

About business portfolios

About business portfolios



Some features may not be available to you yet.

A business portfolio allows organizations to bring their Facebook Pages, Instagram accounts, Threads accounts, ad accounts, catalogs and other business assets together so you can manage them, and the [people who access them](#), from one place using business tools such as Meta Business Suite.

Business portfolios help you:

- View and manage all your business assets, such as commerce accounts, datasets and apps, in one place. Learn more about [how to set up and manage your business portfolio and business assets](#).
- Manage many people's access and permissions to your portfolio and business assets so they only have access to what they need to do their job. Learn more about [business portfolio access](#) and [business assets permissions](#).
- Run ads for your business across Facebook, Instagram and Threads.
- Create and manage [Shops](#) on Facebook and Instagram.
- Collaborate with business [partners, agencies and consultants](#).
- Add [system users](#) and access [Meta Business Tools](#) and other APIs.
- Analyze insights across your Pages, Instagram accounts and Threads accounts.
- Identify security risks and how you can address them. [Learn more about Security Center](#).
- View and manage requests and notifications about your business, accounts and assets.

Additionally, you need a business portfolio to do the following:

- Use Meta Business Suite.
- Enroll in [monthly invoicing](#).
- Run [ads about social issues, elections or politics](#).
- [Verify your domain](#).
- Create a [publisher block list](#).

To create a business portfolio, [follow the instructions in this article.](#)

Learn more

- [Create a business portfolio](#)
- [How Meta Business Suite works](#)
- [About users in your business portfolio](#)

Common support topics

[About advertising restrictions](#)

Business Help Center

[Troubleshoot a disabled or restricted account](#)

Business Help Center

[About Meta Business Support Home](#)

Business Help Center

[Fix a failed payment issue on Meta](#)

Business Help Center

Revision #1

Created 2026-04-13 19:59:44 UTC by New Admin

Updated 2026-04-13 19:59:45 UTC by New Admin