## 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 Shops & 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 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:

Leverage Facebook Business Extension (FBE): Connect your business with Facebook & Instagram to increase your brand presence across the platform.

**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-connectoruser-manual/?section=how-doess-the-app-work)
- Facebook & Instagram Shoping Requirements(https://docs.cedcommerce.com/cedcommerce/facebookmarketplace-connector-user-manual/?section=facebook-marketplace-requirements)
- Permission and Page Roles Requirements(https://docs.cedcommerce.com/cedcommerce/facebookmarketplace-connector-user-manual/?section=permission-and-page-roles-requirements)
- Installation of Facebook & Instagram Shopping(https://docs.cedcommerce.com/cedcommerce/facebookmarketplace-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 & Instagram Shopping Requirements

eCommerce retailers like you can list their product offerings on Facebook Shops, Page Shop 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 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 & 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/facebookmarketplace-connector(https://apps.shopify.com/facebook-marketplace-connector) A window will appear, prompting you to install the App.

Shaanu_Store F	acebook Ma
Facebook Marketplace Connector will be able to:	
View Shopify account data	View details
Manage products	View details
Manage orders	View details
View other data	View details
To erase your customers' personal information from Facebook Ma After 48 hours, a request will be sent to Facebook Marketplace C more about data privacy.	arketplace Connector, remove the app. connector to erase this data. Learn
	lastell Last

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 & Instagram Shopping to your existing Shopify store.

To configure the App, there are **three 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 and Instagram through Facebook & Instagram Shopping 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: Configure Default Mapping of App and Product Import:** Configure the default settings for Facebook and Instagram Shopping and automatically map with your Shopify store products and warehouse location.

Step 3: Attribute Mapping: Distribute your products into different attributes and enhance your catalog for

shopping. Also, make it easier for people to shop from your profile by using various filters, recommendations.

\*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/facebookmarketplace-connector-user-manual/?section=connect-the-app-with-the-facebook-account)
- Configure Warehouse Mapping and Category Mapping(https://docs.cedcommerce.com/cedcommerce/fac ebook-marketplace-connector-user-manual/?section=configure-default-mapping-and-product-import)
- Attribute Mapping(https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-usermanual/?section=atrribute-mapping)

## 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.

STEP1/3	
	• • •
Welcome! Please link your facebook account	Re-Connect Next
	By clicking on Re-Connect You agree with our terms and Condition Click on 'Next' button to move to next step

After clicking on the option of '**Reconnect**', you will be redirected to Facebook Business Extension (FBE).(https:// docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=introduction-to-facebook-business-extension-fbe)

From there you can setup your Business Manager account, select your Facebook page, product catalog, select ad account and Facebook Pixel.

Once you connect and provide the permissions to CedCommerce; you will be redirected to Facebook & Instagram Shopping app and can progress with the next step of Warehouse and Category Mapping.

#### 2.2. Configure Warehouse Mapping and Category Mapping

The app lets you configure the default settings for Facebook Shops 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.

Warehouse Mappi Get started by adding your fir	ng & Category Mappin st category here.	g
Cedcommerce sho	op one	Help
Select Category	Product Category	~
Warehouse Mapping		
SHOPIFY WAREHOUSE LOCATIO	Lucknow Lucknow     Lucknow	
	Lucknow Lucknow	
		PROCEED

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.

	Help
Cedcommerce shop one	e
Select Category	
Warehouse Mapping	
SHOPIFY WAREHOUSE LOCATION : 🕑 Lucknow 📃 Luckno	w.
	ow.
	www.

2. Click on the "Proceed" button to save the default mapping information.

Note: Make sure that you have mapped the correct warehouse location for the Facebook Shops and Instagram Shopping, 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.

#### 2.3. Atrribute 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.

TTRIBUTE MAPPING		Back Finish Setup
RECOMMENDED		Θ
age_group	Select	~
brand	Select	~
color	Select	~
gender	Select	~
material	Select	~
size	Select	~
pattern	Select	~
style	Select	~
OPTIONAL		(+)

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

#### 3. Introduction to Facebook Business Extension (FBE)

Merchants can now easily set up their Facebook pixels, catalog and also run their business through Facebook and Instagram Shops. By integrating with Facebook Business Extension, you can unlock a broad suite of Facebook business tools for your customers in the eCommerce and services verticals experiences such as Facebook Shops, Dynamic Ads, and other business tools available across the Facebook family of apps.

#### **Benefits of Facebook Business Extensions**

Facebook Business Extension (FBE) makes it easier for businesses to list products and offer other variety of services like run ads, look after the Facebook & Instagram insights, surface products to a targeted audience, and much more; right from a single place. Once you integrated with the Facebook Business Extension, you can easily manage your Facebook assets like; Facebook product catalog, Facebook pixel, Facebook page, and Instagram profile without any hassle.

# 3.1. Onboarding to Facebook & Instagram Shopping with Facebook Business Extension (FBE)

After fulfilling the requirements for the Facebook Business Extension (FBE); you can easily onboard to Facebook commerce surfaces like Shops, Page Shops, and Instagram Shopping with your Shopify store.

