AD ACCOUNT

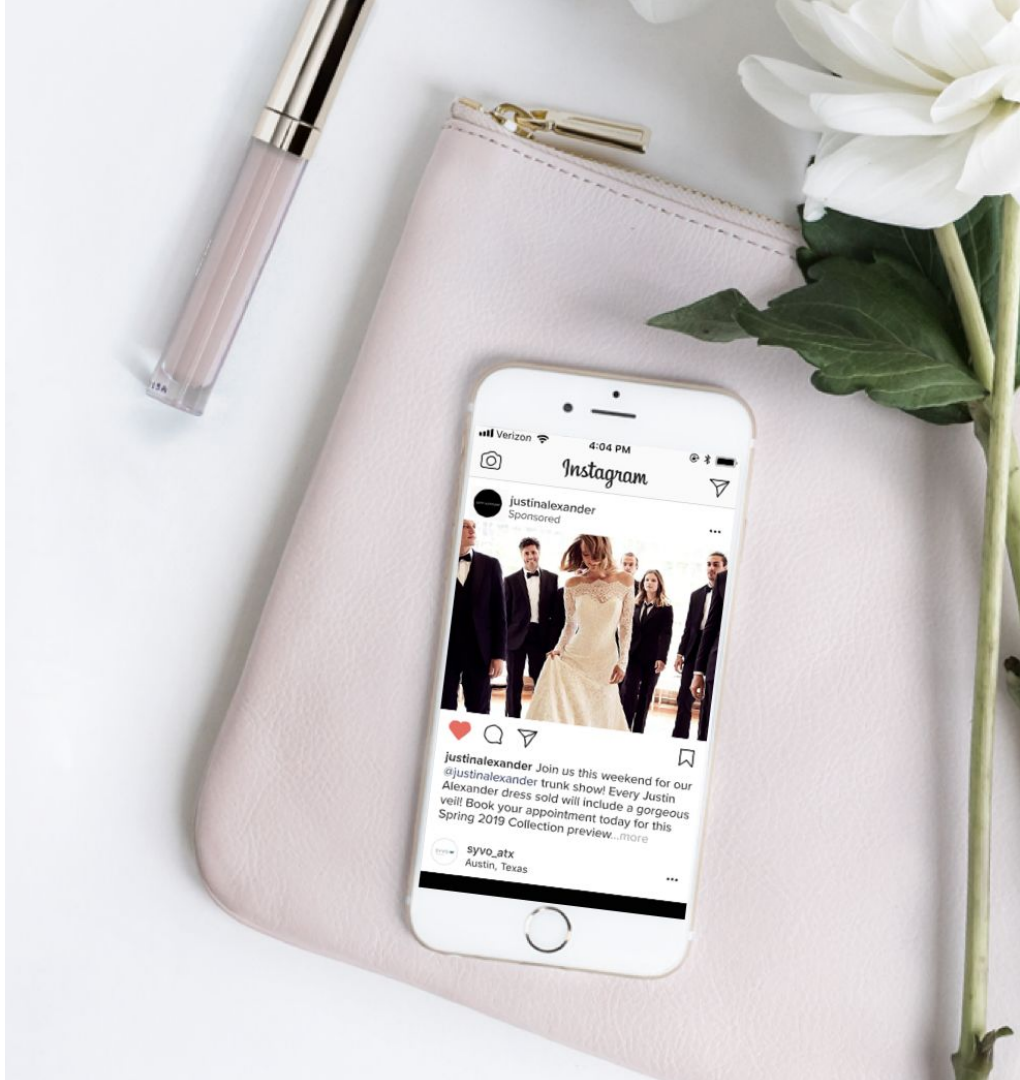
SET-UP PROCESS

SYVO

JUSTIN ALEXANDER

Facebook:
3 STEP SET-UP

1. Facebook Ad Account
2. Facebook Business Page
3. Instagram



FACEBOOK & INSTAGRAM SET-UP: Without Business Manager

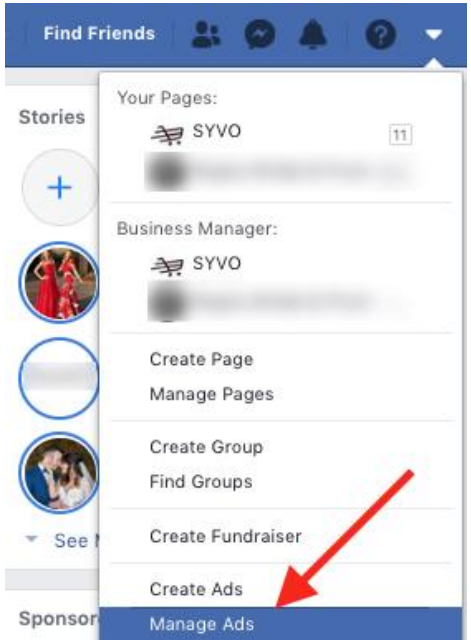
To create, manage and optimize your campaigns, SYVO will need access to the following:

