

MexBS Facebook Shop Integration v1.1.10 CE User Guide

Thank you for purchasing the Facebook Shop Integration and welcome to the MexBS family! In this document, we will guide you through the installation steps, and will show you how to use and get the maximum from your extension.

Installation

In this tutorial, we will show you how to easily add a shop tab to your Facebook page, and to sync your Magento store with it.

Step 1 – Extension Installation

In this step we will install the extension on your server.

Before we begin, please ensure that you have a backup of your data before proceeding with the installation of the extension. This is because although we will make our best to support you, we cannot take responsibility of any data loss that might occur during the installation/adjustments of this extension.

[1] Unpack the Mexbs_Fbshop_v1.1.10_CE.zip file.

[2] Go to Mexbs_Fbshop_v1.1.10_CE/extension_files. Open up the directory that corresponds to your Magento version. For instance, if your Magento version is 2.2.8, open up Mexbs_Fbshop_v1.1.10-CE-2.1.x-2.4.x.

Copy the content of this directory into your Magento installation directory.

[3] Connect via SSH and go to your Magento root directory

[4] Determine the mode that your Magento is running on, by running the following command:

```
php bin/magento deploy:mode:show
```

[5] If you are in **developer** or **default** mode, run the following commands:

```
php bin/magento module:enable Mexbs_Fbshop --clear-static-content
```

```
php -d max_execution_time=-1 bin/magento setup:upgrade
```

If your Magento version is 2.0.x or 2.1.x run:

```
php bin/magento setup:static-content:deploy
```

If your Magento version is 2.2.x, 2.3.x or 2.4.x run:

```
php bin/magento setup:static-content:deploy -f
```

[6] If you are in **production** mode, run the following commands:

```
php bin/magento module:enable Mexbs_Fbshop --clear-static-content
php -d max_execution_time=-1 bin/magento setup:upgrade
php bin/magento setup:di:compile
php bin/magento setup:static-content:deploy
```

[7] Go to the admin panel – “System->Cache Management” and click “Flush Magento Cache”.

Step 2 – Configure the extension

1) Go to the admin panel, “Stores → Configurations → General → Facebook Shop Integration”. You will see the following fields –

The screenshot displays the 'Facebook Shop Integration' configuration page. On the left is a sidebar with navigation menus: GENERAL (expanded), SECURITY, CATALOG, CUSTOMERS, SALES, ENGAGEMENT CLOUD, SERVICES, and ADVANCED. The main content area is titled 'Feed Settings' and contains the following fields:

- Feed Generation Schedule Enabled** (store view): Yes
- Feed Generation Schedule** (store view): 0 */2 * * *
- Append the Feed ID to the product IDs** (store view): Yes
- Feed ID** (store view): fancyshop25102020
This can be any string or number that identifies the Feed (eg: ID, creation date). The string should only include English letters or digits.
- Append Parent ID to the children product IDs** (store view): Yes
This should be set to "Yes" if you have products that are children of more than one parent (to avoid duplicate lines in the feed)
- Remove out of stock products from the feed** (store view): Yes
- Apply catalog rules on product prices** (store view): Yes
- Customer group for catalog rules** (store view): NOT LOGGED IN
- Add prices including tax** (store view): Yes
- Customer group for tax** (store view): NOT LOGGED IN
- Include products that are not invisible individually** (store view): No
Children of configurable products will be automatically included regardless what is set in this configuration
- Inherit the image from the parent product (in Configurable products)** (store view): Yes
- Field to use to construct ID** (store view): ID
- Default brand name** (store view): Luma
This brand name will be used if the product has no mapped brand name
- Enable Tracking** (store view): Yes
When enabled, you will see in the order whether the customer came from Facebook
- Add all products to feed** (store view): Yes
When enabled, the extension will add all products to the feed, ignoring the "Is In Feed" flag in the products
- Where should the products on Facebook redirect?** (store view): Get the configuration from the product

2) Select “Yes” in “**Feed Generation Schedule Enabled**”, and fill in the frequency of the schedule in “**Feed Generation Schedule**”. This sets up the cron that regenerates the feed file that Facebook fetches to update your shop. The default value of “**Feed Generation Schedule**” is “0 */2 * * *” – which means - every 2 hours.

3) In “**Append the feed ID to the product IDs**” you can select “Yes” or “No”. We suggest to leave it as “Yes”, because in the past Facebook used to have the following bug: If you delete the feed, and create a new feed with a feed file that has products with the same ID that the deleted feed – Facebook would ignore these products. If you leave the setting as “Yes”, the extension will add a unique identifier to each product ID in the feed. That will help avoid encountering the Facebook bug. On the other hand, some of our customers had to set the configuraion to “No”, because they had a Facebook pixel extension installed that required them to not to have prefixes.

4) If you selected “Yes” in the previous field - fill in a unique identifier for your feed in “**Feed Unique Identifier**”. It doesn’t have to be the ID that Facebook gives to your feed. It can be for example a date of today in combination with the shop name (eg: fancyshop25102020).

5) In “**Append Parent ID to the children product IDs**” you can select “Yes” or “No”. We suggest to leave it as “Yes”, because if it is set to “No” and if you have simple products that assigned to more than one parent configurable product – it will cause duplicate entries in the feed. On the other hand, some of our customers had to set the configuraion to “No”, because they had a Facebook pixel extension installed that required them to not to have prefixes.

6) In “**Remove out of stock products from the feed**” select “Yes” if you don’t want the products that are out of stock to show up in your Facebook shop.

7) In “**Apply catalog rules on product prices**” select “Yes” if you want the catalog rules to be reflected in the Facebook shop prices, and select the customer group which prices will be used in the Facebook shop.

For example, if you select “NOT LOGGED IN” – the prices that the not logged in customer sees on your site will be shown on Facebook.

8) In “**Add prices including tax**” select “Yes” if you want the product prices (and the special prices) in the feed to include tax. If you selected “Yes”, you also need to select the customer group according to which the tax will be calculated.

9) “**Include products that are not invisible individually**” – select “Yes” if you have some products that are set as “Not visiblle individually” in Magento, but you still want them to show up on Facebook. Note that the extension takes the children products of the configurable even if they are set to “Not visible individually”.

10) “Inherit the image from the parent product (in Configurable products)” – select “Yes” if you want the children products (variations) to inherit the images of their parent product.

11) “Field to use to construct ID” – this is the field that will be used to construct the product ID in the feed. It can be either ID or SKU.

12) “Default brand name” – this value will be used in case when there is no brand mapped to the product. This is useful when you have only one brand in your site, or when you want that whenever the product has an empty brand field, it will use this field as the default value. We suggest that you insert a value here, because “brand” is a required field by Facebook. (In step 3 section 3 we show how to create a mapping for the brand field so you can set different brands for products) .

13) “Enable Tracking” – if this is set to “Yes”, the extension will add a parameter to the URLs and track the customers who came from Facebook. Afterwards, if a customer who came from Facebook made a purchase on the website, the extension will set the attribute “Is from Facebook” to “Yes” in the order. This way you will be able to know how many of the customers who placed the order actually came from Facebook.

14) “Add all products to feed” – if this is set to “Yes”, the extension will add all of the products to the feed, even if the attribute “Is in Facebook Feed” set to “No” in the product. This configuration is handy when you always want all of your products be treated as if they are marked as “Is in Facebook Feed” = “Yes”.

15) “Where should the products on Facebook redirect” – if this setting is set to “Get the configuration from the product” – it will fetch the configuration from the “Should Redirect to Checkout from Facebook” attribute in the product. If this setting is set to “Redirect to Checkout”, the extension will redirect the customer to the checkout. If this setting is set to “Redirect to the Product”, the extension will redirect the customer to the product page.

Step 3 – Create mappings for the required Facebook fields

The extension allows you to set mappings between the product attributes and the Facebook fields. (See the full list of all Facebook fields here - <https://developers.facebook.com/docs/marketing-api/catalog/reference/#da-commerce>). Upon the installation, the extension creates default mappings between the product attributes and the Facebook fields that have the same name. For example: color, description etc. It also creates the mapping between product attribute “name” and the Facebook field “title”, and also a mapping between the product attribute “description” and the Facebook field “rich_description”. You can change these mappings any time you want.

Some of the Facebook fields are filled in dynamically by the extension. That is, you shouldn't

create mappings for these fields. These fields are - id, availability, image_link, link, price, sale_price, sale_price_effective_date.

Some of the Facebook fields are required. Therefore, if the extension can't fill a required field itself and it doesn't have a mapping for it, it will display an error message in the feed generation panel.

One of such fields is "brand". If you have only one brand in your shop, then just set the value of "Default brand name" in the configurations and skip this step. Otherwise, if you want to set different brand names for products, go ahead and perform the following steps -

2) First make sure that you have a product attribute that contains the brand of the product. If you don't have such an attribute, go to Appendix 1 in this manual and follow it to create the "brand" attribute. It will guide you how to create a product attribute for "brand" and mass update its value over all of your products.

3) Now, when you have your brand attribute, it's time to create a mapping for it. This will tell the extension that it should use your brand attribute for the Facebook "brand" column in the feed file.

Go to Marketing → Facebook Shop Integration → Product Attributes Mapping. Click on "Add New Mapping" -

The screenshot shows the 'Mappings' page in a dashboard. The page has a sidebar on the left with navigation icons for Dashboard, Sales, Products, Customers, Marketing, Content, Reports, Stores, System, and Find Partners & Extensions. The main content area is titled 'Mappings' and includes a search bar, a 'Reset Filter' link, and an 'Add New Mapping' button. Below the search bar, there is a table with 7 records. A green callout bubble points to the 'Add New Mapping' button with the text 'Click on "Add New Mapping"'. The table has the following data:

ID	Facebook API Field Name	Product Attribute Code
1	title	name
2	color	color
3	description	description
4	gender	gender
5	material	material
6	pattern	pattern
7	size	size

3) In the Facebook API Field drop down, select “brand”, and in the Product Attribute Code drop down, select the attribute that will hold the value for the brand of the product (in our example it’s “facebook_brand”) -

New Mapping

← Back Reset Save and Continue Edit **Save**

MAPPING

Mapping Information ✎

Facebook API Field * brand

Product Attribute Code * facebook_brand

4) Click “Save”.

Step 3.1 (optional) creating a mapping for the “condition” attribute

Facebook has a field named “condition”. This field can contain one of the following values – “new”, “used” and “refurbished”. The extension fills “new” by default. If you want to change this behaviour - create a mapping for the “condition” field. The extension then will use the value of this mapped attribute instead of the default “new”.

To create the mapping for the condition attribute, perform the following steps:

1) First make sure that you have a product attribute for “condition”. If you don’t have such an attribute, go to Appendix 2 and perform its steps.

2) Now, when you have your condition attribute, it’s time to create a mapping for it.

Go to Marketing → Facebook Shop Integration → Product Attributes Mapping. Click on “Add New Mapping” -

The screenshot shows the 'Mappings' page with a sidebar on the left containing navigation icons for Dashboard, Sales, Products, Customers, Marketing, Content, Reports, Stores, System, and Find Partners & Extensions. The main content area has a search bar, a filter, and a table with 7 records. A green callout bubble points to the 'Add New Mapping' button.

ID	Facebook API Field Name	Product Attribute Code
1	title	name
2	color	color
3	description	description
4	gender	gender
5	material	material
6	pattern	pattern
7	size	size

3) In the Facebook API Field drop down, select “condition”, and in the Product Attribute Code drop down, select “facebook_condition”-

The screenshot shows the 'New Mapping' page with a sidebar on the left containing navigation icons for Dashboard, Sales, Products, Customers, Marketing, Content, Reports, Stores, System, and Find Partners & Extensions. The main content area has a search bar, a filter, and a form with two dropdown menus: 'Facebook API Field' set to 'condition' and 'Product Attribute Code' set to 'facebook_condition'. A 'Save' button is visible.

4) Click “Save”.

Step 3.2 (optional) creating a mapping for the “Google Product Category” attribute

Facebook has a field named “google_product_category”. This field is not required, however, it is highly recommended to be filled, by Facebook. Here is what they write about this field –



For commerce catalogs, some fields are used to inform business logic on our backend. For example, the `google_product_category` field affects taxes and return policy, but not purchase protection. A wrong product category can affect tax calculations, and ultimately lead to remitting incorrect tax amounts. As we expand platform capabilities, you can expect added support for more use cases from catalog fields. Learn more about Google Product Category for Catalog Items, Ads Help Center.

This field have to contain a value from the following list -
<https://www.google.com/basepages/producttype/taxonomy-with-ids.en-US.txt>.

To create the mapping for the `google_product_category` attribute, perform the following steps:

- 1) First make sure that you have a product attribute for “`google_product_category`”. If you don’t have such an attribute, go to Appendix 2 and perform its steps.
- 2) Now, when you have your `google_product_category` attribute, it’s time to create a mapping for it.

Go to Marketing → Facebook Shop Integration → Product Attributes Mapping. Click on “Add New Mapping” -

- 3) In the Facebook API Field drop down, select “`google_product_category`”, and in the Product Attribute Code drop down, select the attribute that you just created.

- 4) Click “Save”.

- 5) Don’t forget to fill this attribute in the products with a value from the following list
<https://www.google.com/basepages/producttype/taxonomy-with-ids.en-US.txt>

You can mass update the attribute value using the products grid – please see Appendix 1 section 11 for steps of how to do that.

Step 3.3 (optional) creating mappings for color, size, pattern and material Facebook fields for configurable products

Unlike in the previous versions of the extension - there is no need to create mappings for color, size, pattern and material Facebook fields – the extension puts all the configurable options in the feed file and they will all show up on Facebook automatically.

However, in their documentation, Facebook writes that if you use your shop catalog for Facebook Dynamic ads, it is suggested that you will let Facebook know what product attributes

represent color, size, pattern and material. In this case, you may want to create mappings for color, size, pattern and material attributes.

To create mapping for the fields color, size, pattern and material simply follow the previous step (Step 3.1) for these fields. In any case, lets see an example of how we map the product attribute “size_kids” to the Facebook field “size” –

1) Go to Marketing → Facebook Shop Integration → Product Attributes Mapping. Click on “Add New Mapping” -

The screenshot shows the 'Mappings' page in a dashboard. The page has a sidebar on the left with various navigation options. The main content area displays a table with 7 records. A green callout bubble points to the 'Add New Mapping' button in the top right corner.

ID	Facebook API Field Name	Product Attribute Code
1	title	name
2	color	color
3	description	description
4	gender	gender
5	material	material
6	pattern	pattern
7	size	size

2) In the Facebook API Field drop down, select “size”, and in the Product Attribute Code drop down, select an attribute that represents the size of the product (in our example it’s “size_kids”).

3) Click “Save” –

The screenshot shows the 'New Mapping' page in a dashboard. The page displays a form with two dropdown menus. A green callout bubble points to the 'Facebook API Field' dropdown, which is set to 'size'. Another green callout bubble points to the 'Product Attribute Code' dropdown, which is set to 'size_kids'. A third green callout bubble points to the 'Save' button.

Step 3.4 (optional) creating mappings for color, size, pattern and material Facebook fields for custom options

Similarly to the configurable options, there is no need to create mappings for custom options – the extension automatically picks up your custom options, and displays the custom options on Facebook.

However, for the same reasons that we explained in Step 3.2 – if you use your Facebook shop catalog for Facebook Dynamic Ads, you might want to create mappings for custom options that represent color, size, pattern or material.

Let's see an example where we match the custom option "Shade" to the Facebook field "color" -

1) Go to Marketing → Facebook Shop Integration → Custom Options Mapping. Click on "Add New Mapping" -

2) In the Facebook API Field drop down, select "color", and in the Custom Option Title drop down, select "Shade" ("Shade" represents the color of the product, this is why we map it to "color").

3) Click "Save" –

New Custom Option Mapping

Q 🔔 2 👤 admin ▾

← Back Reset Save and Continue Edit **Save**

CUSTOM OPTIONS MAPPING

Custom Options Mapping Information

Facebook API Field * color ▾ **1) Select "color"**

Custom Options Title * Shade ▾ **2) Select "Shade"**

Only custom options listed here

3) Click "Save"

Note: in the “Custom Options Title” field, the extension only lists the custom options that are drop-downs or radios. The reason for that is that Facebook only allows displaying drop-downs for product options, therefore the extension can only use field types that have one selection (ie: drop-down and radio).

Step 4 – Mark the products that we want to be in the Facebook shop

In this step we will mark the products that we want to show up in our Facebook shop. Note that if you set the configuration “Add all products to feed” in Step 2, you can skip to Step 4.1.

1) Go to Products → Catalog. Check the products that you want to be in the Facebook feed, click Actions → Change Product Facebook Feed Status → In Feed –

Add Product

Filters
Default View
Columns

Actions

- Delete
- Change status
- Update attributes
- Change product Facebook Feed status

2046 records found (2046 selected)

20 per page

1 of 103

	Thumbnail	Name	Type	Attribute Set	SKU	Price	Quantity	Visibility	Status	Websites	Is Product in Facebook Feed	Action
					24-MB01	\$34.00		Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>					24-MB04	\$32.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>		Crown Summit Backpack	Simple Product	Bag	24-MB03	\$38.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>					24-MB05	\$45.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>					24-MB06	\$45.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>		Fusion Backpack	Simple Product	Bag	24-MB02	\$59.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>		Impulse Duffel	Simple Product	Bag	24-UB02	\$74.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit

You can see what products are in the Facebook feed, by looking at the “Is Product in Facebook Feed” column in the products grid, or by filtering by it.