To onboard to Facebook Business Extension; you need to fulfill the following steps:

- **Connect your account with CedCommerce:** Allow the permission to CedCommerce to have information like your profile name, and business information.
- **Connecting CedCommerce to Facebook:** Connect with the Facebook listing partners like CedCommerce to leverage Facebook business extension.
- **Confirm Settings:** Choose a Business Manager, Facebook product catalog, Facebook pixel, your ad catalog to manage your business across Facebook and Instagram.
- Allow permissions: Allow permissions to CedCommerce to manage your business across Facebook & Instagram, show a list of products to manage, allow ads to be managed.
- Start selling on Facebook & Instagram: After allowing permissions to CedCommerce to manage your business; map your category location and do the product import to manage your business effortlessly across Facebook and Instagram.

\*Note: Make sure that you have given permission to CedCommerce from your Facebook Account to manage pages, business, and Catalog.

In this section:

• Connect your Facebook account with CedCommerce(https://docs.cedcommerce.com/facebook/facebookmarketplace-connector-user-manual/?section=connect-facebook-account-with-cedcommerce)

- Connect CedCommerce to Facebook(https://docs.cedcommerce.com/facebook/facebook-marketplaceconnector-user-manual/?section=connect-cedcommerce-to-facebook)
- Confirm Settings for your Shops, ads, insights to CedCommerce(https://docs.cedcommerce.com/facebook /facebook-marketplace-connector-user-manual/?section=confirm-settings-for-your-shops-ads-insights-tocedcommerce)
- Connect to Instagram Shopping(https://docs.cedcommerce.com/facebook/facebook-marketplaceconnector-user-manual/?section=connect-to-instagram-shopping)
- Allow Permissions to CedCommerce(https://docs.cedcommerce.com/facebook/facebook-marketplaceconnector-user-manual/?section=allow-permissions-to-cedcommerce)

## 3.1.1. Connect Facebook account with CedCommerce

After connecting your account with the app; click on 'Reconnect.' You will be redirected to Facebook where you will have to allow permission to CedCommerce to receive your name and profile information.

😝 🗔 🛒	
Continue as CedCommerce will receive yo This doesn't let CedCommerce your permission.	our name and profile picture. e post to Facebook without
Cancel	Continue as
Not S ? Log in to	another account.
By continuing, CedCommerce will rece you share and Facebook will record wi Learn more about this sharing and the	ive ongoing access to the information nen CedCommerce accesses it. settings von have.

This step helps CedCommerce keep a note of your business activity.

 If you have the same account displays like the one you have connected with the app. Click on 'Continue' to move forward.

#### 3.1.2. Connect CedCommerce to Facebook

In this step, you can look after the benefits of connecting CedCommerce to Facebook. By connecting your Facebook account with the CedCommerce; you can:

• Get more website purchases: Feature your products on Facebook and Instagram so that people can easily find your products from your profile or through Search and Explore.

- Find new customers: Leverage Facebook and Instagram ads to get access to a wider set of audiences and increase your product visibility.
- Get valuable insights: Use data from Facebook pixel to get to know how your customers are interacting with your products and measure the results from your end.



Click on the 'Continue' to move forward to the next step.

## 3.1.3. Confirm Settings for your Shops, ads, insights to CedCommerce

The next step after connecting CedCommerce to Facebook is to provide details for the Business Manager account, connecting the Facebook page with CedCommerce, connecting the catalog with the Facebook page, add an ad account with CedCommerce, and much more.

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curo	onuetei →	
Cor	nfirm settings	
CedComm	erce will be connected to:	
Business Manager	Bush's Barregnus	>
Facebook Page	1	>
Catalogue	Security Control	>
Ad account	feed? at accord	>
Facebook pixel	And Property Straphy Providents of	>
Automatic advanced matchi Use information that your custor email address or phone number Facebook. Learn More	ng mers have provided to your business, such as to match your website's visitors to people on	
By clicking "Continue", you agre	e to the Terms and Conditions	
Cancel	Continue	
Having an issue? Contact Us	Help Cer	tre

Through this step, you can provide all your business information, create your Facebook & Instagram Shops, run ads, and get insights into all your business activities.

Note: You need to provide the information for your Business Manager account, connect the right Facebook page and catalog to CedCommerce.

In this section:

- Connect the Business Manager account with the website(https://docs.cedcommerce.com/facebook/facebo ok-marketplace-connector-user-manual/?section=connect-the-business-manager-account)
- Connect the Facebook Page with the website(https://docs.cedcommerce.com/facebook/facebookmarketplace-connector-user-manual/?section=connect-the-facebook-page)
- Connect the Facebook product catalog with the website(https://docs.cedcommerce.com/facebook
- Select an ad account to connect with the website(https://docs.cedcommerce.com/facebook/facebookmarketplace-connector-user-manual/?section=select-an-ad-account-to-connect-with-the-website)
- Select the Facebook pixel to connect with the website(https://docs.cedcommerce.com/facebook/facebookmarketplace-connector-user-manual/?section=select-the-facebook-pixel-to-connect-with-the-website)

#### 3.1.3.1. Connect the Business Manager account

The first step is to connect the Business Manager account with the app. As soon as you click on the option of **Business Manager**; the next screen will show up your Business Manager account.

