

Facebook Ad Account Set-Up Checklist 2025

Quick Step-by-Step Guide

1 Set Up Business Portfolio

- Go to business.facebook.com
- Click **Create Account** in the upper right corner.

2 Set Up Ads Manager

- **Ad Accounts** under the **Accounts** tab.
- Click **Add**.
- Add account name, currency, time zone, and enter billing information.

3 Set Up Dataset

- Go to **Meta Events Manager**:
- Click the **Data Sources** icon in the left menu on the page.
- Select the name and ID of your data.
- Click **Set up dataset**.