

Facebook & Instagram Shopping - User Guide

by CedCommerce Products Documentation

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1. Facebook & Instagram Shopping - Overview

You can now extend your Shopify store to Facebook Marketplace & Instagram Shopping and make it easier for the buyers to purchase from Facebook and Instagram without having to leave the platform.

The checkout on Facebook and Instagram is currently available just to the US merchants.

The app empowers you to set-up your Facebook shop, connect it through the Commerce Manager, and display your existing product catalog onto Facebook commerce surfaces, ie. Facebook Marketplace, Facebook Shops, Instagram Shopping, and leverage checkout on Instagram and Facebook all with real-time synchronization, seamless order management, and end-to-end customer support.

The prominent features of the App include:

Surface products on Facebook Marketplace: Drive discovery of your products through Facebook Marketplace and enable shoppers to discover products right from the Marketplace and let them make a purchase right from within the app.

Shops on Profile: Expand your business with Facebook and Instagram Shops. Connect your Facebook catalog page with an Instagram business account and create connections across Facebook channels.

Enable Instagram Shopping: Expand your business through Instagram Shopping. Let your customers drive the discovery of your products through posts, stories, and let them browse your products through Search and Explore.

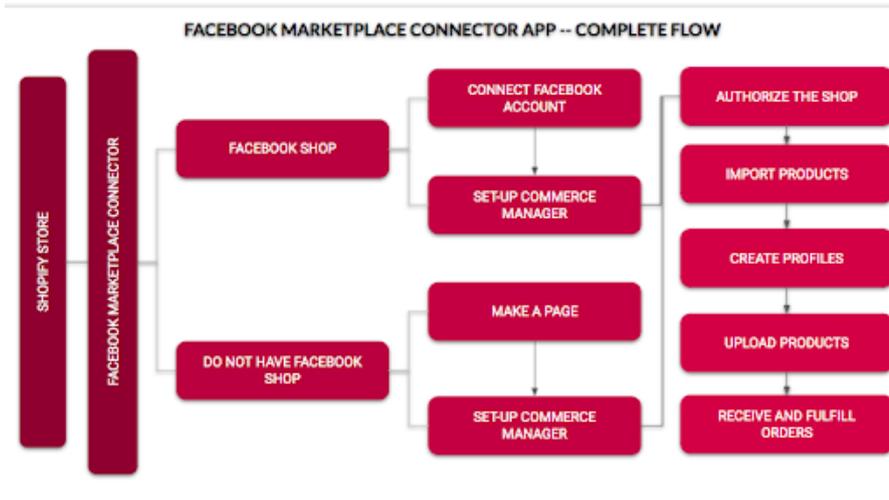
Checkout on Facebook and Instagram: Simplify your selling process by offering a checkout option. Checkout makes it quick, easy, and secure for people to buy products they find directly within the app.

In this Section.

- How does the App work?(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=how-does-the-app-work>)
- Facebook Marketplace & Instagram Shopping Requirements(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=facebook-marketplace-requirements>)
- Permission and Page Roles Requirements(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=permission-and-page-roles-requirements>)
- Installation of Facebook Marketplace & Instagram Shopping(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=installation-of-facebook-marketplace-connector>)

1.1. How Does the App Work?

Below is the flow-chart showing the complete working of the Facebook & Instagram Shopping.



1.2. Facebook Marketplace & Instagram Shopping Requirements

eCommerce retailers like you can list their product offerings on Marketplace, Facebook Shops, and Instagram Shopping. The Checkout on Facebook and Instagram lets people complete purchases from your business without leaving the platform.

You can offer a checkout to your customers when you connect a catalog of your products in Commerce Manager.

To set-up the commerce manager and enable listing your products on Facebook Marketplace, you need to fulfill the following requirements:

- A federal tax identification number that matches your legal name
- A state tax registration number for every state where you do business
- Your bank account info to get your payouts (currently the US only)
- Your physical business address and email address
- The category that best describes your business, your business type, and name
- A business representative name, SSN and DOB
- Your delivery options, return policy, and customer service email address (shipping within 3 days)

Besides, to sell on Instagram Shopping, you need to follow some additional requirements-

- You must have an Instagram business profile.
- Instagram business accounts must be connected to the Facebook Page.
- The business must be located in the supported market.
- Your business must own a website on which you intend to sell

*Note: Along with the above requirements, you should comply with the Commerce Product Merchant Agreement(https://www.facebook.com/legal/commerce_product_merchant_agreement) and the Commerce Policies(<https://www.facebook.com/policies/commerce>) that explains the terms and policies for putting forth your shop on Facebook Marketplace and Instagram Shopping.

1.3. Permission and Page Roles Requirements

To sell on Facebook Marketplace and Instagram Shopping, you need to adhere to the following Facebook Page requirements:

- You should have “admin”(https://www.facebook.com/help/1206330326045914) access to your Facebook Page.
- Your Facebook Page should be “published”(https://www.facebook.com/help/184605634921611)

Being the “Admin” of the page, you have the “manage_pages permission” that allows your app to retrieve Page Access Tokens for the Pages and Apps that the app user administers.

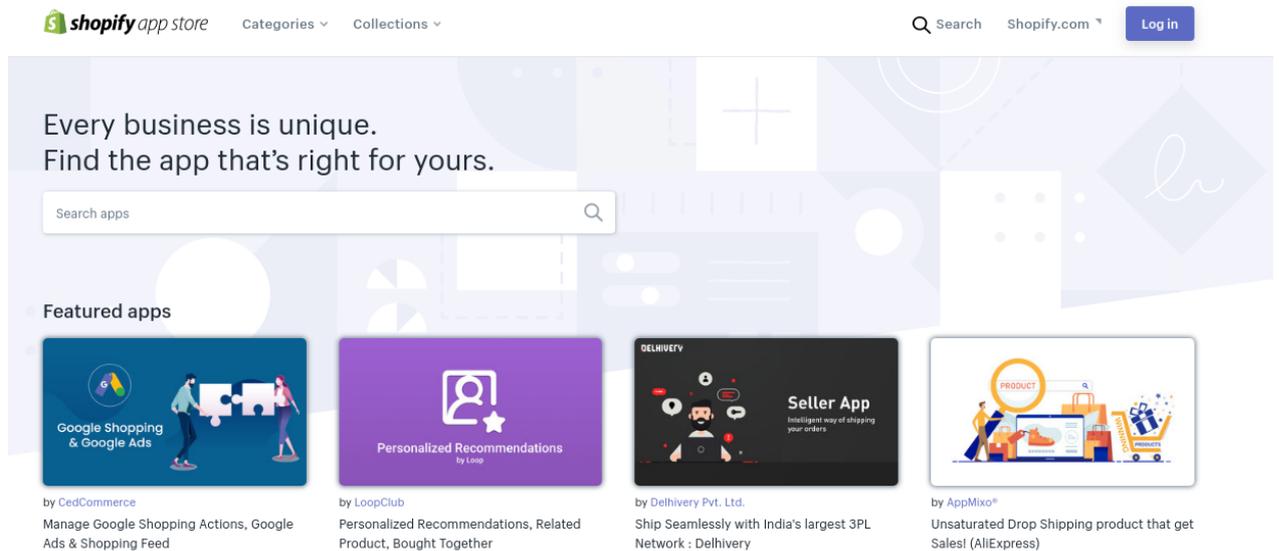
*Note: Only with the Admin role in the Page, you will be able to manage page roles and settings. There are 6 types of page roles, Being the “Editor” or “Moderator” of a page, you can only create content, moderate, analyze, and advertise on the Page.

1.4. Installation of Facebook Marketplace & Instagram Shopping

The Facebook & Instagram Shopping for Shopify can be downloaded from the Shopify App Store.

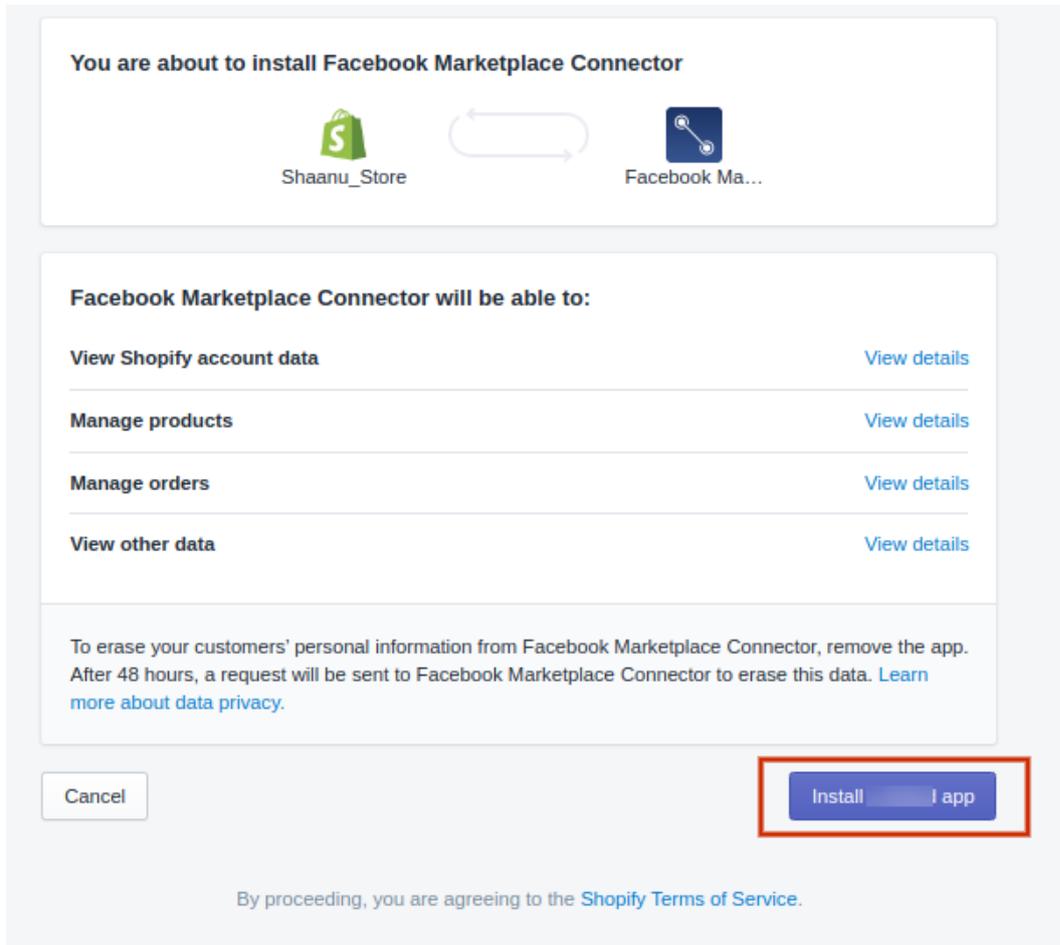
Here is the step by step procedure to install the App.

1. Go to the <https://apps.shopify.com/> (<https://apps.shopify.com/>)



(<https://apps.shopify.com/>)

2. Search for the App “Facebook & Instagram Shopping” in the search bar and click on the icon.
3. Alternatively, you can click on this link to directly download the App: <https://apps.shopify.com/facebook-marketplace-connector>(<https://apps.shopify.com/facebook-marketplace-connector>)
A window will appear, prompting you to install the App.



4. Click on “**Install the App**” to install the App.

Note: The Facebook & Instagram Shopping comes free for all the Shopify merchants.

2. App Configuration and Onboarding to Facebook and Instagram

After installing the App from the Shopify store, you need to configure the Facebook Marketplace & Instagram Shopping to your existing Shopify store.

To configure the App, there are **five major steps** to complete. As soon as you complete one step you will be moved on to the next step.

The steps of onboarding to Facebook commerce surfaces ie., Facebook Marketplace, Facebook Shops, Instagram Shopping through Facebook & Instagram Shopping Connector are:

Step 1: Connecting the App with Facebook Account: If you have an existing Facebook account, connect it with the Facebook & Instagram Shopping.

Step 2: Connecting Business Manager Account to Facebook Page: To surface your products across Facebook Commerce surfaces, you need to connect your Facebook Page to Business Manager Account.

Step 3: Connecting Facebook Page to the App: After selecting your preferred Business Manager account,

choose a Facebook Page you would like to connect to the App.

Step 4: Creating the Commerce Manager Account: After selecting your Facebook Page, start with creating your Commerce Manager Account.

Step 5: Configure Default Mapping of App and Product Import: Map your Shopify products to Facebook surfaces, ie., Facebook Shops, Facebook Marketplace, Facebook Page Shops, Instagram Shopping based on categories, locations, and attributes.

*Note: Make sure that you have given permission to CedCommerce from your Facebook Account to manage pages, business, and Catalog. To do so, click here:

https://www.facebook.com/settings?tab=business_tools(https://www.facebook.com/settings?tab=business_tools)

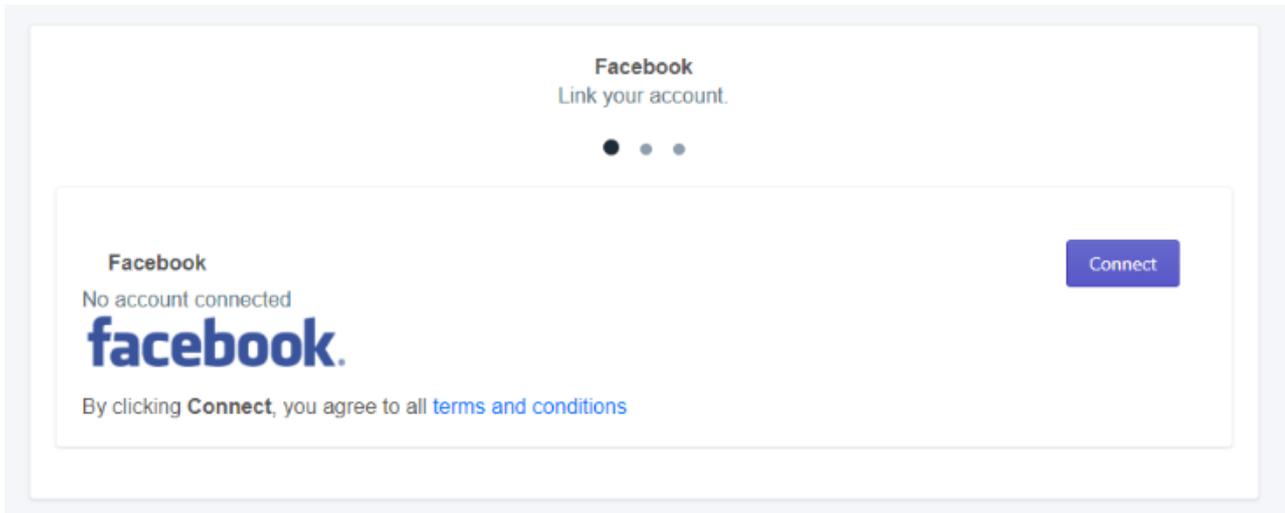
In this section

- Connect the App with the Facebook Account(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=connect-the-app-with-the-facebook-account>)
- Connect Business account to Facebook page(<https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=connect-or-create-a-new-facebook-page>)
 - If you have an Online Facebook Page
 - If you have an Offsite Facebook Page
 - If you do not have a Page
- Connect Facebook Page to the App(<https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=connect-facebook-page-to-the-app>)
- Configure Commerce Manager Account(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=configure-commerce-manager-account>)
- Configure Default Mapping and Product Import(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=configure-default-mapping-and-product-import>)

2.1. Connect the App with the Facebook Account

If you have an existing Facebook account, it will show up as you open the App.

Click the “**Connect**” button. The page will connect to your existing Facebook Account and redirect back to the App.



2.2. Connect Business Manager Account to Facebook Page

The next steps after connecting your Facebook Account with the App, the next screen will show up your **Business Manager account**.

Business Manager is a one-stop-shop where you can manage your business activity on your Facebook account. Built for businesses of all sizes, it allows you to create ads, sell across Facebook networks like Facebook Page, Shops on Facebook, and Instagram profile.

In case you want to run ads and manage your business on Facebook, you can create multiple Business Manager accounts from the same Facebook account.

Note: The ads and the business cannot be managed from the same Facebook Page

There could be three conditions:

- If you have an online Facebook Page(<https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=if-you-have-an-online-facebook-page>)
- If you have an Offsite Facebook Page(<https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=if-you-have-an-offsite-facebook-page>)
- If you do not have a Page(<http://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=if-you-do-not-have-a-facebook-page>)

2.2.1. If you have an Online Facebook Page

After opting for your preferred Business Account, all the Facebook page associated with your Facebook account will be displayed in the next window.

If you already have a Facebook Page that is connected with your Business Manager account, then you can connect the Facebook Page to App.

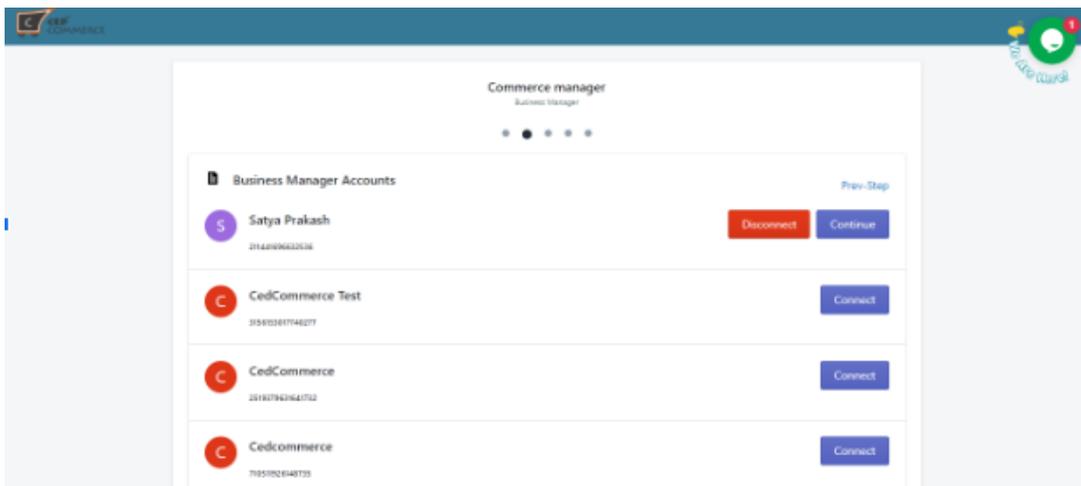
In this section:

- Connect Business Manager Account(<http://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=connect-business-manager-account>)
- How to create a Business Manager Account(<http://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=how-to-create-business-manager-account>)

2.2.1.1. Connect Business Manager Account

After getting started with your Facebook account, the next window will showcase all the Business Manager accounts associated with your Facebook account.

- **'Select'** the Business Manager account from which you want to create a Shop and then configure the Commerce Manager account on the same.



- Click on **'continue'** to select the Business Manager Account on which you would like to create a Facebook shop.
- After selecting the Business Account, **all the Facebook pages** connected to your Facebook account will be displayed on the next screen.