Choose a Business Manager account and click on 'Continue' to move forward.

<b>(</b> ) = <u>*</u>	Send Sec.	
Select your Busine Choose the account whi such as Facebook Page that you create/connect Manager. Learn More	<b>ss Manager</b> ere you manage business assets p, pixel and catalogue. The assets will be owned by this Business	
Business Manager accou	nts Create new	
Stuart's Marketplac	e	
Created on 30 Jul 2020	0	
Cancel	Back Continue	
Having an issue? Contact Us	Help Centr	ie

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.

Note; Choose a Business Manager account where you manage all your business assets such as Facebook Page, Page assets, and catalog

In this section;

• How to create a new Business Manager account(https://docs.cedcommerce.com/facebook/facebookmarketplace-connector-user-manual/?section=how-to-create-a-new-business-manager-account)

#### 3.1.3.1.1. How to create a new Business Manager account

To create a Business Manager Account, you need to:

- Go to Business Manager profile
- Click on 'Create Account.'
- Enter a name for your business, your name, and your work email address and click Next.
- Enter your business details and click Submit.

## 3.1.3.2. Connect the Facebook Page

The next step for you is to connect your preferred Facebook Page. As soon as you select the Business Manager account; all the Facebook pages related to your Business Manager account will be displayed.

Choose a Facebook Page that you want to connect to your website. This will help you display your products from your eCommerce store to your Facebook page.

<b>(</b> ) 🗆 🛋			Send Server
Conr Choos your v shop	nect Facebook Page se the Facebook Page the website. You'll be able to on your Page.	<b>e</b> nat you want display prod	to connect to lucts from your
Pages	s		Create new
u mo	1 LUV MY MOM 119 like this		
S	Store Lucknow, Uttar Pradesh • 0 lik	e this	0
S	Store Test Lucknow, Uttar Pradesh • 0 lik	e this	0
<b>*</b>	Rea\$oning Not eligible 🚯		0
S	Style Statement Lucknow, Uttar Pradesh • 0 lik	e this	0
	concli 02cont		~ •
Can	ncel	Back	Continue
Having an	n issue? Contact Us		Help Centre

In this section;

• How to connect a new Facebook Page(https://docs.cedcommerce.com/facebook/facebook-marketplaceconnector-user-manual/?section=how-to-connect-a-new-facebook-page)

## 3.1.3.2.1. How to connect a new Facebook Page

In case you are new to the Facebook business and you do not have an existing page on Facebook, you can create a new Facebook page and then connect it with the website.

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

## 3.1.3.3. Connect the Facebook product catalog with the app

After selecting your Facebook page, you need to connect your product catalog with your Facebook page to manage inventories and deliver ads.

•	)		Sent Same *
	Select catalogue Select a catalogue so you ca deliver ads that show your pr	n manage inver oducts.	ntory and
	Catalogue		Create new
	Catalogue no.: 1		
	E Catalogue no.: 1		0
	Catalogue no.: 6		0
	Catalogue no.: 7		0
	Catalogue no.: 2		0
Ŀ	Catalogue no.: 3		
	Cancel	Back	Continue
	Having an issue? Contact Us		Help Centre

A Facebook catalog is a container that holds information about the products that you want to feature or sell on Facebook and Instagram. You can connect your catalog to different channels, including Facebook Shops, Page Shop, and Instagram Shopping. You can advertise your products and target your potential customers through the catalog and increase your brand reach.

In this section;

How to create a new product catalog(https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=how-to-create-a-new-facebook-product-catalog)

## 3.1.3.3.1. How to create a new Facebook product catalog

In case you don't want to connect any of the existing product catalogs to your Facebook page. You have to create a new product catalog. For this, you have to:

- Click on 'Create new'
- Go to the Commerce Manager and select 'Product & Setting'.
- Click on 'Create new product catalog'
- Add products to your catalog and provide additional information like attributes to your products.

#### 3.1.3.4. Select an ad account to connect with the website

Selecting an ad account helps you run ads and promote your products and services to a more targeted set of audiences.

<b>()</b> = £			1000110000.00
Select Select a product	t your ad account an ad account for your b ts and services.	ousiness to	advertise
All ad ad	ccounts		Create new
	Account no.:		۲
	Account no.: 6		
Cance	el	Back	Continue
Having an is	ssue? Contact Us		Help Centre

After connecting your product catalog, the next step is to select your ad account amongst the list of the options available and connect it with your website.

So select your preferred account from which you want to run ads and then click on **Continue** to move ahead.

In case you want to create a new Ad account, you can;

😝 🗆 🔟		
Select your ad accou Select an ad account for y products and services.	<b>int</b> our business to	advertise
All ad accounts		Create new
Account no.:		۲
Account no.: 6		
Cancel	Back	Continue
Having an issue? Contact Us		Help Centre

Click on ' Create New' and create your ad account connecting with your Business Manager account.

