

Facebook Native Integration for Magento User Guide

by CedCommerce Products Documentation

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1. Overview

Facebook is a great platform to start selling and scale your business, with over 2.2 Billion monthly users and 1.4 billion users visiting every day, Facebook is definitely the largest social media platform today. That's why marketers can't ignore the potential reach that social networking can give to businesses. In fact, 80 million businesses have a presence on the social network, according to Facebook.

CedCommerce is providing a new and innovative extension- Facebook Shop Integration for Magento. With the help of this extension, Magento Sellers facilitates to advertise their product on Facebook Shop.

With this easy to manage solution, the seller can easily handle their products on Facebook Shop page through its Magento store and they can also advertise their products as a sponsored product.

Functionalities of Extension:-

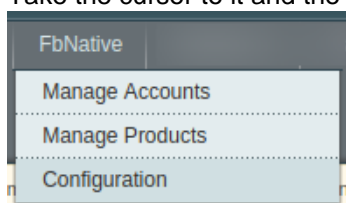
- Bulk Product Upload.
- Easy to manage the product.
- Products can be easily promoted on the Facebook page.
- Automated redirection to the store page during the checkout.

2. Configuration

Once you have installed the Facebook Native integration for Magento in your Admin Panel, you need to complete the Configuration process as shown in this section of the guide.

To Complete the Configuration:

- Go to the Magento Admin Panel.
- On the top navigation bar, you can see the FBNative.
- Take the cursor to it and the menu will appear to you as shown in the image below:



- Click **Configuration**.
The Configuration page appears as shown in the following figure:

Fbnative Configuration

Save Config

Fbnative Api Settings

Enabled	Yes	[WEBSITE]																					
Email Id to Recive Critical Notifications	<input type="text"/>	[GLOBAL]																					
<small>▲ Get Email When you need to know something Example: owner@example.com</small>																							
Fbnative Debug Mode	Yes	[GLOBAL]																					
<small>▲ Enable It to Turn On Logging.</small>																							
Facebook Attribute Mapping	[GLOBAL]																						
	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 30%;">FbNative Attribute</th> <th style="width: 30%;">Magento Attribute Code</th> <th style="width: 40%;"></th> </tr> </thead> <tbody> <tr> <td>Name</td> <td>name</td> <td>Delete</td> </tr> <tr> <td>Title</td> <td>description</td> <td>Delete</td> </tr> <tr> <td>Target Country</td> <td>manufacturer</td> <td>Delete</td> </tr> <tr> <td>Brand</td> <td>name</td> <td>Delete</td> </tr> <tr> <td>Condition</td> <td>short_description</td> <td>Delete</td> </tr> <tr> <td colspan="3">Add Rules</td> </tr> </tbody> </table>	FbNative Attribute	Magento Attribute Code		Name	name	Delete	Title	description	Delete	Target Country	manufacturer	Delete	Brand	name	Delete	Condition	short_description	Delete	Add Rules			
FbNative Attribute	Magento Attribute Code																						
Name	name	Delete																					
Title	description	Delete																					
Target Country	manufacturer	Delete																					
Brand	name	Delete																					
Condition	short_description	Delete																					
Add Rules																							
<small>▲ Map Attribute</small>																							

Fbnative Product Advanced Price Settings

Fbnative Product Price	Default Magento Price	[GLOBAL]
<small>▲ Select to send different product price to facebook.com</small>		

Cron Section

Product Cron	No	[WEBSITE]
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- Under **FBnative API settings**, do the following steps:
 - In the **Enabled** list, select the **Yes** option.
 - In the **Email Id Notification** tab, enter the email id to receive critical notifications.
 - In **Debug Mode**, select **Yes** if you want the log to be created.
 - In the **Attribute Mapping** list, map the FBnative attributes to Magento Attribute code.

In the Fbnative Product Advanced Price Settings.

- Go to FbNative Product Price.
- Select the Default Magento Price, if you want to keep the price same on Facebook as Magento.

