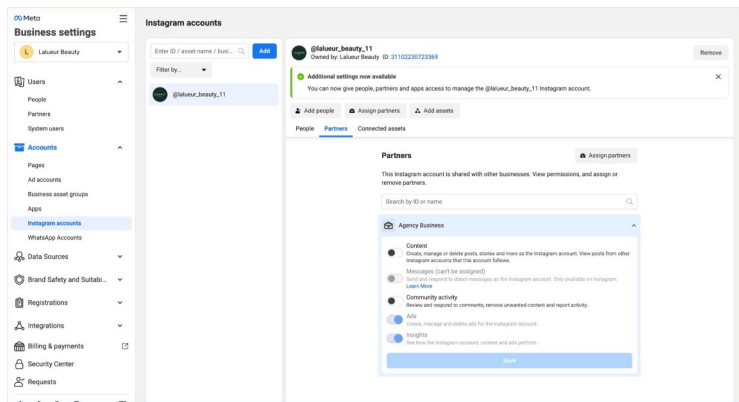
Note: The Manage campaigns toggle under partial access or the Manage ad accounts toggle under Full Control needs to be enabled for the Ad account for the agency to manage your partnership ads.

MANAGING PARTNERSHIP AD PERMISSIONS

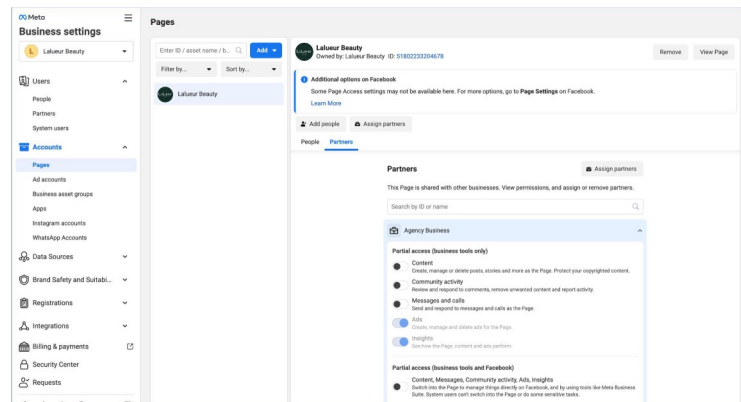
Agency Step

Advertiser Step

Partner Step



2b. Select the Instagram account under Instagram Accounts and find the agency in the Partners tab. Make sure the Ads toggle is enabled.



3b. Select the Facebook account under Pages and find the agency in the Partners tab. Make sure the Ads toggle is enabled.

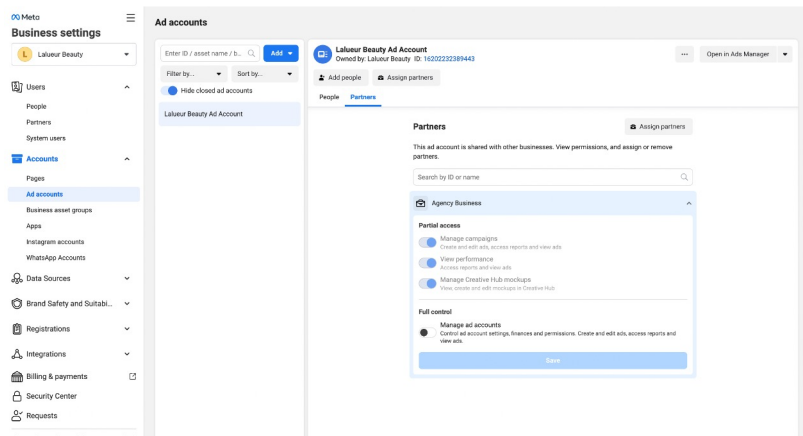
Note: If the agency is creating a partnership ad by boosting existing Facebook content and they need to add a CTA to that content, the Content toggle also needs to be enabled for the Facebook account.

MANAGING PARTNERSHIP AD PERMISSIONS

Agency Step

Advertiser Step

Partner Step

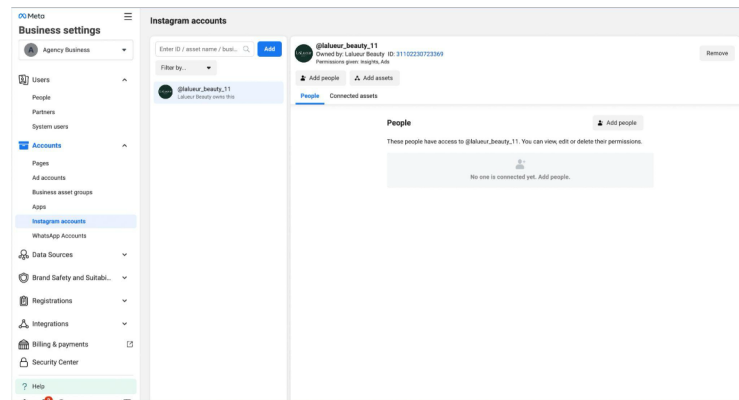


4b. Select the ad account under Ad accounts and find the agency in the Partners tab. Make sure the Manage campaigns toggle under partial access or the Manage ad accounts toggle under Full Control is enabled.

BEFORE YOU BEGIN

[Optional] Confirming agency partner permissions

If you are working with an advertiser to run partnership ads, your agency needs permissions across the advertiser's Instagram account, Facebook page, and ad account. Additionally, the people at the agency setting up or editing the partnership ads, need to have proper permissions in place.



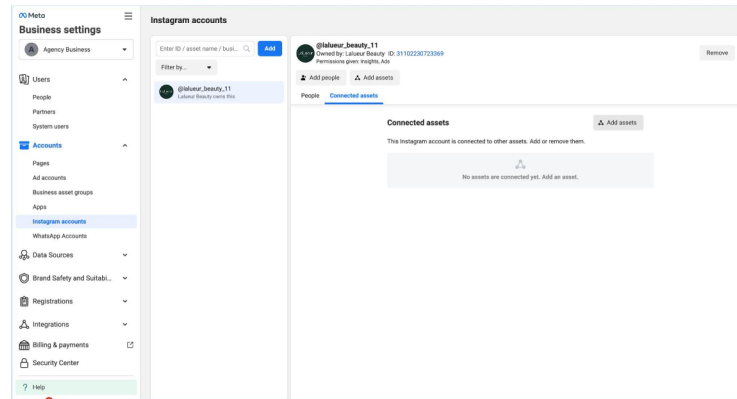
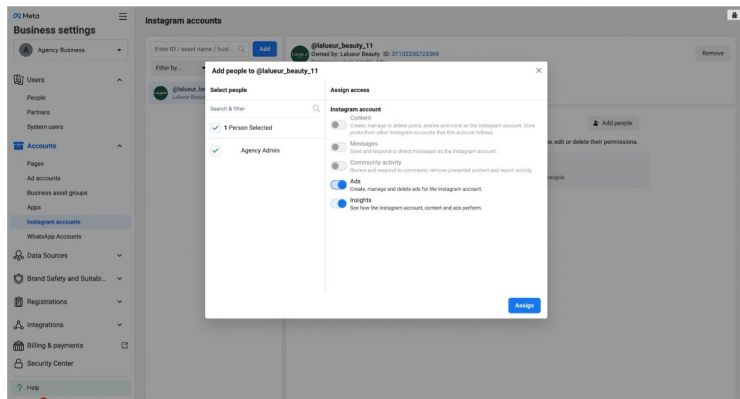
1. Go to Business Settings at <https://business.facebook.com/settings>. Select Instagram Accounts and select the Instagram account being used to run partnership ads.

MANAGING PARTNERSHIP AD PERMISSIONS

Agency Step

Advertiser Step

Partner Step



2. In the People tab, select Add people to select the people setting up or editing the partnership ads. Enable the Ads toggle and any other permissions you would like to give.

3. Select Connected assets and make sure the advertiser's ad account is listed under Ad accounts. If not, select Add assets to add the ad account.

Note: If the people at the agency setting up or editing partnership ads are already in the People list:

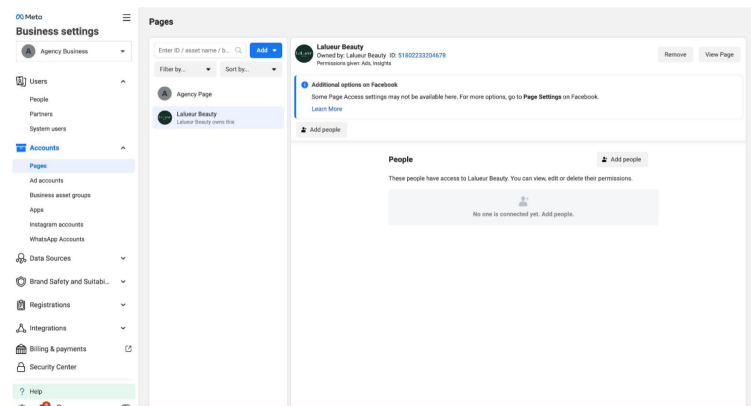
1. Select the person's name.
2. Make sure the Ads toggle is enabled as well as any other permissions you would like to give the person.
3. Repeat steps 1-2 for each person setting up or editing partnership ads.