1. For access to your Facebook Ad Account, we will need your **Ad Account ID**
2. For access to your Facebook Business Page, we will need your **Facebook Business Page URL**

FACEBOOK SET-UP

Step 1: Facebook Ad Account ID Access

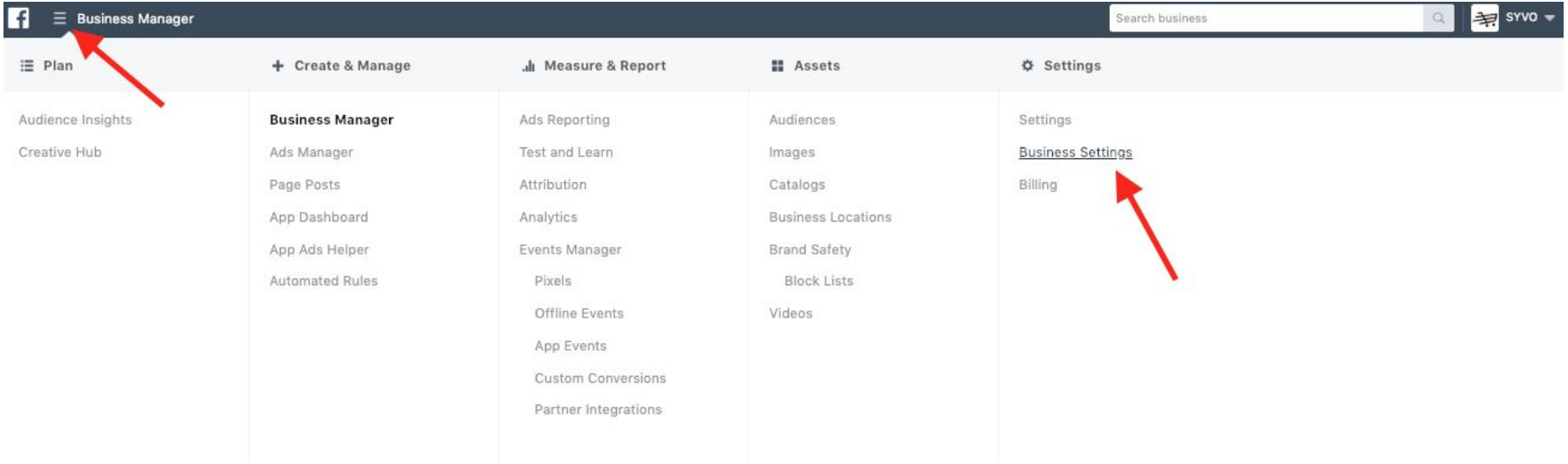
1. Log into your Facebook account
2. On your Facebook homepage, click on the dropdown menu located at the top right of the homepage
3. Click on **Manage Ads**
4. This page will be titled “Ad Accounts”. You will find your Ad Account ID here if you have an existing Facebook Ad Account. If you do not have an existing Ad Account, Facebook will prompt you to create one and you will be provided an Ad Account ID.



FACEBOOK SET-UP

Step 1: Facebook Ad Account ID Access

5. Once we receive your Ad Account ID and request access to your account, please accept our request. You will do so by following these steps: Click on the **Menu** -> Click **Business Settings** -> Click **Requests** on the left side menu.



FACEBOOK SET-UP

Step 2: Facebook Business Page Access

1. Please provide us with your Facebook business page URL. You will see this in the search bar in your browser when you are on your Facebook business page. Example: https://www.facebook.com/SYVOATX/
2. Once we receive your Facebook business page URL and request access to the page, please accept our request. You will do so by following these steps: Go to **Facebook.com> Your Pages> Page Settings > Page Roles> Page Requests** and you should see our request here.

