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1 Meta

This guide shows how to obtain the credentials `campi-cli` needs to read from and write to Meta, and how to set them in `.env`.

1.1 Credentials

Variable	Description
`CAMPI_META_ACCESS_TOKEN`	Long-lived Meta user access token with `ads_management`.
`CAMPI_META_AD_ACCOUNT`	Numeric ad account id; the tool prepends `act_`.
`CAMPI_META_PAGE_ID`	Facebook Page id used as the ad creative destination.
`CAMPI_META_INSTAGRAM_USER_ID`	Instagram user id used as the ad creative destination.
`CAMPI_META_GRAPH_API_URL`	Graph API base URL; defaults to `https://graph.facebook.com/v26.0`.

At least one of `CAMPI_META_PAGE_ID` or `CAMPI_META_INSTAGRAM_USER_ID` is required to create ad creatives. Leave the ones you do not use empty.

1.2 Prerequisites

- A Meta business portfolio with an ad account.
- A Facebook Page.
- Optionally, an Instagram business or creator account linked to the Page.

1.3 1. Create and configure an app

1. Open the Meta for Developers dashboard and create an app of type Business.
2. Add the Marketing API product to the app.
3. In App settings -> Basic, note the App ID and App secret; they are needed to exchange a short-lived token for a long-lived one.

1.4 2. Grant the required permissions

When you generate the token, request at least:

- `ads_management`
- `ads_read`
- `business_management`
- `pages_show_list`
- `pages_read_engagement`
- `pages_manage_ads`
- `instagram_basic`

Add `leads_retrieval` if you plan to use the `LEADS` objective.

1.5 3. Switch the app to Live

Ad creatives are published as Page posts, and Meta rejects creative creation from an app in Development mode:

```
Ads creative post was created by an app that is in development mode.
It must be in public to create this ad.
```

In the app dashboard, toggle App mode to Live. Until then, `apply -w` creates the campaign, ad set, and ad image, then fails when it creates the ad creative.

1.6 4. Create a long-lived user access token

1. Open the Graph API Explorer, select your app, add the permissions from step 2, and click Generate Access Token. This token is short lived (about an hour).
2. Extend it to a long-lived token (about 60 days) with the Access Token Debugger (Extend Access Token), or exchange it directly:

```
curl -sG "https://graph.facebook.com/v26.0/oauth/access_token" \
  --data-urlencode "grant_type=fb_exchange_token" \
  --data-urlencode "client_id=<APP_ID>" \
  --data-urlencode "client_secret=<APP_SECRET>" \
  --data-urlencode "fb_exchange_token=<SHORT_LIVED_TOKEN>"
```

Set `CAMPI_META_ACCESS_TOKEN` to the returned `access_token`.

1.7 5. Find the ad account id

```
curl -sG "https://graph.facebook.com/v26.0/me/adaccounts" \
  --data-urlencode "fields=name,account_id" \
  --data-urlencode "access_token=<TOKEN>"
```

Use the numeric `account_id` (without the `act_` prefix) as `CAMPI_META_AD_ACCOUNT`.

1.8 6. Find the Page id

```
curl -sG "https://graph.facebook.com/v26.0/me/accounts" \
  --data-urlencode "fields=id,name" \
  --data-urlencode "access_token=<TOKEN>"
```

Use the returned page `id` as `CAMPI_META_PAGE_ID`.

1.9 7. Find the Instagram user id

1. Link an Instagram business or creator account to the Page, either from the Page Settings -> Linked accounts or from Meta Business Suite.
2. Query the Page for its linked Instagram account:

```
curl -sG "https://graph.facebook.com/v26.0/<PAGE_ID>" \
  --data-urlencode "fields=instagram_business_account" \
  --data-urlencode "access_token=<TOKEN>"
```

Set `CAMPI_META_INSTAGRAM_USER_ID` to the returned account `id`. This is the Instagram user id, not the `ig_id` or the username.

`campi-cli platform meta` reads `/instagram_accounts`, which is scoped to the Page and requires a Page access token. The tool derives the Page token from the user token above, so `CAMPI_META_ACCESS_TOKEN` stays a user token.

1.10 8. Verify

```
cd <WORK_DIR>
campi-cli platform meta
```

The command renders the account, the pages the token can see, any Instagram accounts linked to the configured page, and the campaign tree of ad sets and ads:

```
Account: <name> (act_<id>)
├─ Pages
|  ├─ <page name> [<page id>]
├─ Instagram accounts
|  ├─ <name> (@<username>) id=<instagram user id>
├─ Campaigns
|  ├─ <campaign name> [<objective>] <status>
|  |  ├─ <ad set name> [<status>]
|  |  |  ├─ <ad name> [<status>]
```

The pages come from `/me/accounts`, which requires `pages_show_list` (step 2).

1.11 Token lifetime

- Short-lived user tokens expire in about an hour.
- Long-lived user tokens expire in about 60 days.
- Replace `CAMPI_META_ACCESS_TOKEN` with a fresh long-lived token before it expires, or scheduled `apply` runs fail with `code 190`.

Never commit `.env`. Revoke tokens you no longer use from the Access Token Debugger.

1.12 Troubleshooting

Symptom	Cause	Fix
`Error validating access token ... Session has expired` (`code 190`)	Token expired	Generate a new long-lived token.
`(#190) This method must be called with a Page Access Token`	A Page-scoped endpoint was called with a user token	Use `campi-cli platform meta`, which derives the Page token.
`Ads creative post was created by an app that is in development mode` (`subcode 1885183`)	App is in Development mode	Switch the app to Live (step 3).
Missing permission, or a scope error	Token lacks a permission	Add the scope and regenerate the token (step 2).

Symptom	Cause	Fix
Ad account not found	The value includes the `act_` prefix or is wrong	Use the numeric `account_id` only.