MANAGING PARTNERSHIP AD PERMISSIONS

Agency Step

Advertiser Step

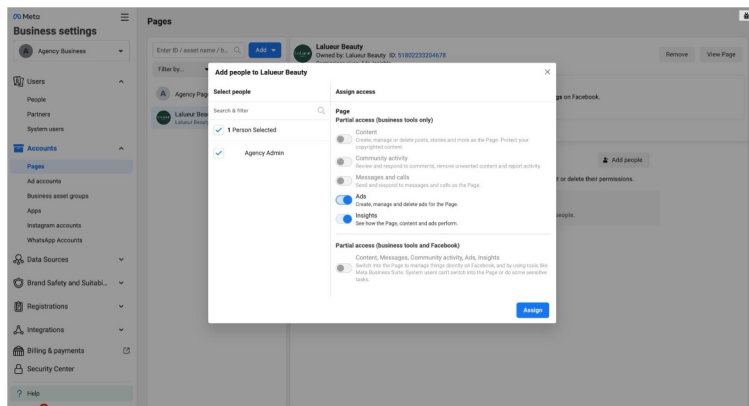
Partner Step



4. Select Pages and select the Facebook page being used to run partnership ads.

Note: If the people at the agency setting up or editing partnership ads are already in the People list:

1. Select the person's name.
2. Make sure the Ads toggle is enabled as well as any other permissions you would like to give the person.
3. Repeat steps 1-2 for each person setting up or editing partnership ads.



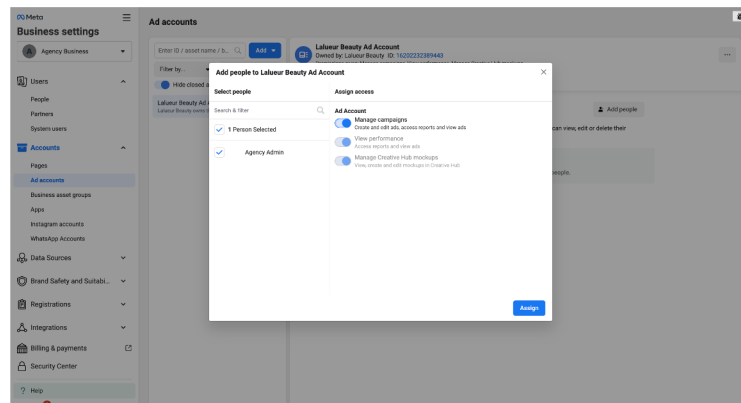
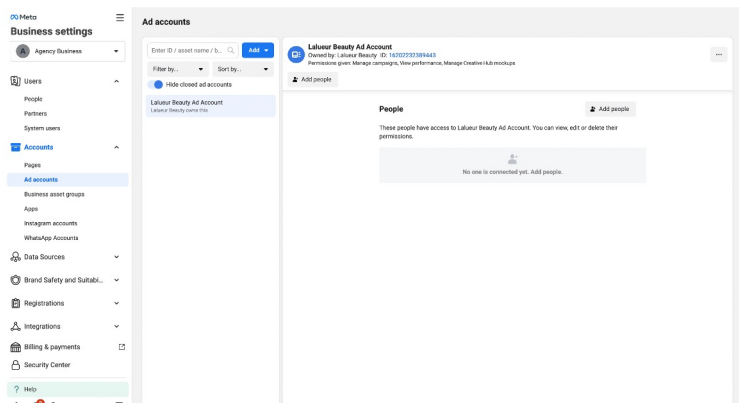
5. In the People tab, select Add people to select the people setting up or editing the partnership ads. Enable the Ads toggle and any other permissions you would like to give the person.

MANAGING PARTNERSHIP AD PERMISSIONS

Agency Step

Advertiser Step

Partner Step



6. Select Ad accounts and select the ad account being used to run partnership ads.

7. In the People tab, select Add people to select the people setting up or editing the partnership ads. Enable the Manage campaigns toggle under partial access or the Manage ad accounts toggle under Full Control and any other permissions you would like to give.

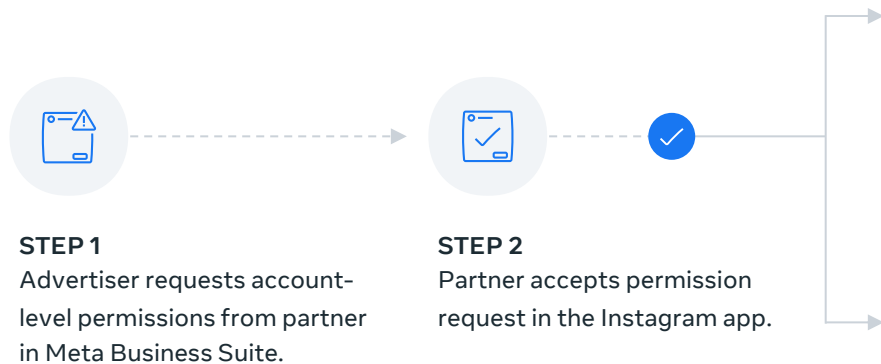
Note: If the people at the agency setting up or editing partnership ads are already in the People list:

1. Select the person's name.
2. Make sure the Manage campaigns toggle under partial access or the Manage ad accounts toggle under Full Control is enabled as well as any other permissions you would like to give the person.
3. Repeat steps 1-2 for each person setting up or editing partnership ads.

MANAGING PARTNERSHIP AD PERMISSIONS

Account-level permissions

Account-level permissions at a glance



Note: If the creator wants to tag a partner in a branded content post and boost their own post as a partnership ad, they need account-level permissions from their partner to run the ad. However the partner must also grant them branded content permission to tag them in the paid partnership label. Learn how [here](#).

ONCE ACCOUNT-LEVEL PERMISSIONS ARE ESTABLISHED:

Advertisers can:

- Create ads from a partner's handle without a pre-existing post.
- Create ads from any of the partner's existing posts that tag the advertiser. Note: the advertiser must be tagged using the paid partnership label on Facebook, or in the paid partnership label, an @mention, a people tag, a product tag, or a Collab on Instagram.
- Include or exclude their partner's custom audience in their partnership ad campaign.

Partners can:

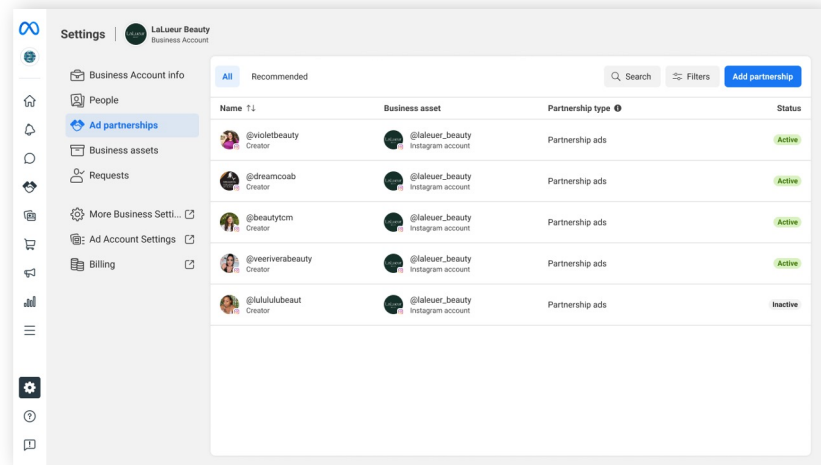
Tag the advertiser using the paid partnership label when making branded content posts.

Getting started with account-level permissions

1. Log into Meta Business Suite at <https://business.facebook.com/latest>
2. Choose Settings > Ad partnerships to get to the Ad partnerships tab.

Note:

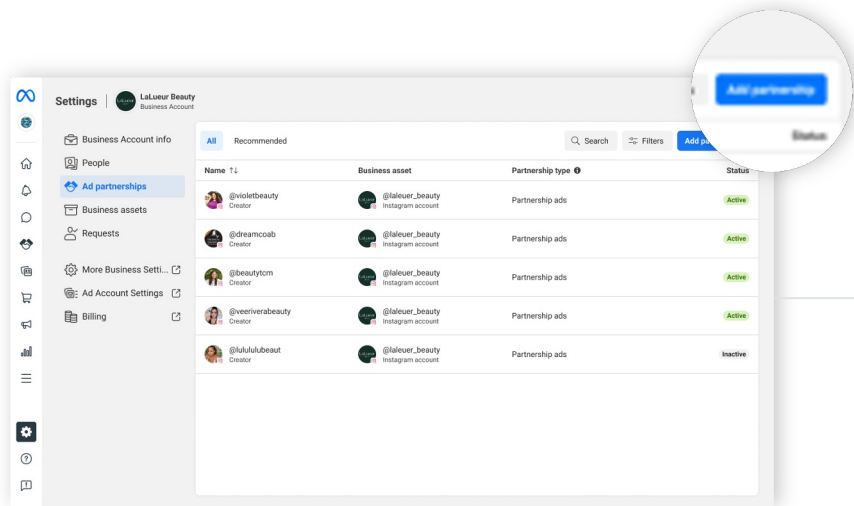
- These permissions give advertisers permission to create partnership ads with the partner, but also give the partner permission to tag the advertiser using the paid partnership label when creating organic branded content.
- Agencies can request permissions if the brand has shared the brand Instagram account with the agency.