FACEBOOK & INSTAGRAM SET-UP: With Business Manager

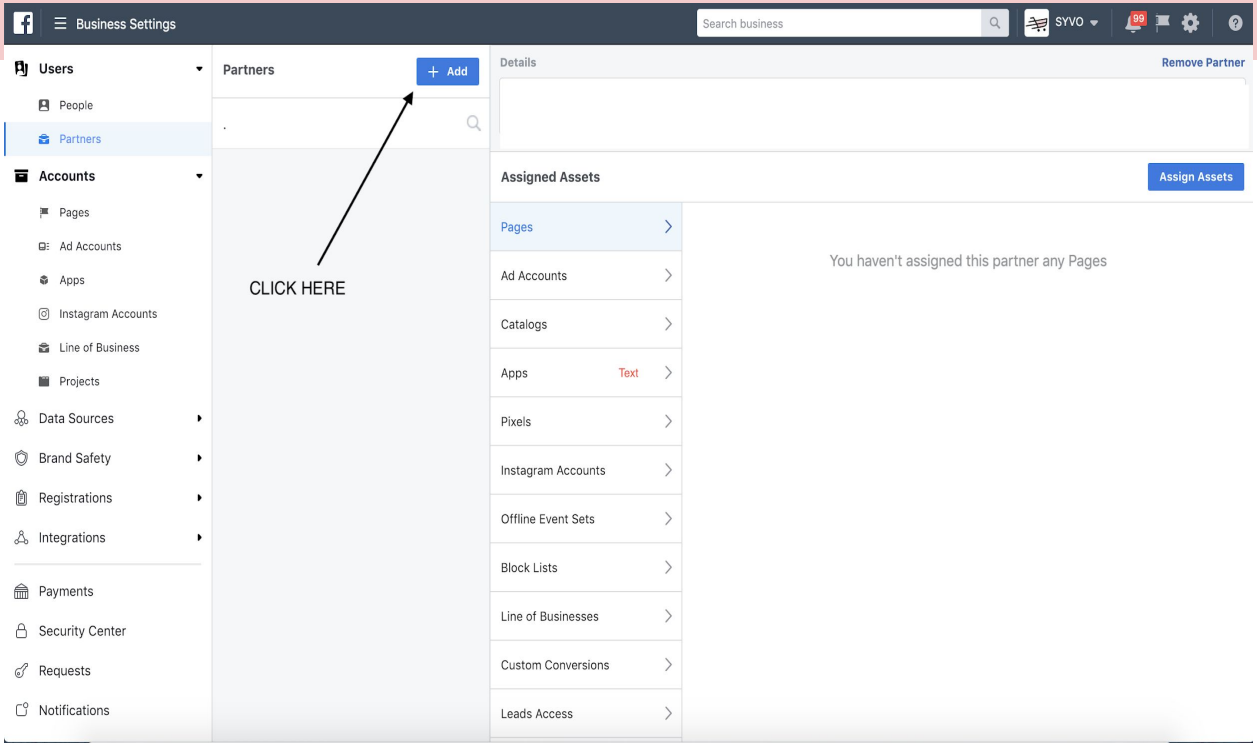
To create, manage and optimize your campaigns, SYVO will need access to the following:

1. Admin access to your **Facebook Ad Account** to create the ads
2. Admin access to run ads on your **Facebook Business Page**
3. Analyst access to run ads on your **Instagram**

FACEBOOK SET-UP

Step 1

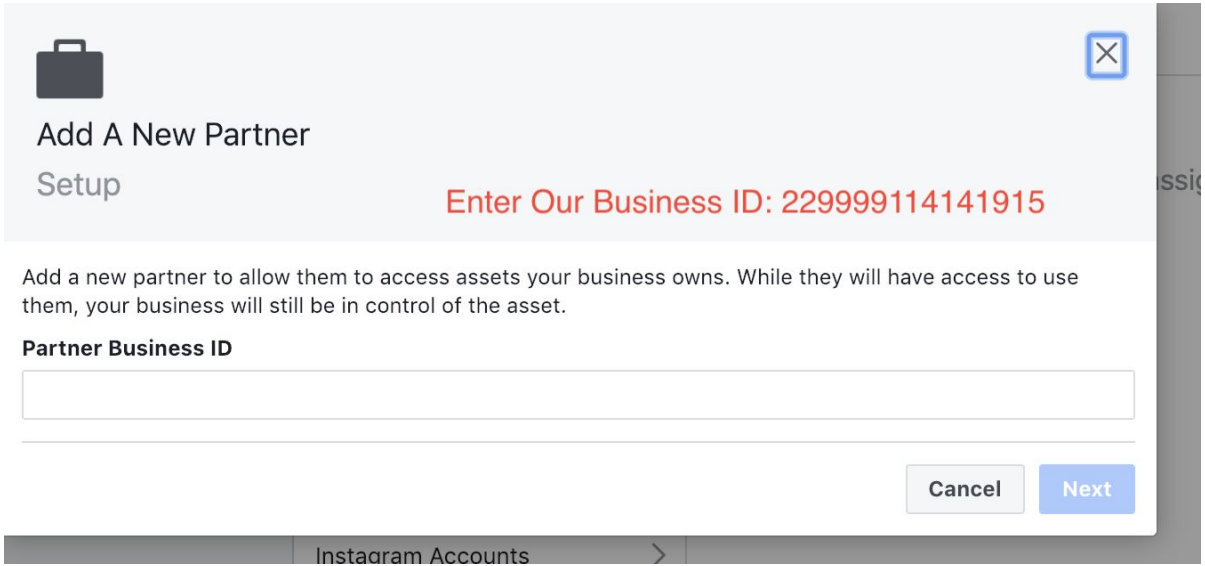
1. Log into your Facebook business account
2. On your Facebook homepage, click on the gear wheel in the top right (business settings)
3. Click on **Partners**
4. Press the blue Add+ button