2.2.1.2. How to create Business Manager Account

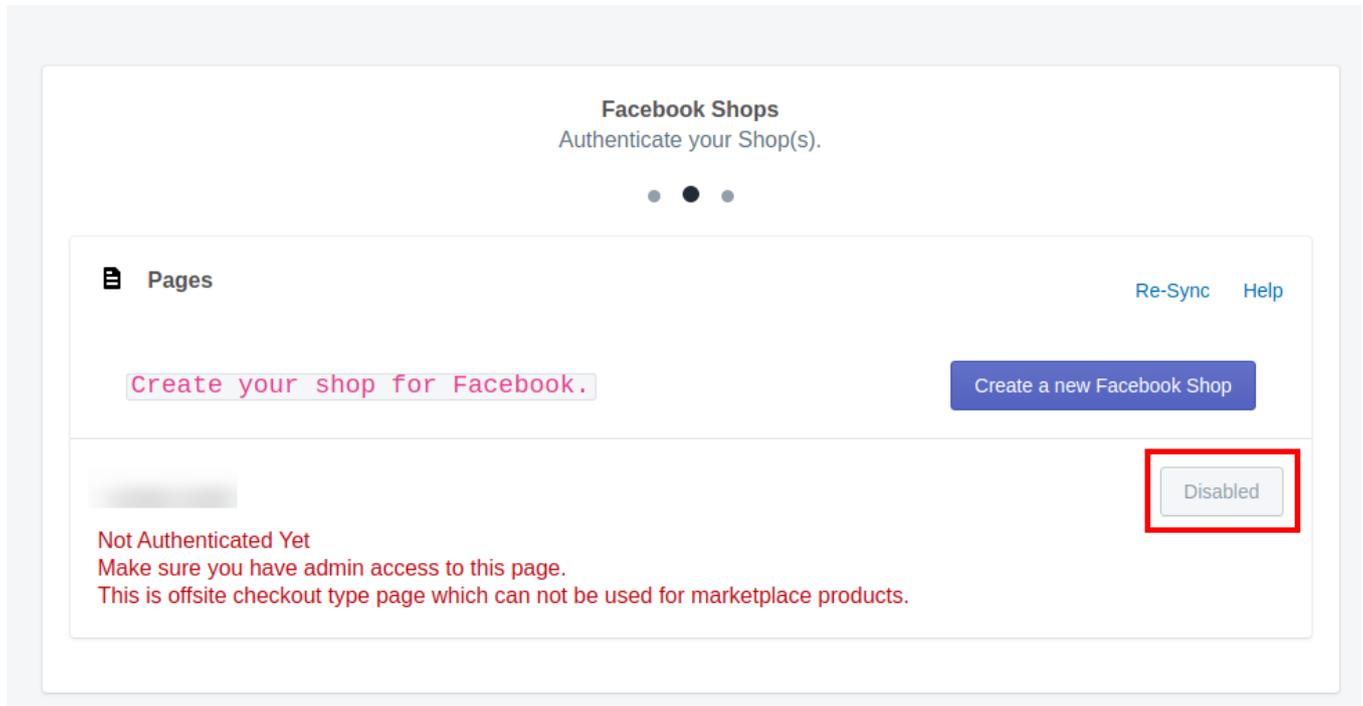
To create a Business Manager Account, you need to:

- Go to Business Manager profile(<https://business.facebook.com/overview>)
- Click on **'Create Account.'**
- Enter a name for your business, your name and work email address and click **Next.**
- Enter your business details and click **Submit.**

2.2.2. If you have an Offsite Facebook Page

In case you have an Offsite Facebook Page, that means you have your Facebook Shop that enables the buyers to either “**Message the seller**” or “**Go to your Website**”. The offsite Facebook page cannot be used for the configuration of the Commerce Manager because to sell on Facebook Marketplace, your Facebook page must offer checkout on Facebook.

This is the reason when you move to the next step after connecting your Facebook Account with the App, the options on the next window will be in a “disabled” state.



Solution I: To get to the configuration of Commerce Manager, you need to convert your Offsite Facebook Page into an Online Facebook Page. In this situation, if you are managing your Facebook ads through an offsite page, you will have to create a new page and a catalogue for the Shop because Facebook does not allow you to manage both ads and marketplace with the same page.

Solution II: In case you do not manage your Facebook ads through your offsite page, you can proceed with commerce manager setup choosing the existing offsite page and create a new catalogue for it.

2.2.3. If you do not have a Facebook Page

If you are new to the Facebook business and you do not have an existing page on Facebook, you will have to create a new page and then Configure the Commerce Manager account.

You can create a new page for your Facebook account in two ways:

- From the Facebook panel at https://www.facebook.com/pages/create/?ref_type=hc(https://www.facebook.com/pages/create/?ref_type=hc)

- From the Commerce Manager

*Note: To create a new Facebook page for your business, you need the Page type and desired product category to convert the same into a Shop. Check detailed page requirements here(<https://www.facebook.com/business/help/1968057156746246?id=939256796236247>)

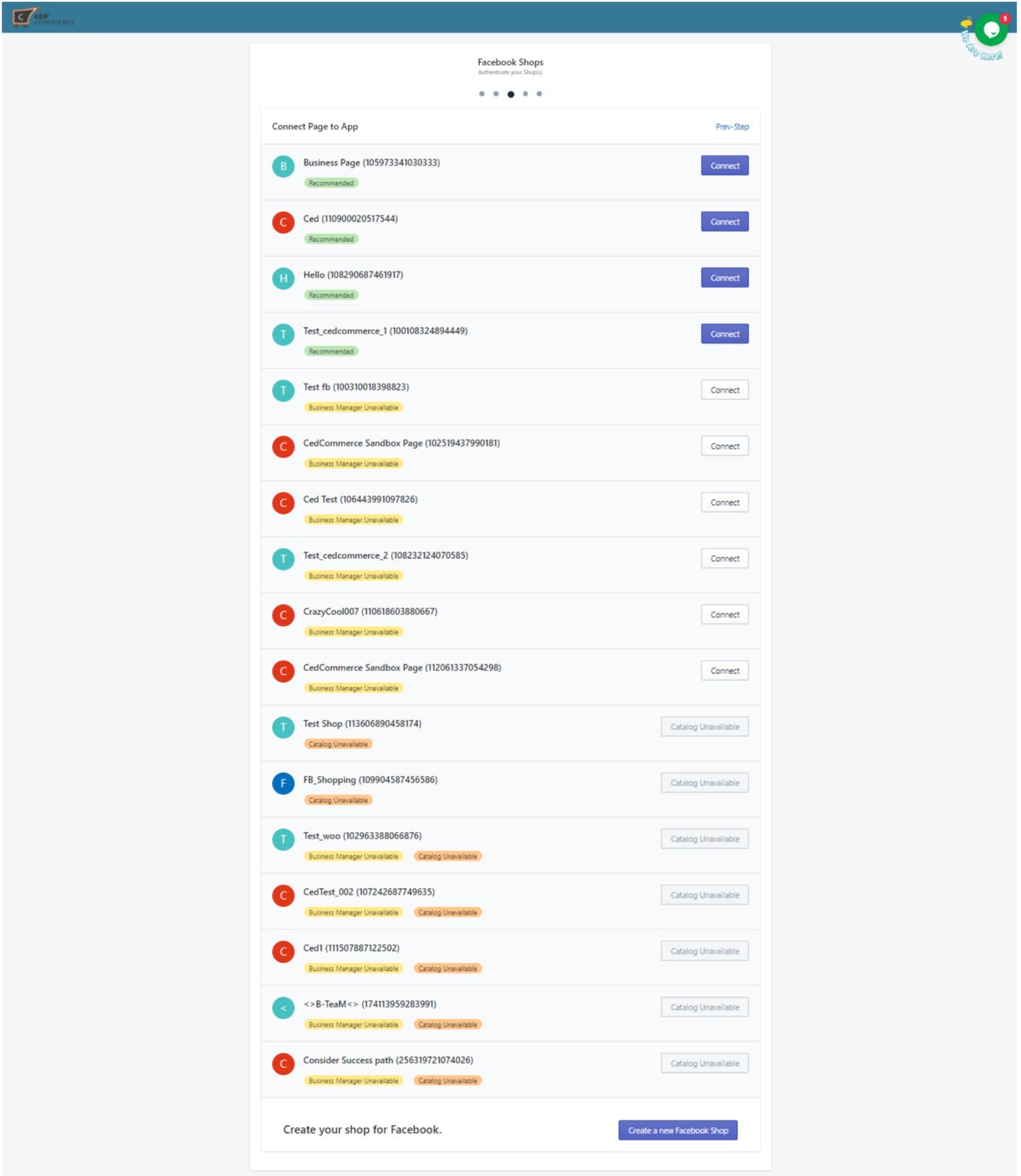
2.3. Connect Facebook Page to the App

After selecting your preferred Business Manager Account, all the Facebook pages connected to that account will be displayed.

By default the app will enlist all your Facebook Pages based on these criteria;

- Recommended
- Business Manager unavailable
- Catalog unavailable.

From these three above mentioned categories, you can choose your preferred Facebook Page.



In this section:

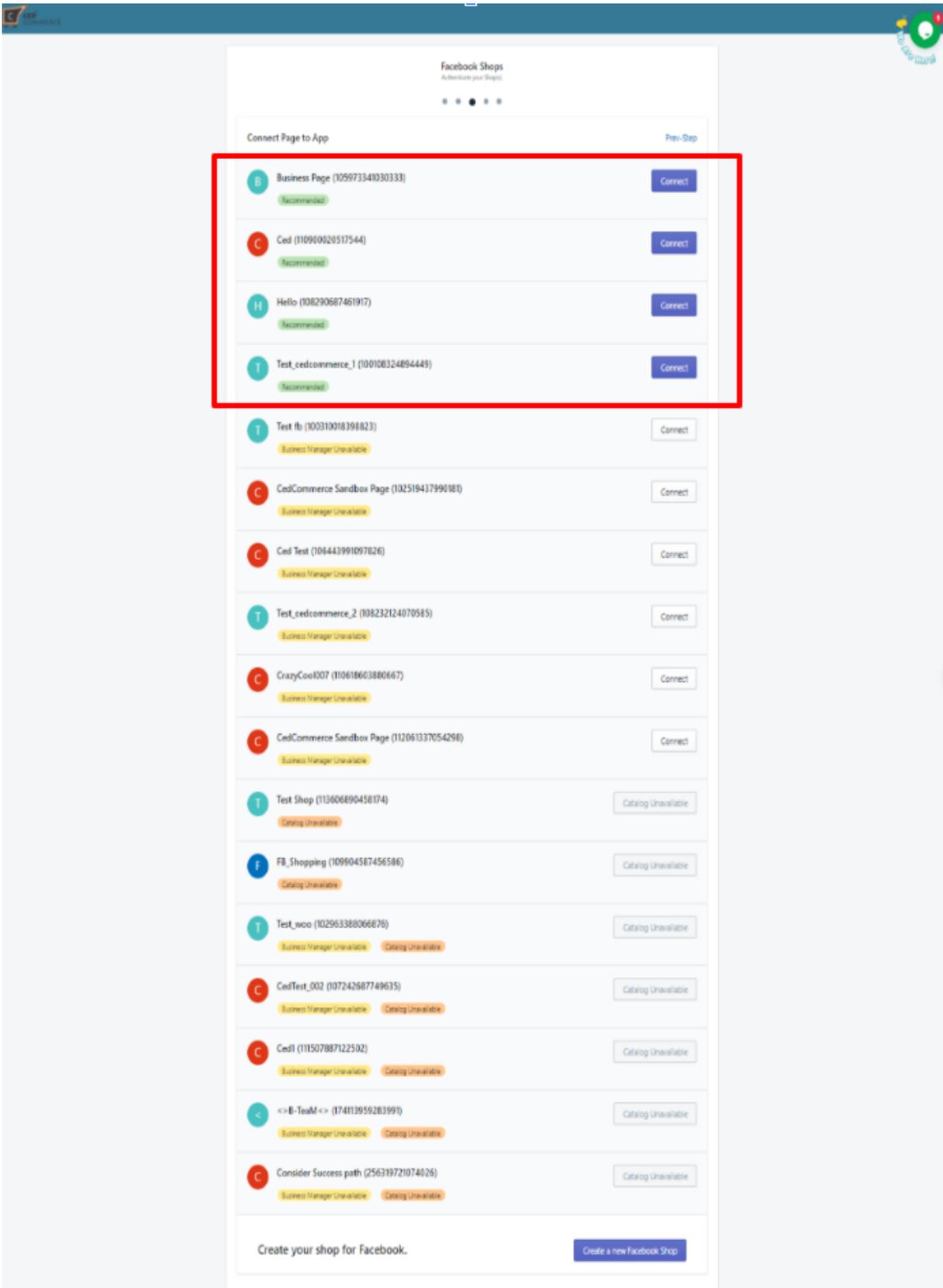
- Facebook Page Recommended by the App(<https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=facebook-page-recommended-by-the-app>)
- Facebook Page where Business Manager is Unavailable(<https://docs.cedcommerce.com/facebook/facebo>)

ok-marketplace-connector-user-manual/?section=facebook-page-where-business-manager-is-unavailable)

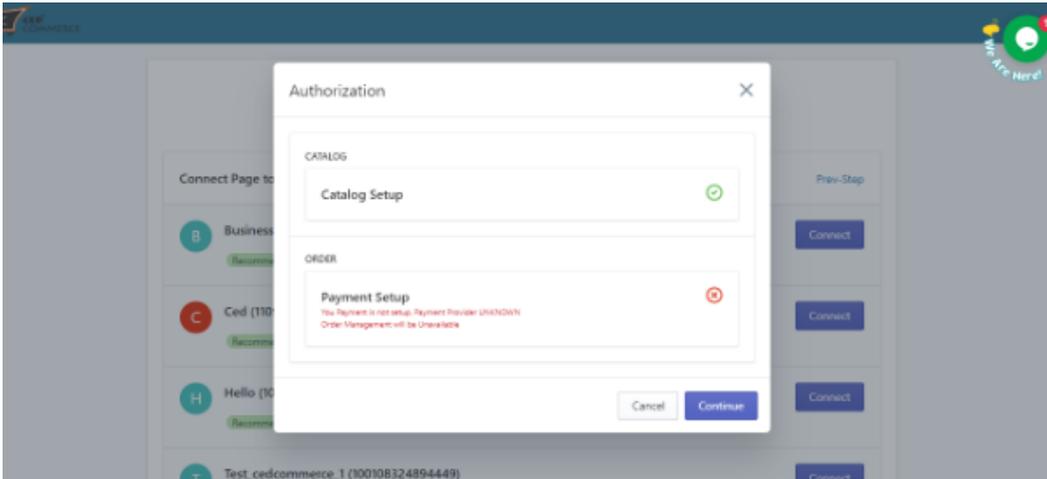
- Facebook Page where Catalog is Unavailable(<https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=facebook-page-where-catalog-is-unavailable>)

2.3.1. Facebook Page Recommended by the App

You can view a Facebook Page with an option of **'Recommended'** which states that this page is recommended by the app. Selecting the recommended option means you can create your Facebook Shop without much of a hassle and sell effortlessly on Facebook Marketplace and Instagram Shopping.



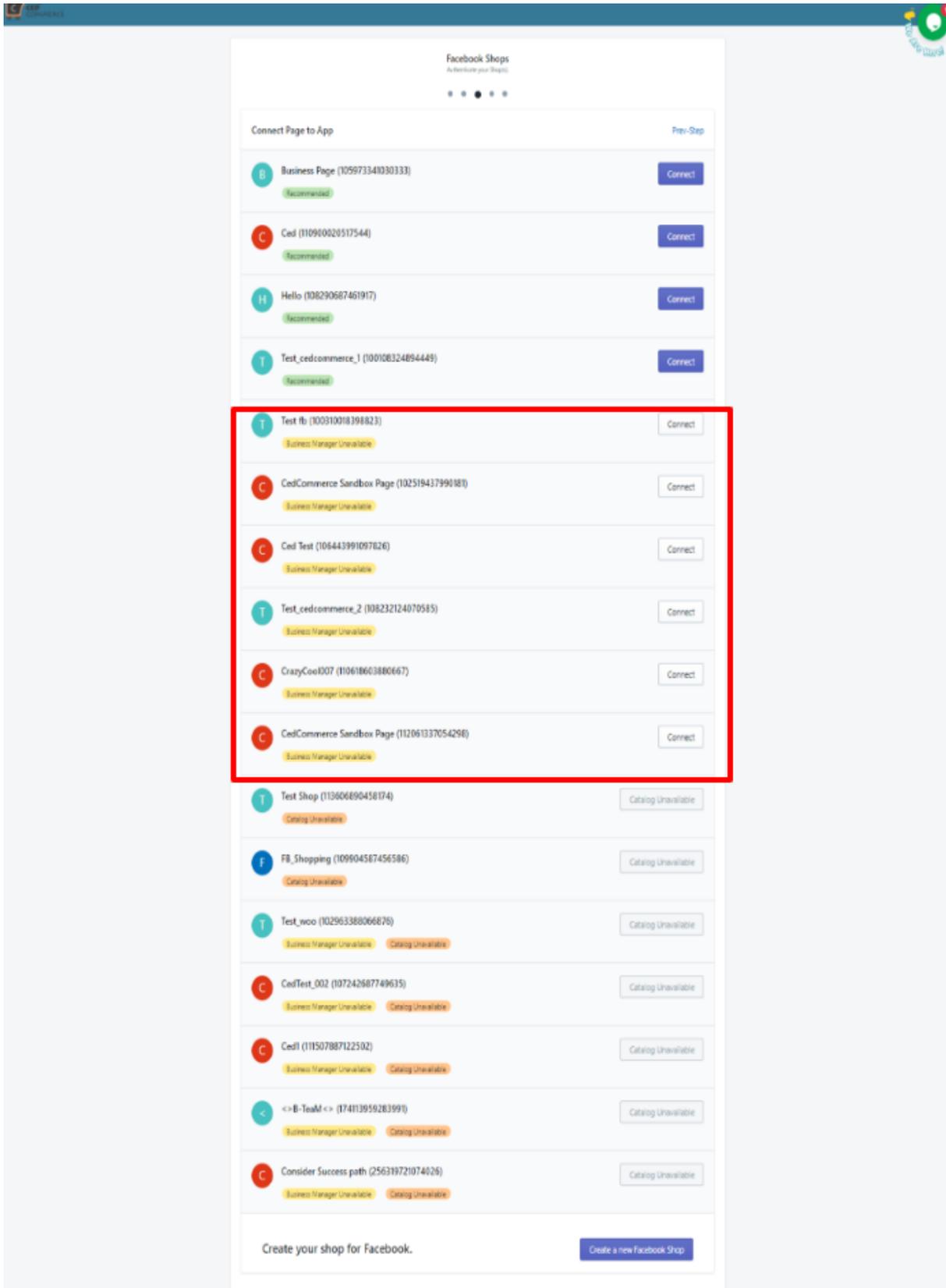
After selecting this page, you will be redirected to the 'Authorization' stage where you can see the following window will appear. From the window, you can view your eligibility criteria for Catalog setup and Order Management.



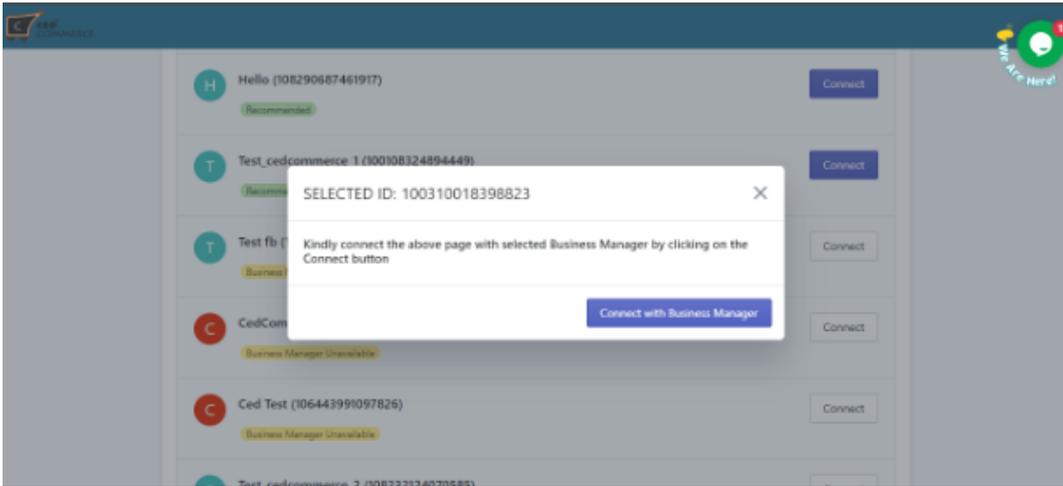
- If you are a US seller, you can establish your shop on Facebook and Instagram and have a checkout option by fulfilling the **'Payment Setup'** requirements.
- If you are a Non-US seller, then you can connect with Facebook Page Shops and **sync your Shopify catalog with the Facebook catalog.**

2.3.2. Facebook Page where Business Manager is Unavailable

If you happen to choose a Facebook Page with the option **'Business Manager Unavailable,'** you need to add the details in your Business Manager Account to sell on Facebook Shops with checkout.