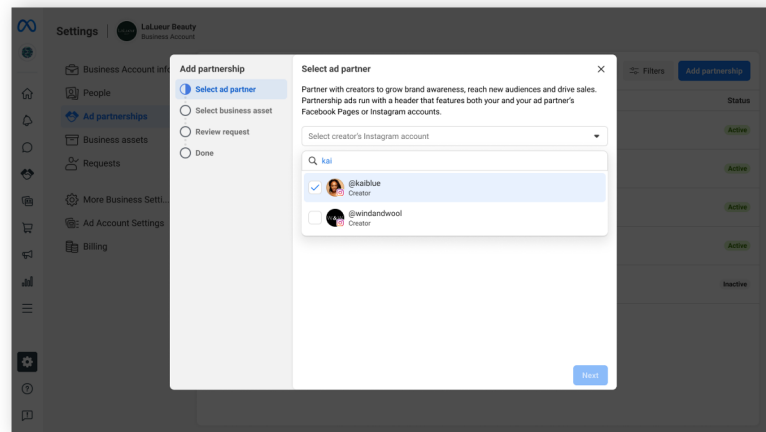
MANAGING PARTNERSHIP AD PERMISSIONS

Advertiser Step

Partner Step



3. Click on “Add partnership” to get started.



4. Search for the partner’s username and select their account.

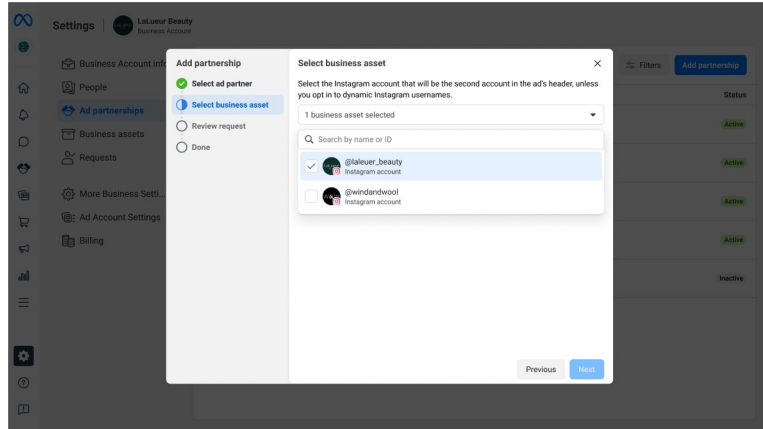
Note: If the partner you are looking for does not appear in your search:

1. Confirm that their Instagram account is a Professional Account (Business or Creator).
2. Confirm that they adhere to our [eligibility requirements for partnership ads](#). In the Instagram app, navigate to Account Settings > tap Creator or Business > tap Branded Content > tap Status.

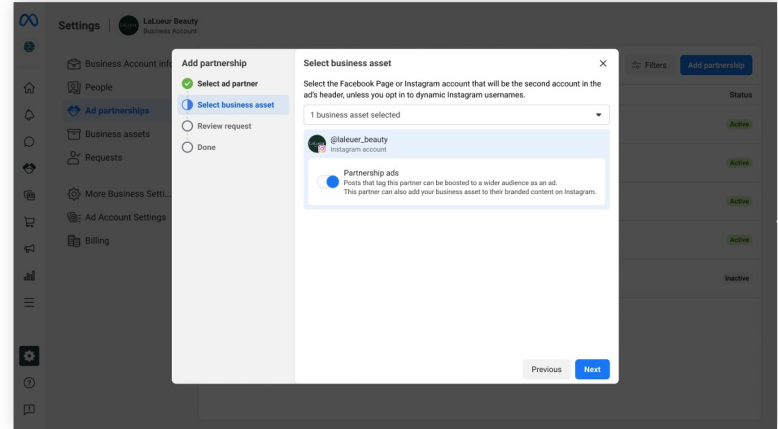
MANAGING PARTNERSHIP AD PERMISSIONS

Advertiser Step

Partner Step



5. Select the Instagram account that you want the partnership to be established with.

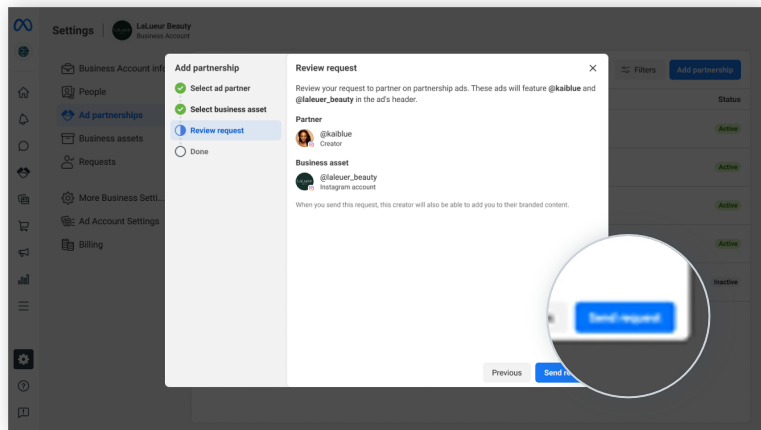


6. Make sure the partnership ads permission is toggled on.

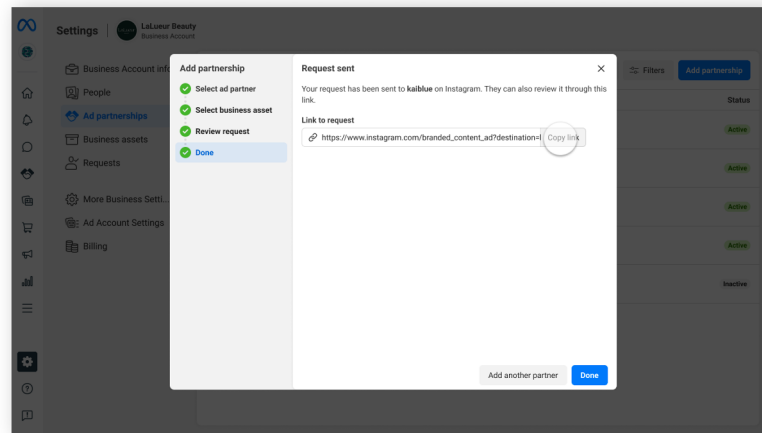
MANAGING PARTNERSHIP AD PERMISSIONS

Advertiser Step

Partner Step



7. Confirm the partner and business that you are looking to establish a partnership between, then click “Send request.”



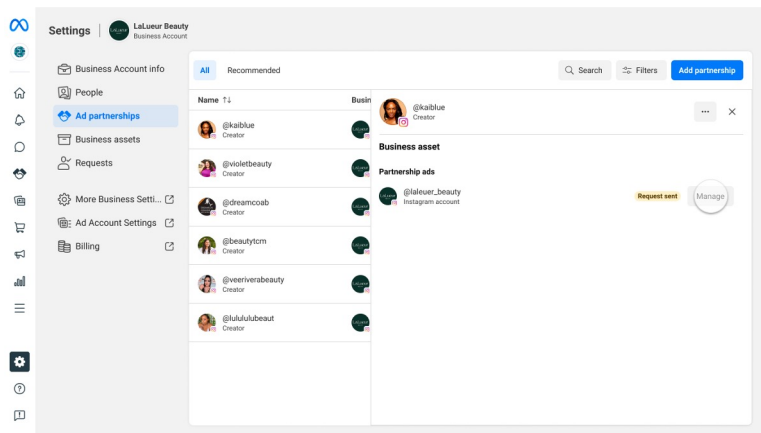
8. The request to the partner has been sent. They will be notified and can accept the request in the Instagram app.

Note: Share the link under “Link to request” with your partner to take them directly to the screen where they can view and accept the request on the Instagram app.

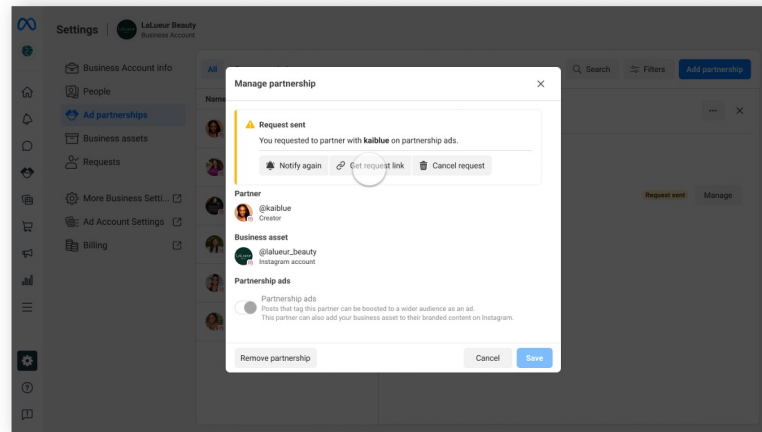
MANAGING PARTNERSHIP AD PERMISSIONS

Advertiser Step

Partner Step



Partners who have not accepted the request have a “Request sent” status. Click “Manage” to manage the request.

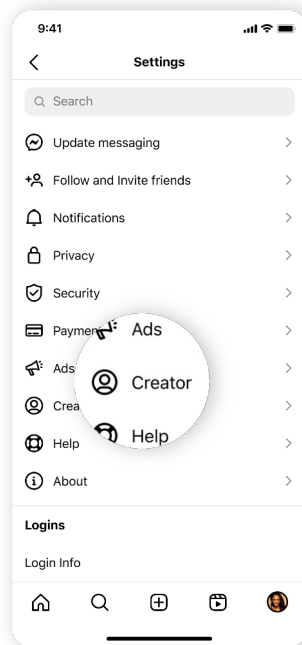


Click “Get request link” to get a link that takes your partner directly to the screen where they can view and accept the request on the Instagram app or click “Notify again” to re-send the request notification.