FACEBOOK SET-UP

Step 2

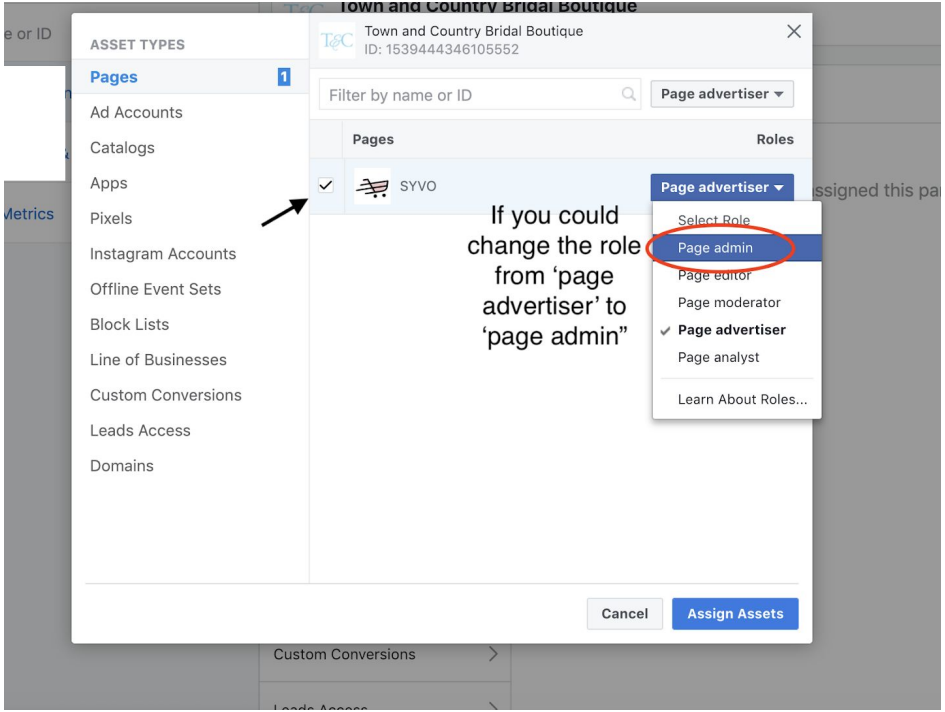
1. Enter Our Business ID:
   229999114141915



