



# Facebook Catalog Product Feed

## User Guide

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.

## 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. [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  **2**

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 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.

## FAQ

Q: Can I change the product feed filename?

A: Yes you can. There is a convenient option in our extension config. It is called "Product Feed File Name", to see this option you need to change the scope to Store View. If you have two or multiple stores be aware that the file name must be unique. This means two or more stores must not have the same file name.

Q: Which "Product Feed Format" should I use?

A: By default we set CSV but you can use any format you like. Be aware that XML-RSS format is an XML that means there is an overhead of tags so XML-RSS product feed will produce a larger file than CSV or TSV.

Q: After the extension update age\_group field does not work properly?

A: If you updated the extension from some older version to v1.7.0 or newer you need to remap values in the **age\_group Map** option because new options are added, and the sort order is changed to adult, all ages, teen, kids, toddler, infant, and newborn.

Q: After the extension update feed does not generate?

A: If you updated the extension from some older version to v1.7.0 or newer, you need to make sure the **Additional Fields to Attributes Mapping** option does not include any reference to **product\_type** nor **fb\_product\_category**. These fields have dedicated options in the new versions of the extension.