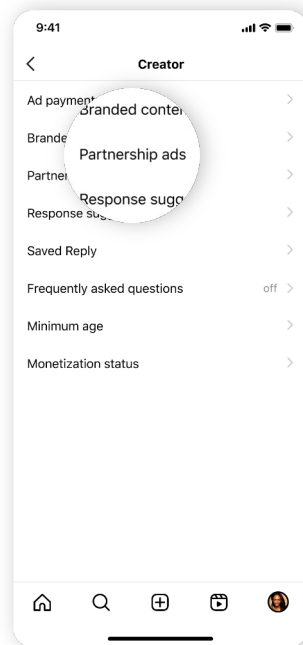
Accepting account-level permissions in-app

Sending a permission request will generate a notification in-app for the creator to accept.

Note: Once a creator accepts a permission request, they can always remove it by visiting “Approved ad partners” in “Partnership ad permissions” and tapping “Remove” next to the partner’s name.



1. Visit Settings and privacy and tap Creator or Business tools and controls

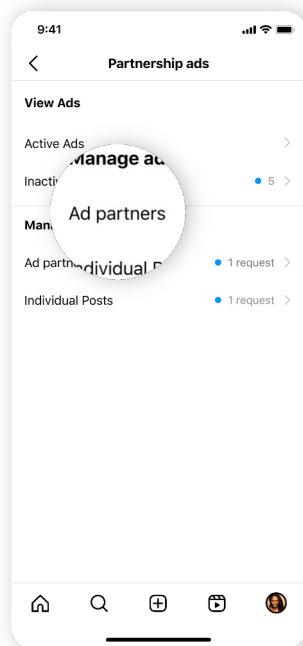


2. Tap Partnership ads

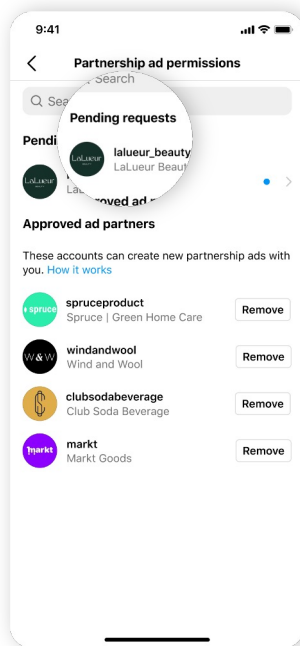
MANAGING PARTNERSHIP AD PERMISSIONS

Advertiser Step

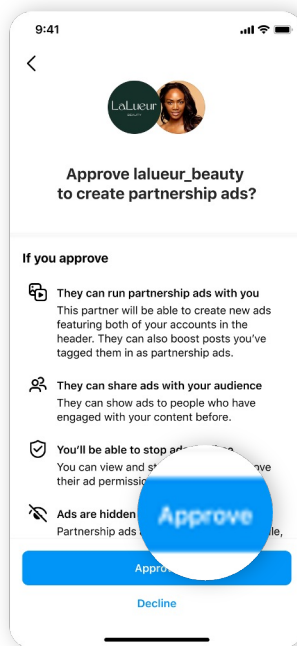
Partner Step



3. Tap Ad partners



4. Tap the pending request



5. Tap Approve

MANAGING PARTNERSHIP AD PERMISSIONS

Content-level permissions

Share content-level permissions in two ways:

01

Allow Brand Partner to Boost Toggle

Turn on the “Allow brand partner to boost” toggle to give ad partners permission to **boost your branded content** as partnership ads.

Available on Instagram and Facebook

02

Partnership Ad Code

Share the partnership ad code to give ad partners permission to **your content** as partnership ads.

Available on Instagram only

INSTAGRAM ONLY · ALLOW BRAND PARTNER TO BOOST TOGGLE

Share content-level permission during media creation

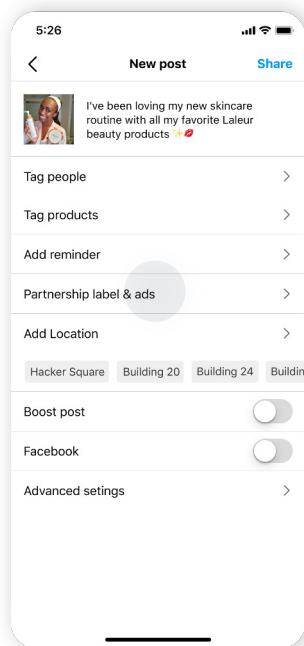
Note:

- The “Allow brand partner to boost” toggle can only be used to share partnership ad permission for branded content. To share content-level permission to boost other types of content, use the partnership ad code instead.
- Ensure that [branded content permissions](#) are established before getting started.

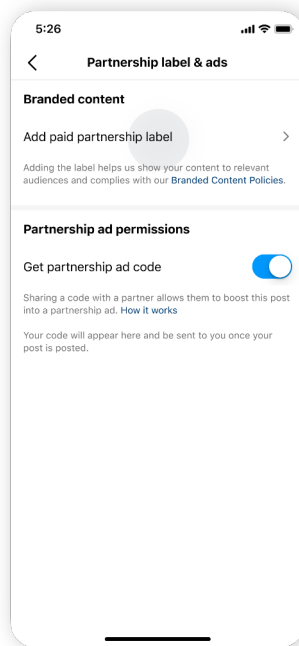
MANAGING PARTNERSHIP AD PERMISSIONS

Advertiser Step

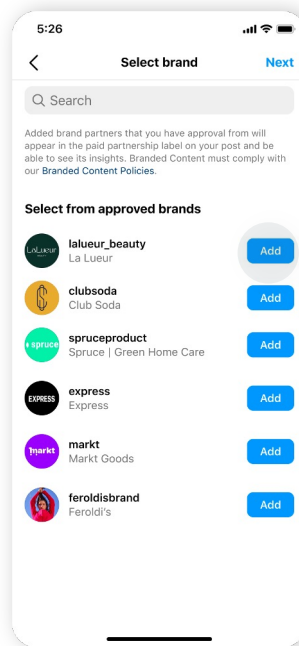
Partner Step



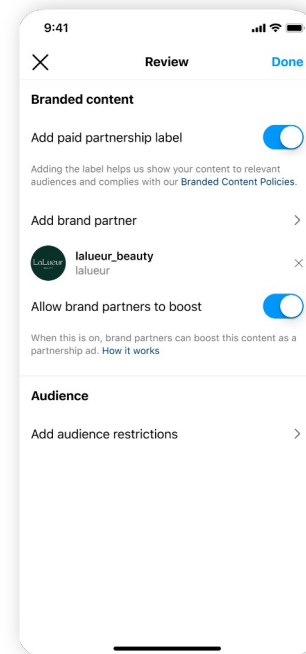
1. Tap Partnership label & ads



2. Tap Add paid partnership label



3. Add your brand partner



4. Make sure the Allow brand partner to boost toggle is enabled and tap Done

**For posts & reels. For stories, tap the people tag icon at the top of the story.*

INSTAGRAM ONLY · PARTNERSHIP AD CODE

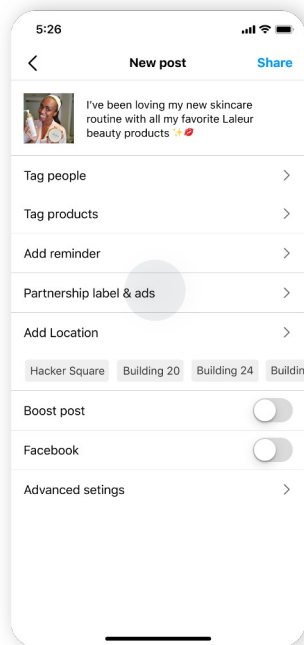
Share content-level permission **during** media creation

Note: The paid partnership label will not be added by default, however if the organic post is branded content (i.e. content that features or was influenced by a partner for an exchange of value), it must be disclosed with the paid partnership label. Read more about our [Branded Content Policies](#).