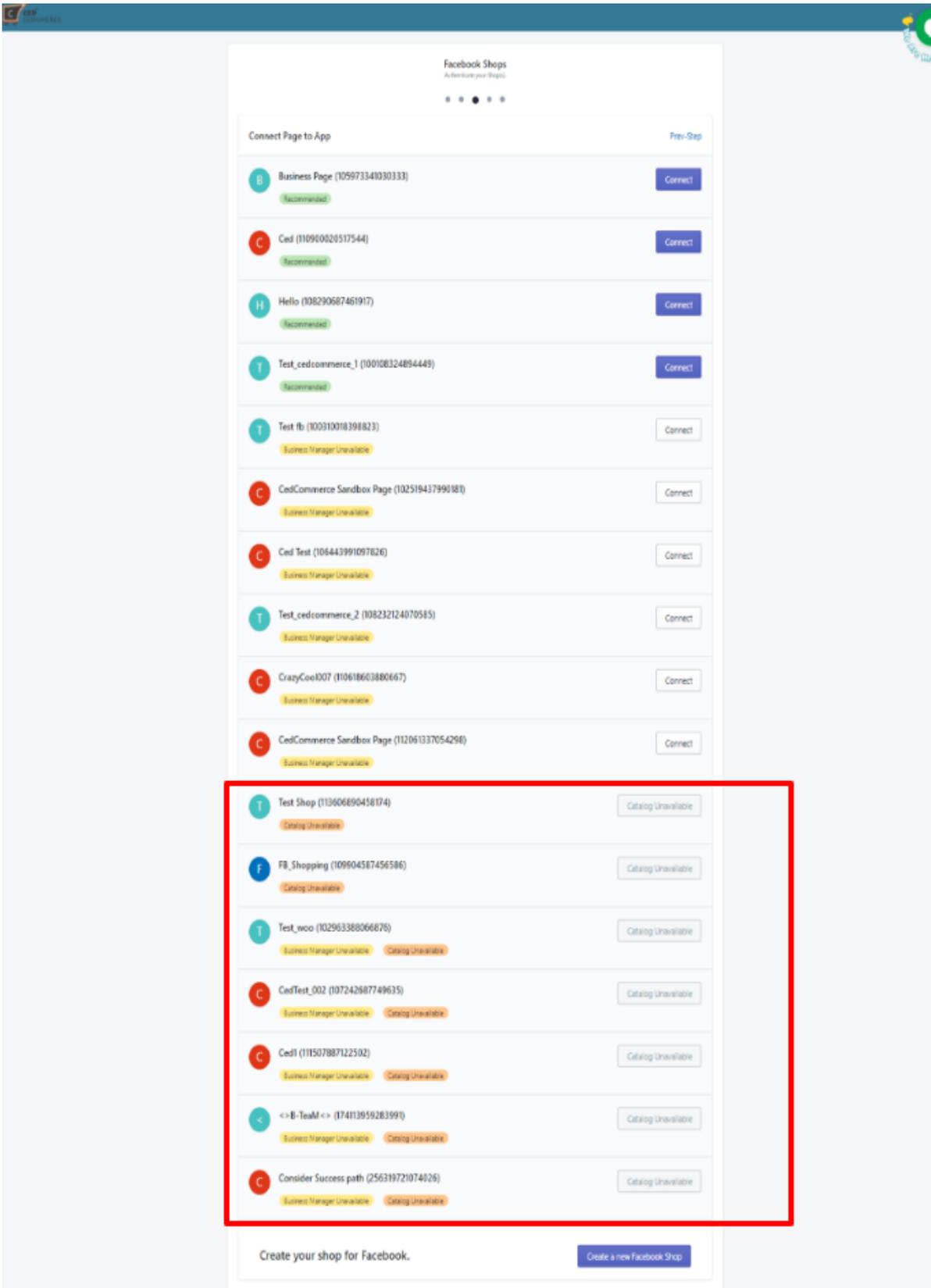


Once you select these pages, the next window will appear that will let you connect your Facebook Page with a Business Manager account. Click on the option '**Connect with Business Manager**' to connect your Facebook page with Business Manager and fill in the details to create a Facebook Shop.



2.3.3. Facebook Page where Catalog is Unavailable

In the same tab, you can view options of **'Catalog Unavailable.'** This option appears in case you haven't connected your catalog to your Facebook Page.



To connect a catalog with your Facebook Page, you can click on the **'Configure catalog.'** or you can create a new catalog through Commerce Manager and connect it through the app.

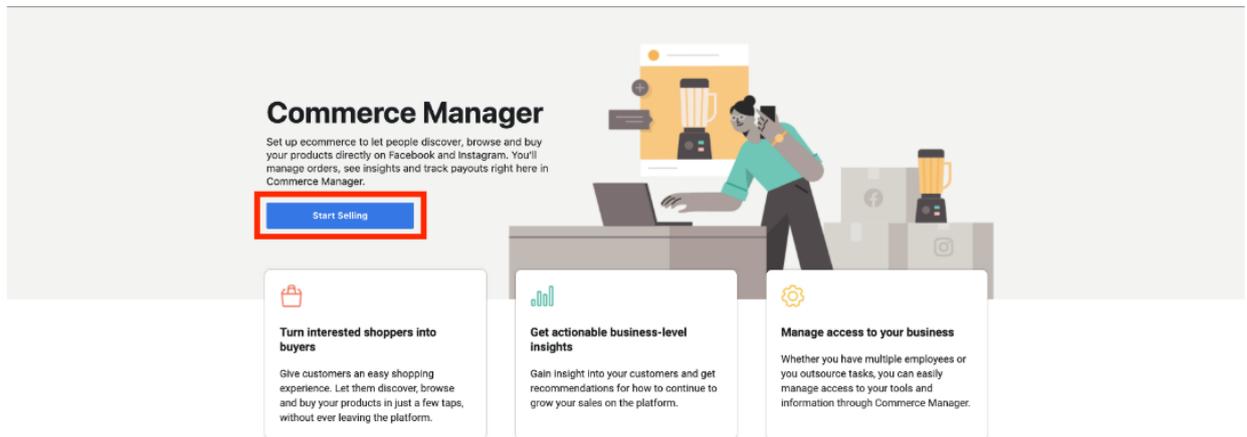
2.4. Configure Commerce Manager Account

After connecting your Facebook Page with the App, the next step is the Configuration of the Commerce Manager Account.

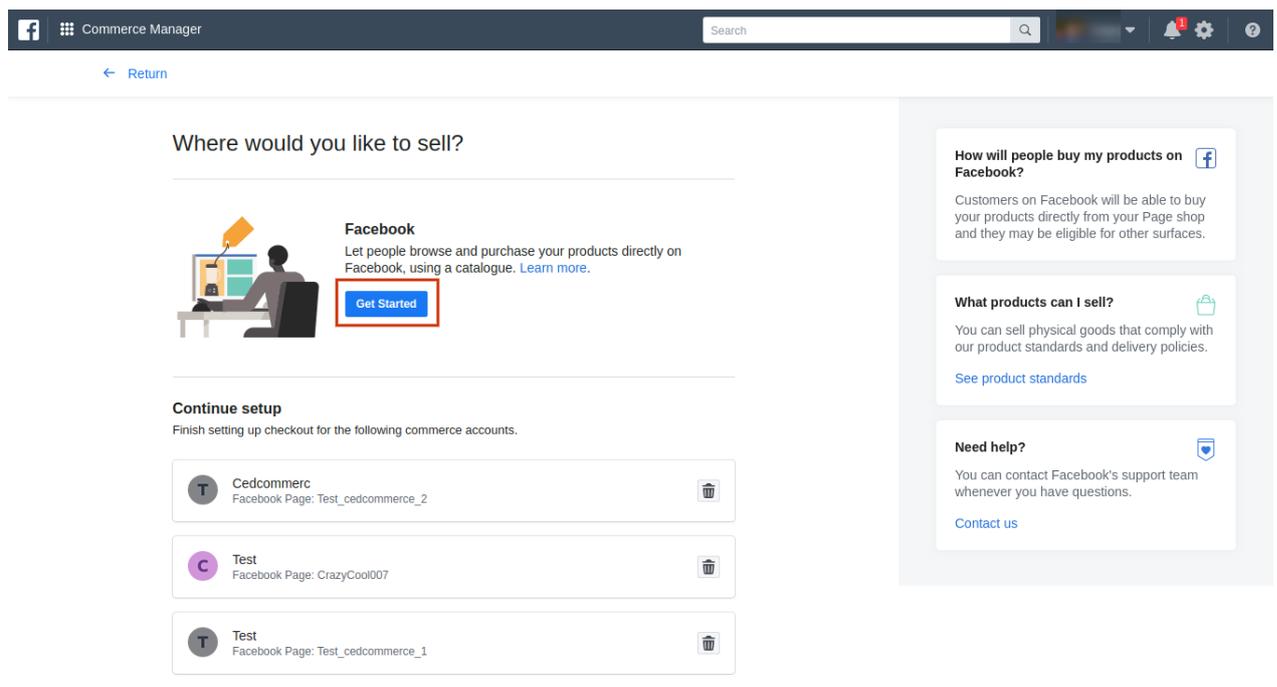
Commerce Manager is a set of tools that help you sell products and manage your business across Facebook and Instagram. Through the Commerce Manager, you can use the checkout option, which lets the buyers purchase the products without having to leave Facebook and Instagram.

To create and configure the Commerce Manager, you need to follow certain steps:

1. On the Commerce Manager Page, Click on the “**Start Selling**” button.



2. The following window will ask you, where to sell. From the window, select Facebook.
3. In the Facebook section, click “**Get Started**”



4. The next window will show a 3-step onboarding process namely **Link Business Account**, **Set your Preferences**, **Set Up Payouts**, which you will complete one by one to set-up the Commerce Manager Account.

[← Return](#)

Sell on Facebook

- 1 Link Business Accounts**
You'll answer a few questions about your business and link your Page, so that customers can buy from you.
[Set Up](#)
- 2 Set Your Preferences**
Select the shipping options you offer, set your return policy and enter an email address where customers can reach you.
[Set Preferences](#)
- 3 Set Up Payouts**
Your payouts will be sent to the bank account you link in this step. You'll need to have your bank routing number and account number on hand. [Learn more](#).
[Set Up Payouts](#)

5. Click the **“Set Up”** button in the Link Business Account section.

Enter Basic Information: Step 1 of 4

Do you have a bank account in the US?

Currently, Commerce Manager can only be used by merchants who have a bank account in the United States. Customers can only purchase in the US and pay in US dollars (USD).

Yes, I have a bank account in the US.
 No, I don't have a bank account in the US.

[Go Back](#) [Next](#)

- This step will ask if you have a bank account in the US. Select **“Yes”**, and click **“Next”**
- In the next step, Link your existing Facebook Page and Click **“Next”**

Enter Basic Information: Step 2 of 4

Link a Page

First, you'll need to link your business account to your business' Facebook Page. Customers will be able to discover, browse and buy your products directly from your Page shop.

 Prod_Shop_Page
Page ID: 102881741064597

 Test_Shop_Page
Page ID: 101686917850101

You can also create a new Page.

[Go Back](#) [Next](#)

- After that, Link your Page to Business on Facebook, to do so, mention the “Account Name” and select the Page you want to associate with it. When you are done, click “**Next**”

Enter Basic Information: Step 3 of 4

Link a Business

Name Your Commerce Account

This should match the public name of your business since it will be visible to customers. It can't contain special characters.

You can always change this later.

Link a Business

Link your commerce account to a Business Manager account. Any accounts you've already created on Business Manager will appear here.

 My Test Business
Business

 Test_Shop
Business

Don't see the business you're looking for? [Create a new business account.](#)

[Go Back](#) [Next](#)

- The last step enables you to link a Catalog for your shop. You can either select an existing catalog or “Create a New Catalog”. After that, Click “**Next**”

Enter Basic Information: Step 4 of 4

Link a Catalog

You'll be able to add, manage and distribute your inventory across platforms, using one catalog. Any existing catalogs you've created will appear here.

Test_Catalog_Products
Catalog #: 329169931298166

Create a New Catalog
Once you finish setup, you'll be able to create and link a new catalog.

Once you link a catalog, you won't be able to link another.

[Go Back](#) [Save](#)

6. The next section is to **Set your Preferences**, which helps you create shipping and return options. Click **“Set Preferences”** to get started.

[← Return](#)

Sell on Facebook

- 1 Link Business Accounts** 
You'll answer a few questions about your business and link your Page, so that customers can buy from you.
- 2 Set Your Preferences**
Select the shipping options you offer, set your return policy and enter an email address where customers can reach you.
[Set Preferences](#)
- 3 Set Up Payouts**
Your payouts will be sent to the bank account you link in this step. You'll need to have your bank routing number and account number on hand. [Learn more](#).
[Set Up Payouts](#)

- Set up your Shipping Option, Choose among the Standard, Expedited or Rush Shipping and click **“Next”**

Set Shop Preferences: Step 1 of 2

Shipping

Set Your Shipping Options
These are the shipping options you'll offer for all of your products. You're responsible for shipping items within 3 business days from when an order is placed.

Standard Shipping

Expedited Shipping

Rush Shipping

You can always change these options later.

- The next option, let you enter **Return & Customer Service policy**, you shall enter the **number of days** you will be accepting returns and a valid **email address** for customer service conversation.

Set Shop Preferences: Step 2 of 2

Return Policy & Customer Service

Return Policy

Items must be returned to you within the time period you choose below, calculated from the day your item is delivered to the customer. [Learn more.](#)

Number of Days

You can always change this later.

Customer Service Contact

Enter an email that you check regularly so your customers can reach you and get the help they need. For details, see Facebook's customer service policy.

Email Address

You can always change this later.

- Click **“Save”** once you are done with the process.
7. The last section deals with Setting up the Payouts, where you need to enter the tax and bank related information. Click **“Set Up Payouts”** to go further.

[← Return](#)

Sell on Facebook

1 Link Business Accounts ✔

You'll answer a few questions about your business and link your Page, so that customers can buy from you.

2 Set Your Preferences ✔

Select the shipping options you offer, set your return policy and enter an email address where customers can reach you.

[Edit](#)

3 Set Up Payouts

Your payouts will be sent to the bank account you link in this step. You'll need to have your bank routing number and account number on hand. [Learn more.](#)

[Set Up Payouts](#)

- In the next window, enter the **complete address** of your business and the email address (which you cannot modify again) and click **“Next”**

Set Up Payouts: Step 1 of 5

[Exit](#)

Set Up Payouts

Business Address

This must be the business address associated with the bank account you'll use for payouts. Any applicable tax documents will be sent to this address, so this can't be an address for a PO box.

Street address

Apt/Suite/Unit number - Optional

City

State

Zip code

Email Address

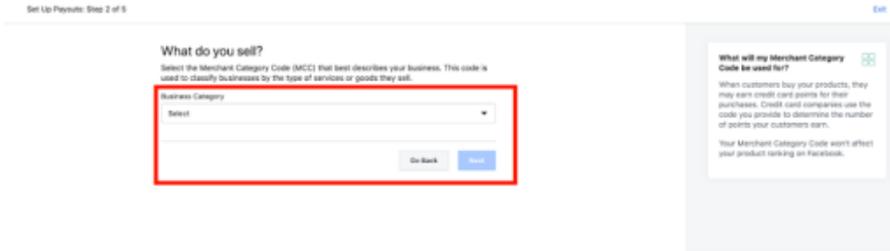
This email address will receive all payment and order notifications.

Email address

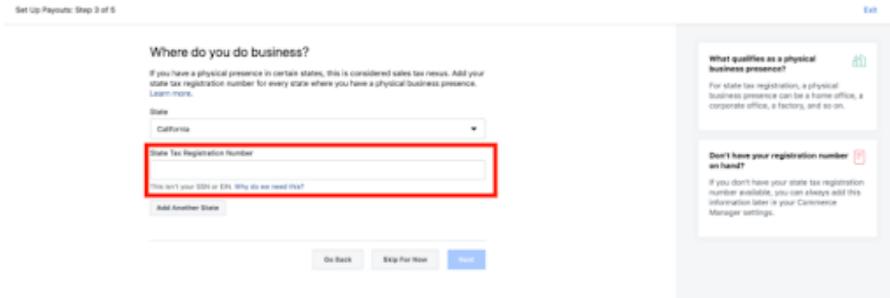
[Go Back](#)

[Next](#)

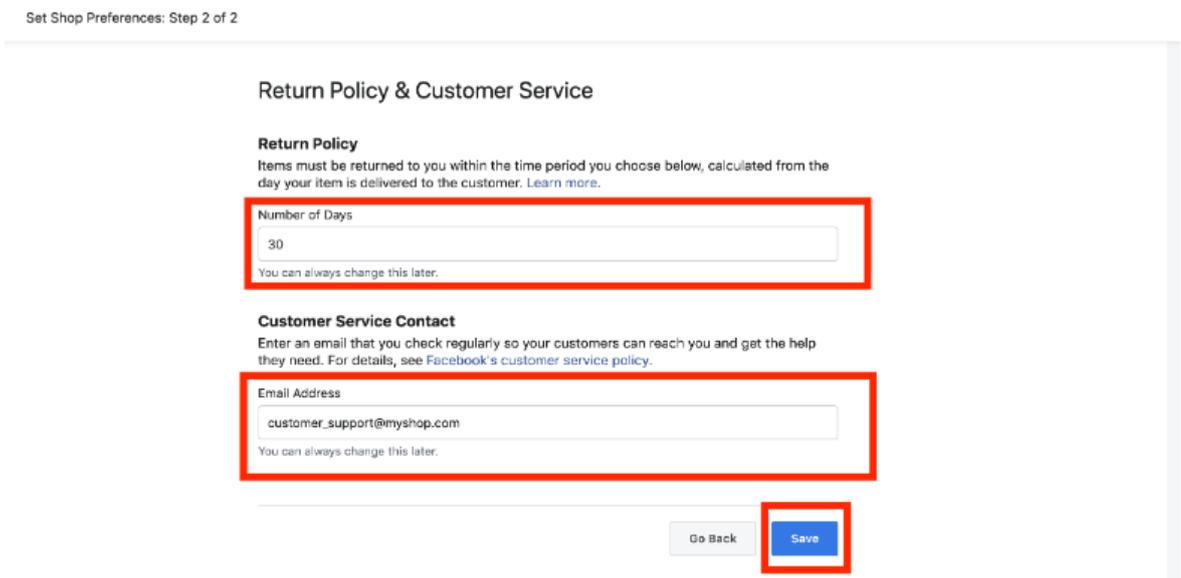
- Next, select the **product category** that you sell from the drop-down menu and click **“Next”**



- Enter your **State Tax Registration Number** and Click **“Next”**



- After that, fill in the **Tax and Business Representation** form. To represent your business on financial matters, you need to enter the Business type, Business representative name, address, and date of birth. After you are done, click **“Next”**



- Lastly, link your bank account information to collect the payment, for that you need to enter the details: **Name of the Account holder, Bank routing number, and Bank account number.**

Set Up Payouts: Step 5 of 5

Link Your Bank

Your payouts will be sent to your preferred bank account on a rolling basis. [Learn More](#)

Account Name

Account Type

Routing Number: (123456789) 9876543210

Bank routing number
9-digit routing number

Bank account number
4- to 17-digit account number

Name on bank account
Full name on account

You'll be charged a selling fee of 5% per transaction. If a transaction is \$8.00 or less, you'll be charged a flat fee of \$0.40.

