

Connect to Business Apps in Meta Business Suite desktop

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We're gradually introducing this feature to our partners. Some apps may not be available to you right now.

Business Apps in Meta Business Suite has free and paid apps that you can connect to your business portfolio. You can connect to a third-party app you're already using, or discover a partner service that helps address your business challenges. To connect a Business App to your business portfolio on Meta Business Suite desktop, follow the steps below.

1. Go to [Meta Business Suite desktop](#).
2. Click **All tools** in the left menu and select **Business Apps**.
3. Select your Business App in the relevant category or find it in the search bar.
4. Click **Connect**.
5. Follow the prompts to connect your Business App.
6. Once connected, you'll be prompted to create or confirm the following features depending on what is required for the selected Business App:
 1. **Ad account:** Select the account you use to advertise on Facebook or Instagram from Meta.
 2. **Facebook Page:** Choose or create a Page where people can discover your products and services.
 3. **Instagram account:** Confirm or select an Instagram account you already connected to your business portfolio.
 4. **Meta Pixel:** Choose or create a [Meta Pixel](#) to measure your ad's results and reach new [people](#).
 5. **Catalog:** [Upload your inventory](#) to create and deliver ads that feature your products and services.
7. After you confirm your details, click **Finish**.

Once your Business App is connected, you can find it in the **Connected apps** section of Meta Business Suite.

Learn more

- [About Business Apps in Meta Business Suite desktop](#)
- [Available Business Apps for Meta Business Suite desktop](#)
- [Disconnect Business Apps in Meta Business Suite desktop](#)

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

Basics

[About Business Apps in Meta Business Suite desktop](#)[Available Business Apps for Meta Business Suite desktop](#)[About Meta Pixel](#)[About catalogs in Commerce Manager](#)[About shopping on Instagram](#)

Set Up

[Connect to Business Apps in Meta Business Suite desktop](#)

Manage

[Disconnect Business Apps in Meta Business Suite desktop](#)[About business portfolio access](#)

Troubleshoot

[What to do if you can't add or connect your business asset](#)[How to troubleshoot Meta Pixel error and warning messages in Meta Events Manager](#)

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