Step 4.1 (optional) – Mark the products for which you want the extension to resize the image to match Facebook dimensions

The extension allows you to resize the product images to match the Facebook image dimensions (square). To do that for specific products, perform the following steps:

1) Go to the products grid, mark the products for which you want the extension to do the image resize and click “Update Attributes” –

Add Product

Search by keyword

2046 records found (3 selected)

20 per page 1 of 103

Actions	ID	Name	Type	Attribute Set	SKU	Price	Quantity	Visibility	Status	Websites	Is Product in Facebook Feed	Should Redirect to Checkout from Facebook?	Action
<input type="checkbox"/>		...	Simple Product	Bag	24-MB01	\$34.00	100.0000	Catalog, Search	Enabled	Main Website	Yes	Yes	Edit
<input type="checkbox"/>		...	Simple Product	Bag	24-MB04	\$32.00	100.0000	Catalog, Search	Enabled	Main Website	Yes	Yes	Edit
<input checked="" type="checkbox"/>	3	Crown Summit Backpack	Simple Product	Bag	24-MB03	\$38.00	100.0000	Catalog, Search	Enabled	Main Website	Yes	Yes	Edit
<input checked="" type="checkbox"/>	4	...	Simple Product	Bag	24-MB05	\$45.00	100.0000	Catalog, Search	Enabled	Main Website	Yes	Yes	Edit
<input checked="" type="checkbox"/>	5	...	Simple Product	Bag	24-MB06	\$45.00	100.0000	Catalog, Search	Enabled	Main Website	Yes	Yes	Edit
<input type="checkbox"/>	6	Fusion Backpack	Simple Product	Bag	24-MB02	\$59.00	100.0000	Catalog, Search	Enabled	Main Website	Yes	Yes	Edit

2) Click "Update Attributes"

1) Check the products that you want the extension to resize images for

2) Scroll down until you see the attribute "Should Resize the Main Image for Facebook?", select "Yes", mark "Change" and click "Save" –

Update Attributes

← Back Reset Save

Laptop Sleeve

Change

Eco Collection [global] No Change

Performance Fabric [global] No Change

Erin Recommends [global] No Change

New [global] No Change

Sale [global] No Change

Should Redirect to Checkout from Facebook? [store view] No Change

Should Resize the Main Image for Facebook? [store view] Yes Change

3) Click "Save"

1) Select "Yes"

2) Mark "Change"

You can already see that the square versions of the product images got created in pub/media/catalog/product/fb – the extensions will use these images for the feed file, once generated.

Pay attention that the extension only resizes the main product images.

Step 4.2 (optional) – Mark the products that you want to redirect to the product page instead of the checkout

By default, once the customer clicks on “Checkout on Website” in the Facebook shop – he is redirected to the checkout by the extension.

You can tell the extension to redirect the customer to the product page instead of the checkout, for specific products. To do that, perform the following steps:

1) Go to the products grid, mark the products that you want to redirect to the product page and click “Update Attributes” –

The screenshot shows the Shopify Products grid. A search bar at the top left contains the text "Search by keyword". Below it, an "Actions" dropdown menu is open, showing options: "Delete", "Change status", "Update attributes", "Change product Facebook status", and "Change product Facebook status". A green callout bubble points to the "Update attributes" option with the text "2) Click 'Update Attributes'". The grid displays a table of products with columns: "Type", "Attribute Set", "SKU", "Price", "Quantity", "Visibility", "Status", "Websites", "Is Product in Facebook Feed", "Should Redirect to Checkout from Facebook?", and "Action". Three products are selected, indicated by checkboxes in the first column. A green callout bubble points to these checkboxes with the text "1) Check the products that you want to redirect to the product page". The "Should Redirect to Checkout from Facebook?" column for these three products contains the value "Yes".

2) Scroll down until you see the attribute “Should Redirect to Checkout from Facebook?”, select “No”, mark “Change” and click “Save” –

The screenshot shows the "Update Attributes" form in Shopify. The form has a sidebar on the left with navigation icons for Dashboard, Sales, Catalog, Customers, Marketing, Content, Reports, Stores, System, and Find Partners & Extensions. The main area contains several attributes, each with a "No" dropdown menu and a "Change" checkbox. A green callout bubble points to the "Change" checkbox for the "Should Redirect to Checkout from Facebook?" attribute with the text "1) Check the 'Change' checkbox". Another green callout bubble points to the "No" dropdown menu for the same attribute with the text "2) Select 'No'". A third green callout bubble points to the "Save" button at the top right of the form with the text "3) click 'Save'". The "Save" button is orange and is located next to "Back" and "Reset" buttons.

Step 5 – Initial feed file generation

The Facebook catalog that you will create in the next step will use a feed file to sync itself with your Magento shop. This feed file will be generated automatically using the cron schedule that you've set up in step 2.

However, when you will set up your Facebook shop in the next step, Facebook will require a feed file. Since we don't want to wait for the Magento cron to create the feed file for the first time, we will do it the first time manually –

1) Go to Marketing → Facebook Shop Integration → Feed Actions. Select the store view that you want to generate the feed file for, and click “Schedule Feed Generation Now” -



The message “The feed generation is scheduled. It should start running soon. You can leave this page and come to check later ...” should show up in the “Feed Generation Log” window.

It means that the feed generation will start on the next cron run, that is, if the cron in your server is set up to run every minute, the generation should start within a minute (it can take more time if there is currently another job running – that is, the feed generation will start after that the other current jobs are finished running).

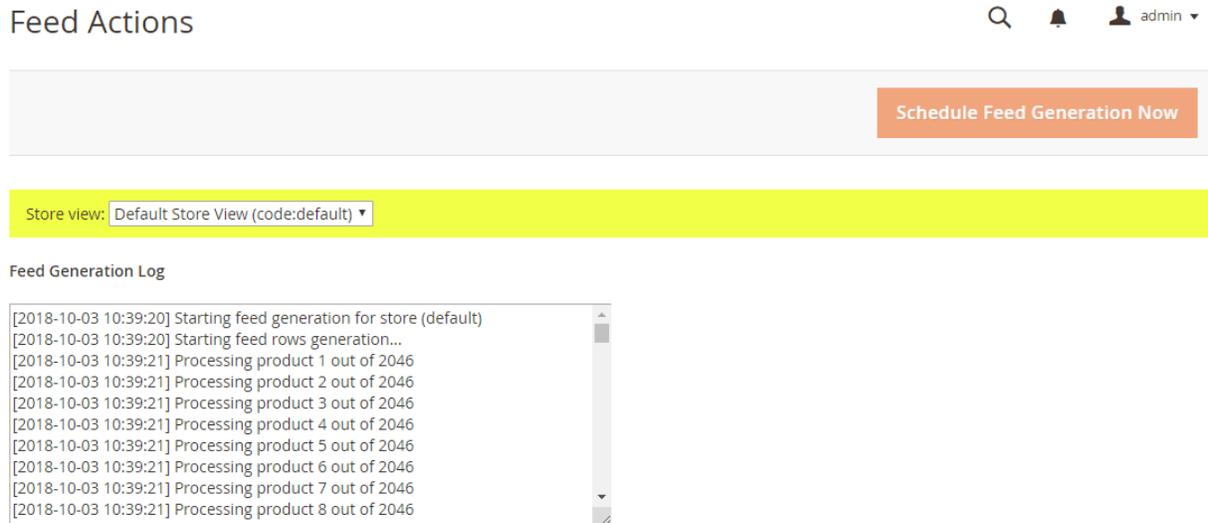
Note: If you don't have the patience to wait for the crontab to run the cron, you can run it manually, by running the following in your SSH:

```
php bin/magento cron:run --group="fbshop"
```

Note: If you've run the cron command via SSH, you might need to repeat this step a few times, until the feed generation actually starts running. **Make sure that the date in the output is the**

current date, to ensure that the feed generation ran now, and that you don't see the old output.

Once the feed generation starts, you will see its progress in the "Feed Generation Log" window –



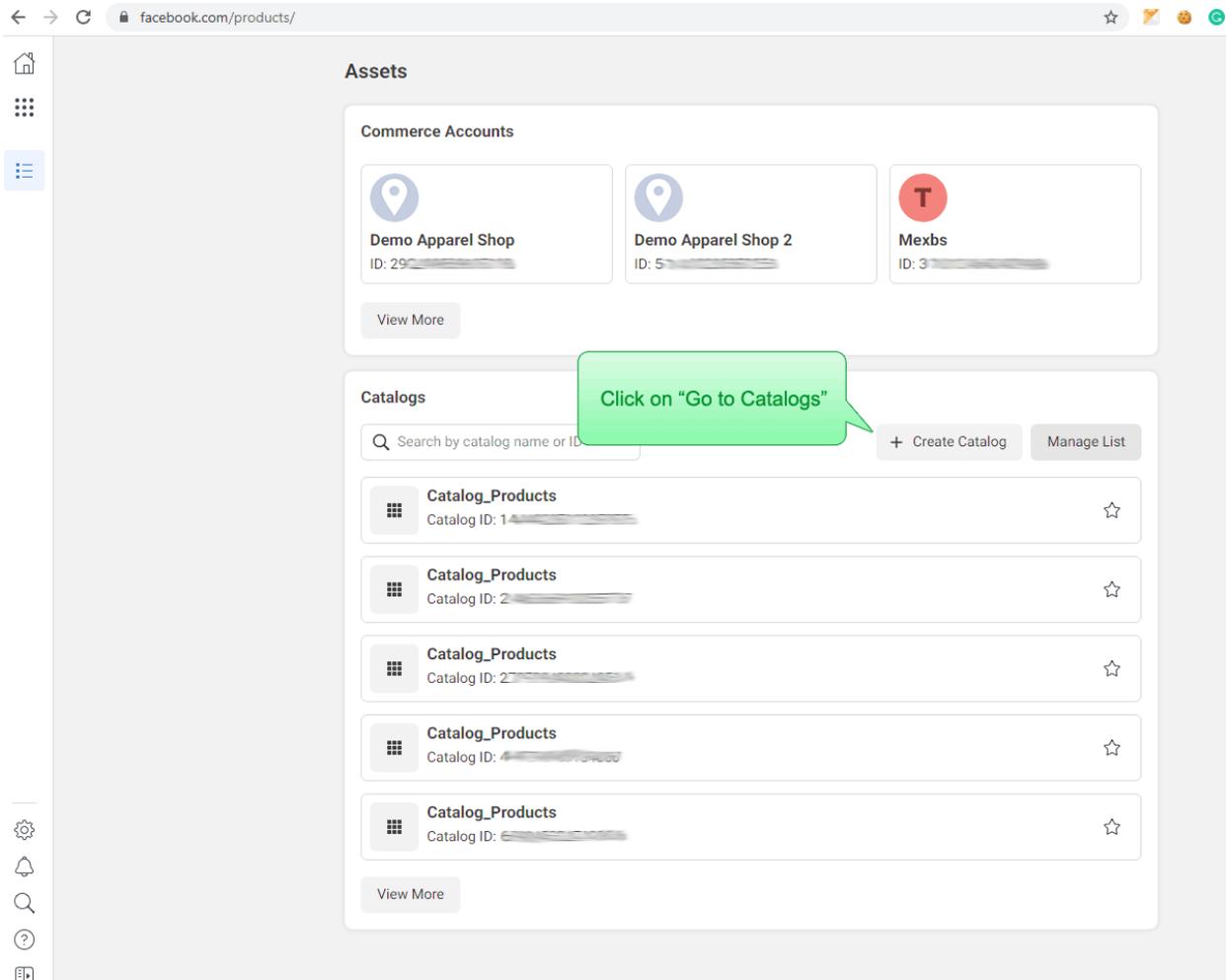
The screenshot shows a web interface for 'Feed Actions'. At the top right, there are icons for search, notifications, and a user profile labeled 'admin'. Below these is a light gray bar containing an orange button labeled 'Schedule Feed Generation Now'. Underneath is a yellow bar with a dropdown menu for 'Store view: Default Store View (code:default)'. The main section is titled 'Feed Generation Log' and contains a scrollable text area with the following log entries:

```
[2018-10-03 10:39:20] Starting feed generation for store (default)
[2018-10-03 10:39:20] Starting feed rows generation...
[2018-10-03 10:39:21] Processing product 1 out of 2046
[2018-10-03 10:39:21] Processing product 2 out of 2046
[2018-10-03 10:39:21] Processing product 3 out of 2046
[2018-10-03 10:39:21] Processing product 4 out of 2046
[2018-10-03 10:39:21] Processing product 5 out of 2046
[2018-10-03 10:39:21] Processing product 6 out of 2046
[2018-10-03 10:39:21] Processing product 7 out of 2046
[2018-10-03 10:39:21] Processing product 8 out of 2046
```

Once the feed generation is done, you can proceed to the next step.

Step 6 - Create a new catalog

1) Go to <https://www.facebook.com/products/> and click "Create Catalog" –



2) A catalog creation wizard will open in a new window, select "Ecommerce" and click "Next" –

Select Your Catalog Type
Get started by selecting an option that best describes the items you sell

Select Type (selected)
Configure Settings
Finish

- Ecommerce**
Products sold online
 Products
- Travel**
Hotels and vacation properties, flights or destinations
- Real Estate**
Rental properties and real estate listings
- Auto**
Different tiers of the auto market

Next

3) In the next screen, select the Catalog Owner (**Important: the catalog owner has to be the business account that owns your Facebook Page**), fill in a catalog name (“Magento Catalog” could be an idea for a name), fill in your website and click “Create” –

Select Type

Configure Settings

Finish

Configure Your Settings

Add a few details to complete your catalog.

Upload Method
If you use a supported ecommerce platform, connect your account to automatically import your products.

Upload Product Info
Add products using a form, data feed or Facebook pixel.

Connect Ecommerce Platform
Automatically import products from your ecommerce platform.

Catalog Owner
Test US Page - business

Catalog Name
Magento Catalog

Website - Optional
https://www.magento-23-4.local

By creating a catalog you agree to [Catalog Manager terms](#) and certify that you are abiding by [Facebook Advertising Policies](#). Please review these policies and ensure that the items you upload to your catalog don't violate them.

[Back](#) [Create](#)

4) Now you will get a finish screen, click “View Catalog” –

Select Type

Configure Settings

Finish

Finish

Catalog Created

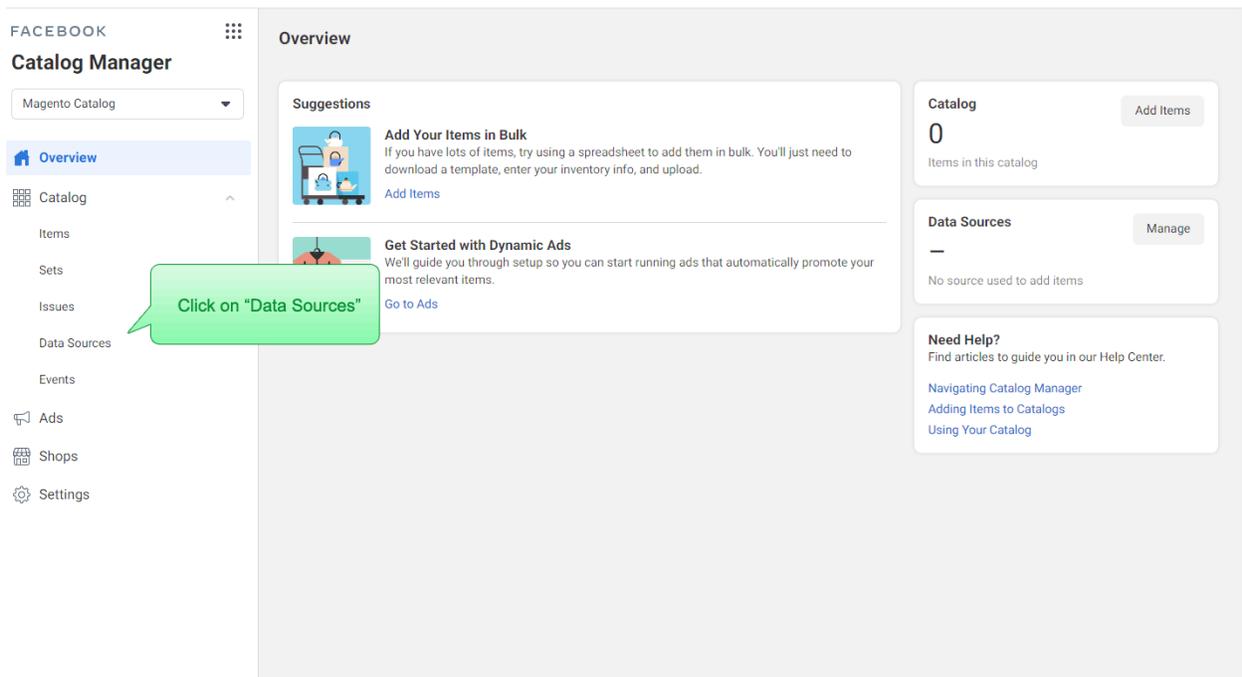


[View All Catalogs](#) [View Catalog](#)

Catalog manager will open up. Now we will configure the data source of your catalog, to fetch the feed file from your Magento website.