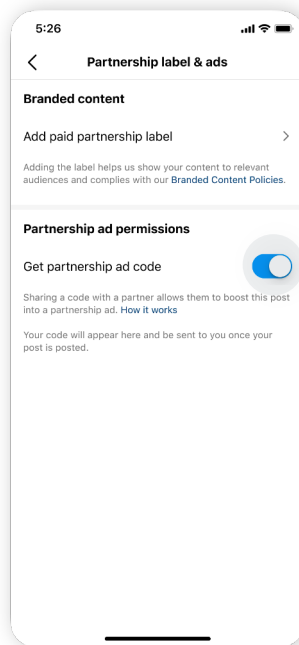
MANAGING PARTNERSHIP AD PERMISSIONS

Advertiser Step

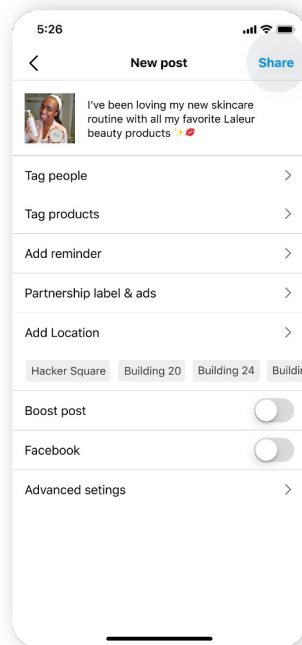
Partner Step



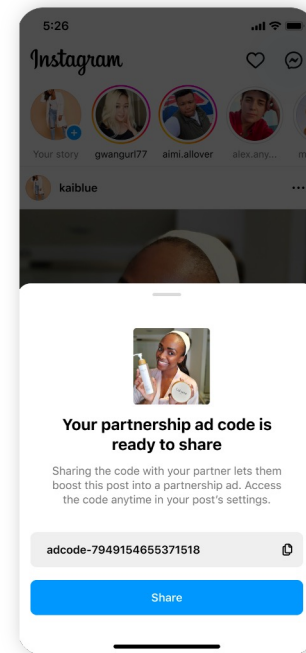
1. Tap Partnership label & ads



2. Toggle on Get partnership ad code, then tap the back arrow



3. Tap Share to post content



4. Tap the copy icon to save the code to your clipboard or Share to send in a direct message

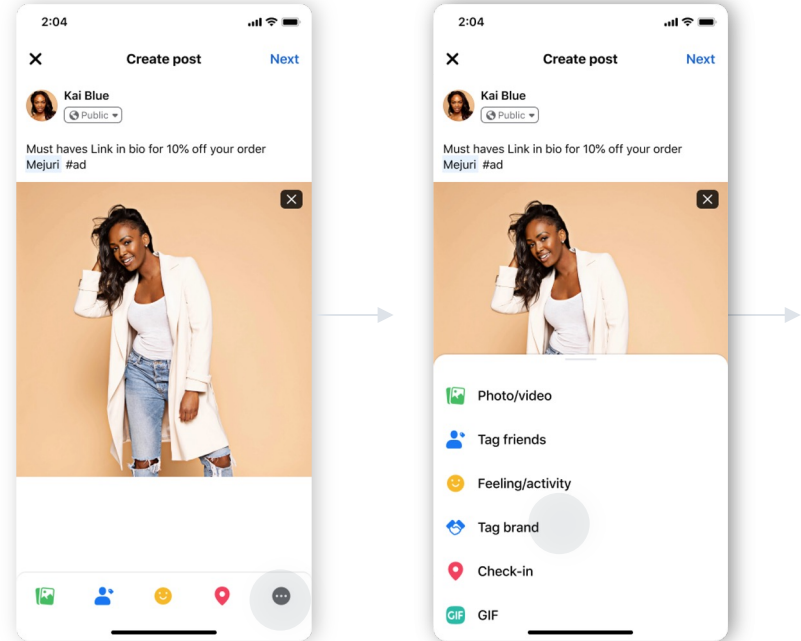
**For posts & reels. For stories, tap the people tag icon at the top of the story.*

FACEBOOK

Share content-level permission during media creation

Note:

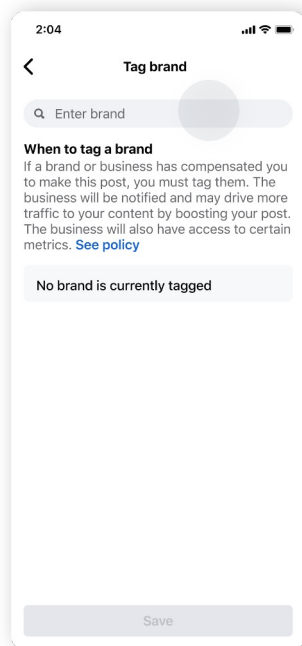
- The “Allow brand partner to boost” toggle can only be used to share partnership ad permission for branded content.
- Ensure that [branded content permissions](#) are established before getting started.



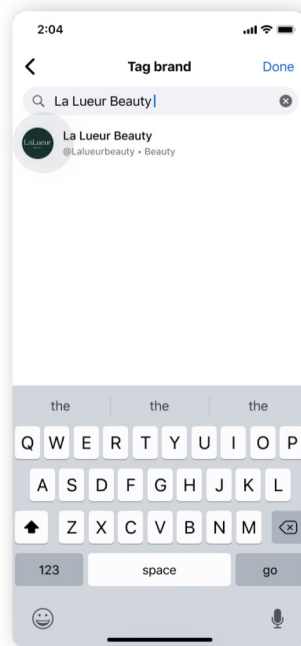
1. Create a post* and swipe up to see the expanded composer

2. Under the expanded composer, tap “Tag business partner”

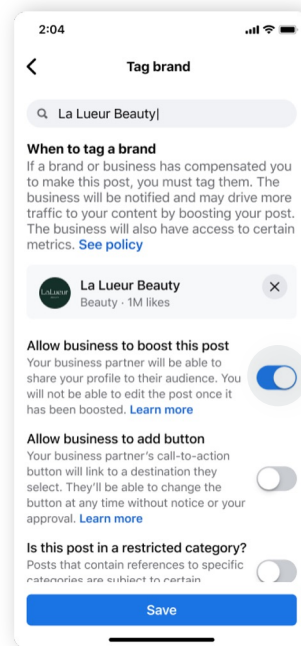
**For posts. For reels, tap the “Tag business partner” in the reel share screen.*



3. Tap Enter brand



4. Type in brand name and select the brand

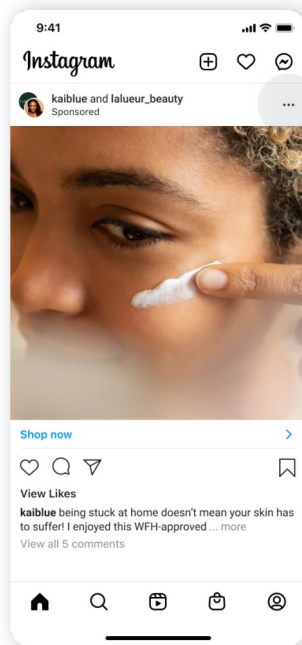


5. Toggle on Allow business to boost this post

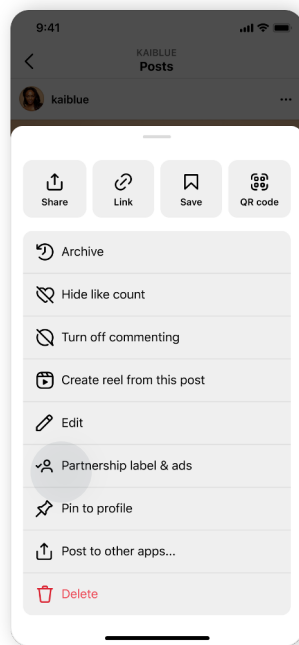
INSTAGRAM ONLY · ALLOW BRAND PARTNER TO BOOST TOGGLE

Share content-level permission **after** media creation

Note: The “Allow brand partner to boost” toggle can only be used to share partnership ad permission for branded content. To share content-level permission to boost other types of content, use the partnership ad code instead.



1. Tap the three dots in the top right corner of your post*



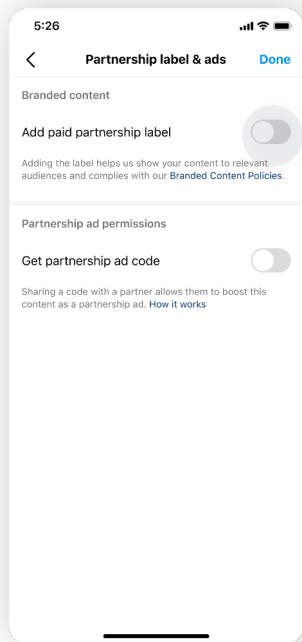
2. Tap Partnership label & ads

*For posts & reels. For stories, tap the three dots in the bottom right corner.