Fbnative Product Advanced Price Settings

Fbnative Product Price	Default Magento Price	[GLOBAL]
<small>▲ Select to send different product price to facebook.com</small>		

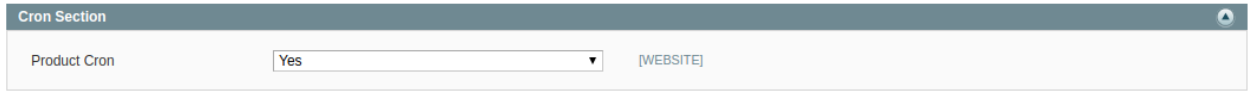
- You can select the other various options if you want to increase or decrease the Price, as shown below in the given picture.

Fbnative Product Advanced Price Settings

Fbnative Product Price	<div style="border: 1px solid #ccc; padding: 2px;"> Default Magento Price Default Magento Price Increase By Fixed Price Increase By Fixed Percentage Decrease By Fixed Price Decrease By Fixed Percentage </div>	[GLOBAL]
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In the FbNative Cron's Section

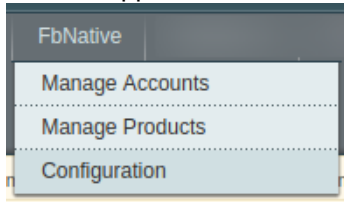
- Cron's would help you to auto-synchronize your Product data to Facebook in certain periods of time.
- Click Enable to activate the Product Cron.
- Click Disable to deactivate the Product Cron.



3. Manage Accounts

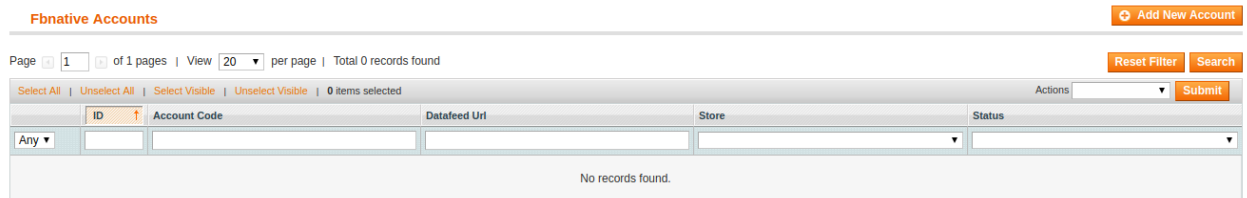
To add a new account

1. Go to the Magento Admin Panel.
2. On the top navigation bar, you can see the FBNative.
3. A menu appears as shown in the following figure:



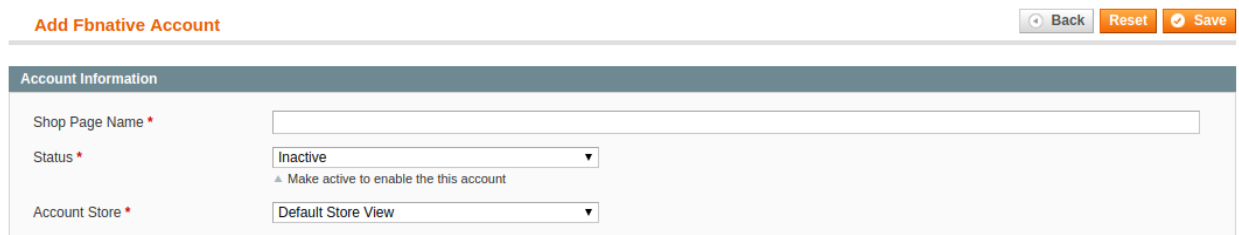
4. Click **Manage Accounts**.

The page appears as shown in the following figure:



5. Click the **Add New Account**

The **Add New Account** page appears as shown in the following figure:



6. In the right panel, under **Account Information**, do the following steps:

- In the **Shop Page Name** box, enter a shop page name.
Note: Please use only letters (a-z), numbers (0-9) or underscore(_) in this field, the first character should be a letter.
- In the **Status** box, select **Active** to enable the status of the shop.
- In the **Account Store** tab, select **Default Store View** to enable the store view.

4. Manage Product Listings

After the Account is done, the seller needs to go to the Products to see the listing products on Facebook.

In this section, the seller can manage the products

- Select the products
- Click on Actions
- Select Remove from Store option to disable the product on Facebook
- Select Add to store to display the product on Facebook.

