



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 the "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 in the "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.

google_product_category

Optional but recommended for dynamic ads (may contribute to improved ad performance). Optional for Instagram Shopping and Page shops, but required to enable onsite checkout on these channels (the US only).

Required for Marketplace (the US only).

We recommend you to check the "For google_product_category Use" option and type the 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 in the "Default google_product_category" option. Our extension will try to get the 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.

fb_product_category

This field is optional. If you do not want it, make the "For fb_product_category Use" option empty.

The Facebook product category represents the item according to the Facebook product taxonomy. This taxonomy organizes products for sale into categories and subcategories. For example, **Health & Beauty > Beauty > Makeup > Eye Makeup > Mascara**.

We recommend you to check the "For fb_product_category Use" option and type the Magento product attribute code you want to use for the product feed **fb_product_category** field. The field value is one of the predefined values (string or category ID) from [Facebook's product taxonomy](#). For example, **Health & Beauty > Beauty > Makeup > Eye Makeup > Mascara** or **281**.

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

product_type

This field is optional. If you do not want it, make the "For product_type Use" option empty.

Optional for dynamic ads and commerce. Max character limit: 750. Category the item belongs to according to your business's product categorization system if you have one. For commerce, represents the product category in your internal system. Example: **Home & Garden > Kitchen & Dining > Appliances > Refrigerators**

We recommend you to check the "For product_type Use" option and type the Magento product attribute code you want to use for the product feed **product_type** field.

We recommend you to type in the "Default product_type" option. Our extension will try to get the product product_category attribute first, but you might not have a 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. 2

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

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

- Click a button.
- Select and copy the link.
- Choose "Set a Schedule".
- 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

- Click a button.
- Click a link to download feed file.
- Choose "Upload Once".
- 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 the 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 the "Generate Product Feed" button.