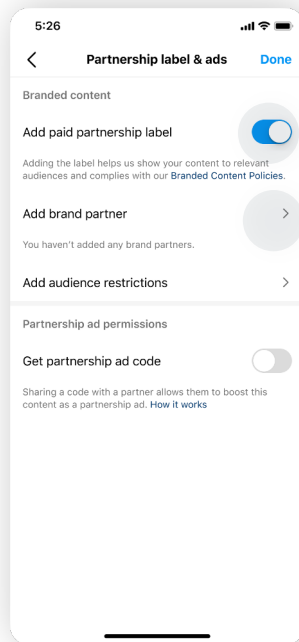
MANAGING PARTNERSHIP AD PERMISSIONS

Advertiser Step

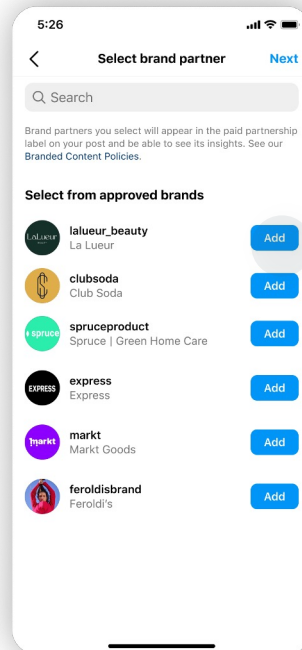
Partner Step



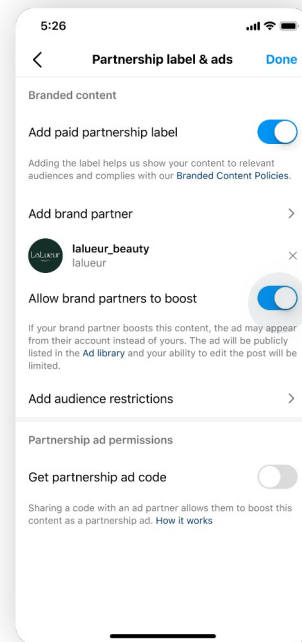
3. Toggle Add paid partnership label



4. After toggling on paid partnership label, tap Add brand partner



5. Add your brand partner



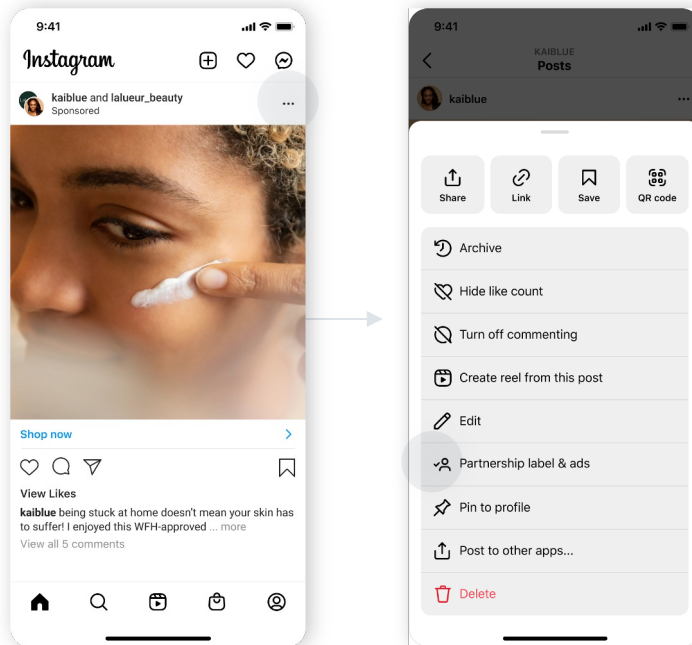
6. Toggle on Allow brand partner to boost

INSTAGRAM ONLY · PARTNERSHIP AD CODE

Share content-level permission **after** media creation

1. In the Instagram app, navigate to the existing content that you want to turn into a partnership ad.
2. Tap the three dots in the top right corner of the content and tap Partnership label & ads.

Note: The paid partnership label will not be added by default, however if the organic post is branded content (i.e. content that features or was influenced by a partner for an exchange of value), it must be disclosed with the paid partnership label. Read more about our [Branded Content Policies](#).

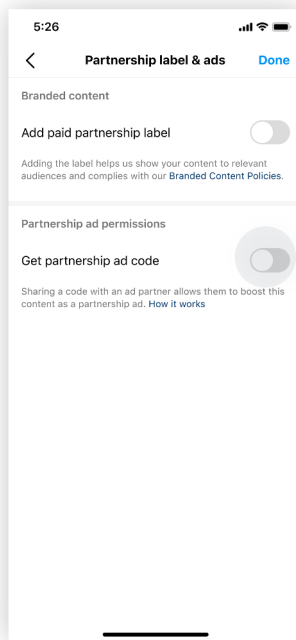


**For posts & reels. For stories, tap the three dots in the bottom right corner.*

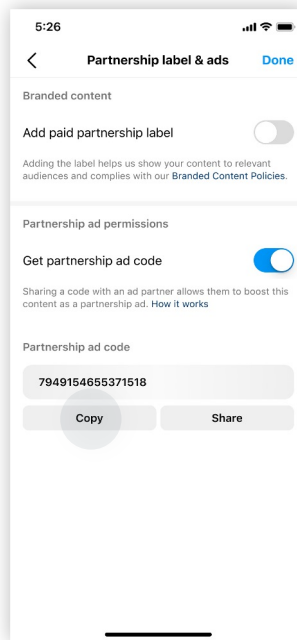
MANAGING PARTNERSHIP AD PERMISSIONS

Advertiser Step

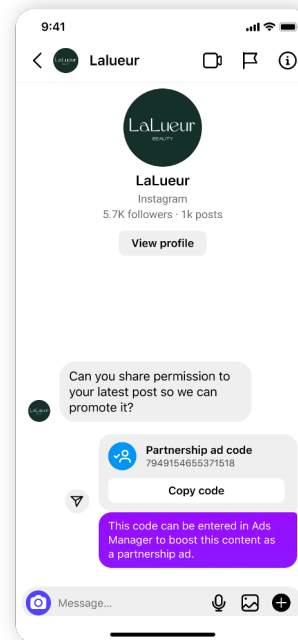
Partner Step



3. Turn on the Get partnership ad code toggle. Turn on the Add paid partnership label toggle if the post is [branded content](#)



4. Select copy to save the code to your clipboard or share to send in a direct message



5. Share the code with the advertiser

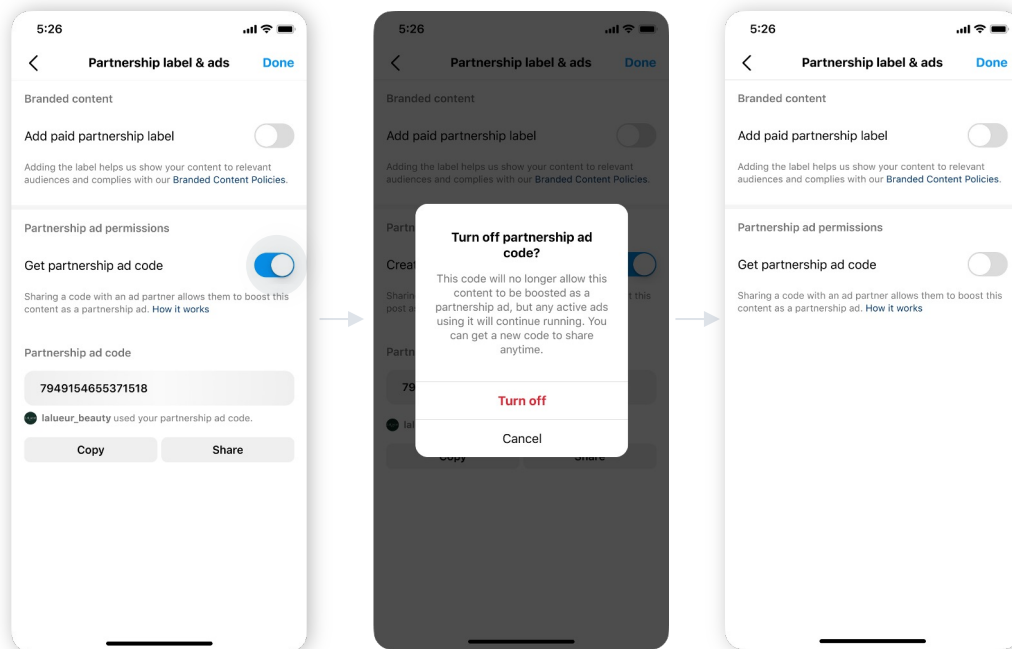
INSTAGRAM ONLY

Turn off a partnership ad code

You can turn off a partnership ad code by toggling "Get partnership ad code" for that content.

1. In the Instagram app, navigate to the existing content.
2. Tap the three dots in the top right corner of the content and tap Partnership label & ads.
3. Turn off the "Get partnership ad code" toggle.

Note: The ad code can no longer be used to boost the content as a partnership ad. Any active ads associated with the post will continue running. You can generate a new code at any time.



Troubleshooting the partnership ad code

Q: What type of content can be boosted with the partnership ad code?

A: Advertisers can use the partnership ad code to promote any Instagram content as a partnership ad, regardless of whether that post uses the paid partnership label or tags the advertiser in any way.

Q: Who can use the partnership ad code?

A: Any advertiser can create partnership ads using a partnership ad code, regardless of whether they are tagged in the post.

The ad code can only be used by a single advertiser, but the same advertiser can use an ad code multiple times. (Note: For posts with product tags, only the product tag's merchant can use ad code to boost this post in Ads Manager).

Q: Does the partnership ad code support Placement Asset Customization (PAC)?

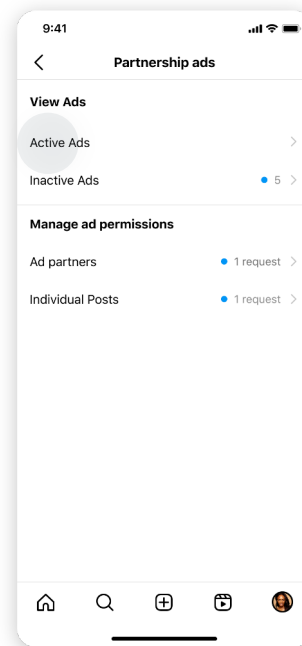
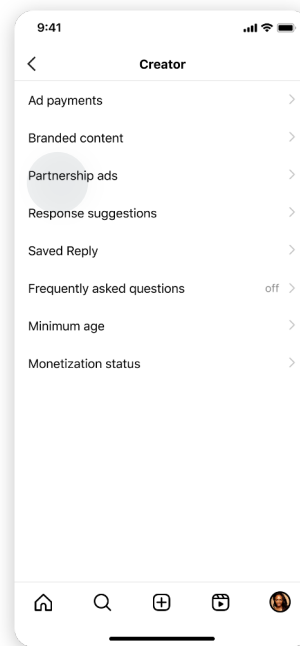
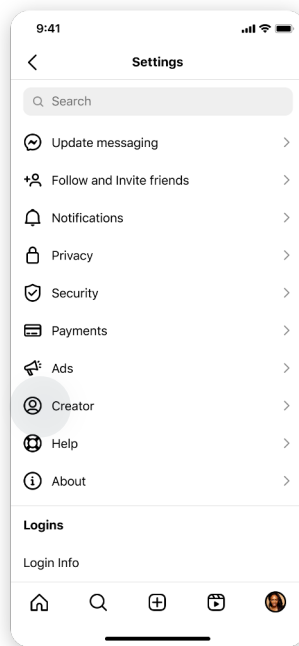
A: Not at this time.