#### **3.1.3.5.** Select the Facebook pixel to connect with the website.

The Facebook pixel is an analytics tool that allows you to measure the effectiveness of your advertising by understanding the actions people take on your website. You can use the pixel to make sure that your ads are shown to the right people.

<b>()</b>		Sent Same *
Select a F Use data fro website and	Facebook pixel rom the pixel to understand ac d measure the results of your	tions on your ads. Learn More
Pixels		Create new
48352	26655991349 • Last active on 23 Feb 2	2021
18069	93070129089 • Created on 18 Feb 202	n O
Cancel	Back	Continue
Having an issue?	Contact Us	Help Centre

Facebook pixel helps you get to know how your customers are interacting with your products and measure the results from your end.

• Among the list of Facebook pixels, select your preferred choice and click 'Continue' to move ahead. OR

Select a Facebook Use data from the pixe	t <b>pixel</b> I to understand actions on y	our	
website and measure t	he results of your ads. Lear	n More	
Pixels	Cre	ate new	
483526655991349 •	Last active on 23 Feb 2021	۲	
180693070129089 •	Created on 18 Feb 2021	$\bigcirc$	

• You can create a new Facebook Pixel by clicking on 'Create new.'

After entering all the details related to the Business Manager account, Facebook Page, Product catalog, Ad account, and Facebook Pixel; click on Continue. You will again see the screen of Confirm Setting. Click Continue to move forward.

#### 3.1.4. Connect to Instagram Shopping

If you want to sell on Instagram Shopping; you need to connect your Instagram Business account with a Facebook business page and CedCommerce.

For this, click on your preferred Instagram Account to be eligible for selling on Instagram shopping and click on Next to move ahead.

<b>()</b> = x	
Which Instagram Business accoun want to use with CedCommerce?	ts do you
In a later step, you will determine what CedC do with the accounts you've selected.	commerce can
You don't have any Instagram Business accounts	linked to a Page.
Link an Account	
Cancel Back	Next
CedCommerce's Privacy Policy	Help Centre

Note: You need to connect your Instagram Business account with Facebook and CedCommerce.

To know the eligibility criteria for Instagram Shopping; explore https://help.instagram.com/1627591223954487(https://help.instagram.com/1627591223954487)

## 3.1.5. Allow Permissions to CedCommerce

This section deals with what permissions you allow CedCommerce with. Select **Yes** to the all permissions to run ads, Shops and gain insights to all your business activities.

<b>(</b> ) =	<u>.</u>	100010000
w	hat is CedCommerce allowed to do?	
(	CedCommerce might not work properly if you turn o options.	ff these
Mar	nage your business	YES
Acc con Acc	cess profile and posts from the Instagram account nected to your Page cess Instagram profile info and posts	YES
Sho	ow a list of the Pages you manage	YES
<b>Mar</b> Mar	nage your product catalogs nage your product catalogues	Required
Mar Trig inte	nage business extension gger additional business management extension erface	Required
	Cancel Back	Next
Ce	edCommerce's <u>Privacy Policy</u>	Help Centre

- If you just want to run your business on Facebook shops; select the option of Manage your business and Show a list of pages you manage.
- If you want to run your business across Facebook & Instagram; select the above option along with an Access profile and posts from your Instagram account connect to your Facebook page.
- Click on **Next** to link CedCommerce with Facebook.

Once you connect the website to Facebook; you will be displayed with the following screen:

<b>(</b> ) = <u>*</u>	Sent Same *	
	10	
You're all set! Now that you've connected y you can:	our website to Facebook,	
1 Help more people discover	your business	
2 Find people who are likely t	o buy your products and services	
3 Measure the results of action	ons taken on your website	
Do	one	
Having an issue? Contact Us	Help Centre	

Click **Done** to move ahead.

Note: Once you complete the onboarding process of Facebook Business Extension (FBE) you are redirected to the Facebook & Instagram Shopping app where you can now map your products and do attribute mapping.

#### 4. 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, Facebook Shops and Instagram Shopping.
- 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-marketplaceconnector-user-manual/?section=dashboard-tab-of-the-app)
- Profile Tab(https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-usermanual/?section=profile-tab)
- Products Tab(https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-usermanual/?section=product-tab-2)
- Orders Tab(https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-usermanual/?section=order-tab-2)
- Configuration Tab(https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-usermanual/?section=configuration-tab)
- Activities Tab(https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-usermanual/?section=activities-tab)

## 4.1. 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 Shops and Instagram

Shopping.

