

# Hootsuite – Magento Plugin Reference Manual

## Overview

The Hootsuite Magento Facebook Catalog Sync plugin consists of a module built on the Magento 2 platform. This plugin simplifies the catalog export process from your Magento store in a multistore compatible format consumable by Facebook.

The plugin can be configured with specified filters, unique attribute mapping, and run on a predefined schedule; freeing up resources to focus on other important business operation responsibilities.

## Technical Features

- Flexibility to define which attributes will be exported
- Flexibility to map your Magento store attributes to Facebook catalog fields
- Option to duplicate an existing feed reducing the effort to create new feeds
- Option to Enable/Disable any existing feeds
- A grid view of all of your configured feeds
- A grid to select and filter the products user needs to export in each feed
- Option to manually trigger the export of your product catalog at anytime
- Choice of the file to be exported either in .csv or XML format
- File delivery through FTP protocol

## Benefits

- Easily upload your product catalog to Facebook to be used in your Dynamic Facebook Ads
- Schedule automatic updates of your product catalog in Facebook
- Create an unlimited number of product feeds
- Create Facebook product feeds for different store views
- Set up multiple feeds for multiple stores & currencies