

Available Business Apps for 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 let you to [connect](#) your business portfolio to a third-party platform on Meta Business Suite desktop. You can connect to a partner platform you're already using, or discover a partner service that solves business challenges. You can also connect and set up features like Meta Pixel and catalog. To [get started](#):

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**.

You can access the third-party app from within Meta Business Suite desktop or from the third-party website. [Learn more about connecting to Business Apps](#)

The different types of Business Apps for Meta Business Suite include:

Appointments

Allow customers to schedule appointments directly on Facebook and Instagram by connecting to these partner platforms. Examples include Appointments for Square and Acquity Scheduling. See all available [appointments platforms in Business Apps](#).

Reservations

Allow customers to make reservations on Facebook and Instagram by connecting to these partner platforms. Examples include OpenTable and Resy. See all available [reservations platforms in Business Apps](#).

Ecommerce

Sell products on Facebook and Instagram by connecting to these partner platforms. Examples include WooCommerce Integration and Cafe24. See all available [ecommerce platforms in Business Apps](#).

Creative

Design Facebook and Instagram ads and posts by connecting to these partner platforms. Examples include Canva and Animoto. See all available [creative platforms in Business Apps](#).

Measurement and optimization

Understand how customers interact with your ads and optimize conversions by connecting to these partner platforms. Examples include Airtable Conversions Sync by Zapier Inc. and MailChimp Conversions Sync by LeadsBridge. See all available [measurement and optimization platforms in Business Apps](#).

Lead ads

Sync contact information from your CRM by connecting to these partner platforms. Examples include Asana by Zapier Inc. and Emma Lead Ads Sync by LeadsBridge. See all available [lead ads platforms in Business Apps](#).

Ads targeting

Deliver your ads to the right customers by connecting to these partner platforms. Examples include Pardot lead Ads Sync by LeadsBridge and Airtable Custom Audiences by Zapier Inc. See all available [ad targeting platforms in Business Apps](#).

Food ordering

Showcase your menu and manage online orders by connecting to these partner platforms.

Examples include BentoBox and Ambassador. See all available [food ordering platforms in Business Apps](#).

Learn more

- [About Business Apps in Meta Business Suite Desktop](#)
- [Connect to Business Apps in Meta Business Suite Desktop](#)
- [Disconnect Business Apps in Meta Business Suite Desktop](#)

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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