By clicking Finish, you agree to our [Merchant Terms](#). Payment processors' terms apply, as described in the Merchant Terms. We'll store your business information and share it with payment processors to support commerce features on Facebook.

Go Back
Finish Setup

- As soon as you are done with all the details, Click **“Finish the Setup”**.

8. After the complete setup, you now have your Commerce Manager account on Facebook.

[← Return](#)

Sell on Facebook

You've Completed Setup!

Please review your business information in the right-hand column. If everything looks right, you can go to Commerce Manager to set up your product catalog, learn how to use our selling tools and assign permissions.

[Go to Commerce Manager](#)

- 1 Link Business Accounts** ✔

You'll answer a few questions about your business and link your Page, so that customers can buy from you.

- 2 Set Your Preferences** ✔

Select the shipping options you offer, set your return policy and enter an email address where customers can reach you.

Edit

- 3 Set Up Payouts** ✔

Your payouts will be sent to the bank account you link in this step. You'll need to have your bank routing number and account number on hand. [Learn more](#).

Edit

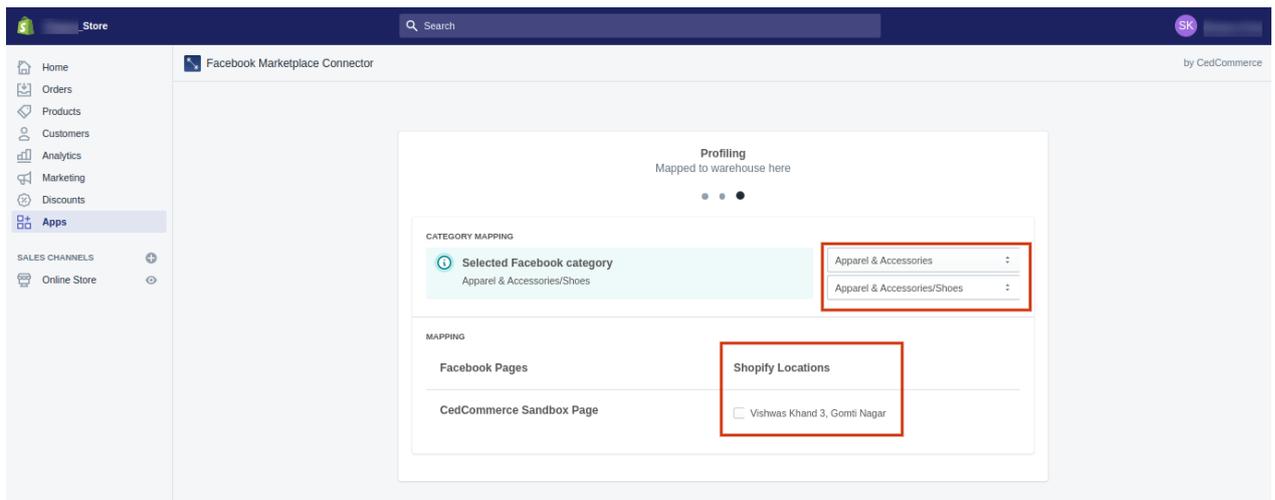
2.5. Configure Default Mapping and Product Import

The app lets you configure the default settings for Facebook Marketplace and Instagram Shopping so that the app automatically maps with your available Shopify store products and the warehouse location.

Category Mapping

This process helps you select the product category and map the location of the store with the Facebook Business Page.

1. In the next window, select the **“Product Category”** from the drop-down menu.

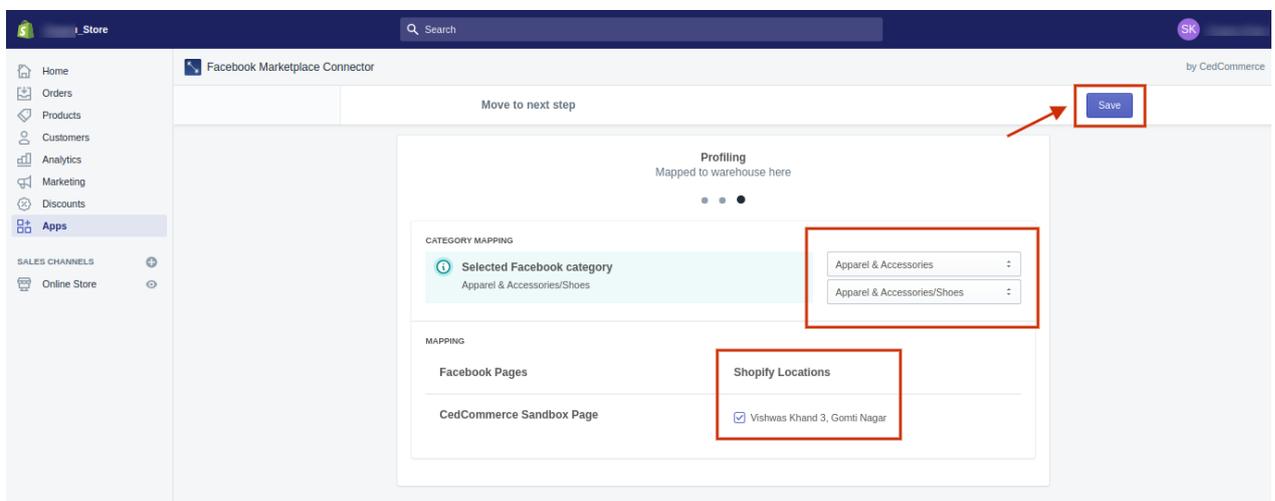


2. A Sub-category can also be assigned under the major category tab. Select the applicable **sub-category** from the drop-down menu.

Location Mapping

For the page you selected, you can **map it with your Shopify location**

1. To do so, **tick-mark** the location you want to map to manage your inventory from it.



2. Click on the “**Save**” button to save the default mapping information.

Note: Make sure that you have mapped the correct warehouse location for the Facebook Marketplace, otherwise the uploaded inventories will defer and so orders will not be placed. If you miss-matched the location or changed the warehouse location, you will have to map the location again with the new one before proceeding.

In this section:

- Attribute Mapping(<http://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=attribute-mapping>)
- Product Import to the App(<http://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=product-import-14>)

2.5.1. Attribute Mapping

As you complete the default mapping on the app, you can map extra attributes of your products and increase the discoverability of your products across Facebook networks.

Through ‘**Attribute mapping**’ you can now enhance your product catalog and with additional product information like age, group, color, size, gender, etc., making it easier for the shoppers to discover the product through search, filter, and recommendations.

The screenshot displays the 'Save Attribute Data' screen. At the top left is the CED Commerce logo. The main heading is 'Attribute', with a sub-heading: 'Adding attributes to your product(s) will increase the visibility on marketplace'. Below this is a progress indicator with four dots, the last one being filled. The main content area is divided into two columns. The left column shows a dropdown menu with 'Household and cleaning supplies' selected. The right column shows a Google search result: 'Home & Garden/Business & Home Security/Home Alarm Systems'. Below this, there are two sections: 'Facebook Attribute' and 'Attribute'. The 'Facebook Attribute' section has a dropdown menu with 'ingredients' selected, a 'recommended' tag, and a description: 'List of ingredients as shown on the item label. Allowed values: Sodium Citrate, Citric Acid, Isopropanolamine.' The 'Attribute' section has a 'Title' dropdown menu and a text input field containing 'abcdefgh'. Below the text input field is a note: 'This Fields also used for Default value, in case given attribute not found.' At the top right, there is a blue 'Save' button and a green circular icon with a white location pin and the text 'We Are Here!'.

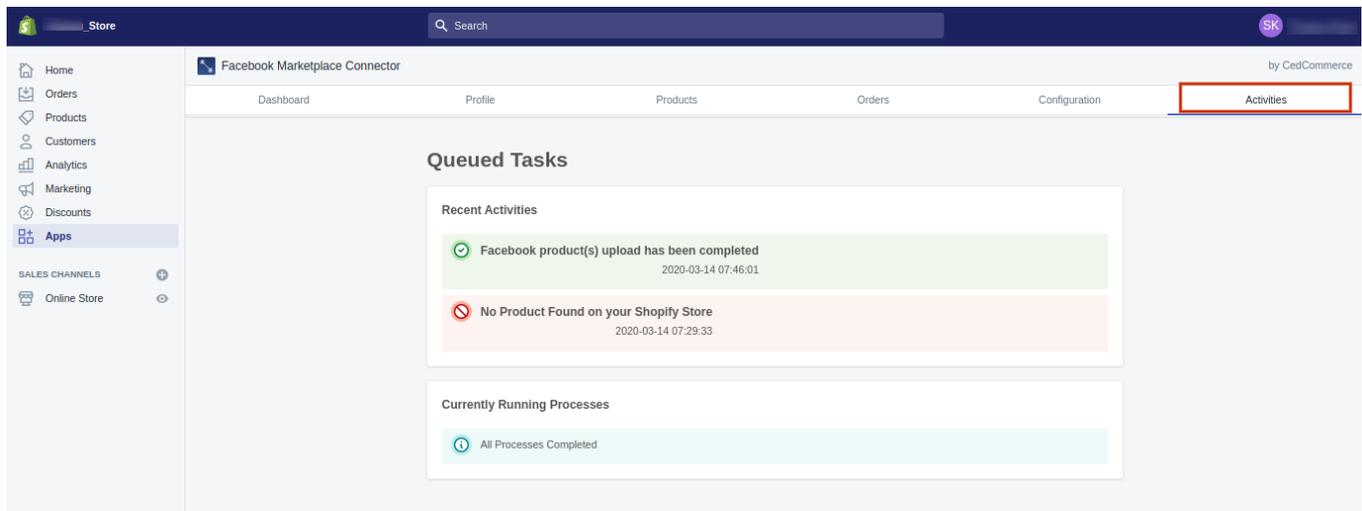
From this section, you can select your preferred product category and different product attributes and can save your profile.

Note: You need to add minimum of three product attributes

2.5.2. Product Import to the App

As soon as the default mapping of the App is configured:

- The app will automatically start importing all the products from the Shopify store.
- The current status of the products will be available on the Dashboard and under the “**Activities**” section.



3. Dashboard of the App

The dashboard of the App is an information management tool that tracks, analyzes, and displays information in order to help you monitor the different status of your selling process.

The primary dashboard of Facebook & Instagram Shopping is divided into six different sections.

- **Dashboard:** Keep records of all the products and orders, also shows recent activities.
- **Profile:** Keep a record of the configured account details and details of profiles created.
- **Products:** Keep a real-time record of all the products, its status, and notifications.
- **Order:** Keep a real-time record of the orders received, sync it between Shopify and Facebook Marketplace.
- **Configuration:** Keep the tabs for an account, location, or profile configuration.
- **Activities:** Keep a real-time record of recent activities and to-do actions.

In this section:

- Dashboard Tab of the App(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=dashboard-tab-of-the-app>)
- Profile Tab(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=profile-tab>)
- Products Tab(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=product-tab-2>)
- Orders Tab(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=order-tab-2>)

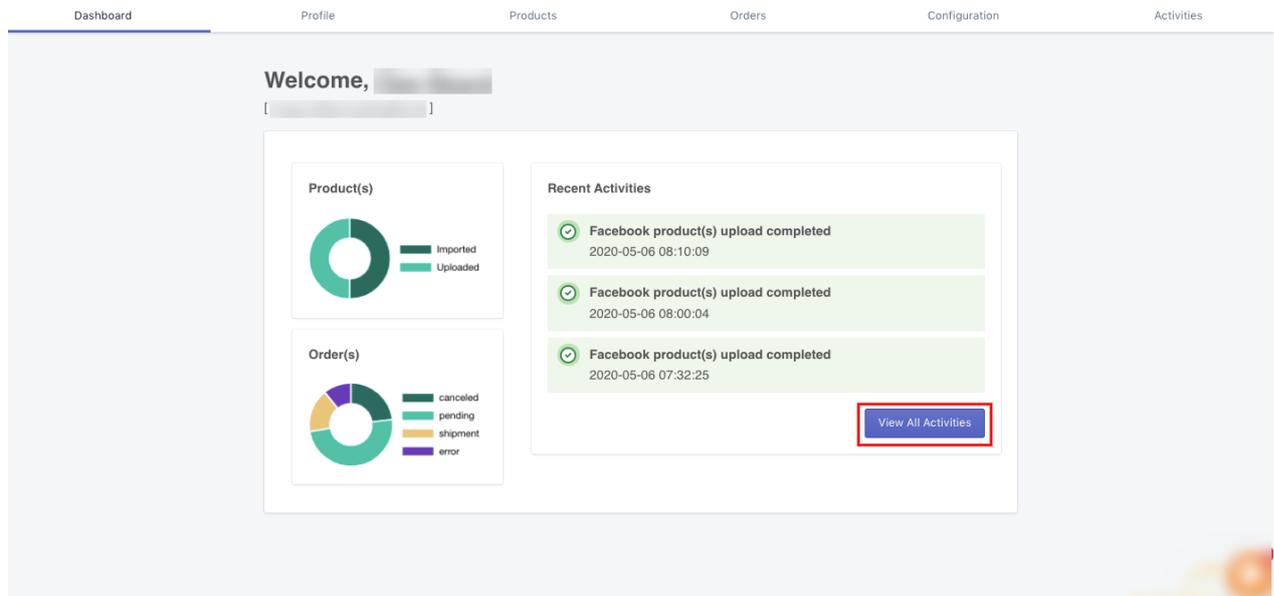
- Configuration Tab(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=configuration-tab>)
- Activities Tab(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=activities-tab>)

3.1. Dashboard Tab of the App

A dashboard tracks orders and keeps the record of products imported and uploaded along with all the recent activities.

The dashboard displays-

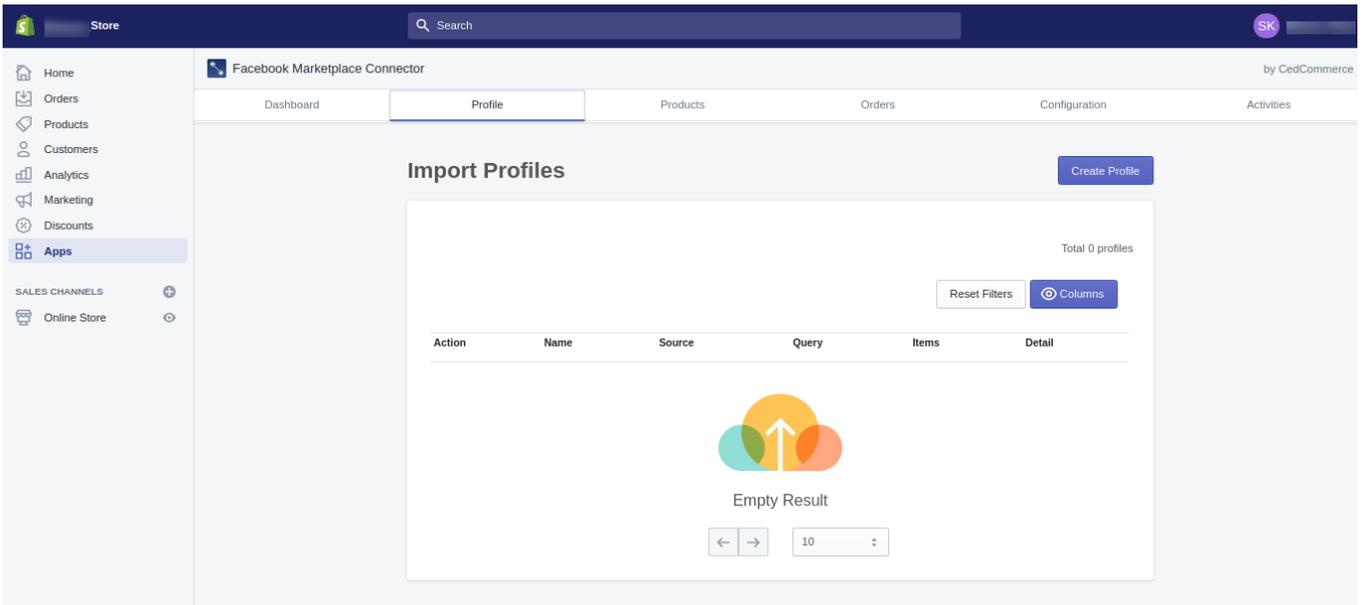
- The recent activities performed by the application.
- The status of the products that have been imported or uploaded on Facebook Marketplace and Instagram Shopping.



You can view the complete activities that took place in the while on your App by clicking on “**View All Activities**”

3.2. Profile Tab

Profiling helps in the categorization of products. In case you wish to set a particular template or conditions for several products, you can set a profile for the same. While uploading the products from the App to the Marketplace, these profiles help you upload as you want.



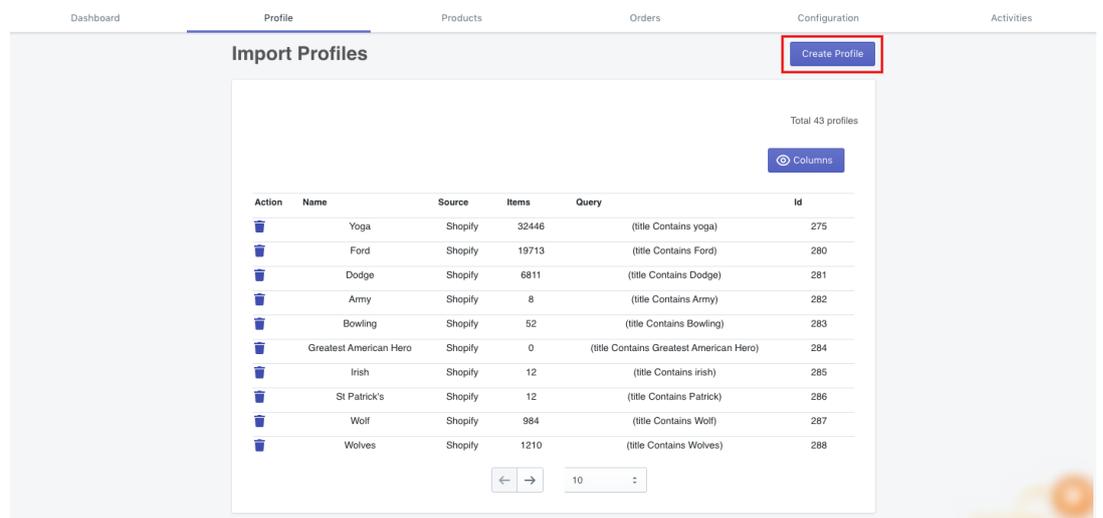
Profiling saves your time by assigning the values and uploading the products in sets rather than doing it individually.