The screenshot shows the 'Manage Products' interface. At the top, there is a 'Create feed' button. Below it, a dropdown menu for 'Choose Fbnative Account' is set to 'ced_test'. The interface includes pagination and view controls: 'Page 1 of 1 pages | View 20 per page | Total 1 records found'. There are 'Reset Filter' and 'Search' buttons. Below these are selection options: 'Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected'. A table lists product details with columns: ID, Sku, Image, Price, Name, Qty, Visibility, Status, Type, and Actions. A dropdown menu is open over the 'Actions' column, showing 'Add To Store' and 'Remove To Store' options. The table contains one product row with a 'DUMMY PRODUCT' image placeholder.

ID	Sku	Image	Price	Name	Qty	Visibility	Status	Type	Actions
Any			From: <input type="text"/> To: <input type="text"/> In: USD		From: <input type="text"/> To: <input type="text"/>				Add To Store Remove To Store
<input type="checkbox"/>	2 TEST-8965		\$82.00	XYZ		10 Catalog, Search	Enabled	Simple Product	Yes

On clicking on **Create Feed** you can generate the CSV of products with their status as given in the below image-

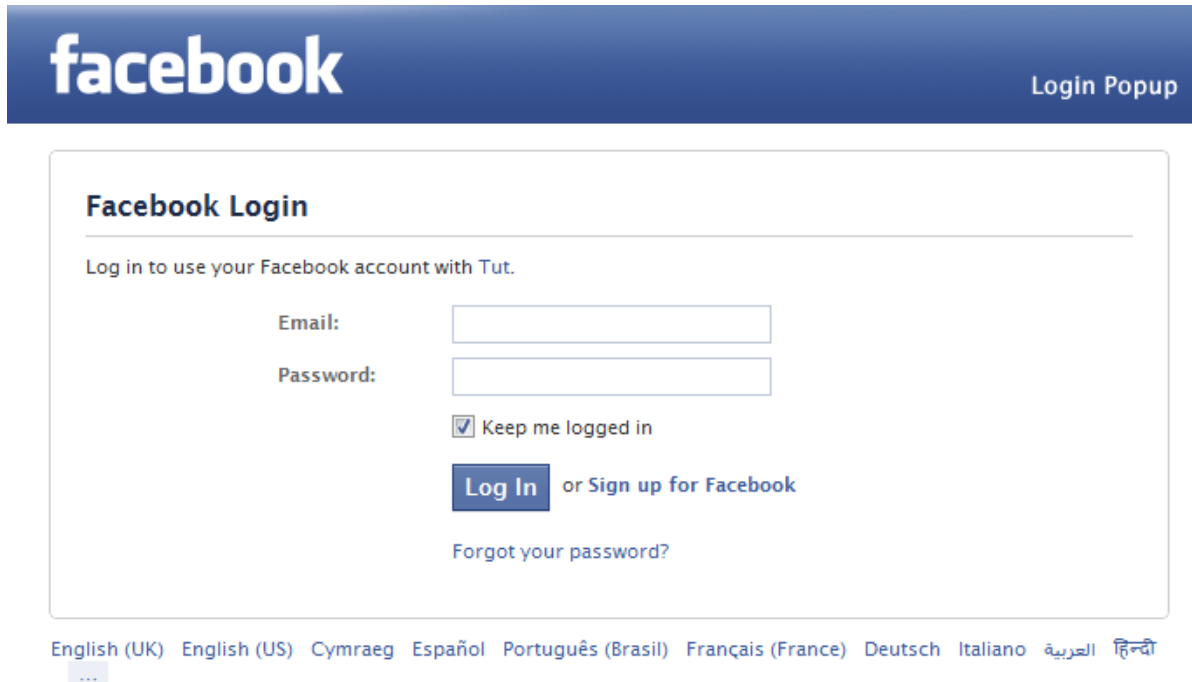
This screenshot shows the 'Manage Products' interface with the 'Create feed' button highlighted. The rest of the interface is identical to the previous screenshot, showing the account selection, pagination, and the product table.

5. How to Upload CSV on Catalog(FB)

To start selling on FB shop you first need to upload CSV on the catalog.

