



# Facebook Catalog Product Feed

## Installation Instructions

If you purchased the extension on Magento Marketplace then unpack .zip file inside **app/code/Apptrian/FacebookCatalog/** directory.

If you purchased the extension on our site then unpack .zip file inside your Magento root.

Run following commands on Magento root directory:

```
php bin/magento maintenance:enable
```

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

```
php bin/magento setup:upgrade
```

```
php bin/magento cache:flush
```

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

```
php bin/magento maintenance:disable
```

```
php bin/magento cache:flush
```

If you do not know how to install an extension or you wish a professional to do it for you, we offer additional [Installation](#) service for a small fee.

## Configuration

Our extension works out of the box. The only thing you need to do is click "Generate Product Feed" button in our extension configuration. To do this log to your Magento Admin and go to:

**Stores > Configuration > Apptrian Extensions > Facebook Catalog Product Feed**

We recommend you to type "Default Brand" option since this field is required in the product feed. Our extension will try to get product brand attribute first, but you might not have a brand attribute for your products or some of your products might have an empty value for it.

We recommend you to check "For google\_product\_category Use" option and type Magento product attribute code you want to use for the product feed **google\_product\_category** field. Although this field is optional it is recommended that you use it. The field value is one of the predefined values (string or category ID) from [Google's product taxonomy](#). For example, **Apparel & Accessories > Clothing > Dresses** or **2271**.

We recommend you to type "Default google\_product\_category" option. Our extension will try to get product google\_product\_category attribute first, but you might not have a google\_product\_category attribute for your products or some of your products might have an empty value for it.

After generation is done you are ready to tell Facebook about your Facebook Catalog Product Feed. This is done in Facebook Business Manager and there you have two ways to add product feed to your catalog.

## Set a Schedule or Upload Once

### General

#### Facebook Catalog Product Feed Links

Click "Generate Product Feed" button below. After the process is done every store you have in Magento will have one product feed. You can change the product feed file name on store scope level. See tooltip for more information. [global]

Default Store View: <https://dev.magento/media/store-1.csv> **2**

German Store View: <https://dev.magento/media/store-2.csv>

UK Store View: <https://dev.magento/media/store-3.csv>

#### Facebook Catalog Product Feed Options

**Enable Product Feed** [store view] Yes   
Enables or disables product feed.

**Product Feed Format** [store view] CSV   
See tooltip for more information.

**Allow Products That Are Not Visible Individually** [store view] Yes   
If you want to allow products that are not visible individually in product feed set this option to "Yes".

**Exclude Product Type** [store view]   
If you want to exclude one or more product types. Please read the tooltip.

**Exclude discontinued Products** [store view] No   
If you want to exclude **discontinued** products from the product feed set this option to "Yes".

**Exclude out of stock Products** [store view] No   
If you want to exclude **out of stock** products from the product feed set this option to "Yes".

**Exclude/Include Attribute to Check** [store view]   
Type Magento product attribute code you want to check for product to be included in the feed.

**Exclude/Include Attribute Value to Match** [store view]   
Type Magento product attribute value you want to match for product to be included in the feed.

#### Facebook Catalog Product Feed Generation

Start Product Feed Generation Process [global] **1**  **1**

#### Field Options

**Required Fields** \* Not all options are shown.

**For id Use** [store view] sku  **?**  
WARNING! This option should be set to **sku**. Please read the tooltip.

### Automatic Configuration

1. Click a button.
2. Select and copy the link.
3. Choose "Set a Schedule".
4. Paste link in appropriate field.

Step 4/4 cannot be seen on this screenshot but they are self-explanatory.

#### Add Products With Data Feeds

Upload a file or add a URL.

**Need to set up a data feed?**

You can also set up a data feed by using the Facebook Feed plugin on [Shopify](#), [WooCommerce](#), [BigCommerce](#) or [Magento](#)

**How do you want to upload your data feed?**

**3 Upload Once**

Recommended if your inventory rarely changes. You can upload a data feed file to update your inventory.

**3 Set a Schedule**

Recommended if your inventory regularly changes. You can set a schedule to automatically update your inventory from a feed URL.

**Add a Data Feed URL**

Enter your data feed URL with one of our supported URL types: http, https, ftp, or sftp (for example, "https://www.mywebsite.com/feed/feedJune112917.csv"). Note that this is different than the URL for your website, Facebook News Feed and Facebook Page Shop.

Data Feed URL  **4**

**Add your data feed URL login details (optional)**

If your data feed URL is password protected, please enter your login details.

Username  Password

### Manual Configuration

1. Click a button.
2. Click a link to download feed file.
3. Choose "Upload Once".
4. Upload feed file.

If you decide to go with "Set a Schedule" this means Facebook will regularly check your feed URL for new products and changes making your Facebook Catalog up to date automatically.

If you decide to go with "Upload Once" this means you will upload feed file every time you want to update your Facebook Catalog.

You can use any approach you want.

There are several options for product feed customization. They are all self-explanatory and have comments and tooltips.

After changing options make sure you refresh your Magento cache and then regenerate the feed by clicking "Generate Product Feed" button.