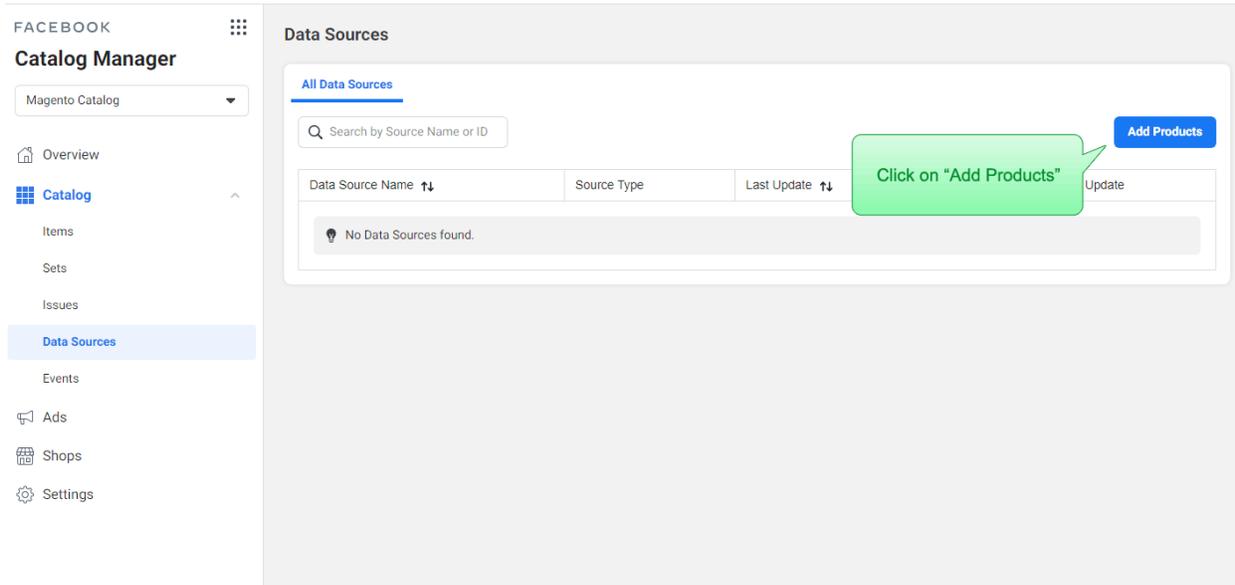
Steps 7 – configure the data source of the catalog

1) After clicking “View Catalog”, you got the screen of the catalog. On the left menu, click “Data Sources” –

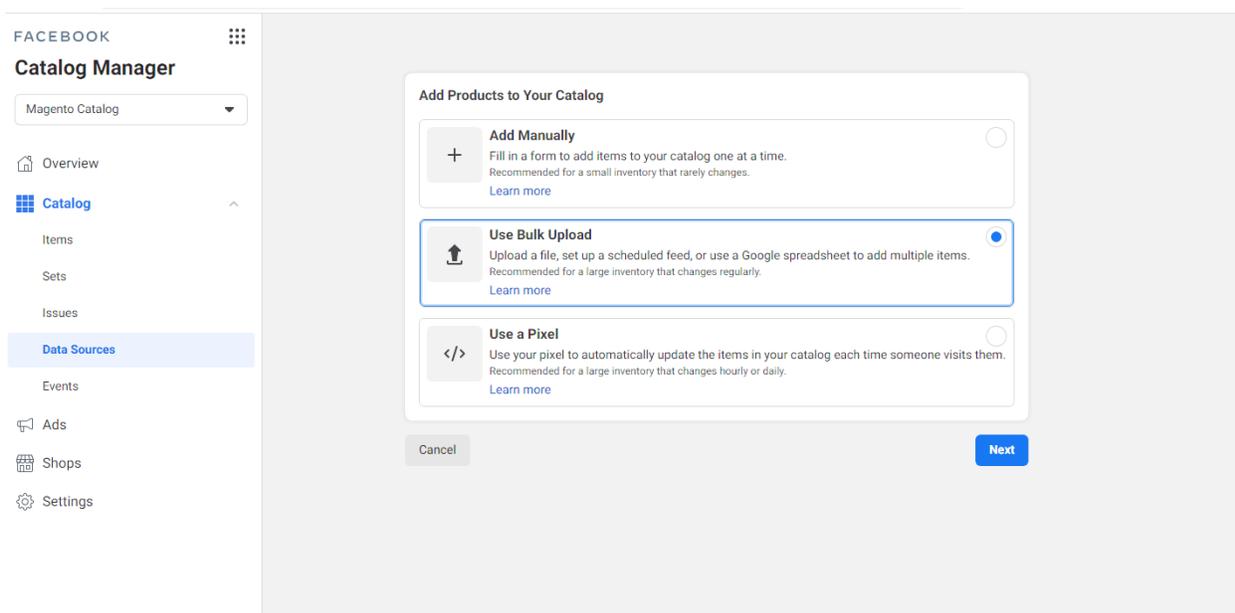


The screenshot displays the Facebook Catalog Manager interface. On the left, a navigation menu lists various options: Overview, Catalog, Items, Sets, Issues, Data Sources, Events, Ads, Shops, and Settings. The 'Data Sources' option is highlighted with a green callout bubble that says "Click on 'Data Sources'". The main content area is titled "Overview" and contains several sections: "Suggestions" with two cards for "Add Your Items in Bulk" and "Get Started with Dynamic Ads"; a "Catalog" summary showing 0 items; a "Data Sources" section with a "Manage" button and the text "No source used to add items"; and a "Need Help?" section with links to help center articles.

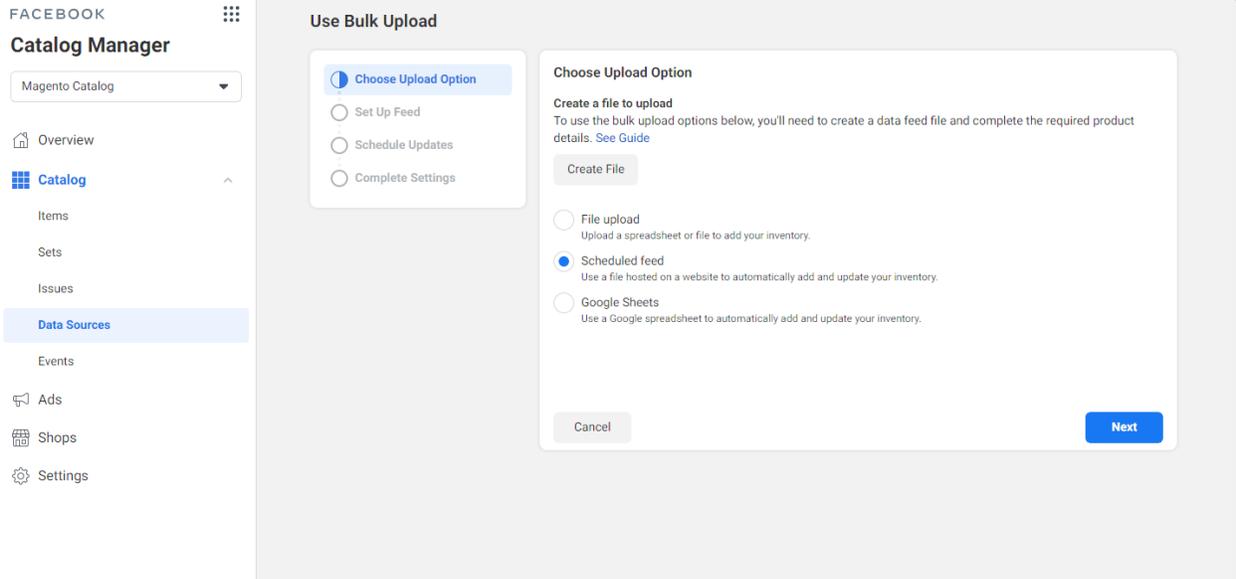
2) Click on “Add Products”–



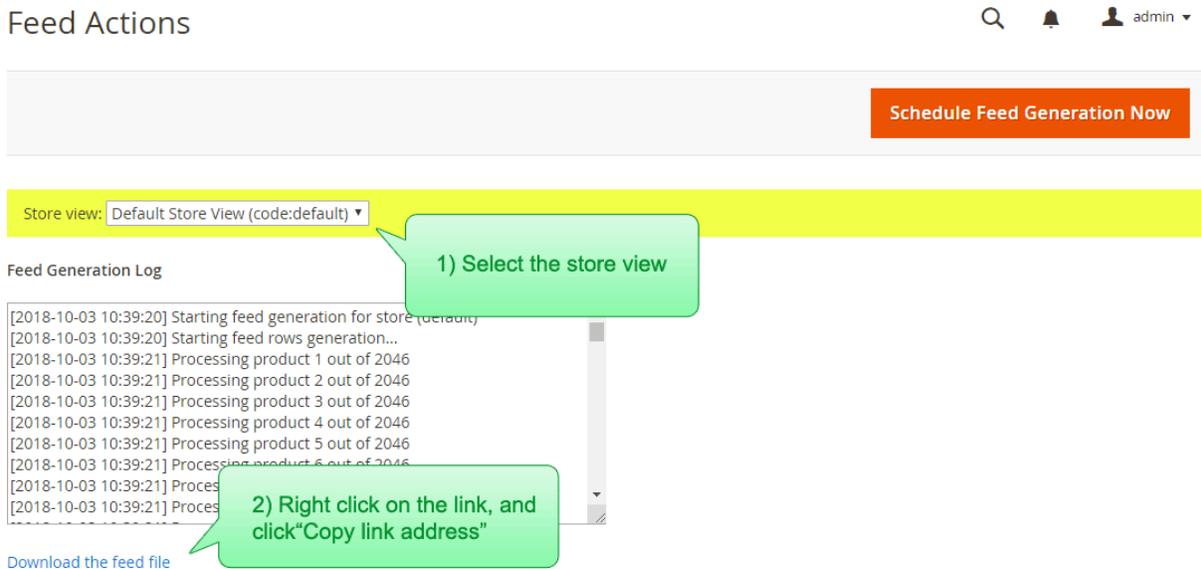
3) Select "Use Bulk Upload" and click "Next" –



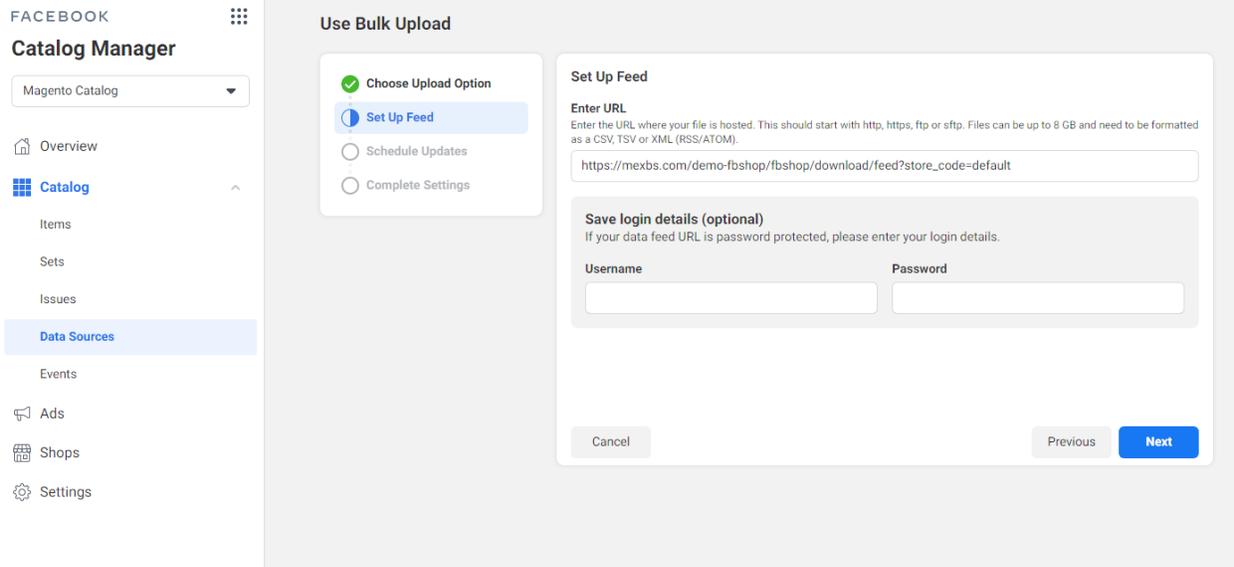
4) Select "Scheduled Feed" and click "Next" –



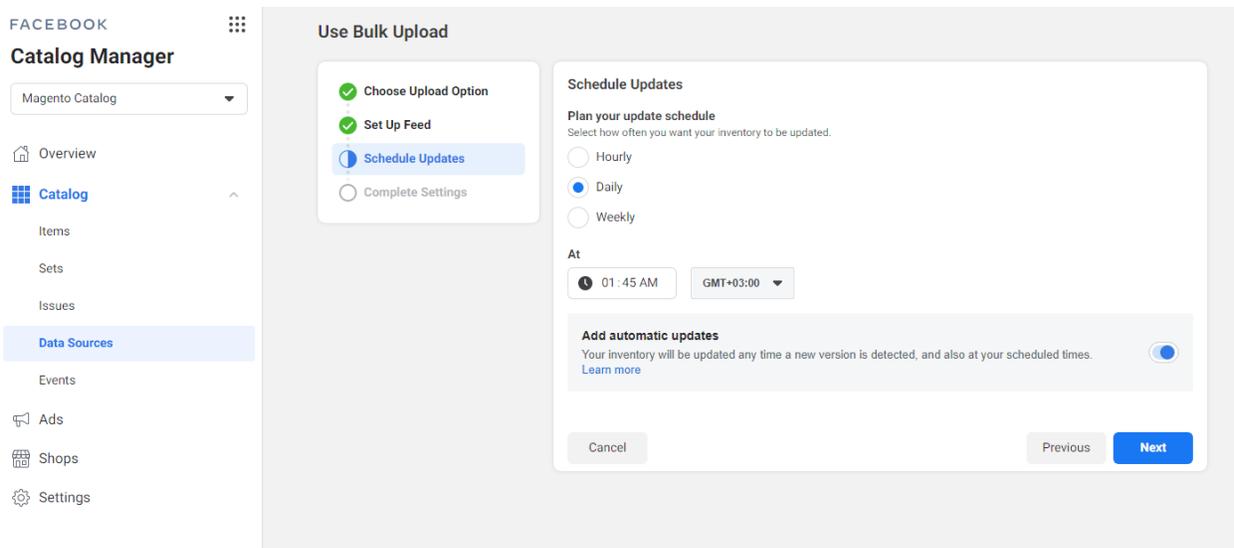
5) Go to your Magento admin panel, Marketing → Facebook Shop Integration → Feed Actions. Switch to the desired store view, and copy the URL of the link “Download the feed file” by right clicking it and selecting “Copy link address” –



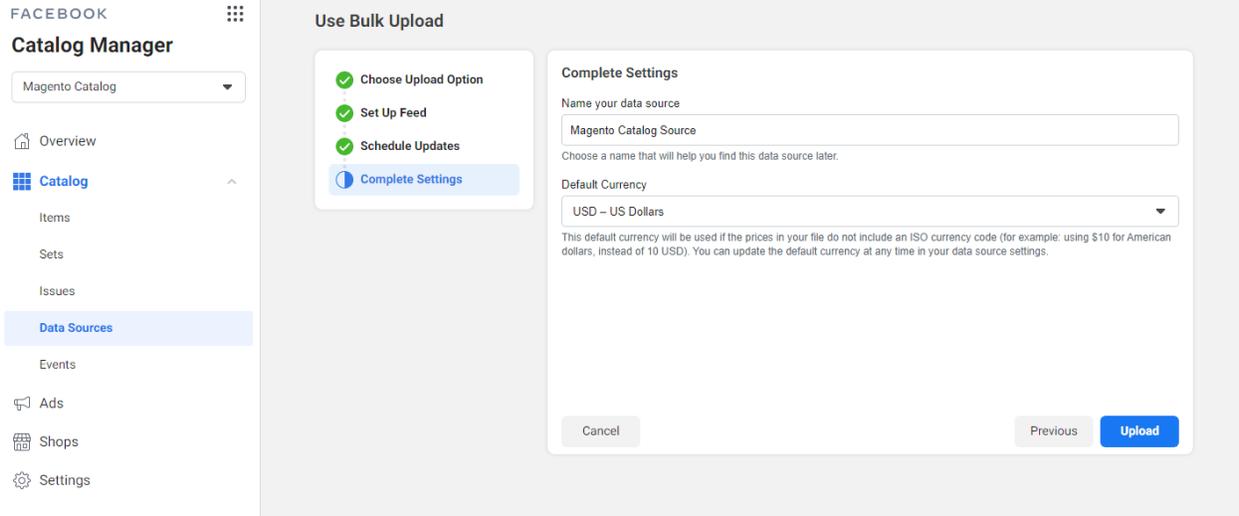
6) Go back to the Facebook catalog. In “Enter URL” paste the URL that you’ve just copied. Click “Next” –



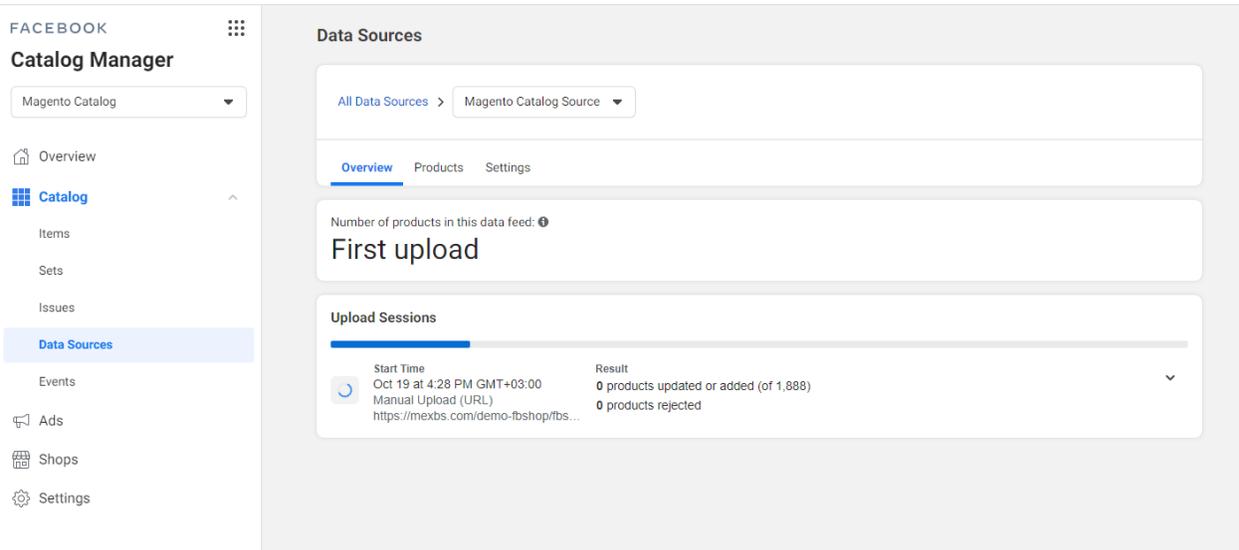
7) Click on “Daily”. We recommend setting night time in your time zone when the website has low traffic. Click “Next” -



8) Fill in a name for your data source (for example “Magento Catalog Source”), select the currency of your feed, and click “Upload” -



9) The upload will start - wait until it's done –



10) When the upload is done, you should see the following –

FACEBOOK ☰

Catalog Manager

Magento Catalog

- Overview
- Catalog**
 - Items
 - Sets
 - Issues
 - Data Sources**
 - Events
- Ads
- Shops
- Settings

Data Sources

All Data Sources > Magento Catalog Source

Overview Products Settings

Number of products in this data feed: **1,888**

Next Upload

Replace Schedule: Mon Oct 19, 6:14pm GMT+03:00
File is re-uploaded every 2 hours Upload Now

Upload Sessions

	Start Time Oct 19 at 4:28 PM GMT+03:00 Manual Upload (URL) https://mexbs.com/demo-ftshop/fbs...	Result 1,888 products updated or added (of 1,888) 0 products rejected	▼
--	---	--	---

10) Refresh the page and click on “Items” on the left. You should see your products –

FACEBOOK ☰

Catalog Manager

Magento Catalog

- Overview
- Catalog**
 - Items**
 - Sets
 - Issues
 - Data Sources
 - Events
- Ads
- Shops
- Settings

Items

Filter by

- Activated
- Deactivated
- All Items

Attributes >

Issues >

Sets

Select a set ▼

[Create Set](#)

197 Items 1.9K Variants Advertise Set Add Items

Q Search all items

Select All Delete Deactivate Delivery View

Meteor Workout Short \$32.50 Availability: in stock Condition: new	Iris Workout Top \$29.00 Availability: in stock Condition: new 15 Variants	Yoga Adventure \$22.00 Availability: in stock Condition: new

11) Now we are going to set up the Update Schedule – by default Facebook sets just the Replace Schedule. The Replace Schedule is quite heavy, that is why we set it to run daily. However, the Replace Schedule is needed to remove or add new products from the feed. The Update Schedule on the other hand is light-weight - that is why we will set it to run once in two hours. However, the Update Schedule only picks up changes in the existing products. This is why we need both.