- The status of your orders that have been newly received, or your order history on Facebook Shop and Instagram Shopping.
- The details about your earnings on Facebook Shops, Page Shop & Instagram Shopping.

		ram setup					Û	Welcome	rist Admin
mî Ŷ ₽	New Orders 1 () Orders 1) Orders 0	Fulfil © Cancel © Refunded     Pending © Skipped © W	• Error arning	Ea \$350 9 8 7 6 5 4 3 2 1 0 9 3 ar	FB Insta	Feb	<b>Yo</b> <b>Pr</b> 503	oducts 607	View All
ତି ତି FAQ	Order Syncing Sync with Facebook ,will fe Sync with Shopify ,will fetc Sync Facebook orders to Order History	etch the orders data on y ch orders status from you Shopify	our faceboo r shopify sto Sync Sho	ok shop. ore. pify order to Fa	cebook	S View All	B Pro Sync v currer facebi ywill fe data f	ulk Upload Product duct Syncin with Facebook ,will fe t status of products o pook shop .Sync with S tech the current produ rom your shopify store : With Facebook	Image: Second system     Image:
	-	s' , '', (	8th Feb,2021		SHIPMENT	52.73\$	Syne	: With Shopify	8
	796+0187995636	ol	25th Jan,2021	1999-999 (************	WARNING	59.63\$	Rece	ent Activities	5 <u>View All</u>
	+04727252727795	1403	23rd Jan, 2021	Inte Tem	SHIPMENT	48.70\$	0	Facebook product(s) completed. 34 produc Acknowledged	upload ct(S)
	+5234852978579	114203-010000-011100	21st Jan,2021	Page alla Page Transport	SHIPMENT	37.44\$	0	Facebook product(s) completed. 180 produ Acknowledged	upload ct(S)
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	7299627+280556	1-41,070,000,000	14th Jan,2021	yanan Yanan	WARNING	38.51\$			
	+2989417102192	1444	14th Jan,2021		PENDING	38.51\$			
	2297-0190828764	(magain, magain, a saine )	14th Jan,2021	Victor Com	SHIPMENT	56.17\$			
	74-082303852304	)	13th Jan,2021		SHIPMENT	100.64			
	£%26/9008/905	19.49 <sup>4</sup> , 19.49, 19.49 <sup>4</sup> )	7th Jan,2021	ting maker	WARNING	54.03\$			

You can view the complete activities that took place in the while on your App by clicking on "View All"

#### 4.2. 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 Facebook and Instagram Shopping, these profiles help you upload as you want.

	Profiles							Back
۵	Table Configurations       Image: Order ID	Payment	Filters 🗸 Quantity	10 🗘			Create Pr	ofile
	Name	Source	Items		Query	ID	Action	
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۲								
FAQ		Shopify	0		Title Contains aa.    Sku contains ff		t C	•
Help								

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)

## 4.2.1. How to Create a Profile?

i. To create a profile on the App, follow these steps: Click on the "Create Profile"

	SFacebook	gram setup					Ç w	
	Profiling							
	Table Configurations	Create Profile						< >
â	Profile ID	Profile Name	Query	Items	Category	Source	Actions	
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۲								
Ø								
FAQ								
Help								
TnC								

#### ii. Enter the "Profile Name" and "Product Source".

	GFacebook	우 Welcome,
	Create Profile	
	STEP 1/3	•••
۵	Select Product Source	Profile Name
0		Products Imported From
		Shopify
		_
۲		Next
Ø		
FAQ		
Help		
TnC		

- iii. Select the "Product Category" and your "Location".
- iv. Enter the required information for your profile like "Attributes", "Operator", "Value" for your profile.

		C Welcome,
	Create Profile	
	STEP 2/3	••
~	Category Mapping	々 Current facebook Category Apparel & Accessores/Clothing
		Animals & Pet Supplies 🗸
U I		4 Prepare Query
		Create conditions, by which you can select particular type of products
ø		Rule Info
Ø		Use <b>OR</b> button, for " <i>Any One</i> " condition to be true
		Use AND button for 'All' conditions to be true
FAQ		
Help		Rule Group
TnC		Attribute V Operator V Filter Value
		OR Run Query
		Total undefined product are selected under this query
Г	Warehouse Manning	Name
	Waterloase Mapping	Select Warehouses
		✓ L
		0 to 10
		✓ 1
		Back Next

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 "**Next**" button to save the selection

	Gracebook		C Welcome,
	Create Profile		•••
	Clothing		✓
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	age_group	adult	~
© ©	brand	Select	~
FAQ	color	Select	~
Help	gender	Unisex	~
	material	Select	~
	size	Select	$\sim$
	pattern	Select	$\sim$
	style	Select	~
	OPTIONAL		÷
			Back Next

- 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.