In this section

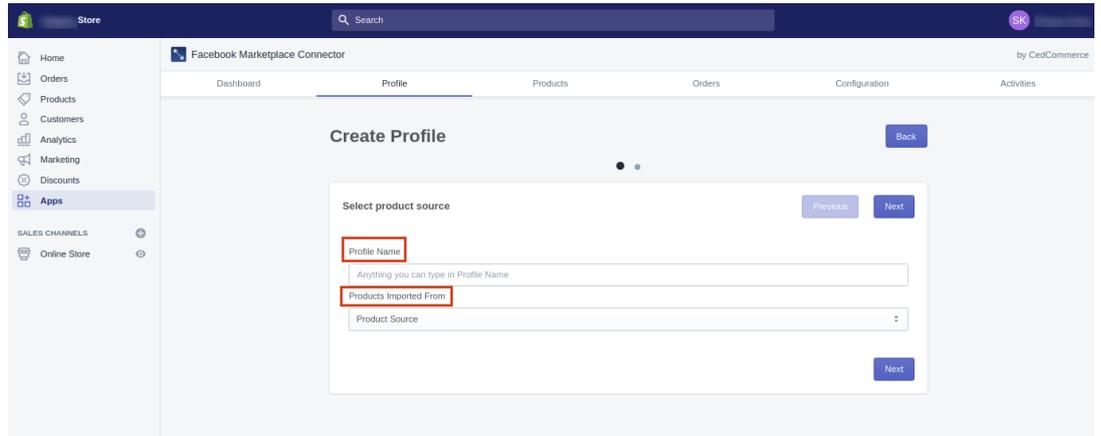
How to Create a Profile?(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=how-to-create-a-profile>)

3.2.1. How to Create a Profile?

- i. To create a profile on the App, follow these steps:
Click on the **“Create Profile”**

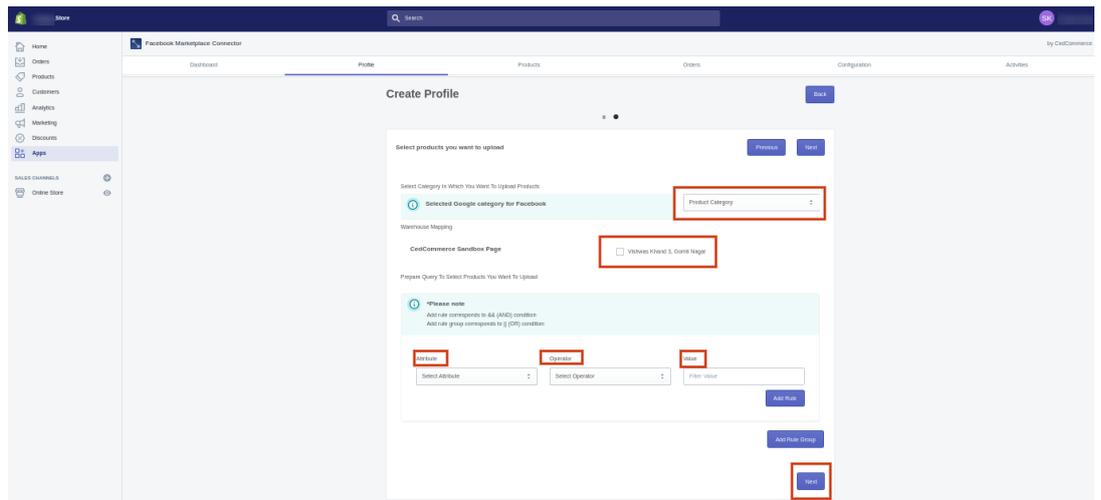


ii. Enter the **“Profile Name”** and **“Product Source”**.

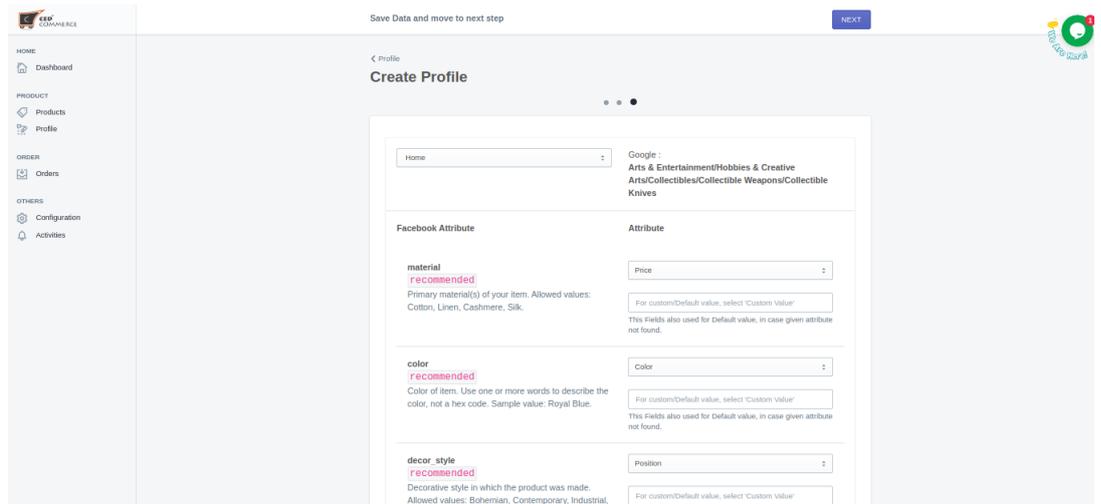


iii. Select the **“Product Category”** and your **“Location”**.

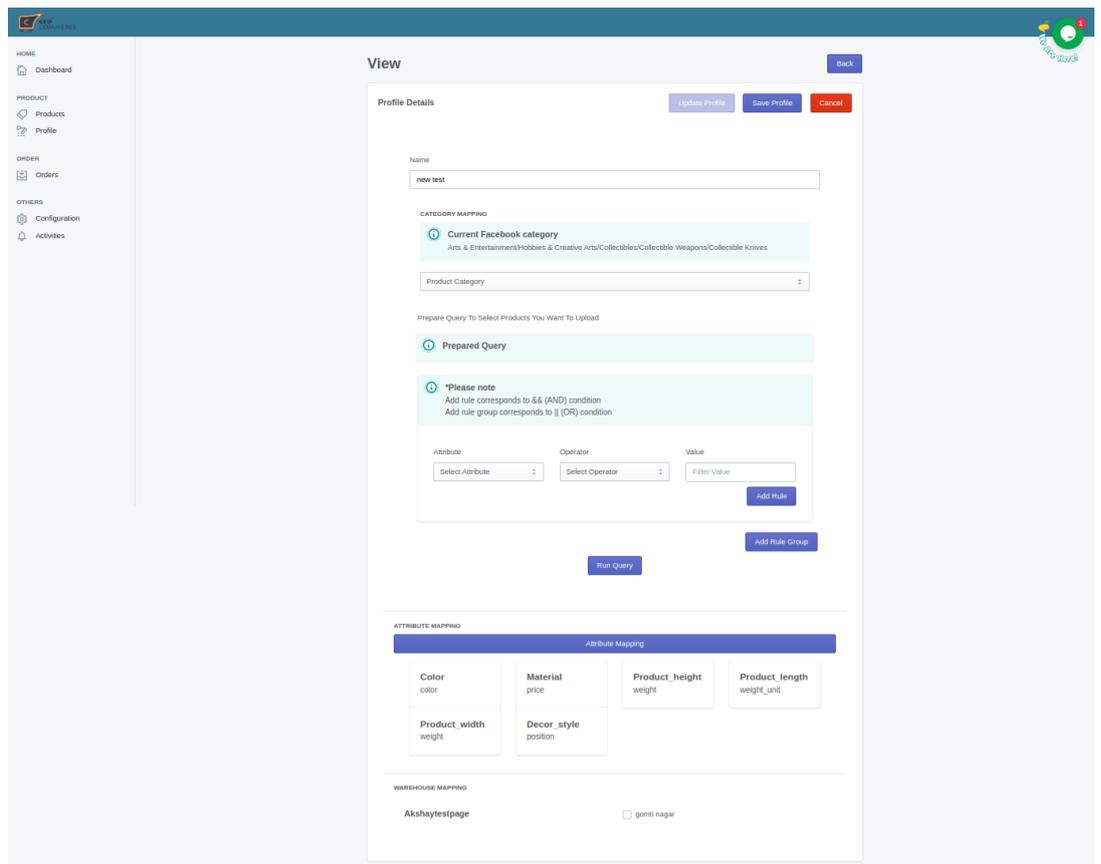
iv. Enter the required information for your profile like **“Attributes”**, **“Operator”**, **“Value”** for your profile.



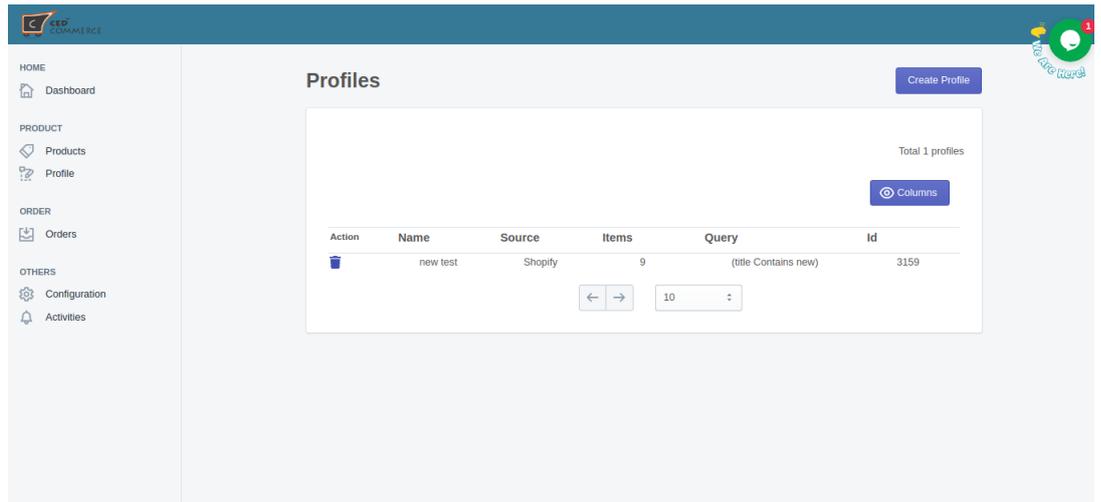
v. As you complete the default mapping for your profile, the next window will allow you to complete the **Attribute Mapping** for your products. Select all the applicable attributes from the options available in the drop-down list. Click the **“Save”** button to save the selection



- vi. As you complete the mapping, the next window will appear where you can view all the details of the profile to cross-check it one more time. Click on the **“Save Profile”** option to save all the details.



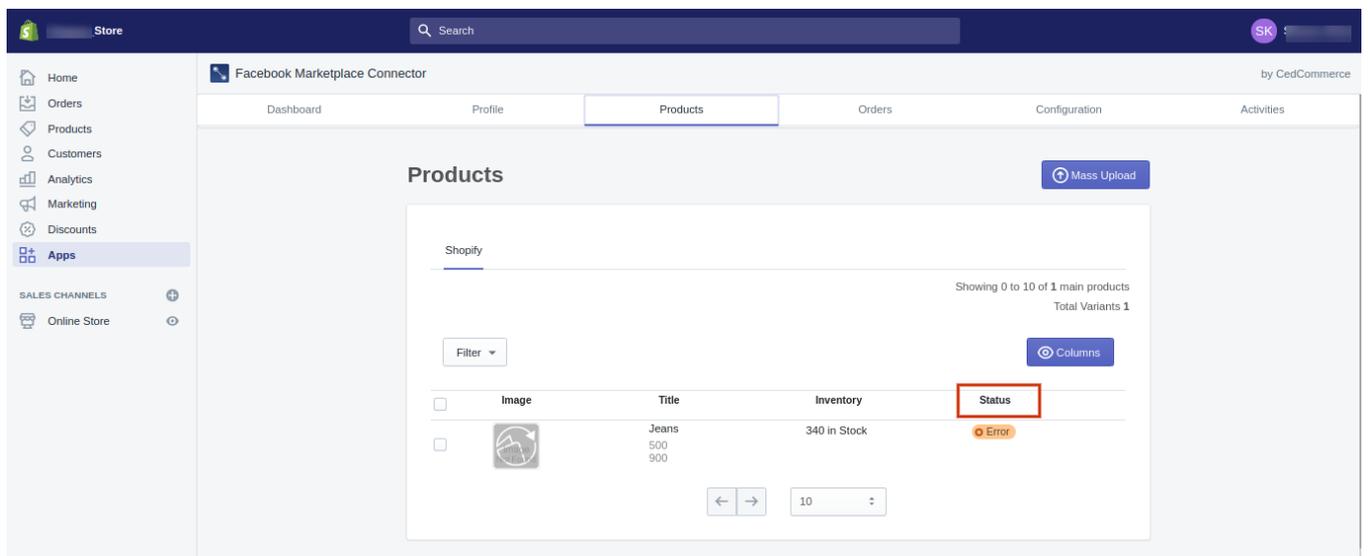
- vii. Now that you have saved the profile, it will start appearing in the **“Profile”** tab of the app.



3.3. Product Tab

This section will provide all the information to you regarding your products. It keeps records of all products, it's status and reflects notification.

After all the products are imported on the app, you can upload them to Facebook Marketplace. The app allows you to upload your products in three forms namely, **bulk uploading, profiles based product uploading, and selective uploading.**



In this section

- How to upload products in bulk?(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=how-to-upload-products-in-bulk>)

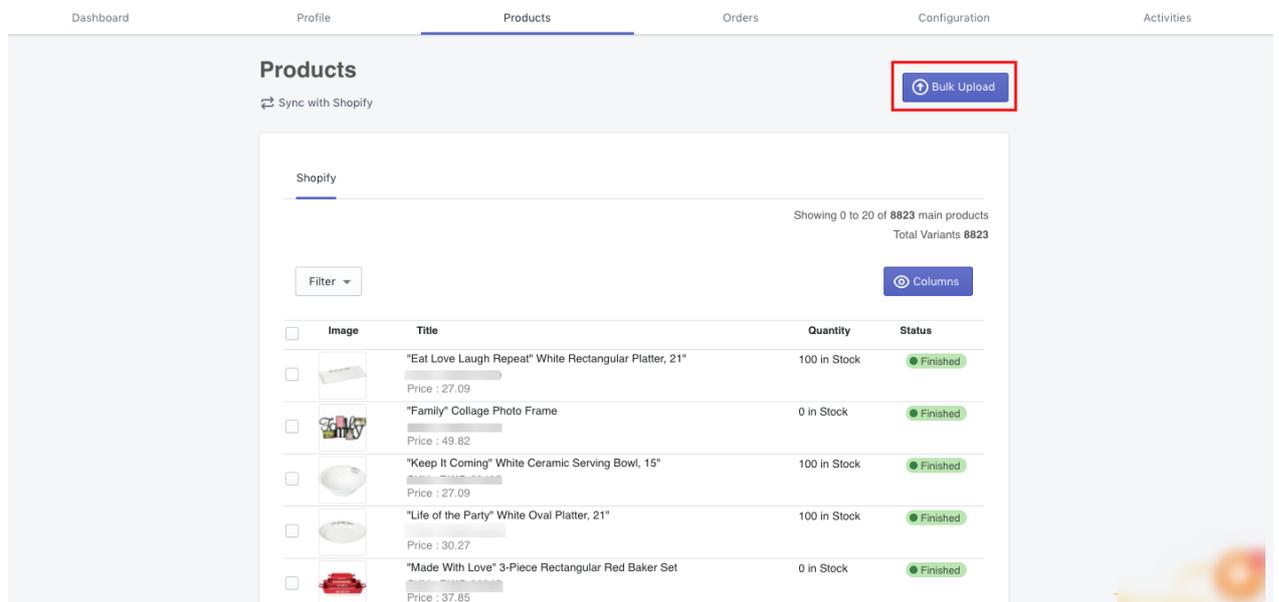
- How to upload products based on profile?(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=how-to-upload-products-based-on-profile>)
- How to upload selective products?(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=how-to-upload-selective-products>)

3.3.1. How to Upload Products in Bulk?

Through the app, you can upload all the products on Facebook commerce surfaces, ie. Facebook Marketplace, Facebook Shops, Instagram Shopping all at once.

In order to upload the products on Facebook Marketplace and Instagram Shopping:

1. Click on **“Bulk upload”** to upload products all at once.



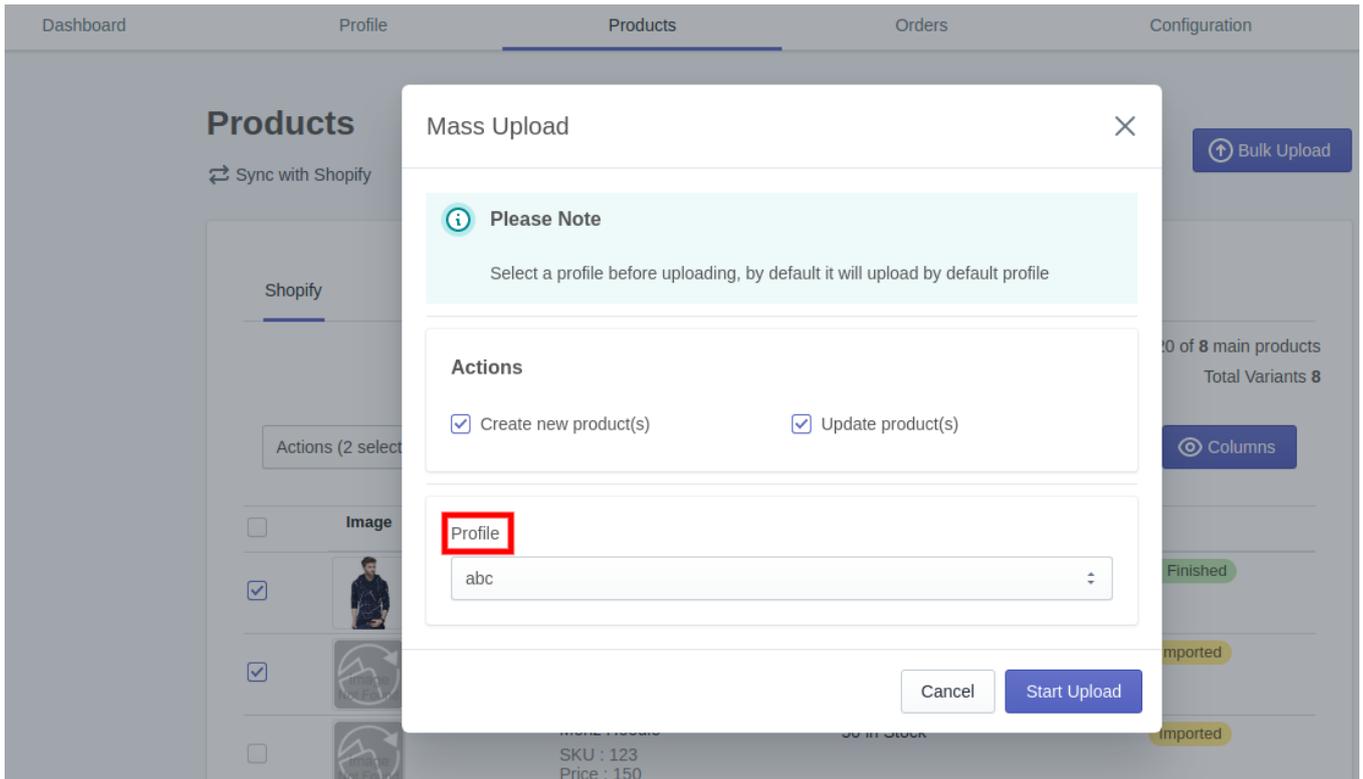
This is the “By default” setting of the App.

3.3.2. How to Upload Products Based on Profile?

You have an option to upload a specific set of products as well. You can categorize a set of products under profile and upload it in the form of sets.

