



# Facebook Catalog Product Feed

## Reference

Facebook Catalog Product Feed is a very useful and efficient extension. With one button click, you can generate a Facebook Catalog Product Feed. This feed is used for Facebook Dynamic Ads, Facebook Shopping, Instagram Shopping, Pinterest Catalog, and Google Shopping. Our extension has many options for customization of your product feed or feeds. Like all of our extensions, the Facebook Catalog Product Feed is multistore compatible. Every store has its product feed. Our extension also has a cron option. This allows you to fully automate the process. With our extension, you can rest assured your product feeds and catalogs are always up to date.

**Facebook Catalog** is a container for all the products in your Magento store or stores. A catalog requires a product feed before you can use it in your Dynamic Facebook Ads. (At least one, however one catalog can have multiple feeds)

**Product Feed** is a file that contains the products you want to advertise. A product feed is made up of several columns that contain information about your products, such as unique IDs, pricing, availability, and more. This product feed is used in conjunction with Facebook Dynamic Ads to automatically promote your products to people who have expressed interest in your website, in your app, or elsewhere on the Internet.

**Facebook Dynamic Ads** look exactly like other single image ads or ads created in the carousel format on Facebook, Instagram, and Audience Network. However, instead of individually creating an ad for each of your products, you create an ad template that automatically uses images and details from your data feed for things you would like to advertise. Dynamic ads use your Facebook pixel or SDK to show ads to people who have already shown interest in your business by taking actions you care about on your site. For Facebook Dynamic Ads to work Facebook Pixel must be associated with Facebook Catalog in Facebook Business Manager.

**Facebook Pixel** is a piece of JavaScript code for your website that enables you to measure, optimize and build audiences for your ad campaigns. Using the Facebook pixel, you can leverage the actions people take on your website across devices to inform more effective Facebook advertising campaigns. If you already do not have Facebook Pixel implemented in your Magento store check our **Facebook Pixel and Conversions API** extension.

## Account & Pricing

**Our extension does not require any external service nor account to function. It will generate product feeds on its own.** However, product feeds generated by our extension are usually used in the following services. **Accounts for these services are FREE.**

- [Facebook Business Manager account](#)

- [Instagram Business account \(requires Facebook Business Manager account\)](#)
- [Pinterest Business account](#)
- [Google Merchant Center account](#)

All of the above and probably many more use the same product feed specification. You can use product feeds generated by our extension for any or all of them.

## Features

- An easy way to generate a Facebook Catalog product feed or feeds.
- Product feeds generated by our extension are compatible with Google Shopping Feed.
- Product feeds generated by our extension are compatible with Pinterest Catalog.
- Works out of the box with just a button click in our extension config.
- Option to enable or disable feed generation per website and/or store view.
- Convenient option to change product feed filename.
- Support for CSV, TSV, and XML (RSS) feed formats.
- Option to include products that are not visible individually in the feed.
- Option to exclude Magento product type from the feed. One (configurable) or more (bundle,configurable,grouped).
- Option to exclude **discontinued** products from the feed.
- Option to exclude **out of stock** products from the feed.
- Option to type in arbitrary Magento product attribute code to exclude/include products from/in the feed.
- Option to type in arbitrary Magento product attribute value to exclude/include products from/in the feed.
- Option to type the attribute code you want to use for the **id** field.
- Option to type the attribute code you want to use for the **availability** field. (If left empty determination will be made based on default Magento getIsInStock() method.)
- Option to match **availability** values to Facebook-defined ones: **in stock**, **out of stock**, **preorder**, **available for order**, and **discontinued**.
- Option to type the attribute code you want to use for the **condition** field.
- Option to match **condition** values to Facebook-defined ones: **new**, **refurbished**, and **used**.
- Option to type the attribute code you want to use for the **description** field. (The fallback mechanism is in place if an attribute value is empty. Priority is your\_attribute > meta\_description > short\_description > description > product name.)
- Option to type the attribute code you want to use for the **rich\_text\_description** field.
- The **image\_link** field will be populated automatically. (If a product does not have an image, the extension will try to get a parent product image.)
- The **link** field will be populated automatically.
- Option to type the attribute code you want to use for the **title** field. (The fallback mechanism is in place if an attribute value is empty. Priority is your\_attribute > product name)
- The **price** field will be populated automatically.
- Option to type the attribute code you want to use for the **gtin** (Global Trade Item Number) field.
- Option to type the attribute code you want to use for the **mpn** (Manufacturer Part Number) field.
- Option to type the attribute code you want to use for the **brand** field.
- Option to type default text for the **brand** field. (It is used if an attribute is empty.)
- Option to enable **identifier\_exists** field.
- Option to enable **override** field.
- Option to type the field name you want to use for the **inventory**.
- Option to type limit for the **additional\_image\_link** field. (Empty or 0 (zero) means disabled. Any

number from 1 to 10 means enabled. The number represents a limit for additional images.)

- Option to type the attribute code you want to use for the **age\_group** field.
- Option to match **age\_group** values to Facebook-defined ones: **adult**, **all ages**, **teen**, **kids**, **toddler**, **infant**, and **newborn**.
- Option to type the attribute code you want to use for the **expiration\_date** field.
- Option to type the attribute code you want to use for the **gender** field.
- Option to match **gender** values to Facebook-defined ones: **male**, **female**, and **unisex**.
- Option to type the attribute code you want to use for the **item\_group\_id** field.
- Option to type the attribute code you want to use for the **product\_type** field.
- Option to type default category for the **product\_type** field. (It is used if an attribute is empty.)
- Option to type the attribute code you want to use for the **fb\_product\_category** field.
- Option to type default category for the **fb\_product\_category** field. (It is used if an attribute is empty.)
- Option to type the attribute code you want to use for the **google\_product\_category** field.
- Option to type default category for the **google\_product\_category** field. (It is used if an attribute is empty.)
- Option to enable the **sale\_price** field in the feed.
- Option to enable the **sale\_price\_effective\_date** field in the feed.
- Option for additional fields to attributes mapping. Example:  
**color=color|material=material|pattern=pattern**. As you can see the format is simple  
**field1=attribute1|field2=attribute2** Facebook feed field and Magento product attribute are connected by = sign and pairs are separated by | sign.
- For full automation, our extension provides a cron option so your product feed or feeds can always be up to date.
- Cron expression option for product feed generation so you can choose the time and frequency of feed regeneration.