FACEBOOK SET-UP

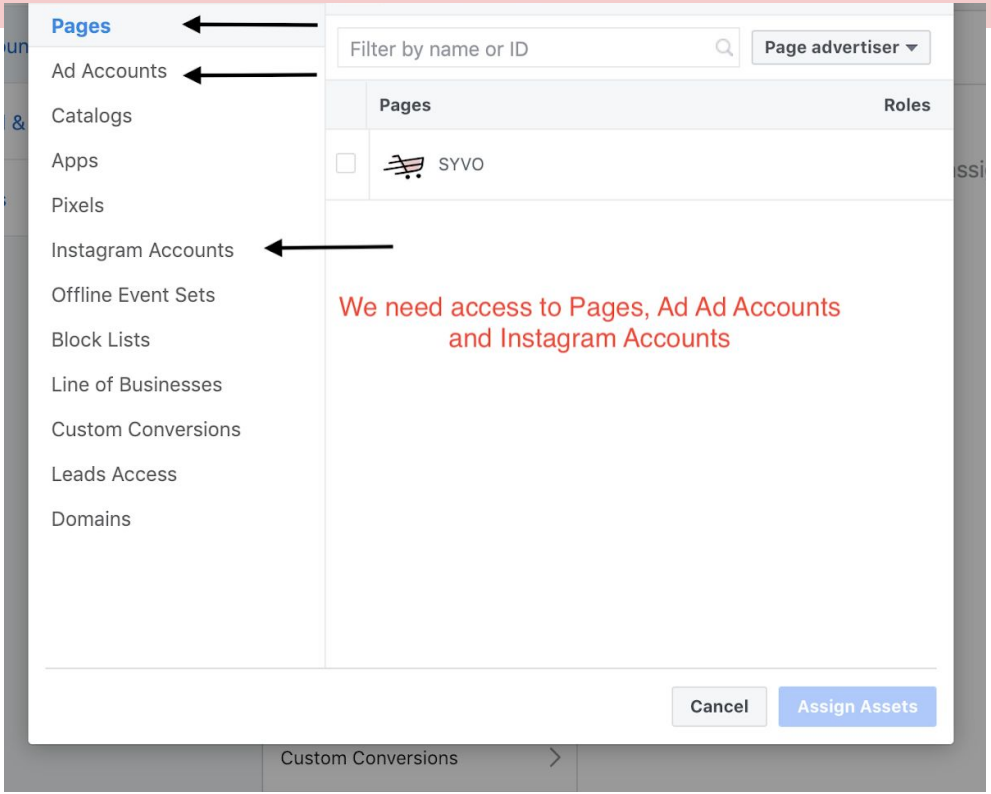
Step 3

1. Check the box by SYVO
2. Make sure we have “admin access”
3. Hit Assign Assets



FACEBOOK SET-UP

1. Make sure we have access to Pages, Ad Accounts and Instagram accounts



INSTAGRAM SET-UP

Step 3: Connecting your Instagram Account

If Your Instagram is not linked to your Facebook page, we will need to connect it

Click here to schedule a one-on-one meeting with a SYVO Representative to integrate your Instagram account with your Facebook Ad Account.

Schedule One-on-One Meeting

STYLE NUMBERS

Please provide 5-6 Style numbers from the dress line that your store is premier for (Justin Alexander, Lillian West or Sincerity). Send to angie@syvo.com.

Google AdWords
SET-UP

GOOGLE ADWORDS SET-UP

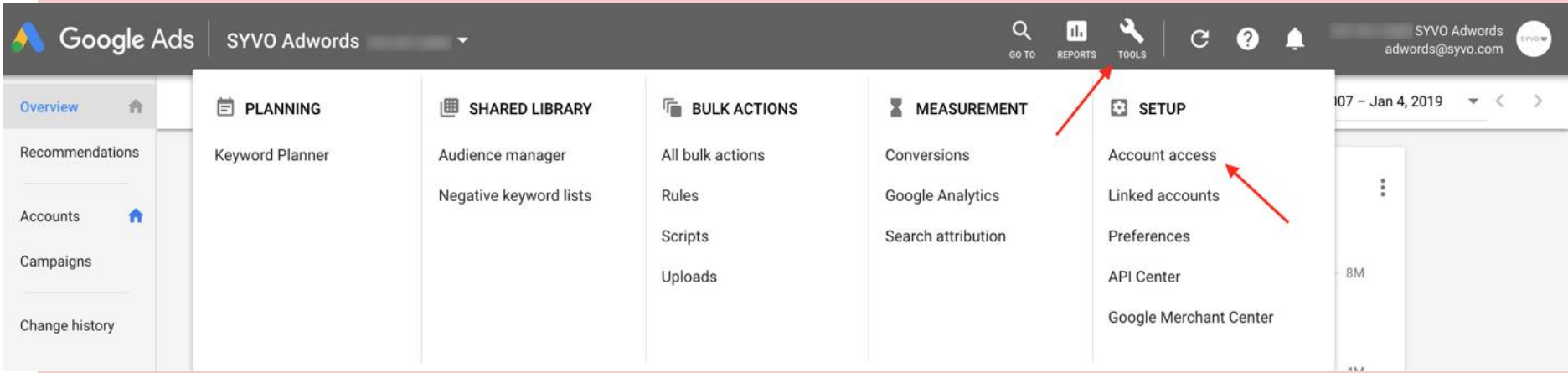
To create, manage and optimize your Google campaigns, we will need access to your Google AdWords account.