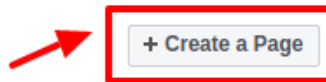
To Upload CSV:

1. Go to Facebook.com(<https://www.facebook.com/>)

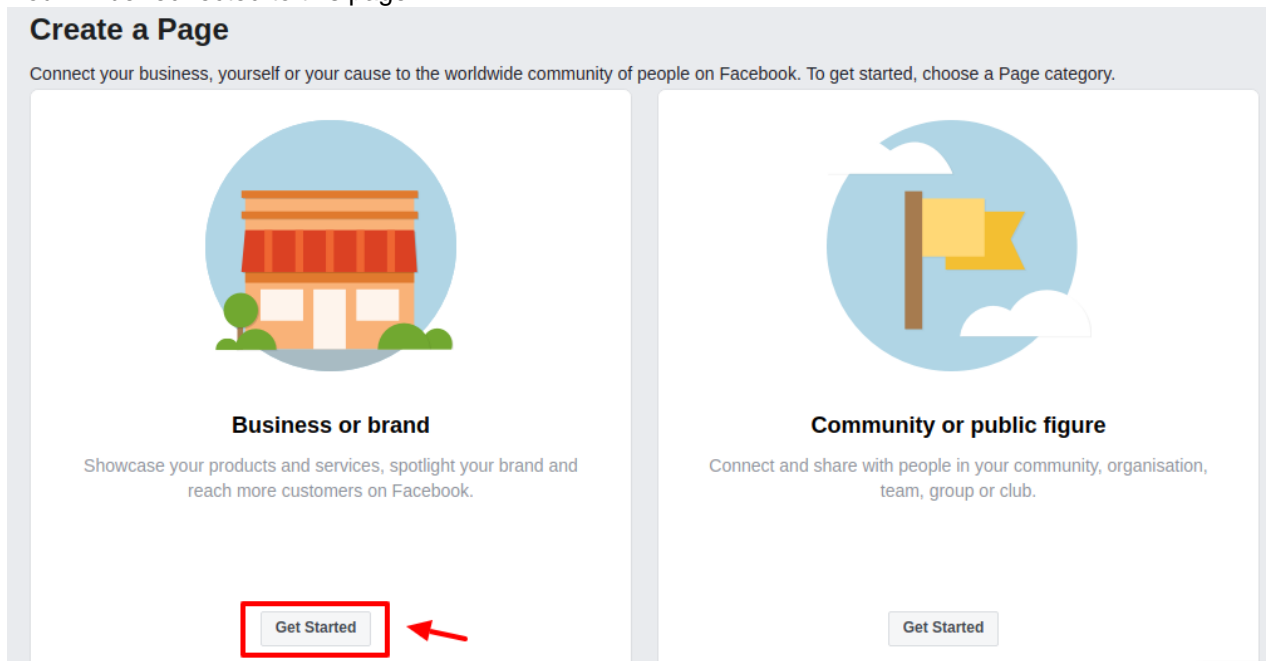


2. Login the Facebook Account you wish to associate with the shop.
3. Now Create a Shop Page according to your requirements.

Pages



4. You will be redirected to this page-



5. Enter the name and category and get started.
6. Now go to the Product Page by visiting [facebook.com/product](https://www.facebook.com/product) (<https://www.facebook.com/products>)



7. The catalog is by default created in this section.

Catalogue Manager

Build and manage your inventory to unlock the power of ads on Facebook and Instagram.

All catalogues Create Catalogue

Q Search catalogues Delete catalogues

Catalogue name ↑↓	Catalogue type ↑↓	Role given ⓘ	Shared with	Owned by ↑↓	Items ↑↓	Diagnostics
<input type="checkbox"/> <div style="border: 2px solid red; padding: 2px;">  Mag... - Mag... Catalogue no.: 4... </div>	Product	No role assigned	Not shared Share		825 products	✔ All good
<input type="checkbox"/>  WooC... - WooC... Catalogue no.: 30000005...	Product	No role assigned	Personal catalogue cannot be shared		48 products	✔ All good

8. Choose the catalog you wish to edit by clicking on its name on the list.

9. You will be redirected to product data Source Page.

Facebook Catalogues Search


All catalogues > Mag... - Mag... Products Product sets **Product data sources** Event data sources Settings Create Ad

Product data sources

Data sources show where your catalogue information comes to Facebook from. You can upload your information from multiple sources at once.

