

# Add an ad account to your business portfolio in Meta Business Suite

## Add an ad account to your business portfolio in Meta Business Suite

If you want to add an ad account to your business portfolio in Meta Business Suite, you have 3 options.

- **Create a new ad account:** Use this option if you need a new ad account for your business.
- **Claim an existing ad account:** Use this option to claim an existing ad account and move it into your business portfolio.
- **Request to share an ad account:** Use this option if your business needs to use an ad account on behalf of another business. For example, you work for an agency, and the ad account belongs to a client. The account will remain in their portfolio, but access will be shared with your portfolio.

Once an ad account has been added to a business portfolio, you'll only be able to assign people access to manage the ad account through that portfolio. This can be done in [Settings](#) using either the [Ad accounts](#) tab or [People](#) tab. **Note:** Permissions assigned at the portfolio level override asset-level permissions.

### Create a new ad account

If you create a new ad account in a business portfolio, it will permanently be a part of that portfolio. This means the ad account can't be deleted or transferred from the portfolio.

#### Notes:

- [Closing an ad account](#) doesn't delete the ad account from your business portfolio. A closed ad account still counts toward your ad account limit. Ad accounts can be shared.
- New business portfolios can only create one ad account. This goes up to 3 when a campaign delivers and a payment is made.

To create a new ad account in Meta Business Suite:

1. Go to [Settings](#).
2. Select the **Accounts** tab from the sidebar menu. Then select **Ad accounts**.
3. Click the **Add** dropdown menu.
4. Select **Create a new ad account**.
5. Enter your ad account info: ad account name, time zone and the currency you will use. Click **Next**.
6. Choose the business portfolio you want to add the ad account to.
  - Select **My business** if you plan to use the ad account with your business.
  - Select **Another business or client** if you plan to use the ad account on behalf of a partner's business. [Learn more about advertising on behalf of another business](#).
7. Confirm that you want to create the account and add it to the business portfolio shown. Check the box indicating you agree to [Meta Terms of Service](#) and [Advertising Standards](#) on behalf of your business portfolio. Click **Create ad account**
8. To add a payment method and other billing information, click **Add payment info**. If you want to do it later, click **Done**.

**Note:** You can add your payment info using the [Payment methods](#) tab in **Billing & payments**.

## Claim an existing ad account

Adding an existing ad account to a business portfolio may permanently move it into the portfolio, meaning it can't be deleted or transferred to another portfolio.

#### Notes:

- [Closing an ad account](#) doesn't delete the ad account from your business portfolio. A closed ad account still counts toward your ad account limit. Ad accounts can be shared.
- If you want to add a prepaid ad account, it cannot have any prepaid balance.

## Before you begin:

You can't add an ad account to a business portfolio if:

- You don't have full control of the business portfolio.
- The ad account is in another business portfolio. An ad account can only be in one business portfolio. You can request access to that ad account instead.
- You've reached the [ad account limit](#) for your business portfolio. Your ad account limit increases based on your advertising spend. [Learn how to view your business portfolio's ad account limit.](#)

To add an ad account to a business portfolio in Meta Business Suite:

1. Go to [Settings](#).
2. In the sidebar menu, go to **Accounts**. Then click **Ad accounts**.
3. Click the **Add** dropdown menu.
4. Select **Add an ad account**.
5. Enter the ad account ID. [Learn where to find the account ID](#).
6. Confirm that you want to claim the account and add it to the business portfolio shown. Check the box indicating you agree to [Meta Terms of Service](#) and [Advertising Standards](#) on behalf of your business portfolio.
7. Click **Claim ad account**. **Note:** If the ad account is owned by another person, they must approve the request to add it to your business portfolio before you can access or use it. If you are the owner, no approval is required.

## Request to share an ad account

If you want to work on an ad account that is owned by another person or in another business portfolio, you can request access to it.

To request access to an ad account in Meta Business Suite:

1. Go to [Settings](#).
2. In the sidebar menu, go to **Accounts**. Then click **Ad accounts**.
3. Click the **Add** dropdown menu.
4. Select **Request to share an ad account**.
5. Enter the ad account ID.
6. Choose the level of access you want to request: partial access or full control. If requesting partial access, select the tasks you want permission to work on.
7. Click **Confirm** to send the request. You can access and use the ad account once your request is approved by the ad account owner or someone with full control of the business portfolio the ad account is in. **Note:** Approval is not required if you own the ad account or

have full control of the business portfolio the ad account is in.

As an alternative, if the ad account is in a business portfolio, you can contact someone with full control of the portfolio to request that they share access with your business portfolio. Ask them to go to the **Ad Accounts** tab, click **Assign Partner**, and enter your business portfolio ID. [Learn more about how to find your business portfolio ID.](#)

## Learn more

- [Close an ad account that's in a business portfolio](#)
- [Troubleshoot ad account creation issues](#)
- [Make a closed ad account active in Meta Business Suite](#)

## Basics

[About accounts in your business portfolio](#)[About business asset groups in your business portfolio](#)

[About advertising on behalf of another business](#)

## Set Up

[Add a Facebook Page to your organization's business portfolio in Meta Business Suite](#)[Add apps to your business portfolio](#)[Advertise on behalf of another business in Meta Business Suite](#)

## Create

[Create a business asset group in Meta Business Suite](#)

## Manage

[Request access to a Page in Meta Business Suite](#) [Assign Pages to people in your business portfolio](#)

[Remove a Page from your business portfolio](#)[Remove someone's access to a Page that's in a business portfolio](#)[Close an ad account that's in a business portfolio](#)[Best Practices for Page management in Meta Business Suite](#)

## Troubleshoot

[Troubleshoot ad account creation issues](#)

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