MANAGING PARTNERSHIP AD PERMISSIONS

Stopping ads from running

Stop partnership ads from running

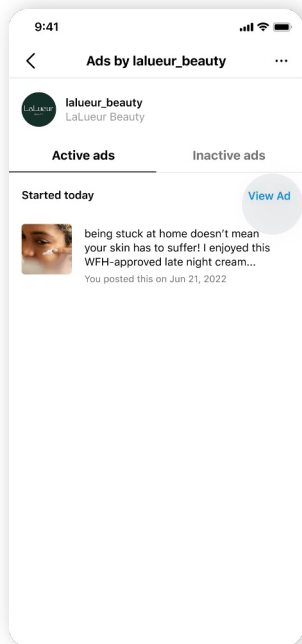
1. In Instagram app settings, tap Creator or Business.
2. Tap Partnership ads.
3. Tap Active ads.



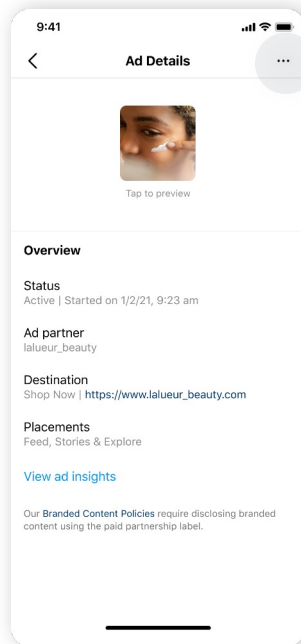
MANAGING PARTNERSHIP AD PERMISSIONS

Advertiser Step

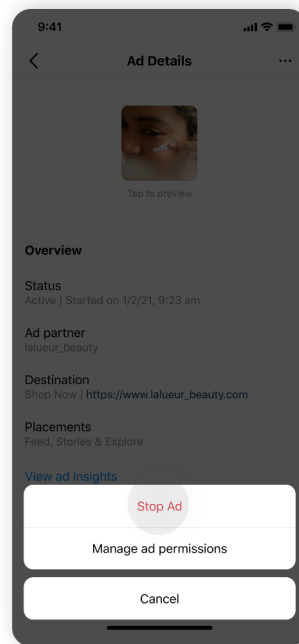
Partner Step



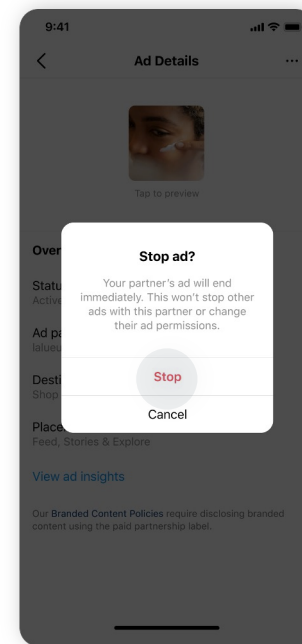
4. Select the partner running the ad you wish to stop from running and tap the ad.



5. Tap "... " in the top right corner.



6. Tap Stop Ad.



7. Press Stop to confirm.

03

Creating Partnership Ads

CREATING PARTNERSHIP ADS

Campaign creation

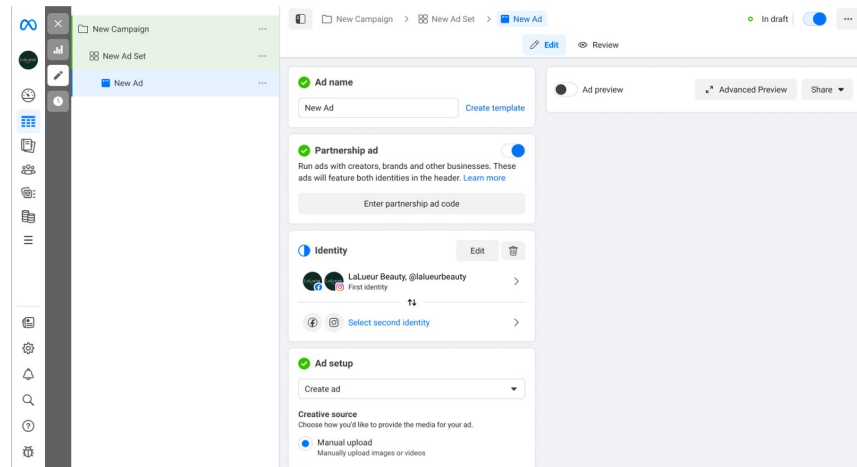
How to create a partnership ad

Before you start:

You must have create & edit ads permissions on the business IG and FB page to make partnership ads in Ads Manager. [Learn more.](#)

1. Go to Ads Manager (facebook.com/adsmanager).
2. Select **+Create**.
3. Select your objective.
4. At the ad level, turn on **the partnership ad toggle**.
5. If you have a partnership ad code from a partner, click **enter partnership ad code**, paste your code and select the **Second identity** you would like to appear in your ad's header. Note: The **First identity** will automatically be filled with your partner's account.
6. If you do not have a partnership ad code, under **Identity**, select the **Second identity** you would like to appear in your ad's header. Note: The **First identity** will automatically be filled with your account. You can also select content to boost when at least one identity is selected.

Continue with the next steps depending on if you are boosting an existing post or uploading a new creative...



Note: Brands can target their partner's audience using creator audience sharing.

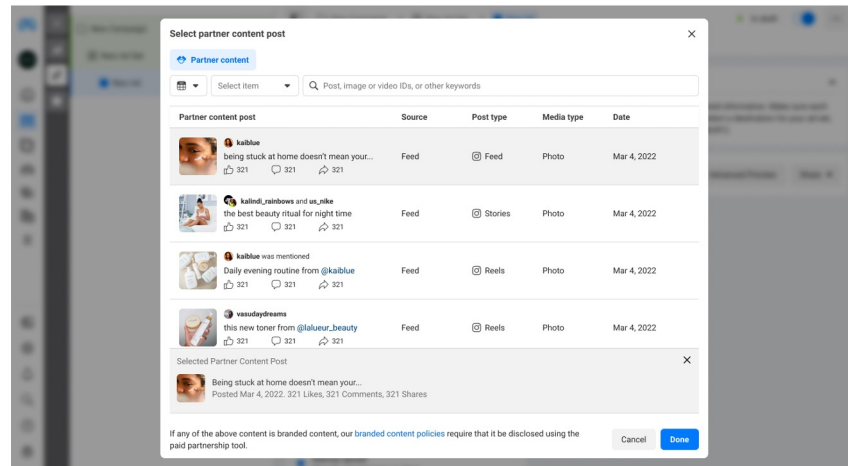
How to create a partnership ad (continued)

If you are **boosting an existing post** into a partnership ad:

1. In the **Ad Setup** section, click the dropdown menu and choose **Use Existing Post**.
2. In the **Ad Creative** section, choose **Select Post** to select the content you'd like to boost into a partnership ad. Note: If you're unable to find the content you're looking for, add the second identity in the Identity section.
3. Select **Done**.

If you are **uploading new creative** for your partnership ad:

1. In the **Ad Setup** section, click the dropdown menu and choose **Create Ad**.
2. Under **Format**, choose the ad format you'd like to use for your creative.
3. In the Ad Creative section, choose **Add Media** to upload your creative. You can choose to upload an image or video.
4. Select **+Upload** to upload your media.
5. Crop your media for the appropriate placements and select **Done**.



Note: If an account does not have the correct permissions, when you publish the ad it will send a DM to the account asking for permission. Learn more about [permissions via DMs](#).

[Optional] Leverage multiple creators in one ad with the Dynamic Creator Optimization

Partnership ads with the Dynamic Creator Optimization allows advertisers to leverage up to 20 creatives with multiple creators within the same ad. It uses machine learning and automation to deliver ads from the optimal creator depending on the end user's affinity.

Note:

- Only supported for boosting pre-existing posts.
- Maximum of 20 posts per ad set.
- Can also be used with multiple pieces of creative from a single creator.
- Comment Moderation and Creator Audience Sharing are not supported.
- Advertisers can see an insights breakdown by creative in Ads Manager.

How to use the Dynamic Creator Optimization in Ads Manager:

1. Ensure your creators have accepted permissions for partnership ads.
2. In Ads Manager, select +Create and select your ad objective.
3. Proceed to create the ad as usual until you reach the ad level.
4. Choose Use Existing Post under the Ad Setup section.
5. Choose +Add Post and navigate to the Partner Content section to select a post.
6. After choosing one post, click the Add Post option again to add multiple pieces of creative to your ad set.

[Optional] Optimize which handle your ads deliver from with the Dynamic Username Optimization

Partnership ads with dynamic usernames use machine learning and automation to improve performance by delivering the ad from either the advertiser handle or the partner handle, depending on the user's affinity. Both parties remain listed in the ad's header, regardless of which handle the ad delivers from.

Note:

- This feature is not available on Facebook at this time. Ads running on Facebook will deliver from the first identity's handle with the partner identity listed second.
- This feature is not supported for the ad code at this time.
- Advertisers cannot view a breakdown of delivery by handle at this time.