Click on “Data Sources” in the left menu, and then click on the data source that you just created

FACEBOOK
Catalog Manager

Magento Catalog

Overview

Catalog

Items

Sets

Issues

Data Sources

Events

Ads

Shops

Settings

Data Sources

All Data Sources

Search by Source Name or ID

Add Products

Data Source Name	Source Type	Last Update	Status	Next Update
Magento Catalog So... Feed ID: 394771618555...	Data Feed	Oct 19 at 4:28 PM GMT+03:00 Manual Upload (URL) https://mexbs.com/demo-fbshopf...	All good	Replace Schedule: Mon Oct 19, 6:14pm GMT+03:00 File is re-uploaded every 2 hours

Click on the data source

12) Click on "Settings" –

FACEBOOK
Catalog Manager

Magento Catalog

Overview

Catalog

Items

Sets

Issues

Data Sources

Events

Ads

Shops

Settings

Data Sources

All Data Sources > Magento Catalog Source

Overview Products Settings

Number of products in this data feed: 1,888

Click on "Settings"

Next Upload

Replace Schedule: Mon Oct 19, 6:14pm GMT+03:00
File is re-uploaded every 2 hours

Upload Now

Upload Sessions

Start Time	Result
Oct 19 at 4:28 PM GMT+03:00 Manual Upload (URL) https://mexbs.com/demo-fbshop/fbs...	1,888 products updated or added (of 1,888) 0 products rejected

13) Click on "Update Schedule" –

FACEBOOK ☰

Catalog Manager

Magento Catalog ▾

- Overview
- Catalog**
 - Items
 - Sets
 - Issues
 - Data Sources**
 - Events
- Ads
- Shops
- Settings

Data Sources

[All Data Sources](#) > Magento Catalog Source ▾

Overview Products **Settings**

Name Magento Catalog Source Edit

Default Currency USD Edit

Data Feed Rules

Create rules that transform your data feed file so that your inventory info matches the required data feed file specification. These rules will help you to resolve errors and allow us to understand your data. [Learn More](#)

+ Add Rule ▾

Schedules

Set up scheduled uploads to automate your update process. [Learn more about scheduled updates.](#)

+ Update Schedule Use update schedule to make faster changes to selected items in your feed. This is the recommended way to send price and availability updates.

Replace Schedule ● Active ⋮ Request Update Now

Daily - 01:04 PM GMT+03:00
From https://mexbs.com/demo-fbshop/fbshop/download/feed?store_code=default

Click on "Update Schedule"

14) Click "Hourly", select "Every 2 hours", insert the feed URL (copy it again from your Magento admin) and click "Save" –

FACEBOOK ☰

Catalog Manager

Magento Catalog ▾

- Overview
- Catalog**
 - Items
 - Sets
 - Issues
 - Data Sources**
 - Events
- Ads
- Shops
- Settings

Data Feed Rules

Create rules that transform your data feed file so that your inventory info matches the required data feed file specification. These rules will help you to resolve errors and allow us to understand your data. [Learn More](#)

+ Add Rule ▾

Schedules

Set up scheduled uploads to automate your update process. [Learn more about scheduled updates.](#)

Update Schedule **Frequency and time**

Hourly
 Daily
 Weekly

Repeat **From**

Every 2 hours ▾ 🕒 01:04 PM GMT+03:00 ▾

URL

Username **Password**

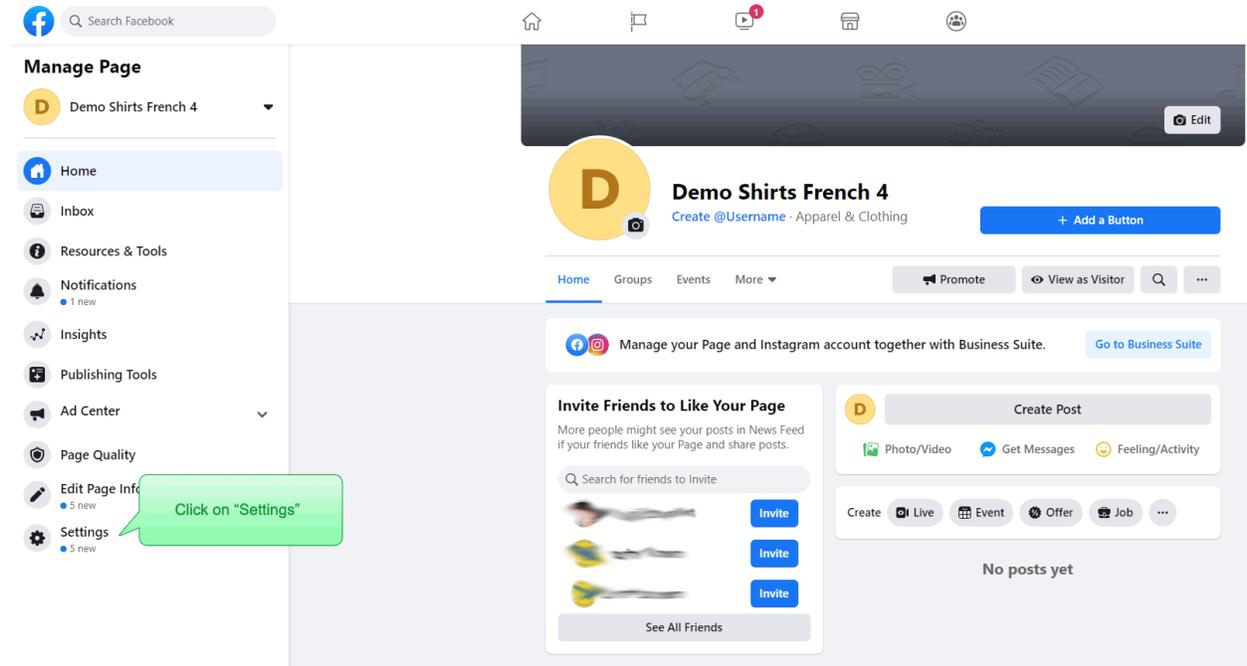
Save Cancel

Replace Schedule ● Active ⋮ Request Update Now

Daily - 01:45 AM GMT+03:00
From https://mexbs.com/demo-fbshop/fbshop/download/feed?store_code=default

Step 8 – Add the Shop tab to your Facebook page

- 1) Go to your Facebook page that you would like to add the Shop tab in (you need to be the administrator of the page).
- 2) Click on “Settings” on the left menu –



- 3) Click on “Templates and Tabs”, and switch the “Shop” tab on –

Demo Shirts 3 French · Page Settings

Page Settings

Search Page Settings

- General
- Messaging
- Page Info
- Templates and Tabs**
- Notifications
- Advanced Messaging
- Page Roles
- People and Other Pages
- Preferred Page Audience
- Issue, Electoral or Political Ads
- Ad Limits
- Branded Content
- Instagram
- Featured
- Community

1) Click on "Templates and Tabs"

- Events: Lists your upcoming events.
- Reviews: Shows reviews on your Page and allows people to w...
- Videos: Shows videos you've uploaded onto your Page.
- Photos: Shows photos you've uploaded onto your page.
- About: Gives people an overview of your Page.
- Community: Shows friends' posts and public posts about your Page.
- Offers: Lists current offers for your business.
- Services: Gives you a space to highlight the services you offer.
- Notes: Gives you a space to highlight notes on your Page.
- Shop: Shows the products you want to feature.**
- Jobs: Lists job openings for your business.
- Live: Shows live videos about your page.

2) Turn on the "Shop" switch

4) Go back to your page, refresh it and click on the shop tab –

Manage Page

Demo Shirts 3 French

- Home
- Inbox
- Resources & Tools
- Notifications (1 new)
- Insights
- Publishing Tools
- Ad Center
- Page Quality
- Edit Page Info (5 new)
- Settings (5 new)

Demo Shirts 3 French
Create @Username · Apparel & Clothing

+ Add a Button

Home Groups Events More

Promote View as Visitor Search

Manage your Page

- Reviews
- Videos
- Photos
- About
- Community
- Shop**
- Edit Tabs

Click on the "Shop" tab

Invite Friends to Like Your Page

Search for friends to Invite

Invite Invite Invite

See All Friends

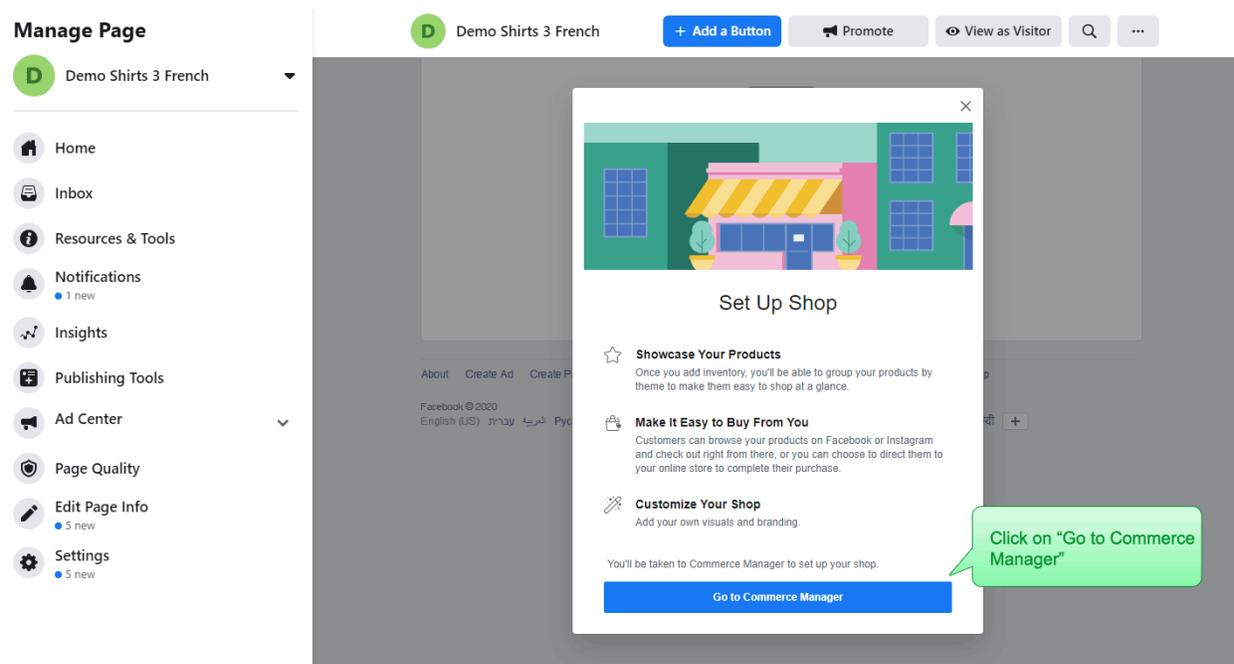
Create Post

Get Messages Feeling/Activity

Offer Job

No posts yet

5) Click “Go to Commerce Manager” –



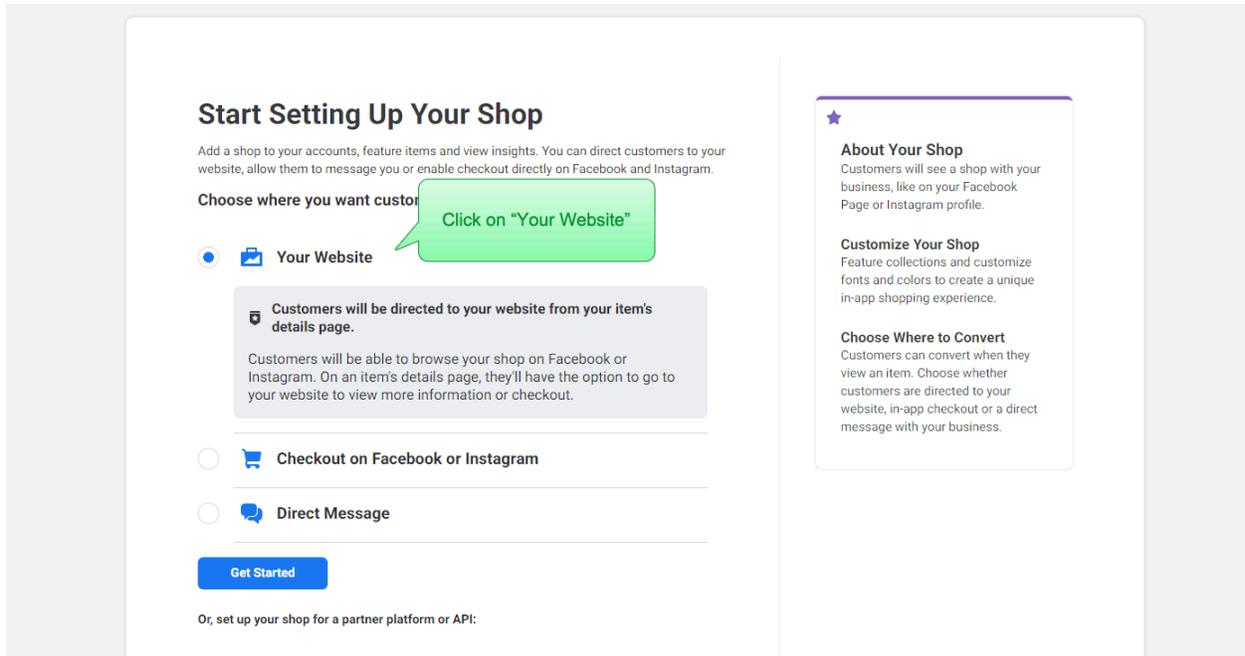
7) Now you will get redirected to the shop setup wizard.

Select where you want the customer to checkout – there are three options:

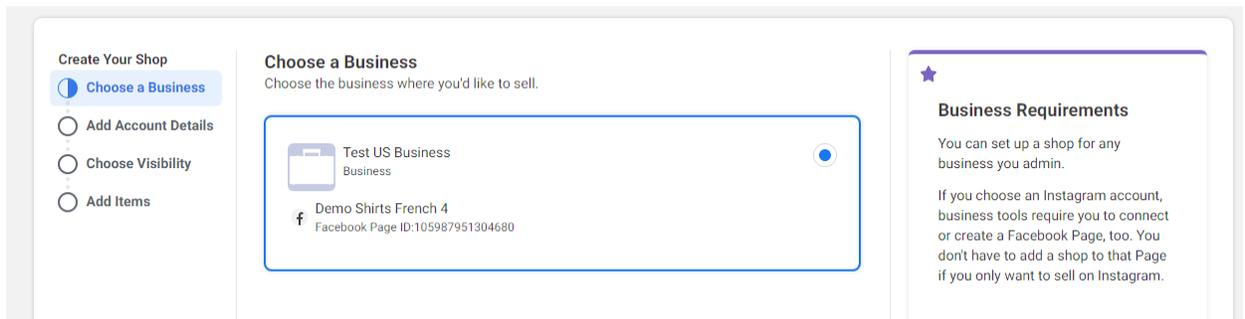
- **Your website** – the customer will be redirected from Facebook/Instagram to your website to perform the checkout
- **Checkout on Facebook or Instagram** – the customer will checkout directly on Facebook or Instagram
- **Direct Message-** Facebook will have a button “Message to buy” in the products, and the customer will be able to click it to start chatting with you, and purchase the product via the chat.

Although the extension supports all three checkout methods, we are going to show now how to set up the first method – “Your Website”. The configurations of the other methods are almost identical.