All Data Sources Add Data Source

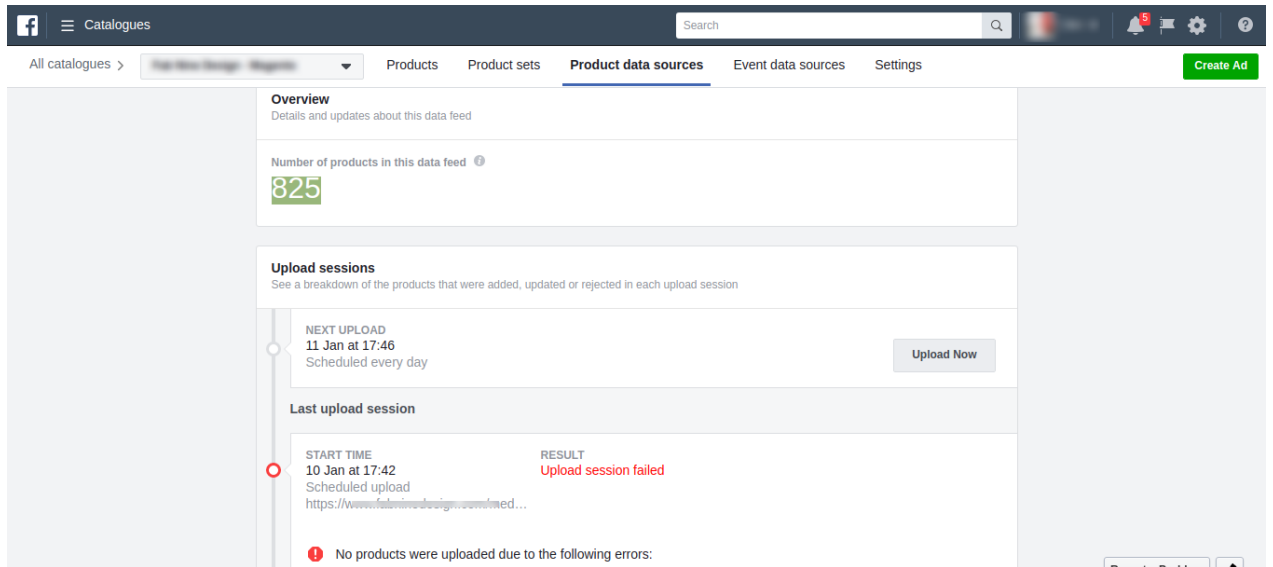
Q Search by Source Name or ID

Data Source Name ↑↓	Source Type	Last Update ↑↓	Status	Next Update
 Products Feed ID: 2...	Data Feed	10 Jan at 17:42 Scheduled upload https://www.fabninedesign.com/media/facebook_...	✘ Feed failed to upload	11 Jan at 17:46 Scheduled every day

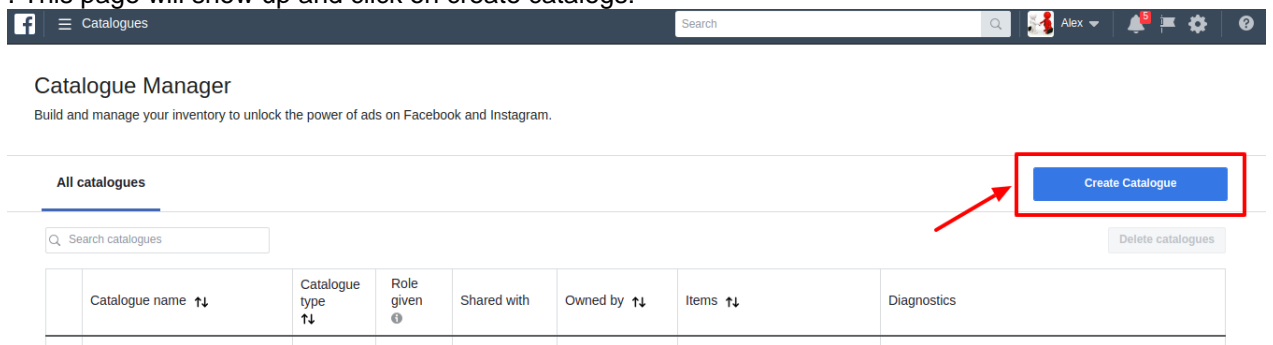
Refresh ⌵

10. Click on the data source name of the product you wish to see.

11. Here you have all the information pertaining to the product.




12. If you don't have a catalog then go to [facebook.com/product](https://www.facebook.com/products) (<https://www.facebook.com/products>) . This page will show up and click on create catalogs:





13. Now choose the preferred category for your business and click on next.


Which category best describes your business?