To upload the products:

- Select the **“profile”** while uploading.
- Click **“Bulk Upload”**

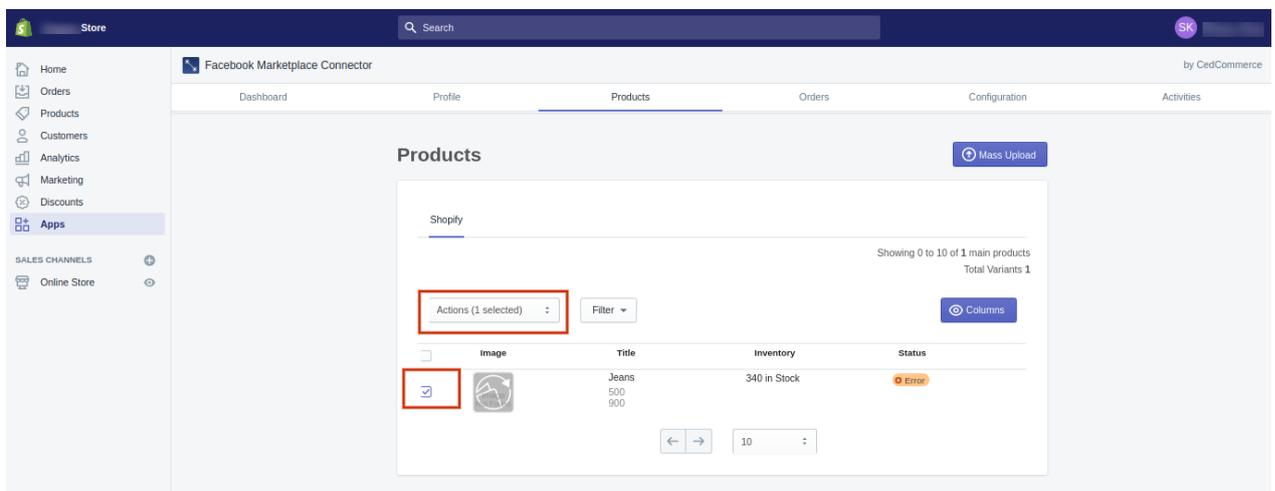


3.3.3. How to Upload Selective Products?

Other than the mass uploading and profile-based product uploading, the app also facilitates you to upload selective products.

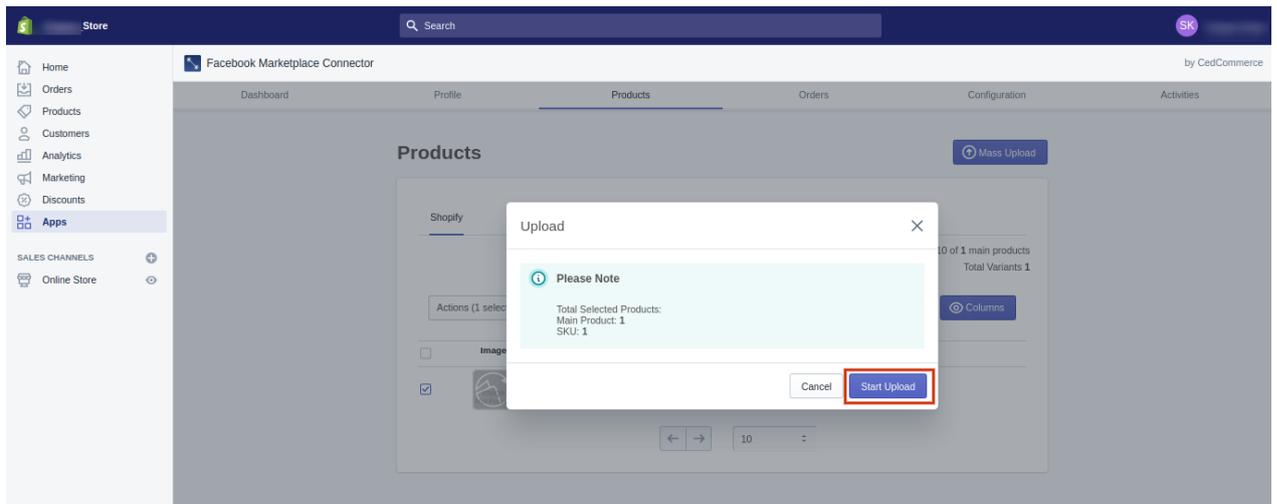
In order to upload selected products, follow these steps:

1. You need to “**Select the products**” and click the “**Action Required**” button.
2. Click “**Upload**”, to upload the products manually.



3. A window will show the selected product information namely, the number of products, main product, and

SKU. Click **“Start Upload”** to start uploading the products.



3.4. Order Tab

You can easily receive all the orders placed on Facebook commerce surfaces ie. Facebook Marketplace, Facebook Shops, Instagram Shopping, to your app, and then on the Shopify store.

This tab enables you to manage your orders, acknowledgments, cancellations, and shipment. The status for each of them is reflected on Facebook Marketplace, Facebook Shops, and Instagram Shopping all in real-time.

In this section:

- For the US sellers(<http://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=for-the-us-sellers>)
- For the Non-US sellers(<http://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=for-the-non-us-sellers>)

3.4.1. For the US sellers

All the sellers having their business setup in the US, can manage their orders through the app. You can manage the status of your orders, its acknowledgment, payment issues, etc. from a centralized location.

Dashboard Profile Products **Orders** Configuration Activities

Orders

Sync Facebook to Shopify

Showing 0 to 10 of 65 Orders

Filter Columns

Facebook Order Id	Managed By	Email	Payment	Quantity	Status	Actions
1439682956232857	Shopify(2317381861461)		USD 219.25	1	pending	View
1092017377845827	Shopify(2316654936149)		USD 503.22	1	pending	View
350111772625536	Shopify(2315440816213)		USD 127.55	2	pending	View
286236229209504	Shopify(2314927997013)		USD 66.10	1	pending	View
565027467461802	Shopify(2314021208149)		USD 16.48	1	pending	View
243096273460877	Shopify(2313750577237)		USD 62.10	1	pending	View
1106554948367105	Shopify(2313418997845)		USD 25.25	1	pending	View
264846904651839	Shopify(2311657128021)		USD 39.92	1	pending	View
1093773877688877	Shopify(2311481688149)		USD 101.62	1	pending	View

The app facilitates you with this important information that you can view from a single dedicated panel.

- **Facebook Order ID:** This column explains the details about an order in the form of a Facebook Order ID through which the order has been placed.
- **Managed By:** This column shows who is managing that particular order. You can either manage the order through the App or by Shopify.
- **Emails:** The column of email-address shows the email addresses of the buyers to reach out to them when needed.
- **Payments:** This is the amount that a buyer pays for an order displayed beside the email address.
- **Quantity of products:** The quantity being ordered is also displayed in the app.
- **Status of order:** The status of the order is displayed that signifies whether the order is in a pending state, shipped, or canceled.
- **Action:** You can manage and view the orders by clicking on the “View” option from the Action tab.

Shopify

Showing 20 to 30 of 35 Orders

Filter ▾ Columns

Facebook Order Id	Managed By	Email	Payment	Quantity	Status	Actions
2455280951448621	App		USD 11.57	1	● error	View
628287227761256	Shopify(2228710899797)		USD 21.49	5	● canceled	View
521404295453968	Shopify(2226735284309)		USD 12.81	1	○ pending	View
223451762226920	Shopify(2225922375765)		USD 16.30	1	● shipment	View
624412505074432	Shopify(2233033621589)		USD 15.12	1	○ pending	View
583659555832776	Shopify(2228718633045)		USD 16.43	1	○ pending	View
812558422583115	Shopify(2224979902549)		USD 14.65	1	○ pending	View
2908820385872361	Shopify(2225145086037)		USD 4.30	1	● shipment	View
211186226822029	App		USD 49.12	1	● error	View
219781482444079	Shopify(2223939420245)		USD 16.25	3	● canceled	View

Let's

When you click on “**View**” you can get complete information about an order. As soon as you click on “View”, you will be informed about the details of an order, its status, price, and seller’s information.

Different order statuses reveal the true condition of the orders placed, as:

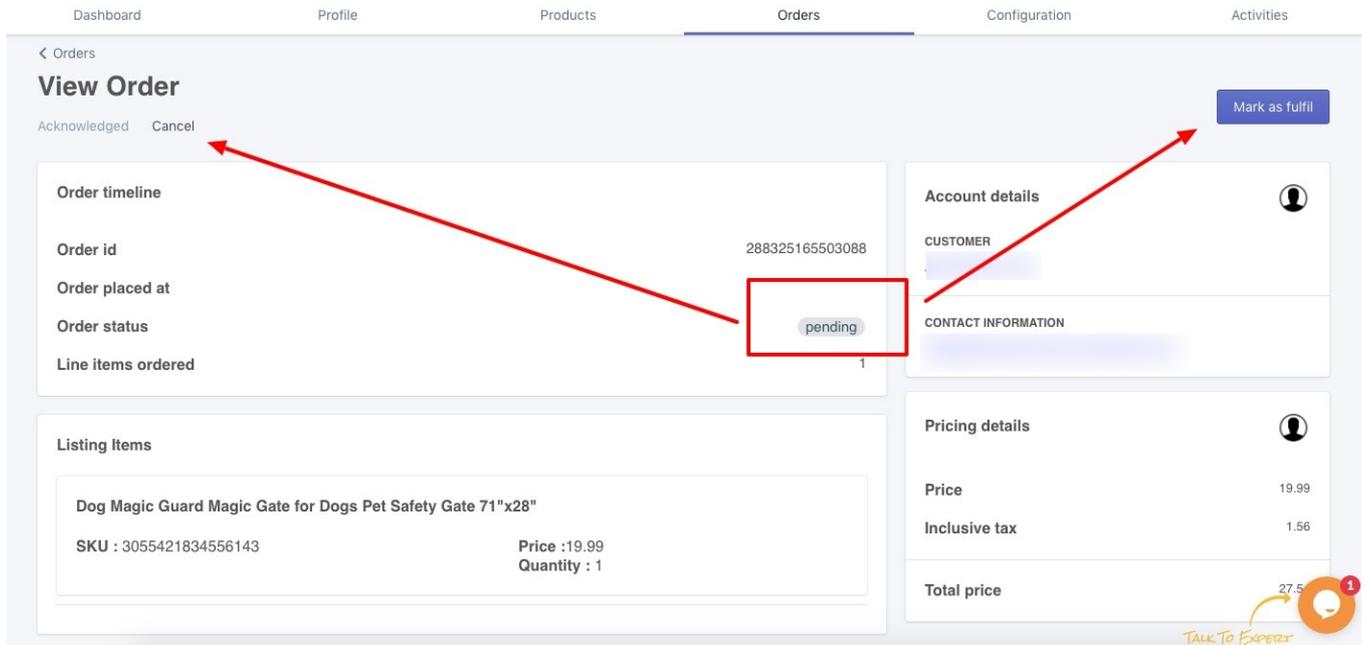
- **Pending:** The order is pending, it is yet to be fulfilled.
- **Skipped:** Order skipped from the panel, need to be acknowledged.
- **Error:** There is an error in the order creation.
- **Canceled:** The order has been canceled.
- **Shipment:** The order is in shipment.

In this section

- How to manage orders in a pending state?(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=how-to-manage-pending-orders>)
- How to manage skipped orders?(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=how-to-manage-skipped-orders>)
- Order Mapping(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=order-mapping>)
- How to cancel the orders?(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=how-to-cancel-the-order>)
- How to fulfill the orders?(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=how-to-fulfill-the-orders>)

3.4.1.1. How to Manage Pending Orders?

The order is said to be in pending status when the order is placed on Facebook Marketplace, Facebook Shops, or Instagram Shopping, and the product is available on the App, in all cases, the app automatically acknowledges the order from Facebook or Instagram, and creates it on Shopify.



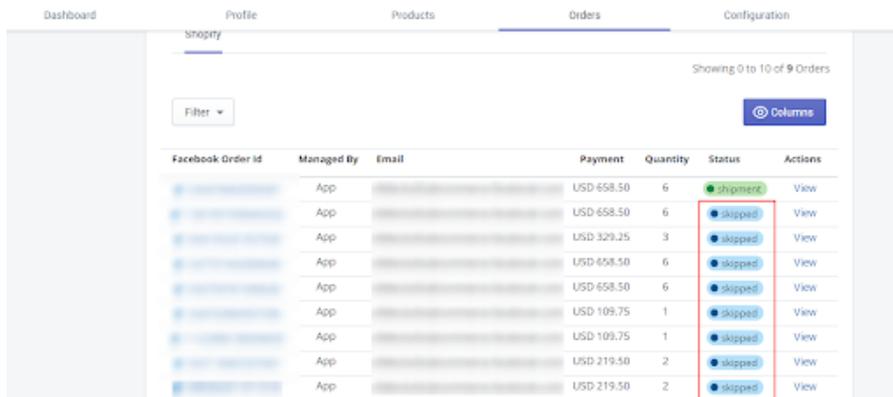
When you click on the “View” option of the order, the next screen will feature order details to manage the order from the app.

3.4.1.2. How to Manage Skipped Orders?

The order is in the skipped status when:

The order is placed on Facebook Marketplace, Facebook Shops, or on Instagram Shopping but the product is not available on the Shopify store and has been directly created on the Marketplace or Instagram Shopping.

The orders which are in the “Skipped” state, can be managed by mapping the products for which the order has been placed to the available product on the Shopify store.



Order Mapping

This feature enables you to map the existing product on the App with the product for which the order has been created.

To do this,

- Click on the **“View”** option.
- On the next window, locate the **“Map it”** button to map that product.
- After you map the product, you can then **“Acknowledge”** the same from the App to manage it from Shopify.

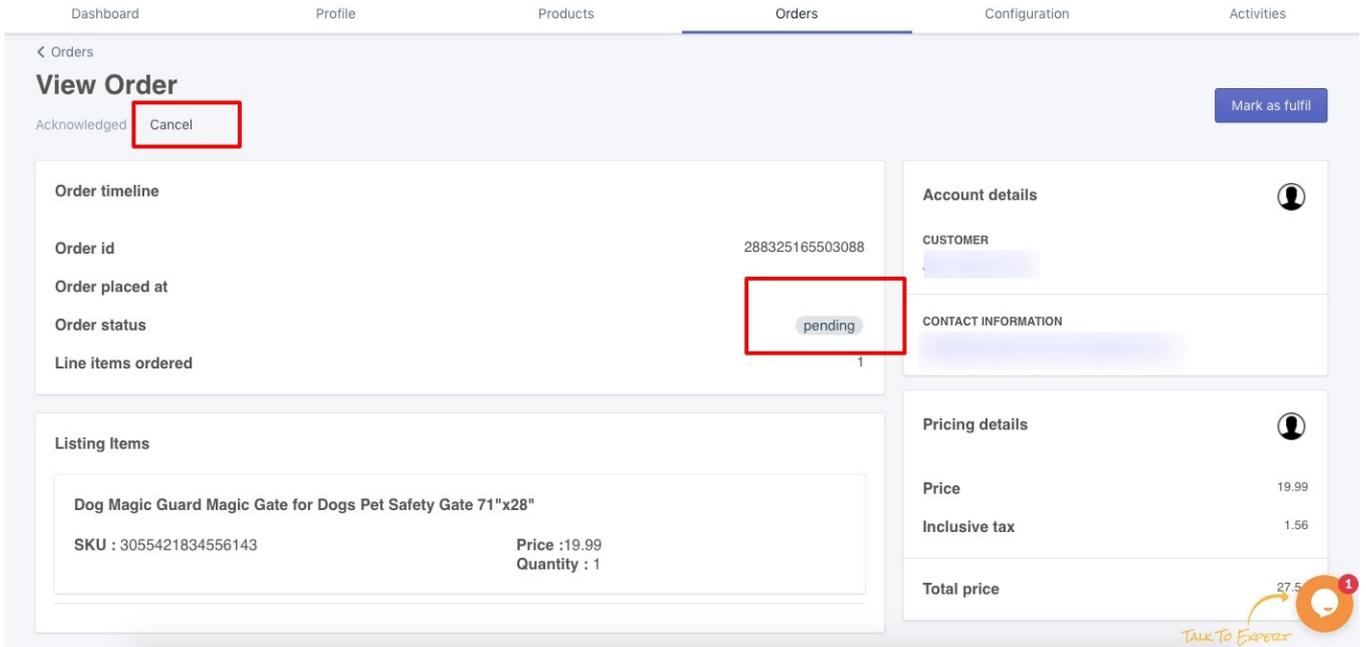
The screenshot displays the 'View Order' screen with the following details:

- Buttons:** 'Acknowledge' (highlighted with a red box), 'Cancel', and 'Mark as fulfil'.
- Error Message:** 'Error: Source product details not found in our app'.
- Order Timeline:**
 - Order id: 1361951930645252
 - Order placed at: [blurred]
 - Order status: skipped (highlighted with a red box)
 - Line items ordered: 3
- Listing Items:**
 - Item 1: NOT FOUND, SKU: 3764809186925052, Price: 100, Quantity: 2. Button: MAP IT (highlighted with a red box).
 - Item 2: NOT FOUND, SKU: 2820841178034935, Price: 100, Quantity: 2. Button: MAP IT.
- Pricing details:**
 - Price: 600.00
 - Inclusive tax: 58.50
 - Total price: 658.50

3.4.1.3. How to Cancel the Order?

As long as the order is in the pending state, the dashboard of the app facilitates you to cancel the order, in case you want to cancel it.

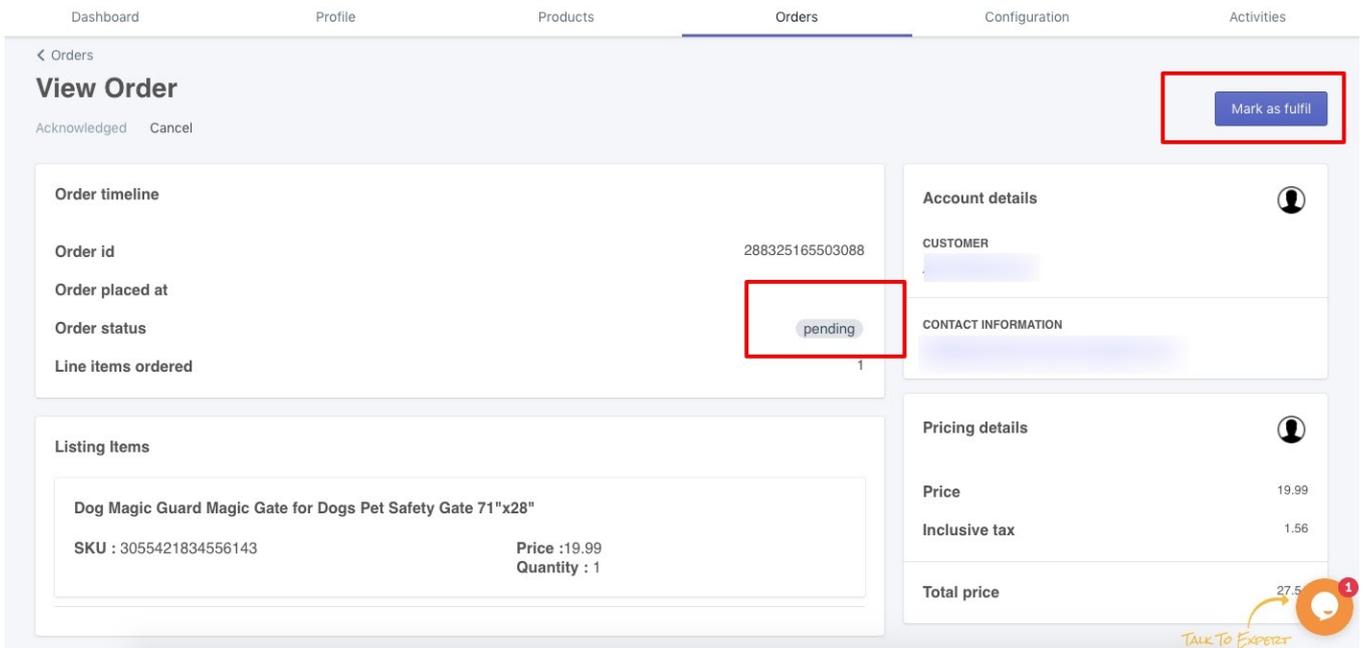
To cancel the order, click on the **“Cancel”** button located at the top left corner. The order will be canceled and it will not be created.



