

4 REASONS TO USE FACEBOOK BUSINESS MANAGER

Stop adding coworkers, partners, and colleagues as friends to grant access to your Facebook assets. Make life easier: Switch to Facebook Business Manager.



Strengthen Security

Use Security Center to protect your Business Manager and its contents. Easily manage access, turn on two-factor authentication, and check your business verification status.



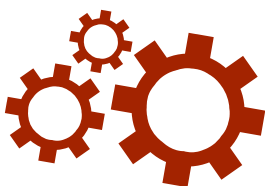
Streamline & Increase Visibility

Business Manager puts all of your Facebook and Instagram assets into one place for you to more efficiently manage access, view ad performance, profiles, catalogs and more.



Separate Work & Personal Data

Don't worry about coworkers and partners seeing your personal profile information. Use your personal Facebook login, but business associates only see your name and work email address.



Easily Integrate & Scale

Easy integrations with partners and apps allow for advanced account management including automatic audience syncing, tracking offline conversions, automatic catalog setup & more.