	Profiles						Back
۵	Table Configurations       Image: Configuration of the second	Payment	Filters 🗸 🔤	0 🗘		Create Pro	ofile
	Name	Source	Items	Query	ID	Action	
୍ ଜ		Shopify	39	Title Contains a		ē C	€
٢							
FAQ		Shopify	0	Title Contains aa.    Sku contains f	Y INNE	ů C	•
Help							

viii. Now you can view your profile by clicking on View Profile. As soon as you click on the option, the following screen will appear. Where you can view all your profile details like:
 i. Profile details

#### ii. Attributes mapped

#### iii. Warehouse mapped.

	⊘ <sub>Facebook</sub> Anstagram	setup					û Welce	ome,
	Drofilo Dotailo			Profile Name		Source		
	Profile Details					shopi	fy	
â				Target		Catego	ry .	
0				Query		Appai	rel & Accessories	
		_						
۲	Attribute Mapped			age gro	up gender			
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. totp				Design For You	<b>1</b>			
					$\checkmark$			
								Edit Profile
	Product Data							
	Type	More Filters						
	Sku 🕑 ID 👽 Pri	ice						
	V Image	ID	Name	Items	Source	Sku	Price	Actions

You can also edit your profile in case of any changes by clicking on 'Edit Profile.'

## 4.3. 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 Shop. The app allows you to upload your products in three forms namely, **bulk uploading, profiles based product uploading, and selective uploading.** 

Gracebook AInstagram setup	⊘Facebook A Instagram setup Products									
Products		Finished Products		0	Product Sy	ncing				
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Bulk Upload Product		Pending Products		0	Sync With Facebo	ook		6		
9 9		Error Products		0	Sync With Shopif	У		G		
Product Grid     All Error Pending Not Upload	ded Warning Fir	nished								
Enter title or SKU Reset Filte	rs More Filters				Items	Per Page: 10 V	<	>		
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Upload Selected Delete Selected	<b>Ø</b> ₽	Purple ButterBy My Hind 303 Talis To You And My Heart 303 Look For You But My Soul Knows You Are At Peace Personalized United Hoodle	variation	:	23rd Feb,2021	pending	-1			
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		Army Cirl Personalized Tank Top And Leggings Set	variation		23rd Feb,2021	pending	-1			
		Army Cirl Personalized Tank Top And Leggings Set	variation		23rd Feb,2021	pending	0			

In this section

- How to upload products in bulk?(https://docs.cedcommerce.com/cedcommerce/facebook-marketplaceconnector-user-manual/?section=how-to-upload-products-in-bulk)
- How to upload products based on profile?(https://docs.cedcommerce.com/cedcommerce/facebookmarketplace-connector-user-manual/?section=how-to-upload-products-based-on-profile)
- How to upload selective products?(https://docs.cedcommerce.com/cedcommerce/facebook-marketplaceconnector-user-manual/?section=how-to-upload-selective-products)

## 4.3.1. How to Upload Products in Bulk?

Through the app, you can upload all the products on Facebook commerce surfaces, i.e. Facebook Marketplace, Facebook Shops, Instagram Shopping to which your product catalog is connected.

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

1. Click on "Bulk upload" to upload products all at once.

	⊘ <sub>Faceb</sub>	ook 🔒 Insta	gram setup						O Welcome, Designfullprint Admin			
	Prod	lucts										
	Proc Bulk ( Produ	ducts Upload Product uct Grid ror Pending	Select a Default Default abc	pload profile with which	h you want to upload data		Back	X V Start Upload	: Syncing ebook will fetch the our facebook shop. Sy current products data acebook	current status of ne with Shopify from your		
FAQ Help	Enter t	itle or SKU	Deset Filt	ers More Filters					Items Der Dage: 10			
TnC	Se Se	ource ID 🛛 T	ype <table-cell> Last</table-cell>	Updated At								
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	•	379320966	4129	<b>@</b> /	Purple Butterfly My Mind SOI Table To You And My Head SOI Look For You Mut My Soid Kneek You, Are At Pages Personalized Unioes Hoodle	7,14- 9405- 1,145-445,	variation	23rd Feb,2021	pending	-1		
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	•	3100333047	147		Army-Citl Personalized Tank Top And Leggings Set	7,04 2006 1170,- 101,-13	variation	23rd Feb,2021	pending	0		

This is the "By default" setting of the App.

## 4.3.2. 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"

	G <sub>Facebook</sub> AInsta	igram setup	Q Welcome, Designfullprint Admin
	Products		
	Products	Bulk Upload	Syncing ebook ,will fetch the current status
6		Select a profile with which you want to upload data	your facebook shop <b>.Sync with</b> tch the current products data from
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FAQ	_		
Help	Enter title or SKU	Reset Filters More Filters	Items Per Page: 10 🗸 📏
TnC	Source ID 🔽	Type 👽 Last Updated At	

## 4.3.3. 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.

⊘ <sub>Faceb</sub>	ook 🕒 Instagram set		ب Welcome, Designfullprint Admin			
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Bulk	Inland Braduat		Pending Products	0	Sync With Facebook	6
Buik	ppioad Product		Error Products	0	Sync With Shopify	5
All En	uct Grid ror Pending Not	Uploaded Warni	ing Finished			
Enter ti	itle or SKU Res	et Filters More Fil	ters		Items Per Page:	10 🗸 🔪
Ac	ttions Select V					
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	100000007147	<b>F</b> .	Arry Conference (per Tank	variation	23rd Feb.2021 erro	<b>0</b> 0

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.