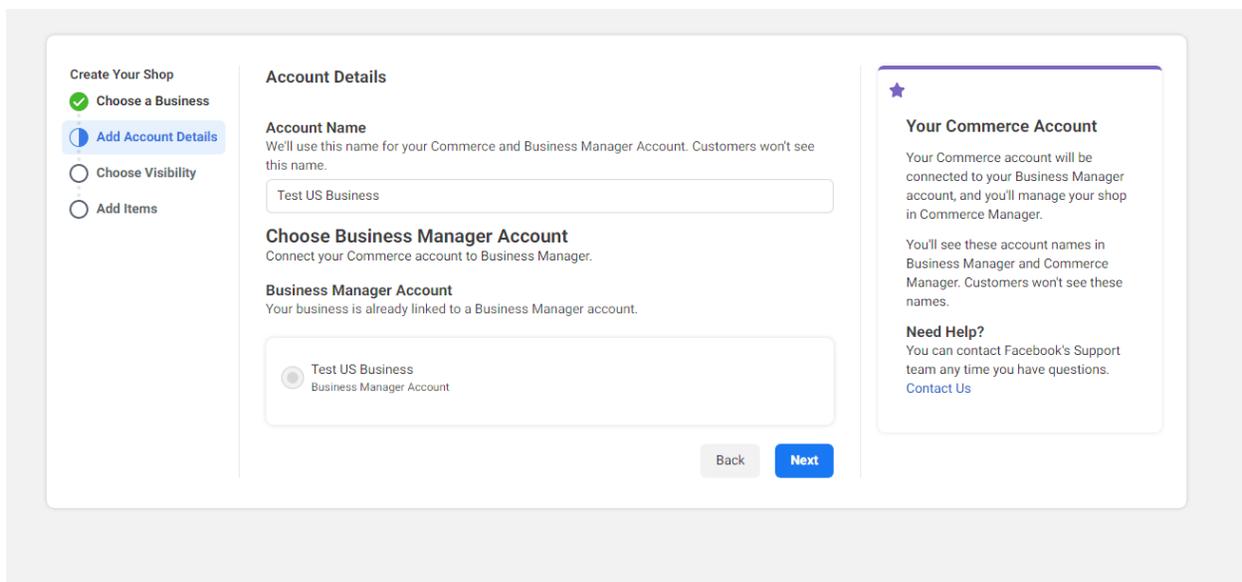
So, let’s select “Your Website” and click “Get Started” –



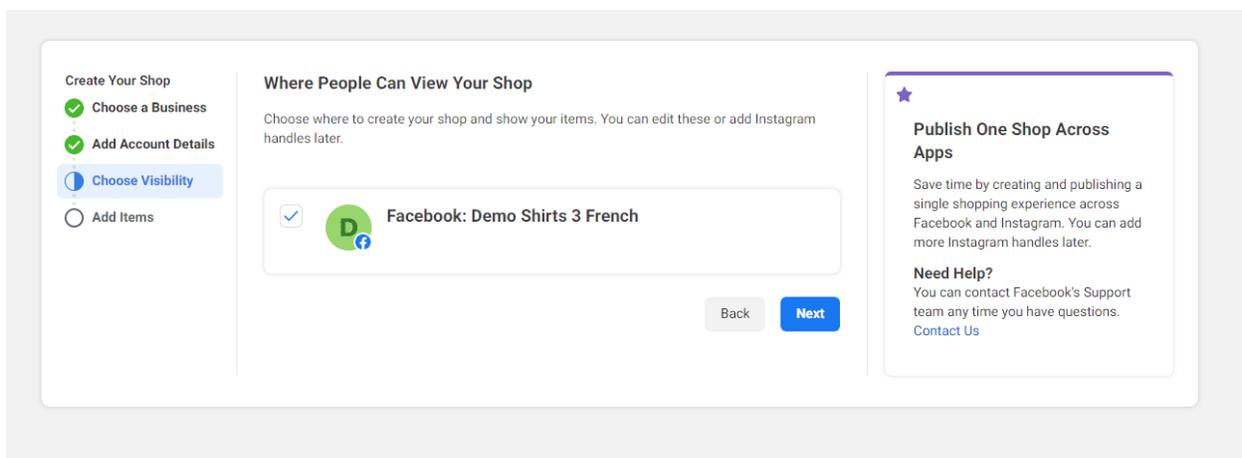
8) Now select the business that you want to connect to your Facebook shop. **Important: It has to be the same business that you used for the catalog that you just created**



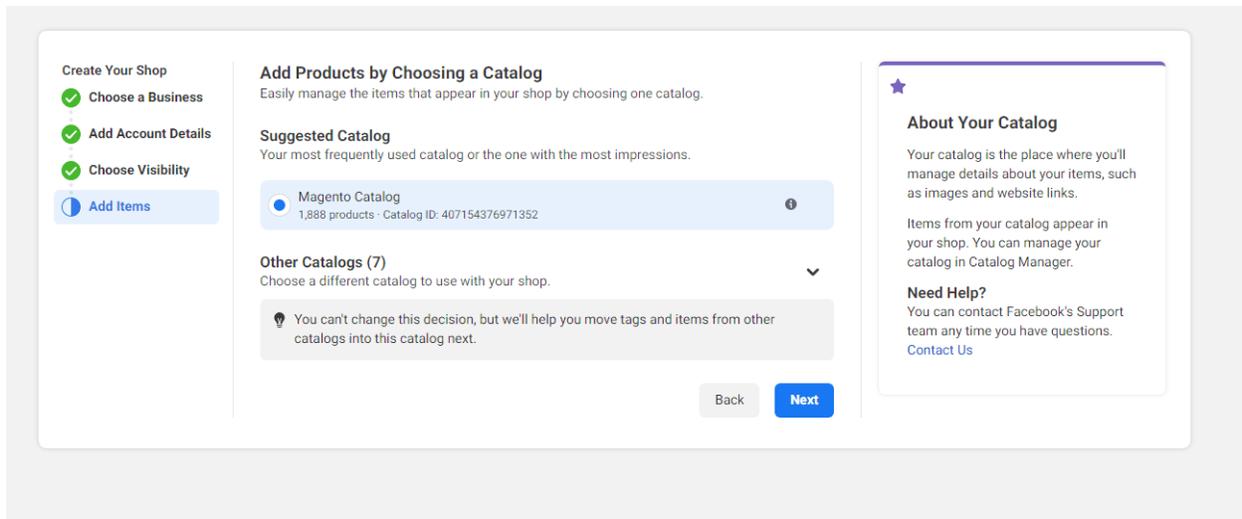
9) Now select the business manager account that you want to link your shop to. **Important: It has to be the same business manager that you used for the catalog that you just created.**



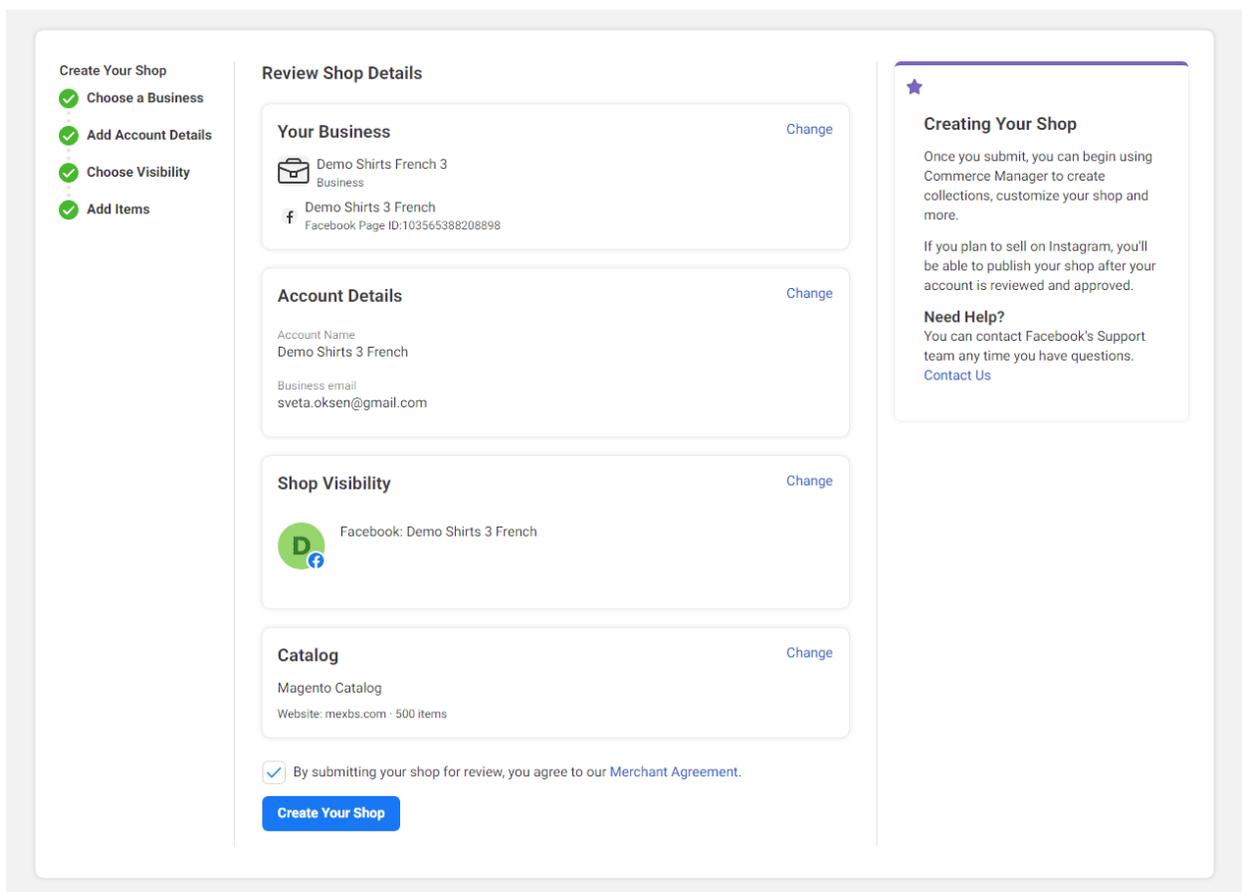
10) Now select where the shop will be added (usually your Facebook page) –



11) Now you will be asked to select your catalog. Select the catalog that we created in Step 7 and click "Next" –

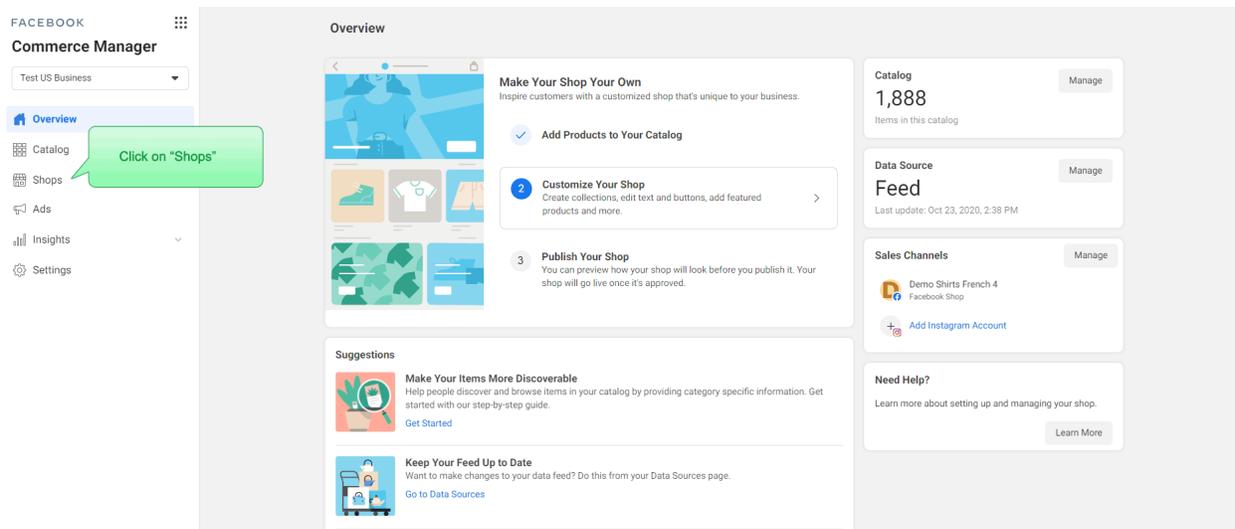


11) In the last page, verify that all the details are correct, mark the checkbox on the bottom and click “Create Your Shop” –

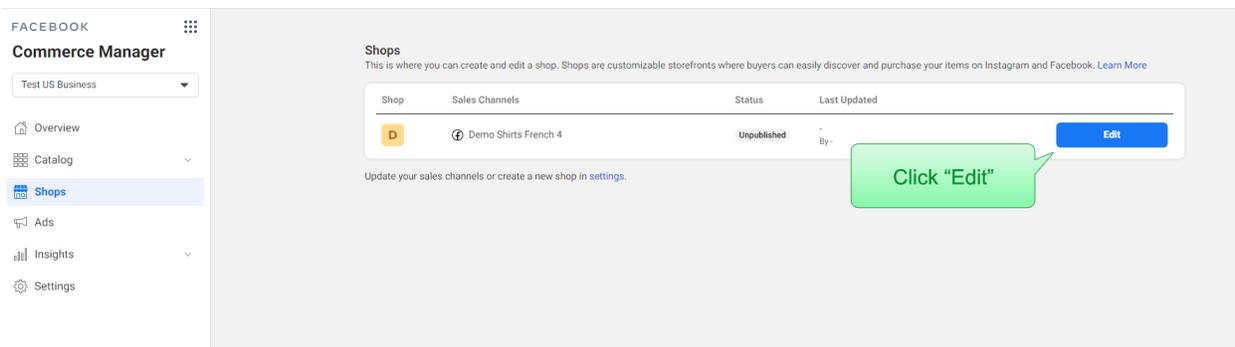


Step 9 – Creating collections and publishing your shop

1) In the last step you got redirected to your Commerce Manager. Click on “Shops” on the left menu -



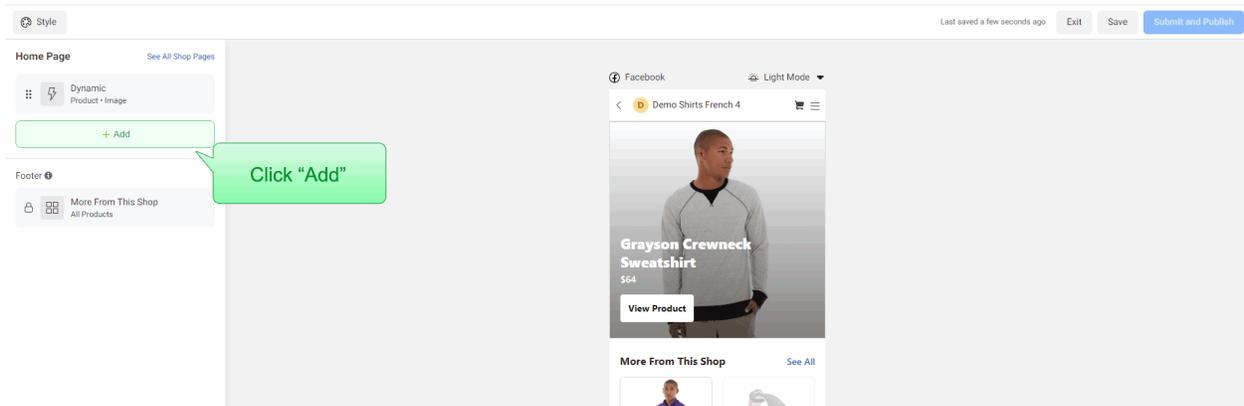
2) Click “Edit” –



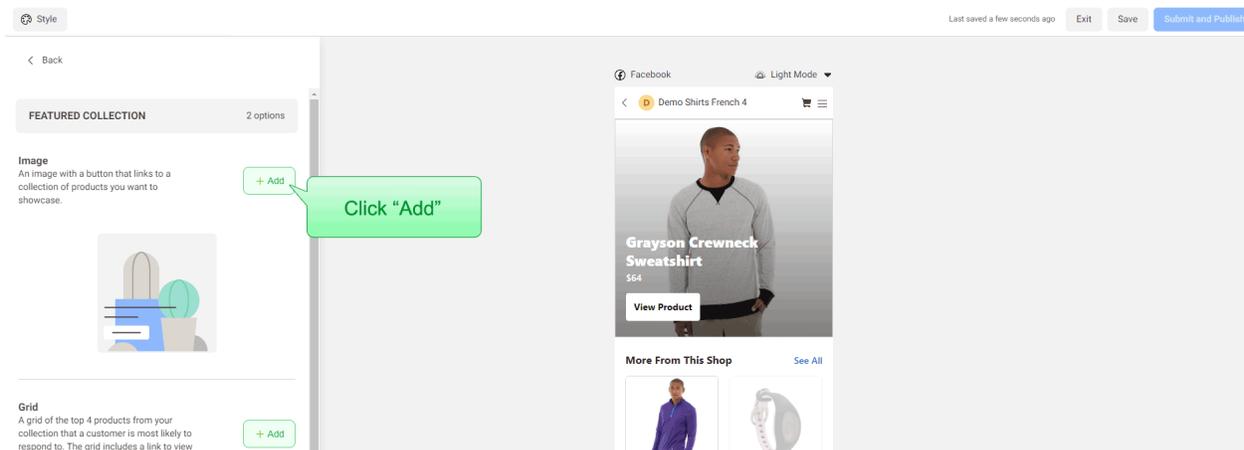
3) You should see the shop editor.