1. Log in to your Google AdWords account at **https://ads.google.com**
   If you do not have an existing account, please create one.

2. Click on "**Tools**" in the top right-hand corner

3. Click on Account Access under the "**Set Up**" column

GOOGLE ADWORDS SET-UP

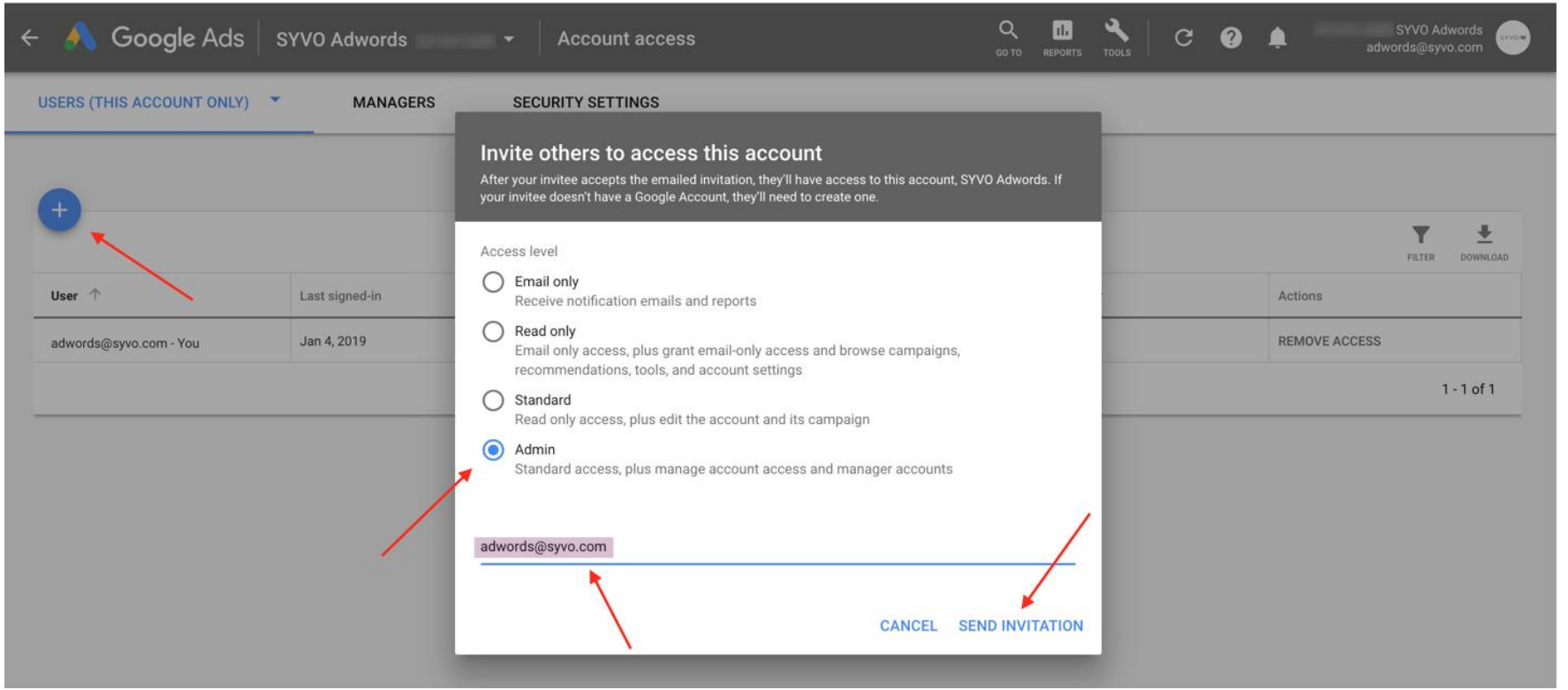


GOOGLE ADWORDS SET-UP

4. Click on the blue “**+**” sign to add a new user.

5. Select **Admin** access, type in adwords@syvo.com and click “**Send Invitation**”

GOOGLE ADWORDS SET-UP



GOOGLE ADWORDS SET-UP

Click here to schedule a one-on-one meeting with a SYVO Representative to set up your Facebook and Google accounts:

Schedule One-on-One Meeting

WE LOOK FORWARD TO WORKING WITH YOU!

SYVO

JUSTIN ALEXANDER