Products	Finished Prod	ucts	0	Product S	yncing	
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·	the Annu Car Deservation	ed Taria 2006- ed Taria 2006- U.S.	variation	23rd Feb,2021	error	-1

#### 4.4. Order Tab

You can easily receive all the orders placed on Facebook commerce surfaces i.e. Facebook Shops, Page Shop, 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 Shops, and Instagram Shopping all in real-time.

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.

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	Orders											
	New Orders	Completed	Orders	Refunded 0	Orders				Order Sy Sync with Face your facebook	<b>Incing</b> Book ,will fetch t	he orders data	a on
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Ð	Orders Orders Orders	In Process	Orders	Cancelled C	Orders				Sync Faceboo	ok orders to Shop	ify	8
	0% 1		1		0				Sync Shopify	order to Faceboo	k	G
٥												
Ø	Order History All Skipped Error	Warning Shipment	Pending									
FAQ			5									
Help	Enter FB OrderID or Email										<	>
TnC	🗸 Items 🗸 Email	V Payment										
	Ref. No	Managed By	Date	Customer	Payment	Total	Items	Email			Actions	
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											:	

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

• **Reference Number:** 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.

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.

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Buyer Deta	ils	Name		Pricing Details	Price \$ 52.73
<del>ଡ</del> ଫ		Email			Tax \$ 2.75
AQ Order Detai	ils	Order ID			Total \$ 54
nC		Date Of Order			
		Product Name			
Listing Item	าร				
			Map Product		

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.

Besides, this, you can also view:

- Buyer's details
- Order details
- Listing items

## 4.5. 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-marketplaceconnector-user-manual/?section=manage-your-general-setting)
- Managing your Facebook Shop Setting.(https://docs.cedcommerce.com/cedcommerce/facebookmarketplace-connector-user-manual/?section=manage-your-facebook-shop-setting)
- Managing your Account Setting(https://docs.cedcommerce.com/cedcommerce/facebook-marketplaceconnector-user-manual/?section=manage-your-account-setting)

## 4.5.1. 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.

	Gracebook	up		C Welcome	
	Configuration				
	General Facebook Settings	Account Connection			
û ♥	User Details	User Name Email	Apply to Marketplace	Connect to Instagram	
Image: Constraint of the second secon	Warehouse Mapping		<ul> <li>Selected Warehouse</li> <li>:</li> <li>:</li></ul>	View your Catalogue Visit your Shop View Commerce Manager	<ul><li>&gt;</li><li>&gt;</li></ul>
	Category Mapping		Google Category Mapped to Facebook Apparel & Accessories/Clothing Animals & Pet Supplies	Category	~
	Attribute Mapping		4 Default Profile's Attribute You can click below to check the attributes map Clothing	pped	~
			RECOMMENDED		Ð
			OPTIONAL		÷

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.

	Secebook				Ū we	elcome
	Configuration					
	General Facebook Settings Acco	ount Connection				
â	User Details Us	ser Name		Apply to Marketplace		nnect to stagram
♥	Er	nail		Setup	Setup	)
0	Warehouse Mapping	4	Selected Warehou	Jse	View your Catalogue	$\rightarrow$
0					Visit your Shop	$\rightarrow$
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[	Category Mapping	47 G App	Google Category Parel & Accessories/C	Mapped to Facebook Categ	ory	
		Ar	nimals & Pet Supplies			~
	Attribute Mapping	4	Default Profile's A	ttribute		
		You	can click below to c othing	heck the attributes mapped		~
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The "Category Mapping" section reflects the selected product category, you can choose/change it from the dropdown menu and click on the "Save" option.

## 4.5.1.1. 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.

	GFacebook	p		Ċ
	Configuration			
	General Facebook Settings	Account Connection		
û ♥ ₽	User Details	User Name Email	Apply to Marketplace	Connect to Instagram
FAQ Thr	Warehouse Mapping		✓ Selected Warehouse	View your Catalogue ✓ Visit your Shop ✓ View Commerce Manager ✓
	Category Mapping		Google Category Mapped to Facebook Catego Apparel & Accessories/Clothing Animals & Pet Supplies	jory V
	Attribute Mapping		Default Profile's Attribute You can click below to check the attributes mapped Clothing	~

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.

	Gracebook	Þ		Ċ	
	General Facebook Settings	Account Connection			
60 (7) (2)	User Details	User Name Email	Apply t Market Setup	to place Connect to Instagram Setup	
FAQ Help TnC	Warehouse Mapping		<ul> <li>✓</li> <li>✓</li></ul>	View your Catalogue Visit your Shop View Commerce Manager	<ul><li>→</li><li>→</li></ul>
	Category Mapping		Google Category Mapped to Fa     Apparel & Accessories/Clothing     Animals & Pet Supplies	icebook Category	~
	Attribute Mapping		Default Profile's Attribute You can click below to check the attribut Clothing	utes mapped	~
			RECOMMENDED age_group	adult	⊖ ▼
			brand	Select	~
			color	Select	~
			gender	Unisex	~
			material	Select	~
			size	Select	~
			pattern	Select	~
			style	Select	<b>~</b>
			OPTIONAL		÷

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.