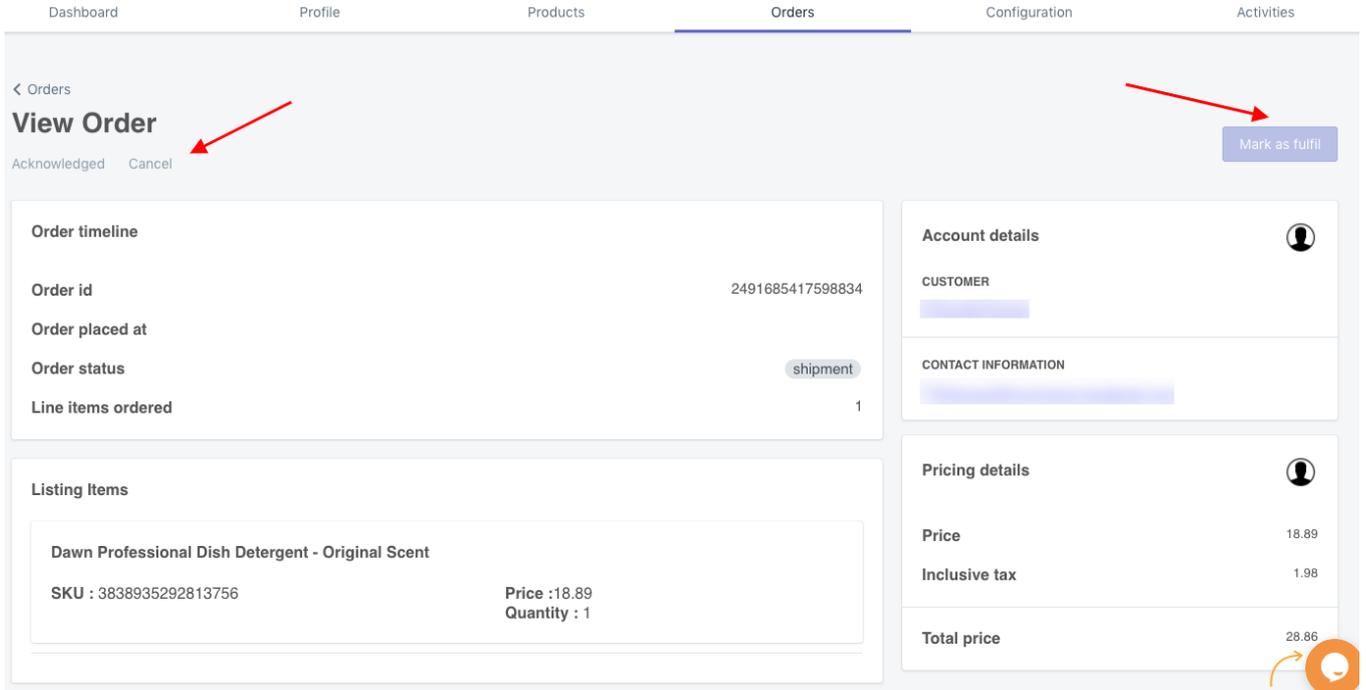
3.4.1.4. How to Fulfill the Orders?

In the same window, the app also allows you to process the pending order and mark it for fulfillment. As soon as you start the shipment of the order, you can mark the order as fulfilled.

Click on the **“Mark as Fulfil”** to move the order to the shipment state with the tracking id.



As soon as you mark the order as fulfilled, the status of the order will change from pending to shipment.

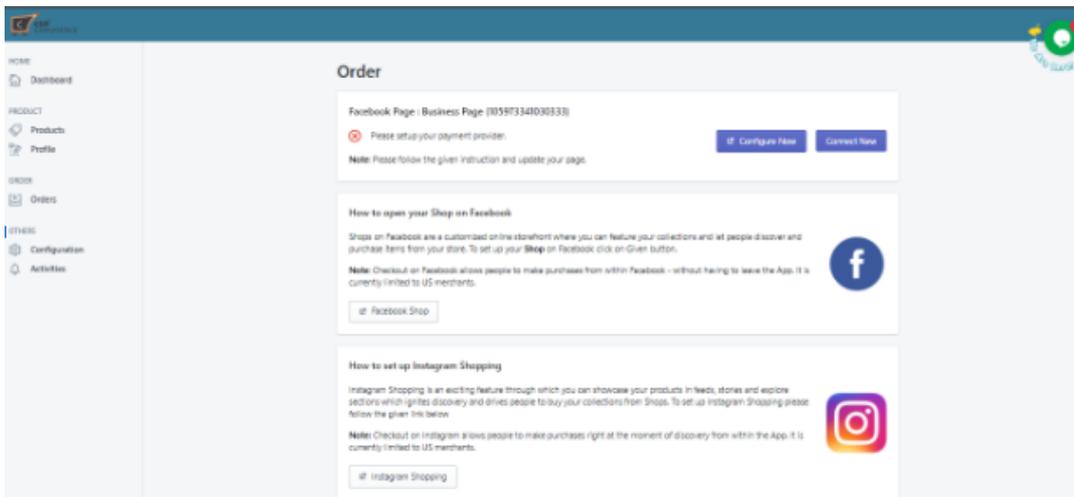


Note: After you mark order to fulfill you cannot make any alterations, both the “Cancel” and “Mask as fulfill” button will be inactive.

3.4.2. For the Non-US sellers

If you are a seller selling outside the US, you can leverage the features of catalog syncing, upload your inventory through the app, and manage your orders from your Shopify stores.

Having an offsite Facebook Page means, your order will be managed from your eCommerce website. In this case, the following screen will appear.



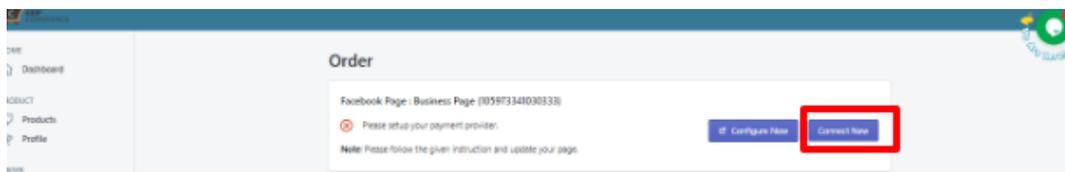
Convert existing Facebook Page to Facebook Shops

If you want to update your existing Facebook Page to Facebook Shop, you have to Click on **'Configure Now'** and add details about your business account, set your preferences, and provide payment details.



Connect a new Facebook Page

In case you want to connect to a new Facebook Page rather than the already existing one; you can click on the option **'Connect new'** to update your Facebook Page.

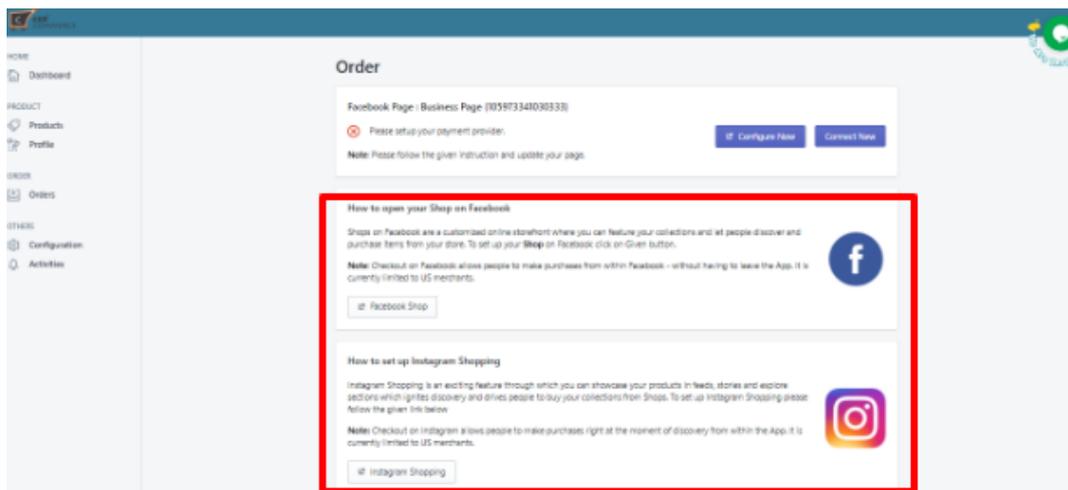


How to open Facebook Shops and Shops on Instagram

Instagram Shopping is a feature that lets you surface your products across Instagram across stories, feeds and explore sections while igniting the purchase and lets your shoppers purchase from your Shops.

While Facebook Shops are the customized storefronts that let shoppers make a purchase across Facebook networks offering checkout services.

The checkout is only available for the US merchants



For assistance, you can click on **'Facebook Shops'** and **'Instagram Shopping'** respectively and get to know more about the account setup process.

3.5. Configuration Tab

The Configuration tab displays three tabs that display your account setting and all the information related to your profile like User Details, Default Profile, and Facebook account.

In the Configuration setting, you can see details of default mapping, manage various settings on the Facebook business page, and manage your Shopify and Facebook account.

In this section

- Managing your General Setting.(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=manage-your-general-setting>)
- Managing your Facebook Shop Setting.(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=manage-your-facebook-shop-setting>)
- Managing your Account Setting(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=manage-your-account-setting>)

3.5.1. Manage your General Setting

This tab shows the “**User Details**” that include the Username and the email address that you used while connecting to the app.

The screenshot shows the 'Configuration' page with a navigation bar at the top containing 'Dashboard', 'Profile', 'Products', 'Orders', 'Configuration', and 'Activities'. The 'Configuration' tab is active, and it has three sub-tabs: 'General', 'Facebook', and 'Account'. The 'General' sub-tab is selected.

The 'User details' section contains a form with the following fields:

- Username: [Redacted]
- Email: [Redacted]
- Help Doc button

The 'Default Profile' section contains two main areas:

- Warehouse Mapping:** Shows a status of 'APPROVED' (indicated by a green dot) and three links: 'Catalog' (with an external link icon), 'Shop' (with an external link icon), and 'Commerce' (with an external link icon).
- Category Mapping:** Shows a selected Google category for Facebook: 'Apparel & Accessories/Handbags, Wallets & Cases/Handbags'. Below this is a 'Product Category' dropdown menu and a 'Save' button.

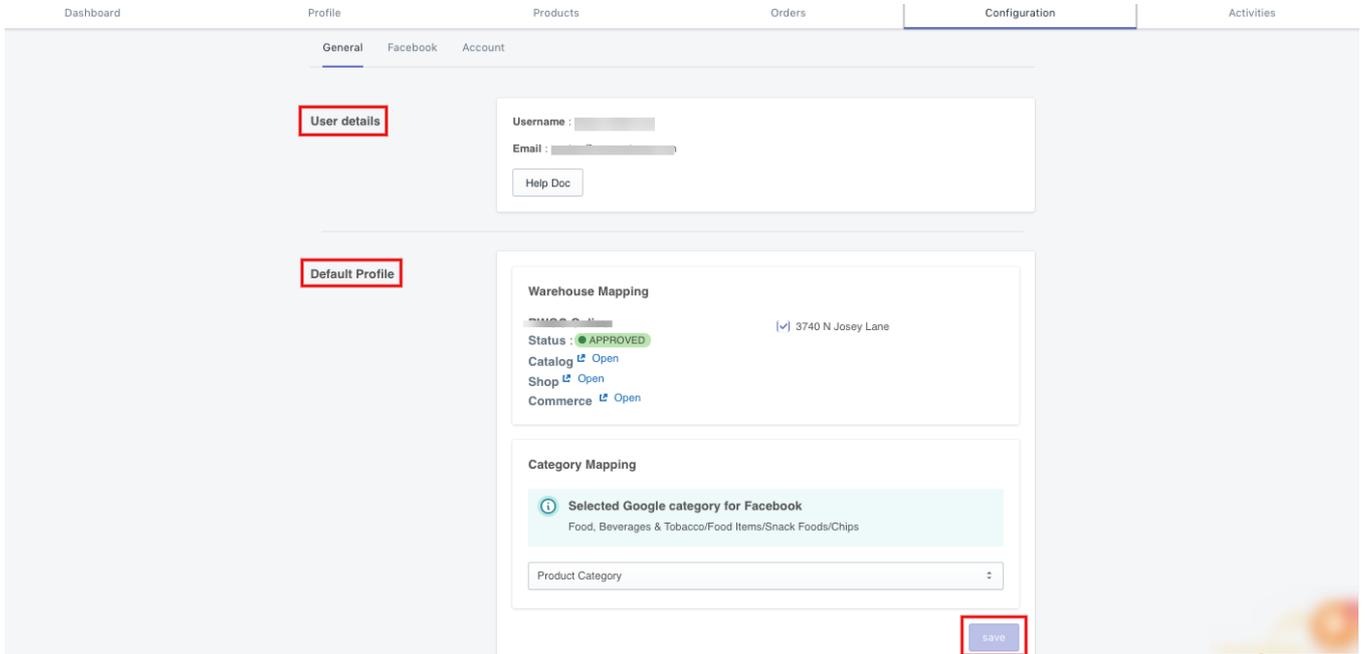
In the bottom right corner, there is a 'Talk To Expert' button with a speech bubble icon.

Also, the later section reflects your “**Default Profile**” that includes your location mapping and category mapping.

The default profiles furnish various information related to your “**Warehouse Mapping**” on Facebook.

- **Email address:** The email address you are logged in from.
- **Warehouse address:** The chosen address for your shop.

- **Status:** The current status of your account.
- **Catalog:** The attached catalog.
- **Shop:** The connected Facebook Shop
- **Commerce:** The Commerce Manager account.



The “**Category Mapping**” section reflects the selected product category, you can choose/change it from the drop-down menu and click on the “**Save**” option.

3.5.1.1. Attribute Mapping

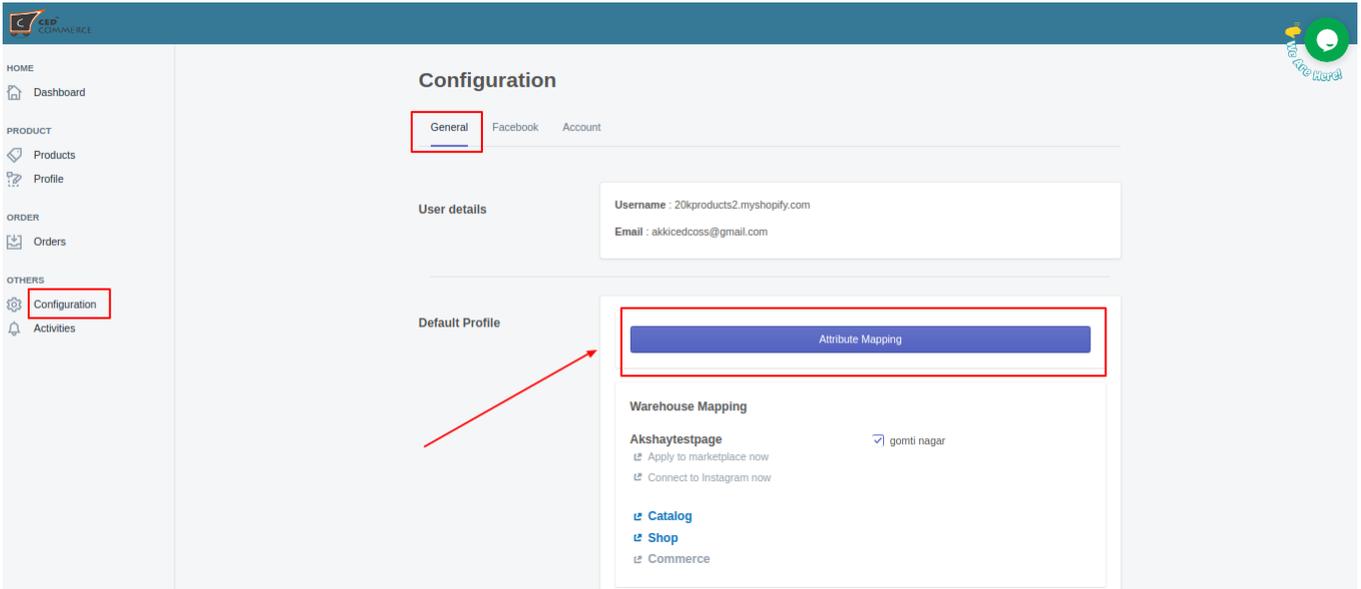
To make your products even more discoverable across Facebook commerce surfaces, the app now features a new update called the “**Attribute Mapping**”. With the help of attribute mapping, you can enhance your catalog with more product information.

Enhanced catalogs make it easier for buyers to consider a broad range of items and find the exact product they want by enabling discovery through search, filters, and recommendations. By enhancing your catalog, you can also add attributes like age group, color, gender, brand, size material, and so on.

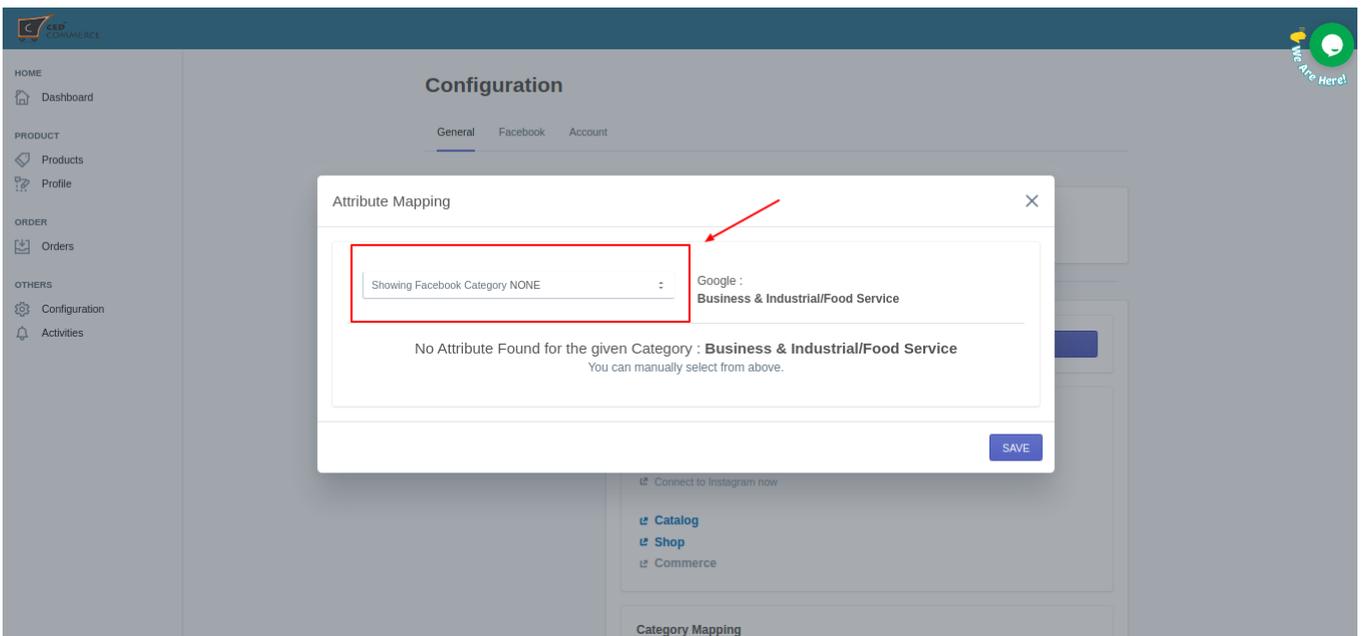
You can complete the attribute mapping of your product category either at the time of on-boarding or from the “**Configuration**” section.

Note: If you sell under two different product categories, you can complete the attribute mapping of one category right while on-boarding while the attribute mapping for another category can be done by creating a new profile and thereafter mapping the attributes for those products.

