

The Meta Ads AI Playbook

Your 3-Phase Guide to Running Meta Ads With Claude Code

01

Set Up Claude Code + The Repo

Before the AI can touch your ads, you connect the pieces. Install Claude Code, then grab the public GitHub repo that packages the Meta Marketing API integration. Paste the repo URL into Claude Code so it reads the setup and understands the job.

QUICK TIPS

- Use a fresh Claude Code session so the repo context stays clean.
- Keep the repo URL handy — you paste it as your very first message.

• PASTE THIS

```
Read this repo and walk me through connecting my Meta ad account with my API key, step by step.
```

02

Connect Your Meta Ad Account

This is the phase that makes it real. Claude Code walks you through authenticating against your Meta ad account with your own API key. Use a dedicated key you can revoke instantly, and start with a small daily budget you would be fine losing.

QUICK TIPS

- Create a dedicated API key so you can cut access in one click.
- Set a small daily cap first — test money, not your full budget.

Hand It Your Videos + Launch

Give Claude Code your product videos and let it take control. It writes the ad copy, builds the creatives from your footage, structures the campaign, and launches. Review the copy and creatives before you push more spend, then watch the first 48 hours to decide whether to scale or pause.

💡 QUICK TIPS

- Feed it your best-performing organic videos as raw material.
- Read every ad before it goes live — you stay the approver.
- Scale only after the first 48 hours show real signal.

Ready to go deeper?

This playbook is the short version. Inside the hub you get the full build walkthroughs, the prompt library, and the systems I use to ship this in a weekend.

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