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	General Facebook Settings	Account Connection			
<ul><li>⋒</li><li>Φ</li><li>■</li></ul>	User Details	User Name Email	Apply Marke	to tplace Connect to Instagram Setup	
© FAQ Help TnC	Warehouse Mapping		<ul> <li>✓ Selected Warehouse</li> <li>✓</li> <li>✓<th>View your Catalogue Visit your Shop View Commerce Manager</th><th><ul> <li>(*)</li> <li>(*)</li> <li>(*)</li> </ul></th></li></ul>	View your Catalogue Visit your Shop View Commerce Manager	<ul> <li>(*)</li> <li>(*)</li> <li>(*)</li> </ul>
	Category Mapping			acebook Category	~
	Attribute Mapping		Default Profile's Attribute You can click below to check the attrib Clothing  RECOMMENDED age_group	adult	Θ
			brand	Select	
			gender	Select	~
			material	Select	<ul><li></li><li></li></ul>
			pattern style	Select	~
		L	OPTIONAL		(†)

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.

## 4.5.2. 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.

		C. Welcome,
	Configuration	
	General Facebook Settings Account Connection	
۵	Facebook Setting Configurations	Price Update
Ø		None v 0
Ē		Product ( INV/Price only ) Auto Update
		Enable
ø		Any change in product will be automatically update on facebook , if Enable
$\Diamond$		Product Auto Create
		Enable V
FAQ		
Help		
TnC		Auto Product delete from facebook when deleted from shopify.

In this section

- Price Update(https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-usermanual/?section=manage-products-options)
- Managing product Auto-updates on Facebook Shop and Instagram Shopping.(https://docs.cedcommerce. com/cedcommerce/facebook-marketplace-connector-user-manual/?section=manage-products-options)
- Managing product Auto-creation on Facebook Shop and Instagram Shopping(https://docs.cedcommerce.c om/cedcommerce/facebook-marketplace-connector-user-manual/?section=manage-products-options)
- Managing products auto-delete on Facebook Shop and Instagram Shopping(https://docs.cedcommerce.co m/cedcommerce/facebook-marketplace-connector-user-manual/?section=manage-products-options)
- Which field to upload(http://docs.cedcommerce.com/facebook/facebook-marketplace-connector-usermanual/?section=manage-products-options)

#### 4.5.2.1. Manage Products-Options

#### **Price Update**

Using this feature of the app, you can automatically update the price of the products on Facebook Shop and Instagram Shopping.

#### **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 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 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.

## 4.5.3. 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 "**Uninstall FBE**". Through this option you can reset and edit your previously selected Facebook Business Manager, Facebook page and catalog connected with the Business Manager account.

## 4.6. 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.

	Latest V Errors V	
6		
6	S Error fetching data from Shopify. Kindly contact support for help.	26/08/2020 13:00:14
Ø	-	
<u></u>	Error fetching data from Shopify. Kindly contact support for help.	26/08/2020 13:00:14
0		
-AQ	Facebook product(s) upload completed, 21 products acknowledged. View Report	26/08/2020 13:00:14
leip	•	
InC	Ever fatching data from Shanifu Vindly contact support for help	25/00/2020 17-00-1

The panel is divided into two sections:

Latest task: You can view all the latest activities from this section.

Errors: If there is any error while fetching your orders or data; you can view it from the Activities section.

## 5. Frequently Asked Questions with Answers

This is a compilation of all the relevant questions, issues, and most sought information regarding the Facebook Shops, Instagram Shopping and Facebook Business Extension. 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 and Instagram Shopping with Checkout?

**Ans:** The checkout on Facebook & Instagram is only available to US merchants. In case you are not from the US, you can set up your Facebook page shop providing offsite checkout services to your customers through our app. The Facebook Page Shop helps you get your products to a wider platform like Facebook and let them make a purchase right through your website.

ii. How long does it take to get Facebook and Instagram Shopping 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 Facebook Shop 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.

You 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 Shop and Instagram Shopping after the 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 Facebook Shop and Instagram Shopping.

#### 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.

#### What is Facebook Business Extension (FBE)?

**Ans:** Facebook Business Extension (FBE) makes it easy for businesses to list products and offer service appointments on Facebook and Instagram, find people likely to buy and book, and measure results. By integrating with Facebook Business Extension, you can unlock a broad suite of Facebook business tools for your customers in the eCommerce and services verticals—experiences such as Facebook Shops, Dynamic Ads, and other business tools available across Facebook family of apps.

## 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 Shops? 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 Facebook & Instagram Shopping?

**Ans:** There are two ways to discover products enables with checkout on Facebook & Instagram Shopping:

Through Search: Only the seller can search through the shop name. Through Browse: Products will be available in the usual manner on Facebook and Instagram.

## m. What are the catalog field requirements on the Facebook Shops? Why do my products have this issue?

**Ans:** The Facebook Shops only allows the Catalog fields that are required on Shops, 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 Facebook Shops. (You have the option to "map" the product with the existing product on the App.)