



Why are permissions  
important?



A man in a blue shirt is smiling while working on a laptop. The background is a dark blue office space with a potted plant on the left, a bicycle in the middle, and a red desk lamp on the right. Two light bulbs hang from the ceiling in the upper right corner.

## In this topic we will:

Learn why having the correct permissions in the place is essential for running a successful campaign

How permissions affect ad placement, and why the placement of an ad is important

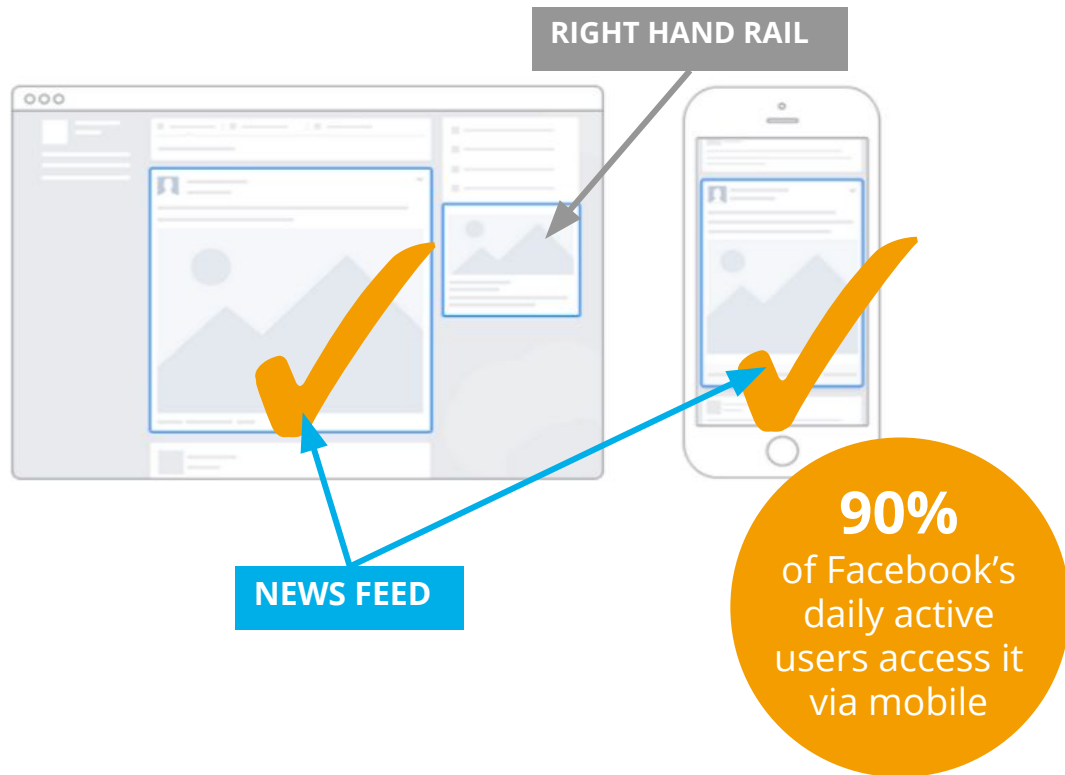
# How To Use The TP Platform To Onboard Customers And Create Campaigns

## WHY ARE PERMISSIONS IMPORTANT?

Permissions allow us to publish ads against a Facebook Page in the News Feed and mobile app.

Without Permissions, you cannot advertise a business on Facebook.

A recent Facebook update means that this includes advertising in the Right-Hand Rail placement, which was previously an option without permissions.



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## WHY ARE PERMISSIONS IMPORTANT?

Why is it important that ads are shown in the Mobile News Feed and not just Desktop Right Hand Rail?

1.15 billion

People use Facebook on a mobile device daily  
*(Facebook Q4 Results, 2016)*

Over 65%  
of mobile Facebook users access the site daily.  
*(Facebook Q1 Results, 2016)*

There are  
1.74 billion  
mobile-only users

Approx 54.2% of all Facebook users  
*(Moving at a Mobile Minute, Facebook IQ, January 2017)*

Facebook users check  
their News Feed  
14X per day  
*(Internal Facebook Data 2013)*

Conversion on mobile  
is 13% faster than on  
desktop  
*(Moving at a Mobile Minute,  
Facebook IQ, January 2017)*

# How To Use The TP Platform To Onboard Customers And Create Campaigns

## WHY ARE PERMISSIONS IMPORTANT?

### Permissions FAQ

*When trying to authorize Permissions, why am I logging into a personal account?*

- To access a Facebook Business Page, the customer must first be logged in to a personal profile (or the profile that is admin of the Business Page).
- Only an admin of the Facebook Business Page can provide the necessary permissions to run Facebooks Ads with News Feed mobile and desktop placement. Further, Lead Ads and Local Awareness Ads can only be run in the News Feed, and therefore require permissions in order to be run.
- Due to the above, when a customer receives a Welcome Email, they will first be prompted to log-in to Facebook (if they aren't already logged in), and from there will see a Facebook dialogue window asking that they 1) continue as the user they are logged into with reference to "Social App [t1] will receive: your public profile" and 2) Allow Social App to manage their Pages.
- Only Business Pages can be connected to the Tiger Pistol Platform, so there's no risk of the customer providing permissions to a personal page.

*How do I know if the customer's profile is an admin of the business page?*

1. Ask the customer to log-in to their Facebook profile.
2. Click through to business page.
3. Access settings in the white bar on the top right of the business page.
4. Click through to page roles.
5. Once in page roles, the customer can see a page role listed under their profile.
6. If the customer sees admin\* under their name, they have full editing rights and can provide the necessary permissions to run their News Feed ads.
7. If the customer sees another page role\*, then they need to (a) have an admin provide the necessary permissions from the email sent, or (b) have an admin edit their page role to admin.

A man in a blue shirt is sitting at a desk, smiling while looking at a laptop. The room is dimly lit with a red desk lamp. In the background, there is a wooden bicycle and a green plant. Two light bulbs hang from the ceiling.

## We now know

Why a customer needs to provide the correct permissions in the platform

Different ad placements within Facebook

How people use Facebook and thus why it's important to have ads run in the News Feed