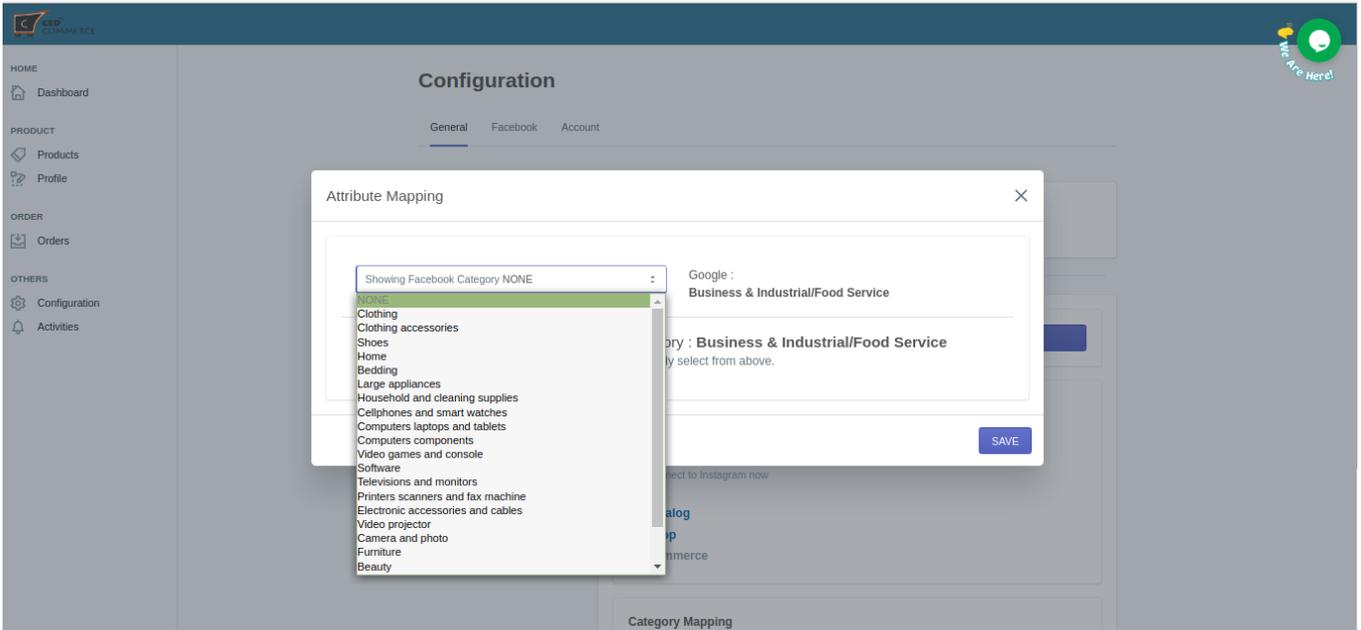
Under the “**General Tab**” of the Configuration section, locate the “**Default Profile**” section.



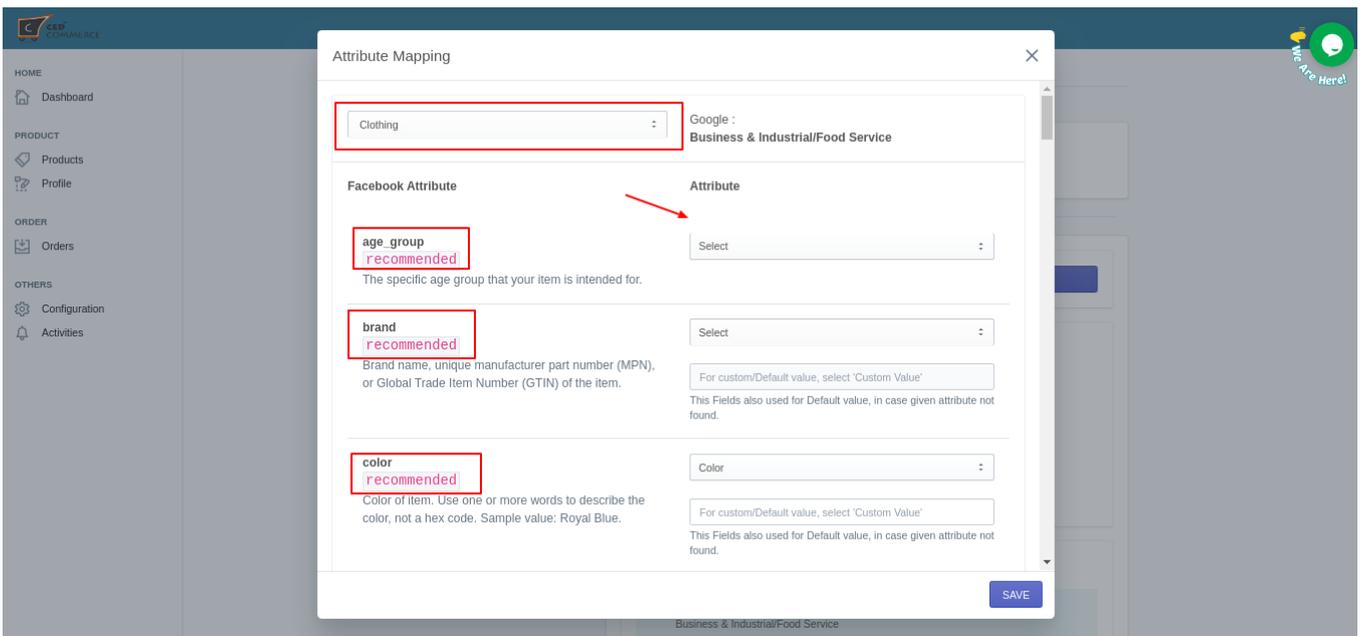
After clicking on it, a new window will appear. In this window, you can **select** your product category.



As soon as you click on the box, a drop-down will appear with all the available product categories. Select the required **product category**.

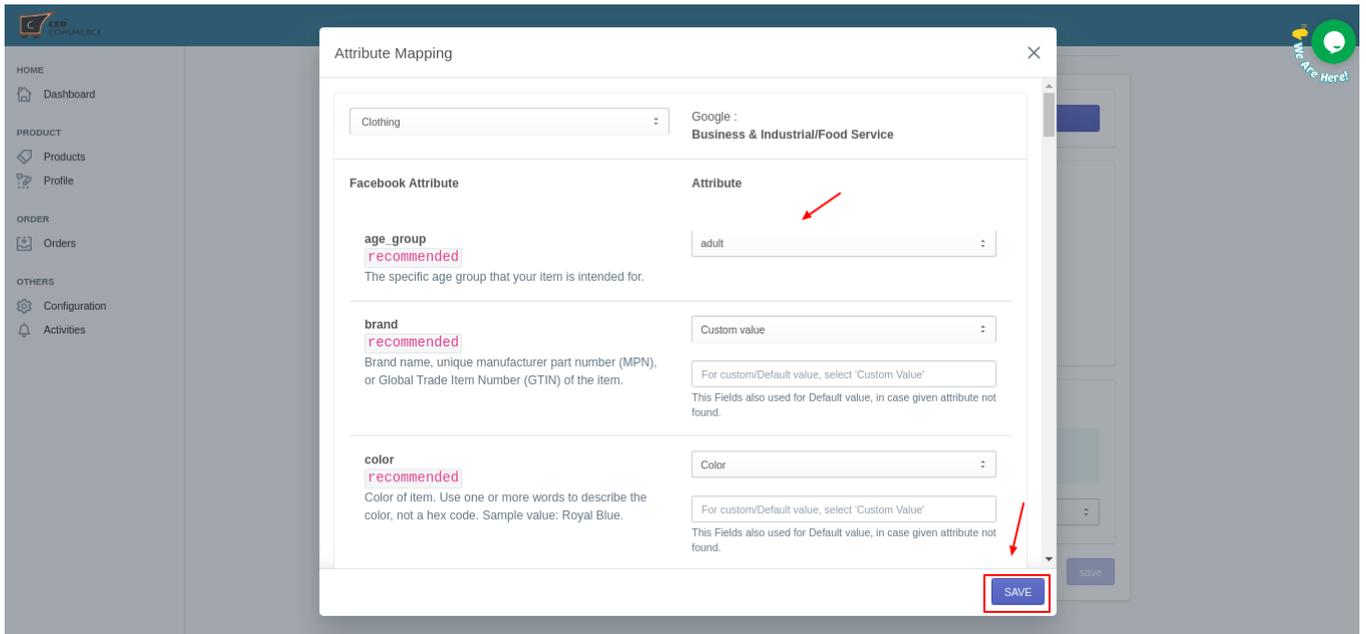


After selecting a product category, the next window will appear with different product attributes followed by the options in a drop-down list. **Select** all the applicable attributes.



?

When you are done with selecting the attributes, click on the **“Save”** button.

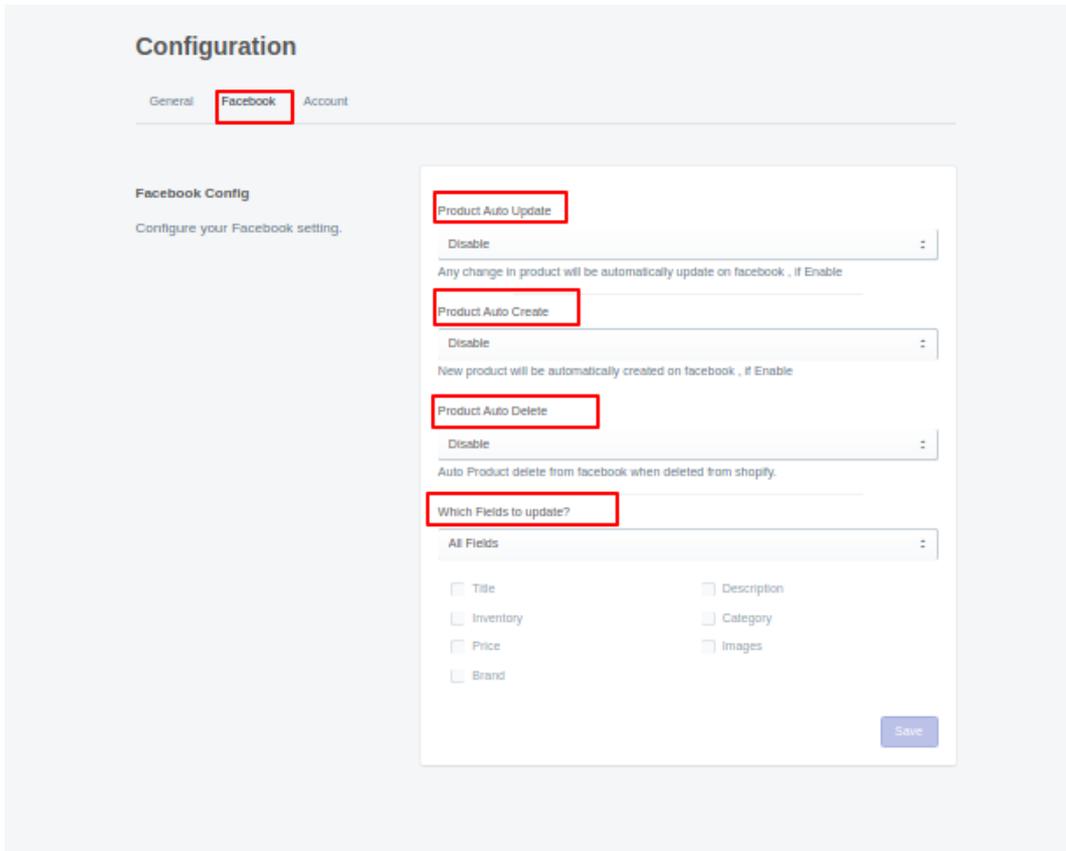


Now that you have completed all the steps, your catalog is now enhanced with more accurate product information by which you can now provide expanded search options and allow buyers to sort or filter products according to their needs and requirements.

3.5.2. Manage your Facebook Shop Setting

The Facebook tab allows you to manage various activities on your Facebook Business Page.

You can **“Enable or Disable”** various activities from this tab.



In this section

- Managing product Auto-updates on Marketplace and Instagram Shopping.(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=manage-products-options>)
- Managing product Auto-creation on the Marketplace and Instagram Shopping(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=manage-products-options>)
- Managing products auto-delete on Marketplace and Instagram Shopping(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=manage-products-options>)
- Which field to upload(<http://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=manage-products-options>)

3.5.2.1. Manage Products-Options

Product Auto Update

If this feature is enabled, any changes that you make in the products feed on Shopify, then it will be automatically reflected for that particular product on Facebook Marketplace, Facebook Shop, and Instagram Shopping.

Product Auto-Create

(If enabled) If any new product is added to the Shopify store, then that product would be automatically added on Facebook Marketplace, Facebook Shops, and Instagram Shopping.

Product Auto-Delete

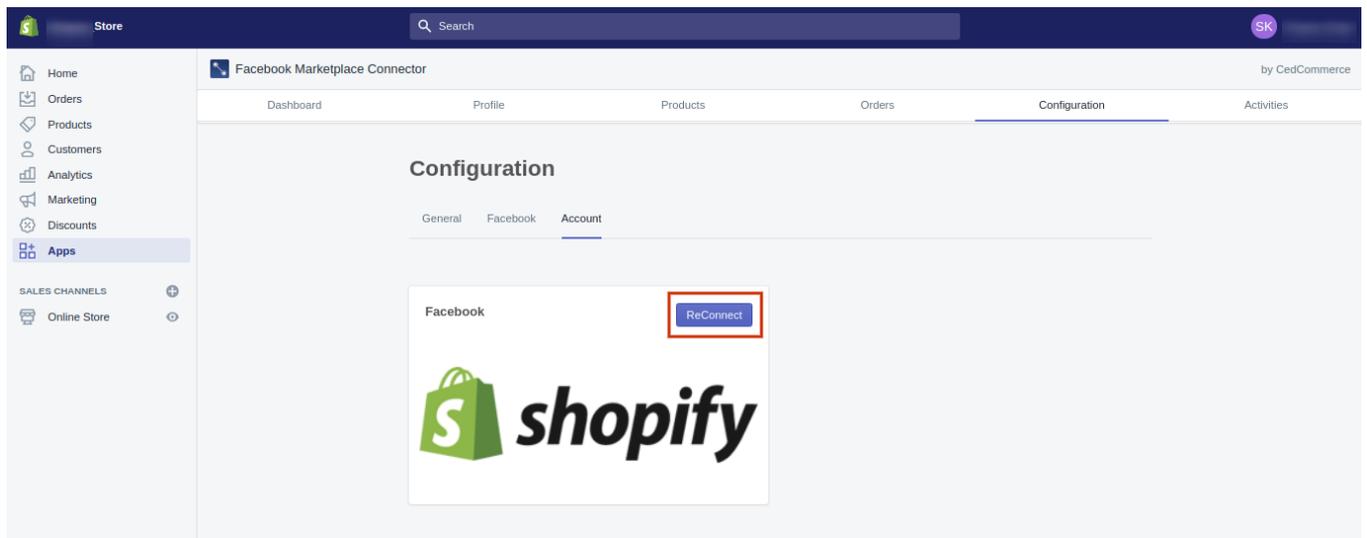
With this setting, the product would be automatically deleted from Facebook once it is deleted from Shopify.

Which field to update

Assign a field for your product like title, description, price, image, brand, inventory count, and category to your products.

3.5.3. Manage your Account Setting

This tab shows the current Shopify store that is connected to your Facebook Shop.



In the event of any unprecedented error, you have an option to **“Reconnect”** your Shopify account with the Facebook Shop.

3.6. Activities Tab

This tab keeps the record of all your recent activities that took place on the App. The activity tab displays the details about product import and upload along with currently running processes.

Dashboard Profile Products Orders Configuration **Activities**

Queued Tasks

Recent Activities

-  Facebook product(s) upload completed
2020-05-06 08:10:09
-  Facebook product(s) upload completed
2020-05-06 08:00:04
-  Facebook product(s) upload completed
2020-05-06 07:32:25

Currently Running Processes

-  All Processes Completed

The panel is divided into two sections:

Queued Tasks: All the tasks that have been queued on the app.

Currently Running Process: All the tasks running in progress.

4. Frequently Asked Questions with Answers

This is a compilation of all the relevant questions, issues, and most sought information regarding the Facebook Marketplace. You can get help from these if you are stuck in mid-ways.

i. **I am not from the US, can I still sell on Facebook Marketplace with Checkout?**

Ans: CedCommerce API Integration is only available for US sellers. But if you have a US entity, US address, US bank account, US warehouse, then you can onboard through the Commerce Manager.

ii. **How long does it take to get Facebook Marketplace approval?**

Ans: It may take a week for your listings to get live on Marketplace. Your catalog will be reviewed against quality guidelines during this time.

iii. **Why is my form approval rejected by Facebook?**

Ans: Facebook may reject your approval from selling on Marketplace due to certain conditions, some of them are:

You do not have the admin access for your page.

You have a problem while configuring the payment details.

You have the Facebook Ads Page with a Catalog.

Your shop is in the "Local Business" category, change the same to **"Shopping and Retail"**

I have my Facebook Page, but it is not showing up in the App?

Ans: You need to have the "Admin" access for the page. The App requires permission to

view, and manage your page. Make sure you have given permission for access to CedCommerce.

Check out this link: https://www.facebook.com/settings?tab=business_tools(https://www.facebook.com/settings?tab=business_tools) and click on the “CedCommerce icon.

What is the difference between an Offsite Page and an Onsite Page?

Ans: Offsite Page: All those Facebook pages/shops that surface the offsite checkout option, which means “**Send seller a Message**” option that lets the buyers send the seller a message or redirect to the website to make a purchase.

Onsite Page: All those Facebook pages/shops that feature a “**Checkout on Facebook**” option that facilitates the buyers to make the purchase within the App itself.

Will my products start reflecting on the Facebook Marketplace after Shop approval?

Ans: Soon after you get the approval, your products will pass through the manual quality check conducted by Facebook and as it qualifies, it will start reflecting on the Marketplace.

How many shops can I have with one company and one bank account?

Ans: You can have only one Shop per bank account and per entity. Facebook doesn’t allow you to create more than one shop.

I am unable to connect my page to the App. What is the reason?

Ans: There may be more than one reason if you are unable to connect your page to the App. Some of them are:

Ads Page: If you use your Facebook Page for advertising, then you can authenticate that page for the Marketplace, only by connecting another new catalog. You will have to discontinue the current ads you were running through that account, else you need to create a new page.

Offsite Page: If your page/shop features an Off-site checkout option, then also you will be unable to connect the page. However, you can convert the same page into Onsite Page by creating a new catalog. Reach out to us to know how to do it.

I have mapped another warehouse location with the App, but now I have changed my location. What to do?

Ans: You will have to do the remapping of your warehouse location. Contact us for the same.

What happens if the order is placed for an item that is not on my Shopify store?

Ans: You have the option to either “Cancel” that order or you can “Map” the order with any available item in your store. Check out the “Order Panel” for more information.

Is it mandatory to create profiles before uploading the products to Facebook Marketplace?

Ans: No, it is not necessary to make a profile while uploading your products. You can “bulk upload” your products directly on Facebook or you can do it by creating profiles or alternatively selecting the products one-by-one.

What are the ways to discover the products with the checkout option on the Marketplace?

Ans: There are two ways to discover products enables with checkout on the Marketplace :

Through Search: Only the seller can search through the shop name.

Through Browse: Products will be available in the usual manner on the Marketplace.

m. **What are the catalog field requirements on the Marketplace? Why do my products have this issue?**

Ans: The Marketplace only allows the Catalog fields that are required on the Marketplace, these requirements can be found here: <https://developers.facebook.com/docs/commerce-platform/catalog/fields#model>(<https://developers.facebook.com/docs/commerce-platform/catalog/fields#model>)

n. **Why is my order reflecting pending state? What should I do?**

Ans: The orders will be reflecting to be at the “pending” stage when the order is

acknowledged and has not been shipped till now. In another condition, it can happen if the order is placed for an item that is not available on your Shopify store and is directly created on the Marketplace. (You have the option to “map” the product with the existing product on the App.)