You can now edit the appearance of your shop, by adding collections and featured products to it. **Note: To date (23/10/2020) it seems that there is a bug on Facebook – the “Grid” collections don’t show up in the shops, only the “Image” collections do.**

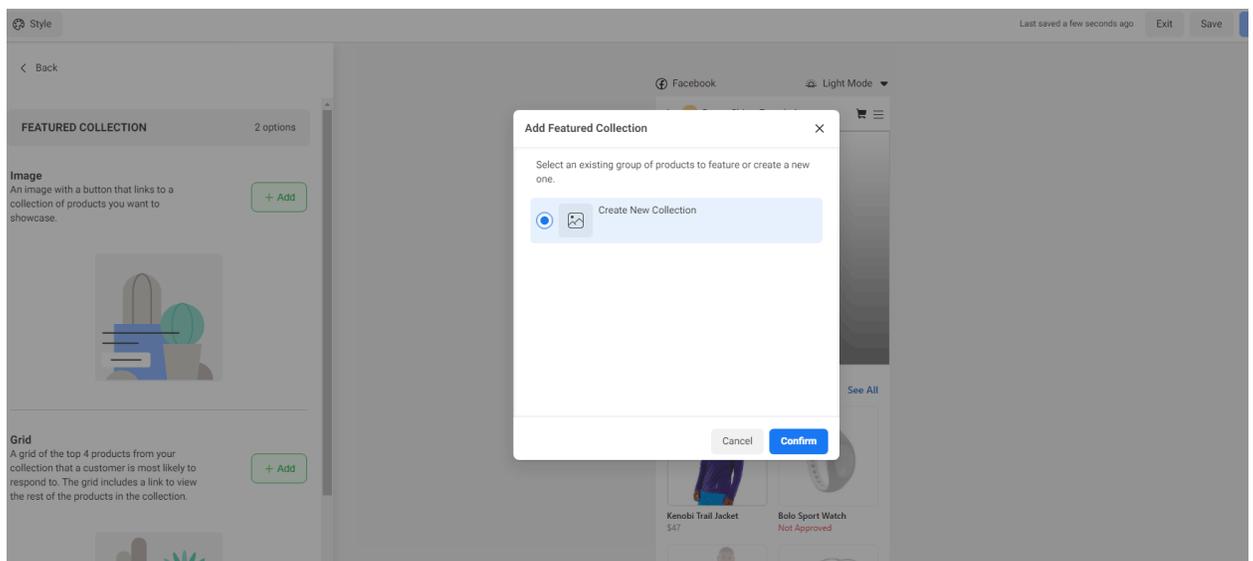
Let’s go ahead and create an “Image” collection. Click on the “Add” button –



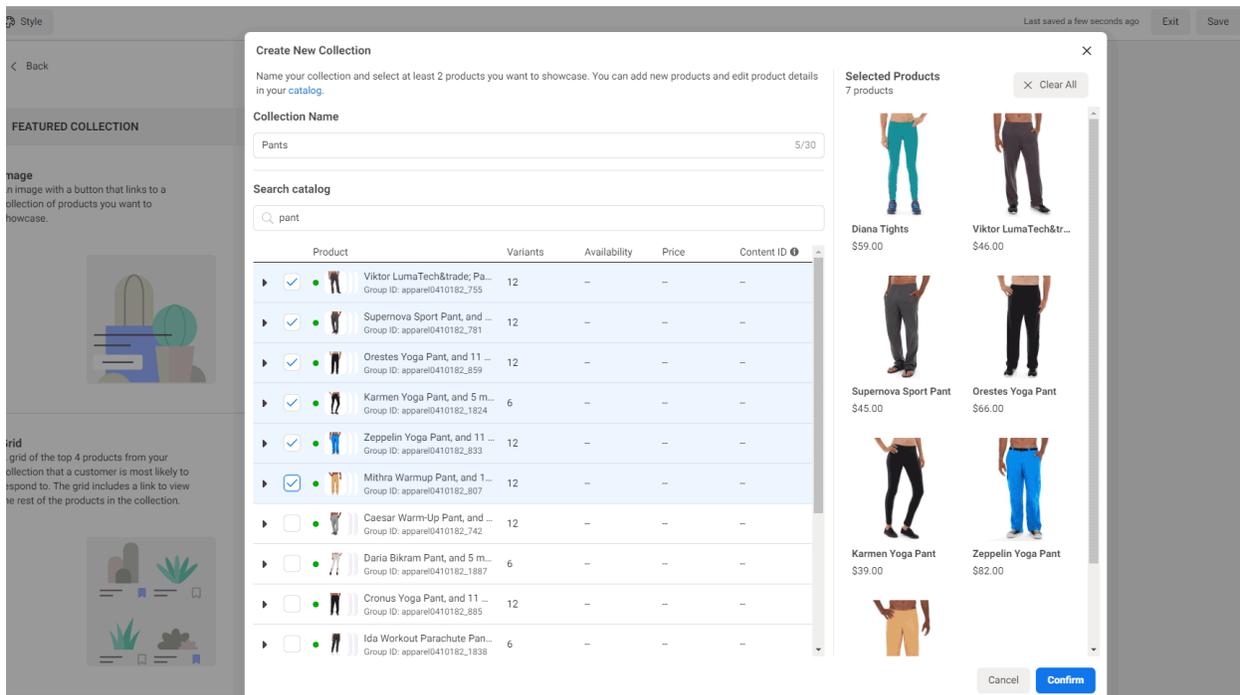
4) Click on "Add" under "Featured Collections → Image" –



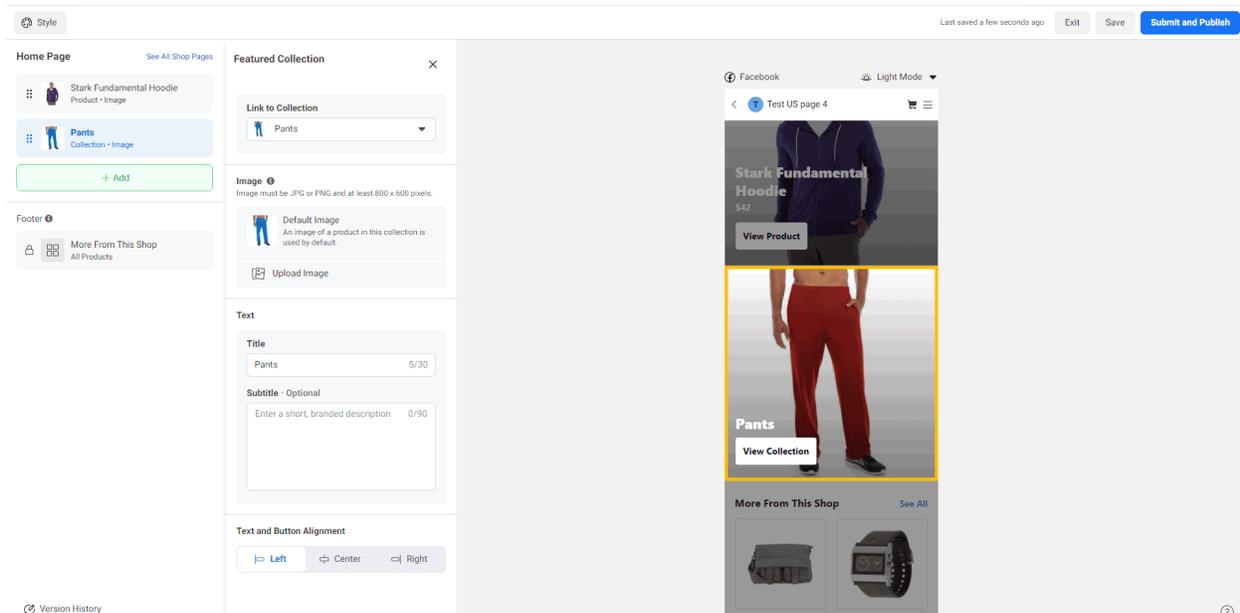
5) Click "Create New Collection" and "Confirm" –



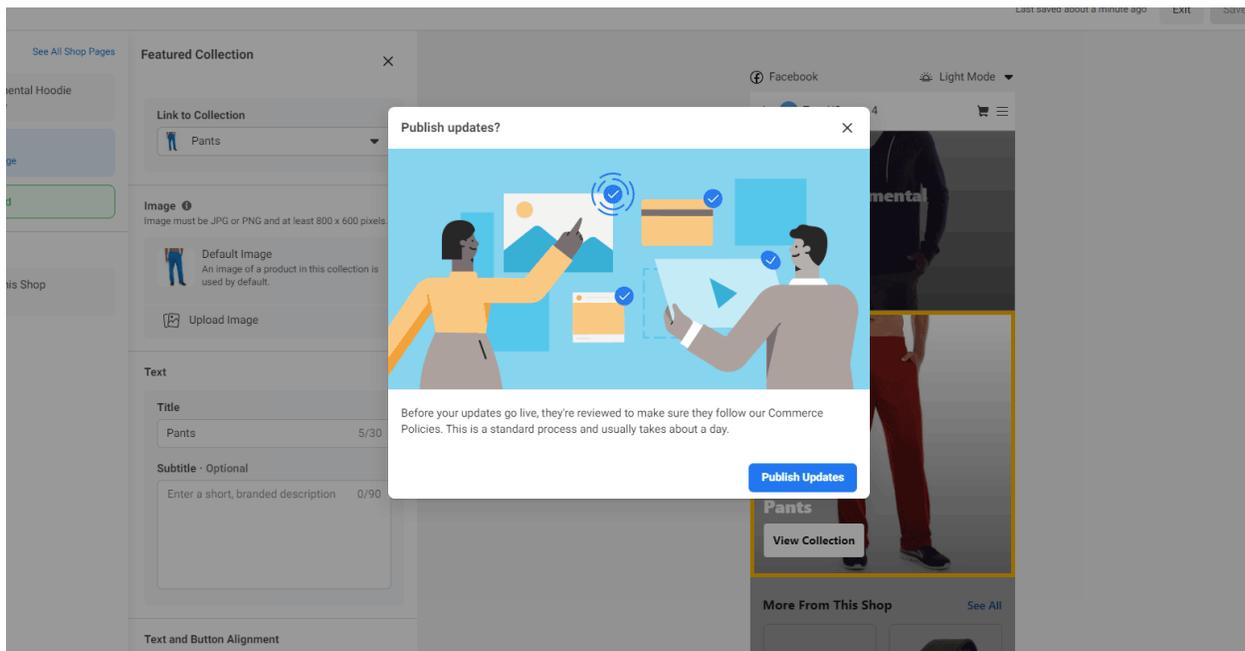
6) Fill in the collection name, select the products and click “Confirm” –



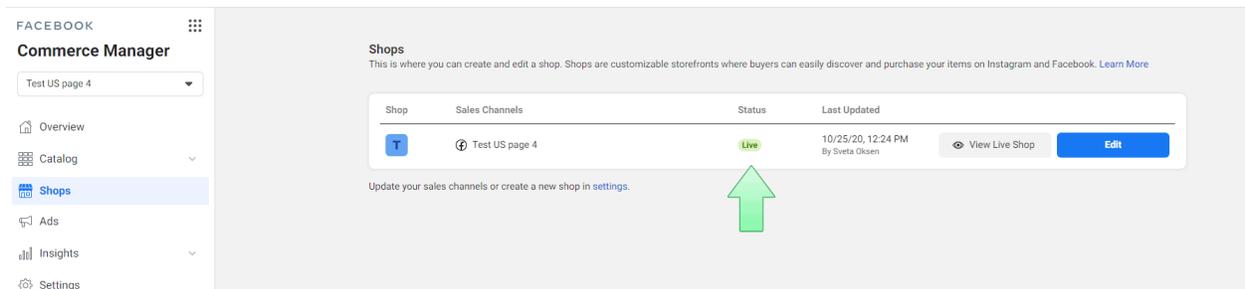
7) Your collection should show up in the shop preview, you can edit its details. Once done, click “Save” and then “Submit and Publish” on the top right.



8) In the popup, click on “Publish Updates” –



9) Your shop will go to review and will get approved or declined within 24 hours. Once the changes are live, you will see the “Live” status in the shop line –



Hooray! You’ve just finished setting up the integration between your Magento store and your Facebook shop tab!

Step 9 – Integrating your Facebook shop with Instagram and enabling Instagram Shopping

Now when you have your Facebook shop up and running, you can proceed to enabling the Instagram Shopping feature.

What is the Instagram Shopping feature? It is an amazing feature that allows you to tag your

products in your Instagram photos. The person who browses your Instagram photos can click the tag and he will get redirected to the product page on your website.

Here is how it looks –



To enable the Instagram shopping feature, please read our article – [“Connecting your Instagram account to your Facebook shop, and enabling the Instagram product tagging”](#). Note that you can start from “Step 2”, because you already have a Facebook shop set up.

Note: Unfortunately, from our experience more than 10% of the businesses are rejected for Instagram Shopping feature by Facebook, even though they fulfilled all the requirements in the [Instagram requirements list](#).

Here are the two reasons for the rejections by Facebook that we've observed:

- 1) Not enough subscribers to the Instagram page – pages with a less than a few hundred subscribers might get rejected for Instagram Shopping.
- 2) The content of the Instagram page doesn't look good for the reviewers – you might get rejected simply because your page doesn't look good for the Facebook person that is reviewing it. Unfortunately, we saw it happening many times to our clients, and the only thing that seemed to help is contacting the Facebook support. ([Here is an article that describes how to contact Facebook Messenger support](#)). In some cases, after a few trials, we got the right support person that helped us to resolve the issue. But unfortunately, in most of the cases, the support wasn't useful. In these cases, unfortunately we gave up on enabling Instagram Shopping.

In any case, we hope that after following the steps in our article "[Connecting your Instagram account to your Facebook shop, and enabling the Instagram product tagging](#)" you will get approved for Instagram Shopping and will start tagging your products in your Instagram posts.

Note: when tagging a configurable product, or a product with custom options, you will see a list of children products instead of the main product in the product list.

This behavior is correct – in case of configurable products and products with custom options Facebook builds the parent product on the fly, therefore the parent product doesn't really exist for Facebook.

Therefore, when tagging a configurable product or a product with custom options in your Instagram posts, simply select one of the children products in the list. When the user will click it, the extension will automatically detect that he comes from Instagram and will display the parent product page.

Note: Pay attention that if for some reason you change the "Feed Unique Identifier" in "Stores → Configurations → General → Facebook Shop Integration" – the Instagram tags will disappear and you will need to retag your posts again. The reason for that – once you change the Feed ID, the product IDs in the feed also change. Therefore Instagram won't recognize the tagged products anymore and will remove the tags.

FAQs

In this section we will answer some of the most popular questions. We will also demonstrate how to use some features of the extension.

We suggest that you will read briefly through the FAQs, to get some idea of how to use the other features of the extension, and to be able to easily find an answer here in the case you have some future questions.

FAQ 1: Setting some products to be in the feed

Go to Products → Catalog. Check the products that you want to be in the Facebook feed, click Actions → Change Product Facebook Feed Status → In Feed –

Catalog 🔍 🔔 👤 admin ▾

[Add Product](#) ▾

Filters | Default View ▾ | Columns ▾

20 per page | 1 of 103

2046 records found (2046 selected)

Actions	Thumbnail	Name	Type	Attribute Set	SKU	Price	Quantity	Visibility	Status	Websites	Is Product in Facebook Feed	Action
<input type="checkbox"/>					24-MB01	\$34.00		Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>					24-MB04	\$32.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>		Crown Summit Backpack	Simple Product	Bag	24-MB03	\$38.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>					24-MB05	\$45.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>					24-MB06	\$45.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>		Fusion Backpack	Simple Product	Bag	24-MB02	\$59.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>		Impulse Duffel	Simple Product	Bag	24-UB02	\$74.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit

1) Check the products that you want to show up in your Facebook shop

2) Click "Change product Facebook Feed status" and then "In Feed"

This will cause the products to be in feed on the next feed generation. That is, those products will show up in your Facebook shop on the next Facebook fetch.

FAQ 2: Setting some products to NOT to be in the feed

Go to Products → Catalog. Check the products that you don't want to be in the Facebook feed, click Actions → Change Product Facebook Feed Status → Not in Feed –

Catalog 🔍 🔔 👤 admin ▾

[Add Product](#) ▾

Filters | Default View ▾ | Columns ▾

2046 records found (2046 selected) | 20 per page | 1 of 103

Actions	Thumbnail	Name	Type	Attribute Set	SKU	Price	Quantity	Visibility	Status	Websites	Is Product in Facebook Feed	Action
<input type="checkbox"/>					24-MB01	\$34.00		Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>					24-MB04	\$32.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>		Crown Summit Backpack	Simple Product	Bag	24-MB03	\$38.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>					24-MB05	\$45.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>					24-MB06	\$45.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>		Fusion Backpack	Simple Product	Bag	24-MB02	\$59.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>		Impulse Duffel	Simple Product	Bag	24-UB02	\$74.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit

1) Check the products that you don't want to show up in your Facebook shop

2) Click "Change product Facebook Feed status" and then "Not in Feed"

This will cause the products to not to be in the feed on the next feed generation. That is, those products will disappear from your Facebook shop on the next Facebook fetch.

FAQ 3: Generating the feed file manually

Sometimes you'd want to generate the feed file manually instead of waiting for the cron to do it –

1) Go to Marketing → Facebook Shop Integration → Feed Actions. Select the store view that you want to generate the feed file for, and click "Schedule Feed Generation Now" –

Feed Actions

🔍 🔔 👤 admin ▾

2) Click

Schedule Feed Generation Now

Store view: Default Store View (code:default) ▾

1) Select the store view

Feed Generation Log

The message “The feed generation is scheduled. It should start running soon. You can leave this page and come to check later ...” should show up in the “Feed Generation Log” window.

It means that the feed generation will start on the next cron run. That is, if the cron in your server is set up to run every minute, the generation should start within a minute (it can take more time if there is currently another job running – that is, the feed generation will start after that the current jobs will finish running).

Note: If you don’t have the patience to wait for the cron to run, you can trigger it manually by running the following command on SSH:

```
php bin/magento cron:run --group="fbshop"
```

Once the feed generation will start, you will see its progress in the “Feed Generation Log” window –

Schedule Feed Generation Now

Store view: Default Store View (code:default) ▾

Feed Generation Log

```
[2018-10-03 10:39:20] Starting feed generation for store (default)
[2018-10-03 10:39:20] Starting feed rows generation...
[2018-10-03 10:39:21] Processing product 1 out of 2046
[2018-10-03 10:39:21] Processing product 2 out of 2046
[2018-10-03 10:39:21] Processing product 3 out of 2046
[2018-10-03 10:39:21] Processing product 4 out of 2046
[2018-10-03 10:39:21] Processing product 5 out of 2046
[2018-10-03 10:39:21] Processing product 6 out of 2046
[2018-10-03 10:39:21] Processing product 7 out of 2046
[2018-10-03 10:39:21] Processing product 8 out of 2046
```

Note: If you've run the cron command via SSH, you might need to repeat this step a few times, until the feed generation actually starts running. Make sure that the date in the output is the current date, to ensure that the feed generation ran now, and that you don't see the old output.

Once the feed generation is done, the link to the feed file will show up.

Note: the changes on Facebook will be reflected after the next Facebook fetch. If you want the changes to reflect immediately, please read FAQ 8.

FAQ 4: Checking the feed generation logs

If there is a current feed generation running, or it finished running and there is no new feed generation scheduled yet, you can see its log by going to Marketing → Facebook Shop Integration → Feed Actions, and looking into the **Feed Generation Log** -

Feed Actions

Schedule Feed Generation Now

Store view: Default Store View (code:default)

Feed Generation Log

```
[2018-10-03 10:39:20] Starting feed generation for store (default)
[2018-10-03 10:39:20] Starting feed rows generation...
[2018-10-03 10:39:21] Processing product 1 out of 2046
[2018-10-03 10:39:21] Processing product 2 out of 2046
[2018-10-03 10:39:21] Processing product 3 out of 2046
[2018-10-03 10:39:21] Processing product 4 out of 2046
[2018-10-03 10:39:21] Processing product 5 out of 2046
[2018-10-03 10:39:21] Processing product 6 out of 2046
[2018-10-03 10:39:21] Processing product 7 out of 2046
[2018-10-03 10:39:21] Processing product 8 out of 2046
```

[Download the feed file](#)

Otherwise, if you want to look at the previous generation logs, go to Marketing → Facebook Shop Integration → Feed Generation Logs –

Feed Generation Logs

Search Reset Filter

Actions 3 records found

20 per page

1 of 1

	ID	Started at	Finished at	Triggered By	Store Code	Product IDs	Status	Message
Any								
<input type="checkbox"/>	1	2018-10-03 10:38:41	2018-10-03 10:38:41	backend	default		success	The feed file (/var/www/magento-218/fb_feed_default.csv) was generated successfully.
<input type="checkbox"/>	2	2018-10-03 10:39:20	2018-10-03 10:42:22	backend	default	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 5 ...	success	The feed file (/var/www/magento-218/fb_feed_default.csv) was generated successfully.
<input type="checkbox"/>	3	2018-10-03 21:54:09	2018-10-03 21:57:16	cron	default	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 5 ...	success	The feed file (/var/www/magento-218/fb_feed_default.csv) was generated successfully.