 **E-commerce**
Products sold online

Products

 **Travel**
Hotels and holiday properties, flights or destinations

 **Property**
Rental properties and property listings

 **Auto**
Different tiers of the auto market

[Cancel](#) [Next](#)

14. Now you will be redirected to a page – Configure your catalog category.
15. Select Upload Product Info.

Configure your catalogue settings

How do you want to add products to your catalogue?

If you use a supported e-commerce platform, connect your account to automatically import your products.

Upload Product Info
Add products using a form, data feed or Facebook pixel.

Connect E-commerce Platform
Automatically import products from your e-commerce platform.

Who owns this catalogue?

Select the business that your catalogue belongs to. If it doesn't belong to a business, select 'Personal'.

Nguyen Alex's Business

Name your catalogue

Give your catalogue a unique name to help identify it later.

Catalog_Products

16. Choose the category and name for your catalog and proceed.

17. A confirmation message will be shown stating a successful catalog creation

Catalogue created

View All Catalogues

View Catalogue

18. Click on view catalog


19. Now you will be redirected to this page

Diagnostics


Check here for recommendations, issues, errors and suggested fixes to help you get the most out of your catalogue.

Ways to Use Your Catalog

You need to finish setting up your catalog to use these features.



Dynamic Ads
Reach people with personalized ads that are automatically created to include the products they've shown an interest in or are most likely to buy.
[Learn More](#)



Ads to Drive Traffic
Get more people to view products on your website or mobile app by creating an ad campaign with a traffic objective.

20. Click on Product data sources

21. A new page will open. Now click on Add Data Sources

Product data sources

Data sources show where your catalogue information comes to Facebook from. You can upload your information from multiple sources at once.


All Data Sources


Search by Source Name or ID


Data Source Name ↑↓	Source Type	Last Update ↑↓	Status	Next Update
No Data Sources found.				

22. A page naming add the product to your catalog opens up

Add Products to Your Catalog

**Add Manually**
Fill in a simple form for each product you want to add to your catalog. [Learn more](#)
Recommended for less than 50 products or getting started with catalogs.

**Use Data Feeds**
Upload a data feed file containing product info to control which products are added to your catalog and when. [Learn more](#)
Recommended for more than 50 products or running dynamic ads.

**Connect Facebook Pixels** ⓘ
Use pixels (code installed on your website) to automatically update the products in your catalog each time someone visits them. [Learn more](#)
Recommended for more than 50 products that get updated hourly or daily.

23. You have 3 options. Choose **“Use data feeds”**

24. Here you can select how you want to upload



Add Products With Data Feeds

Upload a file or add a URL.

Need to set up a data feed?



[Download CSV Template](#)

[Follow Step-by-Step Guide](#)

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?



Upload Once

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



Set a Schedule

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

25. You can either upload once

Upload a Data Feed File

You can upload a data feed file in a supported format: [CSV](#), [TSV](#), [RSS](#) or [ATOM XML](#). File uploads are limited to file size of 100mb. For bigger files, upload your file to a secure server and set a schedule upload.

Drag and drop your file here or

You can upload a small portion of the data feed file to the [Feed debugger](#) to confirm that your products will be added to your catalogue.

Enter Data Feed Name

Choose a name that will help you find this data feed file later.

New data feed for Catalog_Products - 11/01/2019

Select Default Currency

Select the default currency for products in this data feed. This default currency will be used if the prices in your data feed file do not include an ISO currency code (for example: 10 USD instead of \$10 for American dollars). You can update the default currency at any time in feed settings.

USD - US Dollar



26. Or you can schedule the upload at a later time:

Schedule Your Automatic Uploads

Select when you want to automatically upload products from this data feed URL.

At

Enter Data Feed Name

Choose a name that will help you find this data feed file later.

New data feed for Catalog_Products - 11/01/2019

Select Default Currency

Select the default currency for products in this data feed. This default currency will be used if the prices in your data feed file do not include an ISO currency code (for example: 10 USD instead of \$10 for American dollars). You can update the default currency at any time in feed settings.

USD - US Dollar



27. Click on Start Upload and you are good to go.