Dynamic Username Optimization is turned on by default for all Instagram placements, making set-up easy.

To turn Dynamic Username Optimization off:

When creating a new ad without an existing post:

1. Create your media as usual in Ads Manager.
2. During the "Optimize" step, select Use dynamic usernames.
3. Turn off the toggle.

When boosting an existing post:

1. After selecting your media in the post picker modal, navigate to Format optimizations.
2. Unselect the checkbox next to "Deliver ads from the Instagram account people are most likely to respond to."

How to add partnership ads to business-as-usual (BAU) campaigns

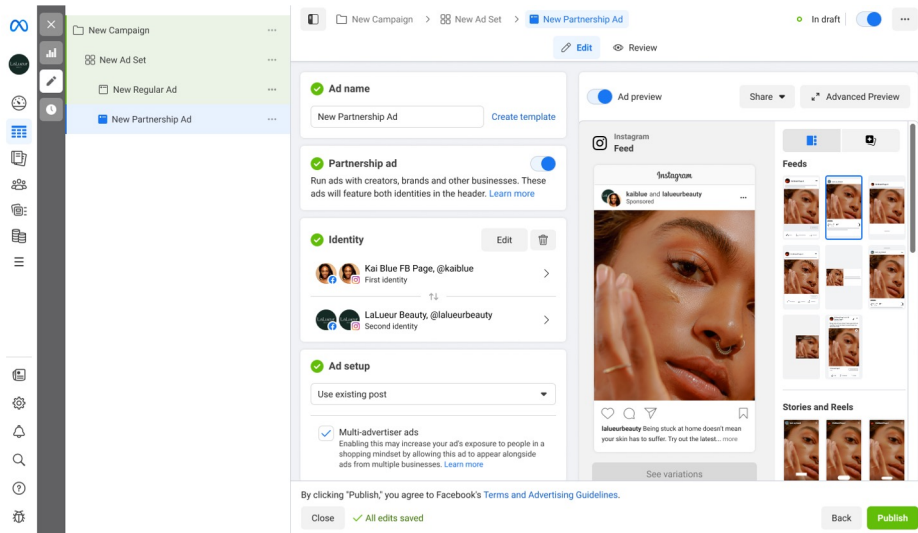
To properly add partnership ads to BAU campaigns, the ads must have budget optimization (budget can freely flow between ads). This can be done two ways:

Partnership ads and BAU ads in the same ad set

1. Go to Ads Manager (facebook.com/adsmanager).
2. Select **+Create**.
3. Select your objective.
4. Set up the BAU ad.
5. At the ad set level, tap the [...] menu on the top right and select **Create ad**.
6. At the ad level, turn on the **partnership ad toggle**.
7. To set up the partnership ad, follow the instructions in slide 52.
8. Select **Publish**.

Advertiser Step

Partner Step



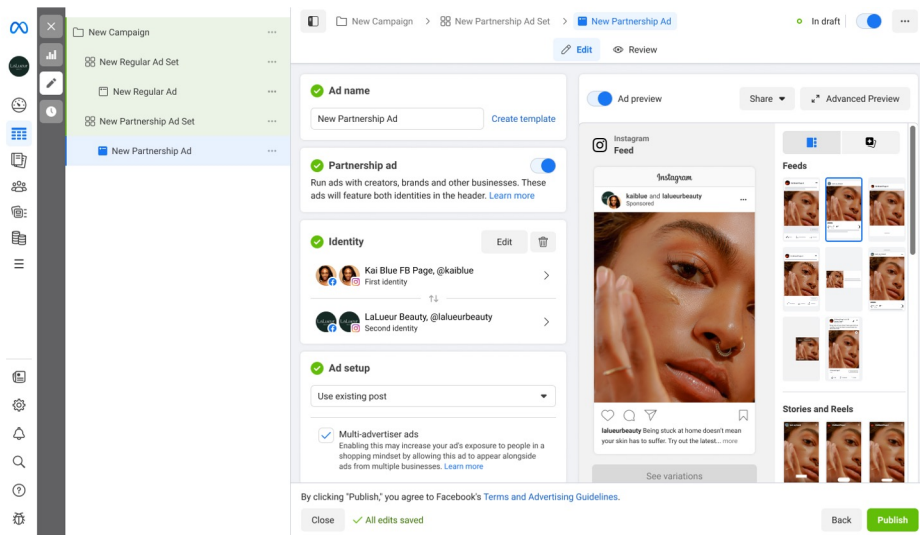
Note: If the audiences for your ads are different or you want to set specific budget requirements for your partnership ads, use the set up in the next slide

How to add partnership ads to business-as-usual (BAU) campaigns (continued)

Ad set with partnership ads and ad set with BAU ads under the same campaign, with Advantage campaign budget toggle on

1. Go to Ads Manager (facebook.com/adsmanager).
2. Select **+Create**.
3. Select your objective.
4. At the campaign level, turn on the **Advantage campaign budget** toggle.
5. At the ad level, set up the BAU ad(s).
6. At the campaign level, tap the [...] menu on the top right and select **Create ad set**.*
7. At the ad level, turn on the **partnership ad** toggle.
8. To set up the partnership ad(s), follow the instructions in slide 52.
9. Select **Publish**.

*Optional: At the ad set level, set budget requirements under Budget & schedule > Ad set spending limits.



Note: In order to have budget optimization across ad sets, the **Advantage campaign budget** toggle needs to be turned on at the campaign level.

CREATING PARTNERSHIP ADS

Campaign and creative guidelines

AUTOMATION DRIVES RESULTS

Add partnership ads to BAU campaigns to drive DR performance

An automated approach allows Meta's algorithm to optimize spend against the most performant ads based on your audience's affinity toward the brand or creator.

Lean into automation by:

- Including partnership ads and BAU ads in the same ad set
or
- Including partnership ads and BAU ads in separate ad sets in the same campaign, and turn on Advantage Campaign Budget

By adding partnership ads to BAU campaigns:

53%
higher click
through rates

19%
drop in CPAs

99%
probability to outperform
BAU ads only

Follow proven creative best practices for effective performance.

Paid best practices

- Ensure the product/brand is clear.
- Make the first three seconds thumb-stopping.
- Use eye-catching color, movement and energy.
- Use clear messaging and call-to-actions.
- Use mobile-first creative that feels native to the platform.
- Leverage product tags and dynamic usernames.

Organic best practices

- Use Paid Partnership label for transparency.
- Lean into creators' natural aesthetic and personal style.
- Make the first three seconds thumb-stopping.
- Product/brand is the creative hero.
- Four levels of branding:
 1. Visible product
 2. Visible logo (placed organically and subtly)
 3. Verbal mention
 4. Copy

Placement, objectives, and features

	PLACEMENT	OBJECTIVE*	FEATURES
	• Placement Asset Customization • Placement Optimization* • All Placements Currently available	• Sales • Awareness • Engagement • Traffic • App Promotion • Leads	• Creator Audience Sharing
 ONLY	• Facebook News Feed • Facebook Stories • Facebook Marketplace	• Messages • Only available when creating a new ad: – Lead Generation – Event Responses	
 ONLY	• Instagram Feed • Instagram Stories • Instagram Explore • Instagram Reels		• Instagram Feed • Instagram Stories • Instagram Explore • Instagram Reels

* Starting Feb 2024, the “Website” and “Website and shop” conversion locations will be available when the sales objective is selected. Advantage+ Shopping Campaign and Manual Sales Campaign will also be available for both conversion locations.

* Starting Feb 2024, partnership ads support for business messaging will be available when the sales, engagement, or traffic objectives are selected.

Note: If the creator does not have a Facebook account, the ads will only appear on Instagram placements.

Media types in partnership ads

Note: To learn more about eligibility requirements for partnership ads, visit the [Help Center](#).

	PHOTOS		VIDEOS	MUSIC		GIF/FACE OR CAMERA EFFECT
	One or More	Reshared Photo		Royalty-free music from Sound Collection	Copyright / royalty music	
FEED				N/A	N/A	
STORIES			 Videos longer than 60 seconds can be created in Ads Manager only without using an existing post.			
REELS Reels published before October 15th, 2021 are ineligible for partnership ads.			 Media cannot be longer than 15 minutes		  Only permitted if the rights holder is the advertiser	

Leverage Meta's [Ads Guide](#) to learn more about design specifications and technical requirements across each format and placement.
 Archived content can be boosted as partnership ads when the advertiser is tagged and has partnership ads permissions with the creator.

Interactive elements in Instagram Stories*

	Can create ads in Ads Manager from an existing Story with this sticker	Can create ads in Ads Manager without an existing Story with this sticker	Can be combined with other stickers *Maximum of 5 Stickers or tappable text in any ad	Can appear more than once in ad *Maximum of 5 Stickers or tappable text in any ad
COUNTDOWN 	✓	✗	✓	✗
POLL 	✗	✓	✗	✗
LOCATION 	✓	✗	✓	✓
HASHTAG 	✓	✗	✓	✓
MENTION 	✓ limited to mentioning the user and their business partner	✗	✓	✓
TAPPABLE TEXT 	✓	✗	✓	✓

To learn more about eligibility requirements for partnership ads, visit the [Help Center](#).

* Note: Use of copyrighted music, gifs, interactive stickers, face/camera filters and effects in a Reel makes it ineligible for boosting at this time.