The Product IDs column shows only part of the IDs of the products that were added to the feed. To see all the product IDs, click on the row.

FAQ 5: In the Feed Generation Log I get the message “Important: the rows include 147 configurable products, they WON'T be added to the feed, but only their children.”. Why?

It is a totally normal behavior. The reason for this message is that Facebook doesn't need the information of the parent product, but only of its children. That is, if for example you have a configurable product named “t-shirt A”, and two children “t-shirt A red” and “t-shirt A green”, Facebook only needs the “t-shirt A red” and “t-shirt A green” to be in the feed, and it will display the product “t-shirt A” automatically based on the information of its children.

However, please note that you need both the configurable product and its children to be marked as “Is in Facebook Feed” = “Yes”, in order for the configurable product to be included in the feed.

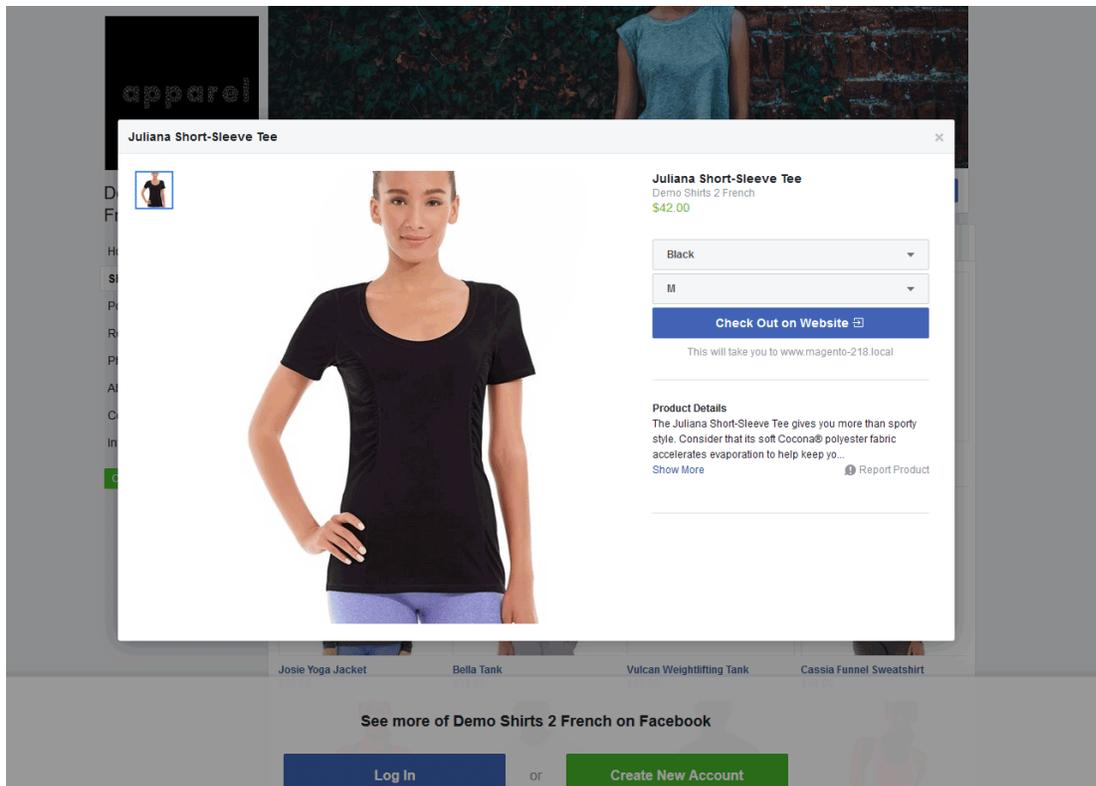
FAQ 6.1: Will all my configurable options show up on Facebook?

Yes, for configurable products – all options will show up on Facebook.

FAQ 6.2: Will all my custom options show up on Facebook?

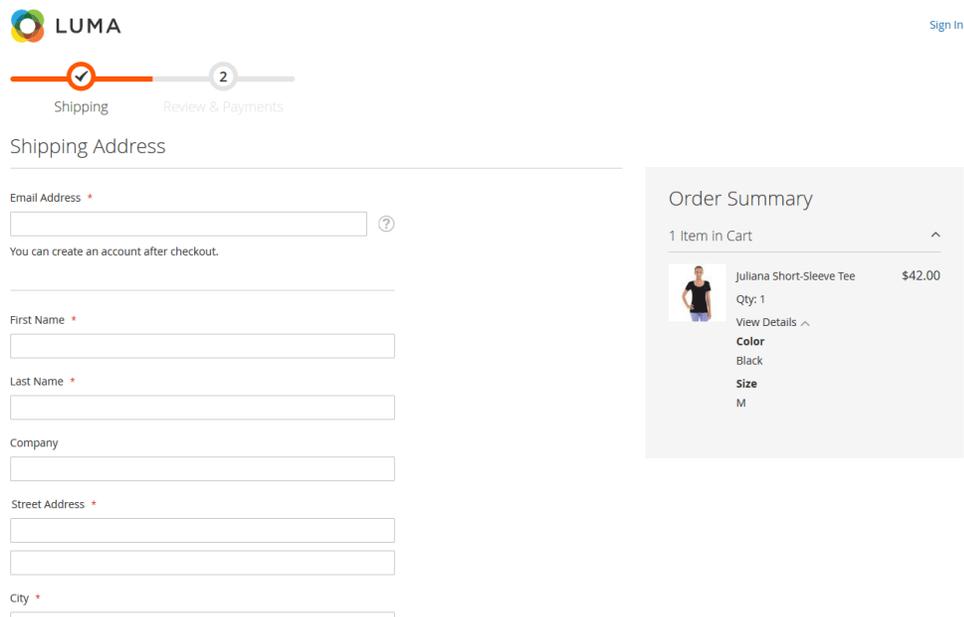
Only custom options of type “drop-down” and “radio” will show up on Facebook.

FAQ 7.1: When user clicks on “Check out on website” – where does the link go?



The extension behaves similarly to the Shopify's native Facebook shop integration –

For simple, configurable, downloadable, virtual products and product with custom options – it automatically adds the product to the cart (with the selected options) and brings the user to the checkout page –



For bundled, grouped and products that have custom options – it brings the user to the product page.

Note: If you want some of your products on Facebook to redirect to the Magento product page instead of the checkout, please read FAQ7.2.

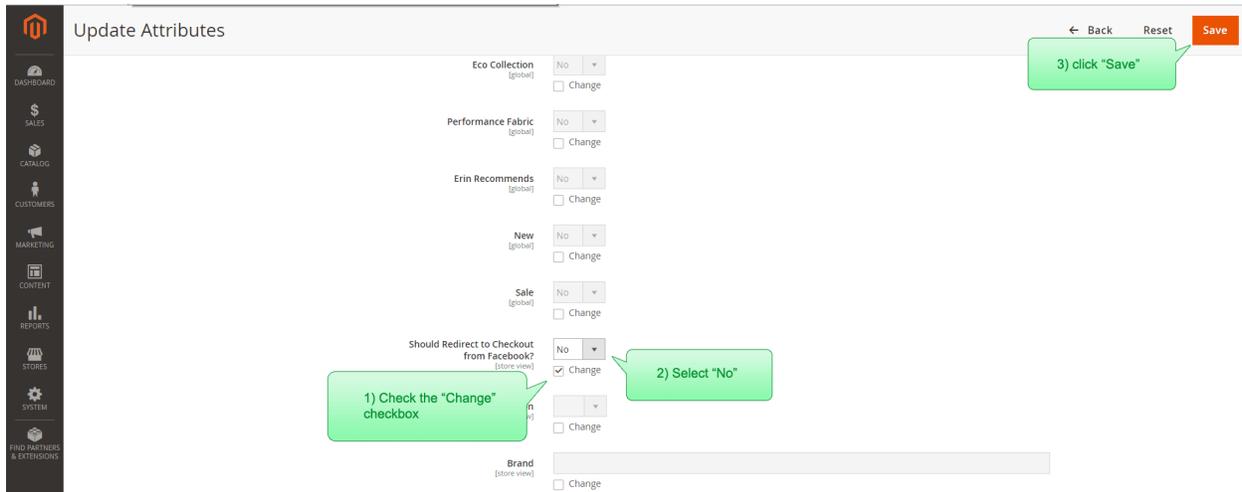
FAQ 7.2: How to make that the “Checkout on Website” link will redirect to the product page instead of the checkout?

- 1) Go to the product grid and mark the products that you want to redirect to the product page.
- 2) Click on “Actions → Update Attributes”.

The screenshot shows the 'Products' management interface. At the top right, there are search, notification, and user icons, and an 'Add Product' button. Below this is a search bar and a table of products. The table has columns for 'Type', 'Attribute Set', 'SKU', 'Price', 'Quantity', 'Visibility', 'Status', 'Websites', 'Is Product in Facebook Feed', 'Should Redirect to Checkout from Facebook?', and 'Action'. Three products are selected, and the 'Update Attributes' action is highlighted in the 'Actions' dropdown menu. Two callout boxes are present: one pointing to the checkboxes in the first column with the text '1) Check the products that you want to redirect to the product page', and another pointing to the 'Update Attributes' option in the dropdown with the text '2) Click "Update Attributes"'. The table data is as follows:

			Type	Attribute Set	SKU	Price	Quantity	Visibility	Status	Websites	Is Product in Facebook Feed	Should Redirect to Checkout from Facebook?	Action
			Simple Product	Bag	24-MB01	\$34.00	100.0000	Catalog, Search	Enabled	Main Website	Yes	Yes	Edit
			Simple Product	Bag	24-MB04	\$32.00	100.0000	Catalog, Search	Enabled	Main Website	Yes	Yes	Edit
<input checked="" type="checkbox"/>	3		Simple Product	Bag	24-MB03	\$38.00	100.0000	Catalog, Search	Enabled	Main Website	Yes	Yes	Edit
<input checked="" type="checkbox"/>	4		Simple Product	Bag	24-MB05	\$45.00	100.0000	Catalog, Search	Enabled	Main Website	Yes	Yes	Edit
<input checked="" type="checkbox"/>	5		Simple Product	Bag	24-MB06	\$45.00	100.0000	Catalog, Search	Enabled	Main Website	Yes	Yes	Edit
<input type="checkbox"/>	6		Simple Product	Bag	24-MB02	\$59.00	100.0000	Catalog, Search	Enabled	Main Website	Yes	Yes	Edit

- 3) In the “Update Attributes” screen, click on the “Attributes” tab and scroll down until you see “Should Redirect to Checkout from Facebook?”. Click “Change” and then “No”. Click “Save”.



4) The changes will take effect after the next product feed generation, and the subsequent Facebook fetch. (If you want the changes to take an effect immediately, read FAQ 8).

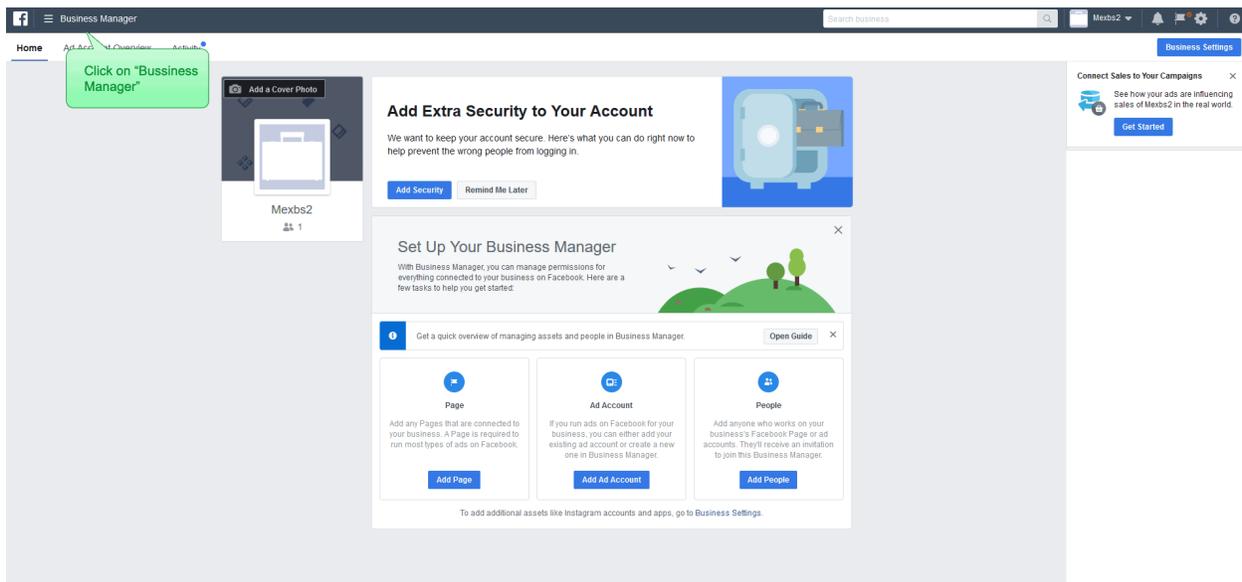
FAQ 8: I made some change to my products and I want them to reflect on Facebook immediately. How do I do that?

1) First you need to generate the feed file manually. Do that by following the “FAQ 3: Generating the feed file manually”.

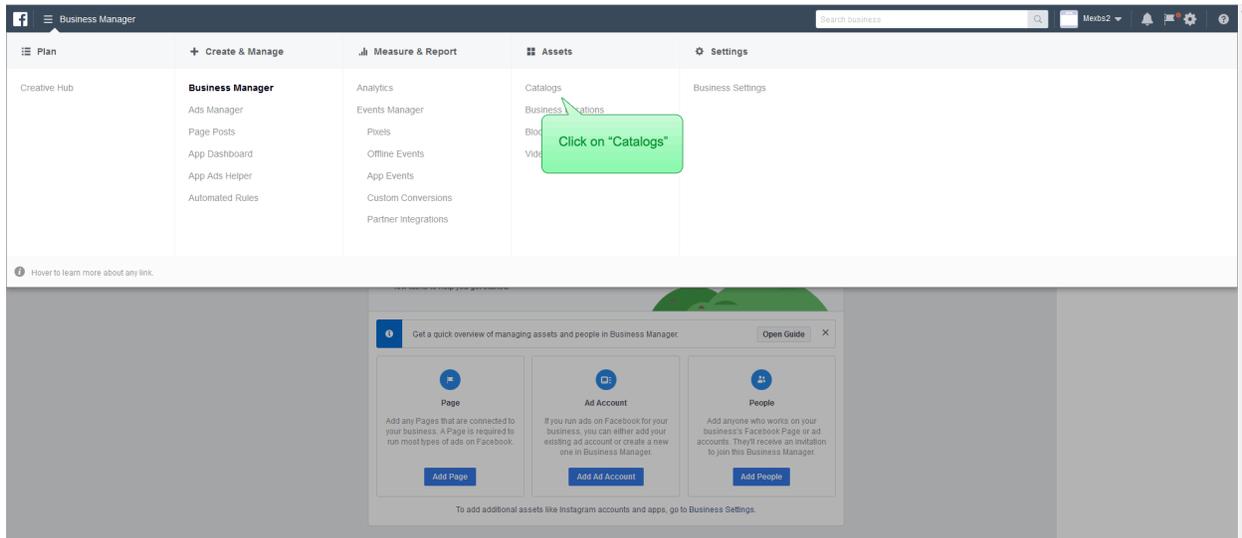
2) Now you need to fetch the feed file on Facebook manually.

Go to the Facebook business manager at <https://business.facebook.com/>.

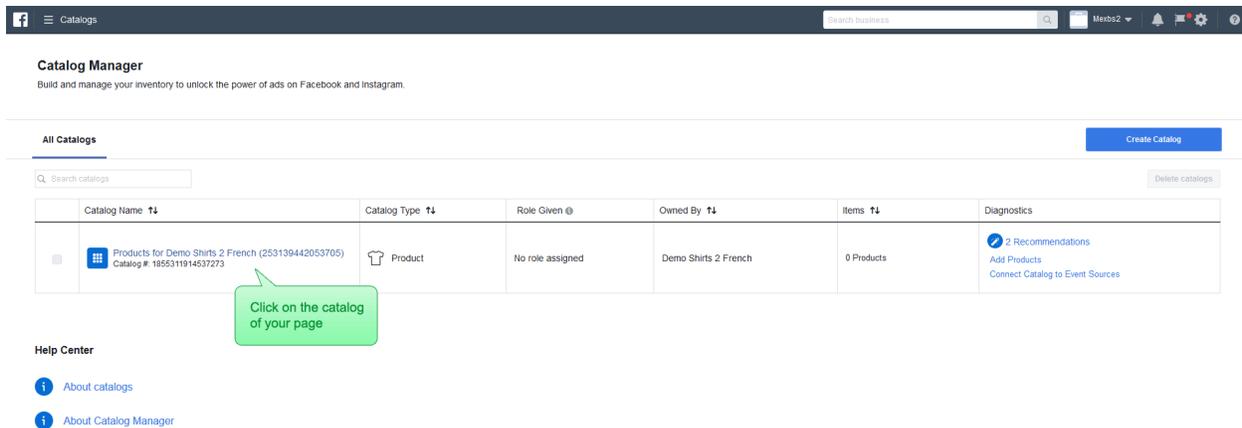
Click on “Business Manager” link on the top left –



3) Click on “Catalogs” –



You should see a catalog with the name of your page. (In our example it is “Demo Shirts 2 French”). Click on it –



4) Click on “Product Data Sources” -

Products
Inspect and filter all of the items in this catalog.

Add products to your catalog
This catalog doesn't have any products yet. Once you've added your products, you'll be able to group them into sets for more control over what appears in your ads.

Help Center

- Add items to your catalog
- Create a product set
- Manage items in your catalog

5) Click on the data source that you've created when following this manual. (ie: the feed name. In our example it is the "Magento French Store")

Product Data Sources
Data Sources show where your catalog information comes to Facebook from. You can upload your information from multiple sources at once.

