

Meta Ads Connection Troubleshooting Guide

Most Meta sync failures are fixed inside your Meta Business settings, not by reconnecting DataMoon. Reconnecting will not fix a permissions, Business account, or terms problem, so check the items below first.

Before you start

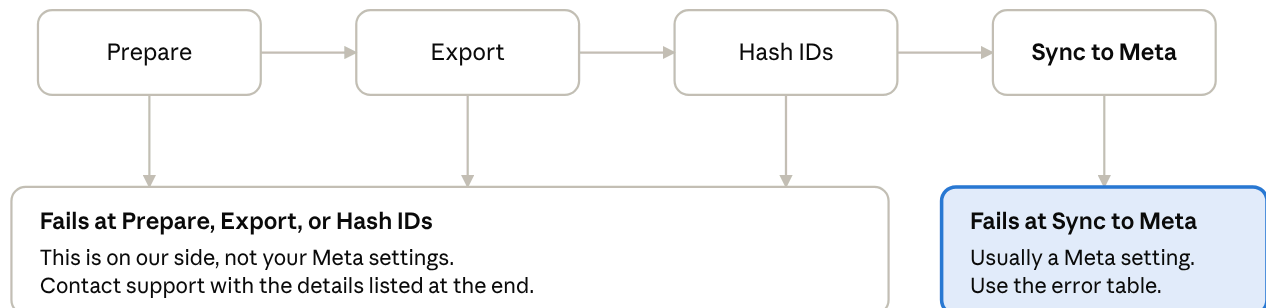
A working Meta connection needs all four of these. If any one is missing, audiences will fail at the final sync step.

- ☐ **The ad account belongs to a Meta Business portfolio.** Personal ad accounts cannot receive Custom Audiences.
- ☐ **You signed in to Meta with a profile that is assigned to that ad account as a Person** (not only through a Partner business).
- ☐ **That profile has admin access or "Manage campaigns" permission** on every ad account you want to sync to.
- ☐ **The Custom Audience Terms and Meta Business Tools Terms are accepted** for each ad account.

Step 1: Find where the sync is failing

The first stage that fails tells you where the problem is

Open the audience, then its run history. Each run passes these four stages in order.



Sync run stages · where each failure points

If the first three stages succeed and only Sync to Meta fails, the fix is almost always in your Meta Business settings. If the run is stuck on "Syncing..." with no failed stage, skip ahead to contacting support.

Error messages and what to do

Find the message you see, then follow the fix. The step names refer to "Common fixes" below.

Error message (or symptom)	What it means	Fix
Business account needed to create/edit this audience	The ad account is personal, or you signed in with a personal profile	Fix A, then Fix B, then Fix E
Current Facebook account cannot be found or cannot be loaded due to missing permissions	The connection was saved with no ad account selected, or your profile lacks admin / Manage campaigns access	Fix D, then Fix E (select the ad account in the popup)
(#2650) service error, OAuthException, or Auth Exception	Terms not accepted, or the authorization needs refreshing	Fix B, then Fix E
My ad account is missing from the picker	You have access only through a Partner business, not as a Person	Fix C, then Fix E
Some ad accounts sync and others don't	"Manage campaigns" is missing on the failing accounts	Fix D for each failing account
The Meta popup never appears	Your browser is blocking popups	Fix F
Network error	A temporary connection problem	Wait an hour and check the next run. If it fails again, contact support
Stuck on "Syncing...", or shows "Synced" but the audience isn't in Meta	Likely on our side	Don't reconnect. Contact support with the details listed at the end

Error message (or symptom)	What it means	Fix
"Forbidden" when you click Start sync	Usually an agency or multi-client setup	Contact support; we'll set up a call
Facebook Login is currently unavailable for this app	Often appears with a personal-profile sign-in	Try Fix A and Fix E. If it persists, send us a screenshot

Common fixes

Meta changes its menu labels from time to time. If a label below doesn't match exactly, look for the closest equivalent in Meta Business Settings.

Fix A: Move the ad account into a Business portfolio

1. Open Meta Business Settings (business.facebook.com/settings).
2. Go to Accounts → Ad accounts.
3. Add or claim the ad account so it is owned by your Business portfolio.
4. Make sure you sign in to DataMoon's Meta connection with your business-linked profile, not a personal one.

Fix B: Accept the Custom Audience terms

1. In Meta Ads Manager, select the ad account you sync to.
2. Open Audiences and start creating a Custom Audience from a customer list. Meta will prompt you to accept the terms if they aren't accepted yet.
3. Accept both the Custom Audience Terms and the Meta Business Tools Terms.
4. Repeat for every ad account you sync to. Terms are accepted per ad account.

Fix C: Assign yourself to the ad account as a Person

1. In Business Settings, click into the specific ad account.
2. Open People.
3. Add your profile as a Person with full control (or at least Manage campaigns).

Fix D: Grant "Manage campaigns" permission

1. The ad account's owner opens Business Settings → Ad accounts → the account → People.
2. Select the profile used for the DataMoon connection.

3. Turn on Manage campaigns (or full control).
4. Repeat for each ad account that isn't syncing.

Fix E: Reconnect the existing connection (the right way)

1. In DataMoon, go to Settings → Integrations → Meta.
2. Reconnect the **existing** connection. Don't create a new destination, since that leaves your audiences pointed at the broken one.
3. When the Meta popup opens, **select the ad account** before you finish. Skipping this is the most common reason the fix doesn't stick.
4. Wait for the next scheduled sync, or start one manually if the option is available.

Fix F: Allow popups

1. Allow popups for your DataMoon dashboard site in your browser settings.
2. Retry the connection. If you use an ad blocker, pause it for the site.

Using a Meta system user? A standard login token expires about every 60 days and needs reconnecting. A system user token doesn't expire; ask us for the setup guide.

What's normal (not an error)

- **Matching takes up to 72 hours.** Meta's audience size can show as small or "too small" for up to 3 days after the first sync.
- **Meta needs about 100 matched people** before an audience is usable for ads.
- **Syncs run daily as a full refresh.** People who no longer qualify are removed from the Custom Audience, so the count can go down as well as up.
- **Filter changes carry over automatically.** Edits to an audience's filters, topics, or intent window apply to the existing Meta audience on the next daily run. You don't need to reconnect or re-sync.
- **Intent audiences change a lot day to day.** Up to about half the people can turn over daily, so large swings in size are often normal. If a big jump lines up with a known Meta outage, ask us to verify it.

When to contact support

Email support@datamoon.com if any of these apply:

- You've worked through the fixes for your error and the next daily run still fails.

- A stage before "Sync to Meta" fails.
- The audience is stuck syncing, or says "Synced" but isn't in Meta.
- You see an error not listed above.

Please don't reconnect again before we look. Leaving the connection as it is lets our engineers see what failed. Include these details so we can skip the back-and-forth:

- ☐ Your DataMoon login email
- ☐ The audience name
- ☐ Your Meta ad account ID (starts with act_)
- ☐ The run number(s) that failed and which stage failed
- ☐ The exact error text, plus a screenshot
- ☐ Whether you've already tried reconnecting, and when