All Data Sources

Data Source Name	Data Feed	Last Update	Status	Next Update
Magento French Store Feed ID: 2087782384593762	Data Feed	Jan 17 at 8:29 PM Scheduled Upload https://www.mexbs.com/pub/ftb.csv	All good	Jan 18 at 8:33 PM Scheduled every day

6) Click on the "Settings" tab.

The screenshot shows the Facebook Product Data Sources interface. At the top, there is a navigation bar with the Facebook logo, a search bar, and user profile information. Below this, a breadcrumb trail reads 'All Catalogs > Products for Demo Shirts 2 Fre... > Diagnostics > Products > Product Sets > Product Data Sources'. A 'Create Ad' button is visible in the top right corner. The main heading is 'Product Data Sources', followed by a sub-heading 'Data Sources show where your catalog information comes to Facebook from. You can upload your information from multiple sources at once.' Below this, the breadcrumb trail continues to 'All Data Sources > Magento French Store'. The interface has three tabs: 'Overview' (selected), 'Products', and 'Settings'. A green callout box with a speech bubble points to the 'Settings' tab, containing the text 'Click on "Settings"'. The 'Overview' section displays 'Number of products in this data feed' with a large blue number '59'. Below this is the 'Upload Sessions' section, which includes a 'NEXT UPLOAD' section showing 'Jan 18 at 8:33 PM' and 'Scheduled every day', along with an 'Upload Now' button.

- 7) If you made changes that include product deletions or new product creations – click on the “Fetch now” button next to the **Replace Schedule**.
Otherwise, if you made any product changes that are other than product deletions or new product creations - click on the “Fetch now” button next to the **Update Schedule**.

Product Data Sources

Data Sources show where your catalog information comes to Facebook from. You can upload your information from multiple sources at once.

All Data Sources > <https://www.mexbs.com/> - 1/25/2019

Overview Products **Settings**

The screenshot displays the 'Settings' page for a data source. It includes sections for Name, Default Currency, Rules, and Schedules. The 'Schedules' section contains two rows: 'Update Schedule' and 'Replace Schedule'. Each row has a 'Fetch now' button. Two green callout boxes provide instructions: one for the 'Update Schedule' 'Fetch now' button and another for the 'Replace Schedule' 'Fetch now' button.

Name <https://www.mexbs.com/> - 1/25/2019 [Edit](#)

Default Currency USD [Edit](#)

Rules
You can apply rules to fix small issues during your data feed uploads. [Edit](#)

COLUMN	RULE
No feed rules created for this feed	

Schedules
Set up scheduled uploads to [add](#) or [edit](#) updates.

SCHEDULE	STATUS	UPDATE FREQUENCY	FROM	ACTIONS
Update Schedule	● Active	Every 2 hours	From https://www.mexbs.com/pub/fb.csv	Fetch now Edit Delete
Replace Schedule	● Inactive			Fetch now Edit Delete

Click on the "Fetch Now" button next to the Update schedule if you made some product changes other than deletions or creations

Click on the "Fetch Now" button next to the Replace schedule if you created new product in Magento, or deleted some products

Wait until the import finishes running, and that's it – your product changes should be reflected in your Facebook shop / catalog.

Appendix 1 – creating a product attribute “facebook_brand” and mass updating its value over the products

In this example we will create an attribute “facebook_brand”.

1) To create a product attribute, go to Stores → Attributes → Product. Click “Add New Attribute” -

Product Attributes

Search [Reset Filter](#) 66 records found

[Add New Attribute](#)

Click on "Add New Attribute"

1 of 4 >

Attribute Code	Default Label	Required	System	Visible	Scope	Searchable	Use in Layered Navigation	Comparable
<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>	<input type="checkbox"/>
activity	Activity	No	No	Yes	Global	No	Filterable (with results)	Yes
category_gear	Category Gear	No	No	Yes	Global	No	Filterable (with results)	No
category_ids	Categories	No	Yes	No	Global	No	No	No
climate	Climate	No	No	Yes	Global	No	Filterable (with results)	No
collar	Collar	No	No	Yes	Global	No	Filterable (with results)	No
color	Color	No	No	No	Global	No	Filterable (with results)	No
cost	Cost	No	No	No	Global	No	No	No
country_of_manufacture	Country of Manufacture	No	Yes	No	Web Site	No	No	No
custom_design	New Theme	No	Yes	No	Store View	No	No	No
custom_design_from	Active From	No	Yes	No	Store View	No	No	No
custom_design_to	Active To	No	Yes	No	Store View	No	No	No
custom_layout	New Layout	No	Yes	No	Store View	No	No	No
custom_layout_update	Layout Update XML	No	Yes	No	Store View	No	No	No
description	Description	No	Yes	No	Store View	Yes	No	Yes

2) In the "Properties" tab fill in the following values –

← Back Reset Save and Continue Edit **Save Attribute**

- ATTRIBUTE INFORMATION
- Properties
- Manage Labels
- Storefront Properties

Attribute Properties

Default Label *

Catalog Input Type for Store Owner

Values Required

Advanced Attribute Properties

Attribute Code
This is used internally. Make sure you don't use spaces or more than 30 symbols.

Scope
Declare attribute value saving scope.

Default Value

Unique Value
Not shared with other products.

Input Validation for Store Owner

Add to Column Options
Select "Yes" to add this attribute to the list of column options in the product grid.

Use in Filter Options
Select "Yes" to add this attribute to the list of filter options in the product grid.

3) In the "Manage Labels" tab you can leave the fields untouched –

← Back Reset Save and Continue Edit **Save Attribute**

- ATTRIBUTE INFORMATION
- Properties
- Manage Labels**
- Storefront Properties

Manage Titles (Size, Color, etc.)

Default Store View

4) In the "Storefront Properties" tab you can leave the fields untouched –

New Product Attribute

[← Back](#)[Reset](#)[Save and Continue Edit](#)[Save Attribute](#)

ATTRIBUTE INFORMATION

[Properties](#)[Manage Labels](#)[Storefront Properties](#)

Storefront Properties

Use in Search

Comparable on S
torefront

Use in Layered N
avigation

Can be used only with catalog input type Dropdown, Multiple Select and Price.

Use in Search Res
ults Layered Navi
gation

Can be used only with catalog input type Dropdown, Multiple Select and Price.

Position

Position of attribute in layered navigation block.

Use for Promo Ru
le Conditions

Allow HTML Tags
on Storefront

Visible on Catalog
Pages on Storefro
nt

Used in Product L
isting

Depends on design theme.

Used for Sorting i
n Product Listing

Depends on design theme.

5) Click "Save Attribute".

Now we will mass update the attribute value over the products. In order to do this, we first need to assign the attribute to the attribute sets of the products that we want to update –

6) Go to Stores → Attribute Sets –

Attribute Sets

Search   admin ▾

Add Attribute Set

Search [Reset Filter](#) 8 records found

20 per page < 1 of 1 >

Set
<input type="text"/>
Bag
Bottom
Default
Downloadable
Gear
Sprite Stasis Ball
Sprite Yoga Strap
Top

7) Click on one of the Attribute Sets that the products you want to update are in. In our case, some of the products that we want to update are bags, therefore, we click on “Bags” –

Bag

Search   admin ▾

← Back Delete Reset Save

Edit Attribute Set Name

Name *
For internal use

Groups

Add New Delete Selected Group

Double click on a group to rename it.

- category_ids
- news_from_date
- news_to_date
- country_of_manufacture
- is_fb_redirects_to_checkout
- is_resize_main_image_for_fb
- activity
- style_bags
- material
- color
- strap_bags
- features_bags
- eco_collection
- performance_fabric
- entire_recommends
- new
- sale
- Content
- description
- short_description
- Bundle Items

Unassigned Attributes

- manufacturer
- gender
- category_gear
- size
- format
- style_bottom
- style_general
- sleeve
- collar
- pattern
- climate
- facebook_brand

Drag and drop the attribute from the right to the left column

8) Drag and drop the attribute facebook_brand from the right column to anywhere on the left column.

9) Click “Save”.

10) Repeat the steps 6-9 for any other attributes sets that the products that you want to update are in.

Now we are going to mass update the attribute “facebook_brand” over the products in our store.

11) Go to Catalog → Products

12) Check the products that you want to update, click on Actions → Update Attributes –

Catalog 🔍 🔔 👤 admin ▾

[Add Product](#) ▾

Filters | Default View | Columns ▾

2046 records found (14 selected) | 20 per page | 1 of 103

Actions ▾

- Delete
- Change status
- Update attributes
- Change product Facebook Feed status

				SKU	Price	Quantity	Visibility	Status	Websites	Is Product in Facebook Feed	Action		
			Joust Duffle Bag	Simple Product	Bag	24-MB01	\$34.00		Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>	2		Strive Shoulder Pack	Simple Product	Bag	24-MB04	\$32.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>	3		Bag	Simple Product	Bag	24-MB03	\$38.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>	4		Bag	Simple Product	Bag	24-MB05	\$45.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>	5		Rival Field Messenger	Simple Product	Bag	24-MB06	\$45.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>	6		Fusion Backpack	Simple Product	Bag	24-MB02	\$59.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>	7		Impulse Duffle	Simple Product	Bag	24-UB02	\$74.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit

13) In the “Attributes” tab, scroll down to the “Facebook Brand” attribute, click on “Change”, select the desired value (in this example we chose “new”), and click “Save” –

Update Attributes

Store View: All Store Views

Back Reset Save

4) Click "Save"

PRODUCTS INFORMATION

- Attributes
- Advanced Inventory
- Websites

Attributes

Product Name * [store view]

Change

Description [store view]

Change

Short Description [store view]

Change

1) Scroll down to the "Facebook Brand" attribute

Facebook Brand [store view]

Change

2) Click "Change"

3) Fill in the brand name

If your Magento version is lower than 2.3.2 – you should see a success message, indicating that the attribute was successfully updated in the selected products.

If your Magento version is 2.3.2 – you will get a message saying that the update action was added to the queue. Pay attention that you need to wait some time (usually a few minutes) for the cron to run and process the action. Only after it finishes the products will be updated.

Appendix 2 – creating a product attribute "facebook_condition" and mass updating its value over the products

In this example we will create an attribute "facebook_condition".

1) To create a product attribute, go to Stores → Attributes → Product. Click "Add New Attribute" -

Product Attributes

Search [Reset Filter](#) 66 records found

[Add New Attribute](#)

Click on "Add New Attribute"

1 of 4 >

Attribute Code	Default Label	Required	System	Visible	Scope	Searchable	Use in Layered Navigation	Comparable
<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>	<input type="checkbox"/>
activity	Activity	No	No	Yes	Global	No	Filterable (with results)	Yes
category_gear	Category Gear	No	No	Yes	Global	No	Filterable (with results)	No
category_ids	Categories	No	Yes	No	Global	No	No	No
climate	Climate	No	No	Yes	Global	No	Filterable (with results)	No
collar	Collar	No	No	Yes	Global	No	Filterable (with results)	No
color	Color	No	No	No	Global	No	Filterable (with results)	No
cost	Cost	No	No	No	Global	No	No	No
country_of_manufacture	Country of Manufacture	No	Yes	No	Web Site	No	No	No
custom_design	New Theme	No	Yes	No	Store View	No	No	No
custom_design_from	Active From	No	Yes	No	Store View	No	No	No
custom_design_to	Active To	No	Yes	No	Store View	No	No	No
custom_layout	New Layout	No	Yes	No	Store View	No	No	No
custom_layout_update	Layout Update XML	No	Yes	No	Store View	No	No	No
description	Description	No	Yes	No	Store View	Yes	No	Yes

2) In the "Properties" tab fill in the following values –

← Back Reset Save and Continue Edit **Save Attribute**

ATTRIBUTE INFORMATION

- Properties ✎
- Manage Labels
- Storefront Properties

Attribute Properties

Default Label *

Catalog Input Type for Store Owner

Values Required

We chose "Dropdown", because Facebook only allows specific values in the "condition" field - "new", "used" and "refurbished"

Manage Options (Values of Your Attribute)

Is Default	Admin*	Default Store View	
<input checked="" type="radio"/>		new	Delete
<input type="radio"/>		used	Delete
<input type="radio"/>		refurbished	Delete

Add Option

Advanced Attribute Properties

Attribute Code
This is used internally. Make sure you don't use spaces or more than 30 symbols.

Scope
Declare attribute value saving scope.

Unique Value
Not shared with other products.

Input Validation for Store Owner

Add to Column Options
Select "Yes" to add this attribute to the list of column options in the product grid.

Use in Filter Options
Select "Yes" to add this attribute to the list of filter options in the product grid.

3) In the “Manage Labels” tab you can leave the fields untouched –

New Product Attribute 🔍 🔔 👤 admin

← Back Reset Save and Continue Edit **Save Attribute**

ATTRIBUTE INFORMATION

- Properties ✎
- Manage Labels**
- Storefront Properties

Manage Titles (Size, Color, etc.) ⌵

Default Store View

4) In the “Storefront Properties” tab you can leave the fields untouched –

New Product Attribute ← Back Reset Save and Continue Edit **Save Attribute**

ATTRIBUTE INFORMATION

- Properties ✎
- Manage Labels
- Storefront Properties**

Storefront Properties

Use in Search

Comparable on Storefront

Use in Layered Navigation
Can be used only with catalog input type Dropdown, Multiple Select and Price.

Use in Search Results Layered Navigation
Can be used only with catalog input type Dropdown, Multiple Select and Price.

Position
Position of attribute in layered navigation block.

Use for Promo Rule Conditions

Allow HTML Tags on Storefront

Visible on Catalog Pages on Storefront

Used in Product Listing
Depends on design theme.

Used for Sorting in Product Listing
Depends on design theme.

5) Click "Save Attribute".

Now we will mass update the attribute value over the products. In order to do this, we first need to assign the attribute to the attribute sets of the products that we want to update –

6) Go to Stores → Attribute Sets –

The screenshot shows the 'Attribute Sets' management page in a Magento Admin interface. At the top left, the page title is 'Attribute Sets'. On the top right, there are icons for search, notifications, and a user profile labeled 'admin'. Below the title bar is a light gray header area containing an orange button labeled 'Add Attribute Set'. Underneath is a navigation bar with a 'Search' button, a 'Reset Filter' link, and the text '8 records found'. To the right of this bar are pagination controls showing '20' items per page, '1' of 1 page, and navigation arrows. The main content area is a table with a dark header row labeled 'Set' and a downward arrow. The table contains eight rows of attribute sets: 'Bag', 'Bottom', 'Default', 'Downloadable', 'Gear', 'Sprite Stasis Ball', 'Sprite Yoga Strap', and 'Top'. Each row is a light gray bar with the set name in black text.

7) Click on one of the Attribute Sets that the products you want to update are in. In our case, some of the products that we want to update are bags, therefore, we click on "Bags" –

Edit Attribute Set Name

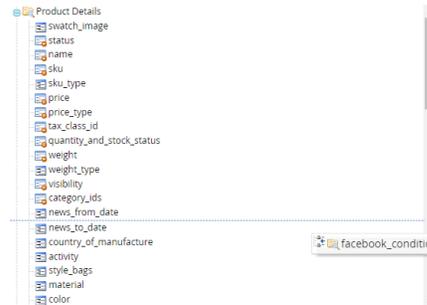
Name

For internal use

Groups

Add New Delete Selected Group

Double click on a group to rename it.



Unassigned Attributes

- manufacturer
- gender
- category_gear
- size
- format
- style_bottom
- style_general
- sleeve
- collar
- pattern
- climate
- facebook_condition

Drag and drop the attribute from the right to the left column

8) Drag and drop the attribute `facebook_condition` from the right column to anywhere on the left column.

9) Click "Save".

10) Repeat the steps 6-9 for any other attributes sets that the products that you want to update are in.

Now we are going to mass update the attribute "facebook_condition" over the products in our store.

11) Go to Catalog → Products

12) Check the products that you want to update, click on Actions → Update Attributes –

Add Product ▾

Filters

👁 Default View ▾

⚙ Columns ▾

2046 records found (14 selected)

20 per page 1 of 103

Actions		SKU	Price	Quantity	Visibility	Status	Websites	Is Product in Facebook Feed	Action				
<input type="checkbox"/>		Joust Duffle Bag	Simple Product	Bag	24-MB01	\$34.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit	
<input checked="" type="checkbox"/>	2		Strive Shoulder Pack	Simple Product	Bag	24-MB04	\$32.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>	3		Rival Field Messenger	Simple Product	Bag	24-MB03	\$38.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>	4		Fusion Backpack	Simple Product	Bag	24-MB05	\$45.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>	5		Impulse Duffle	Simple Product	Bag	24-UB02	\$74.00	100.0000	Catalog, Search	Enabled	Main Website	No	Edit
<input checked="" type="checkbox"/>	6												
<input checked="" type="checkbox"/>	7												

2) Click "Update Attributes"

1) Check the products that you want to update

13) In the "Attributes" tab, scroll down to the "Facebook Condition" attribute, click on "Change", select the desired value (in this example we chose "new"), and click "Save" –

Update Attributes

Store View: All Store Views [?] ← Back Reset Save

PRODUCTS INFORMATION

- Attributes
- Advanced Inventory
- Websites

Attributes

Product Name * [store view] Change

Description [store view] Change

Short Description [store view] Change

4) Click "Save"

1) Scroll down to the "Facebook Condition" attribute

Facebook Condition [store view] Change

2) Click "Change"

3) Select "new"

If your Magento version is lower than 2.3.2 – you should see a success message, indicating that the attribute was successfully updated in the selected products.

If your Magento version is 2.3.2 – you will get a message saying that the update action was added to the queue. Pay attention that you need to wait some time (usually a few minutes) for the cron to run and process the action. Only after it finishes the products will be updated.

Get Support!

We are here and we will do our best to help. Contact us on support@mexbs.com and we will get back to you ASAP with help!

Free software updates

From time to time we are going to release some cool updates for your extension. And you will get those updates for free! Currently we are working on upgrading our website, in order to make the software updates appear directly in your customer account. But for now, you will get the software updates by email on demand (because we don't want to spam you). Or if you are subscribed to our updates newsletter – we will email you every time when there is a new version release.

Don't forget to send your feedback!

Every feedback is good for us! Please send us your feedback to sales@mexbs.com or write it directly in the reviews section on the product page. It will be a pleasure for us to hear your opinion!

Enjoy your extension!

MexBS Team