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-connector-user-manual/?section=how-doess-the-app-work)
- Facebook & Instagram Shoping 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 & 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 & 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.

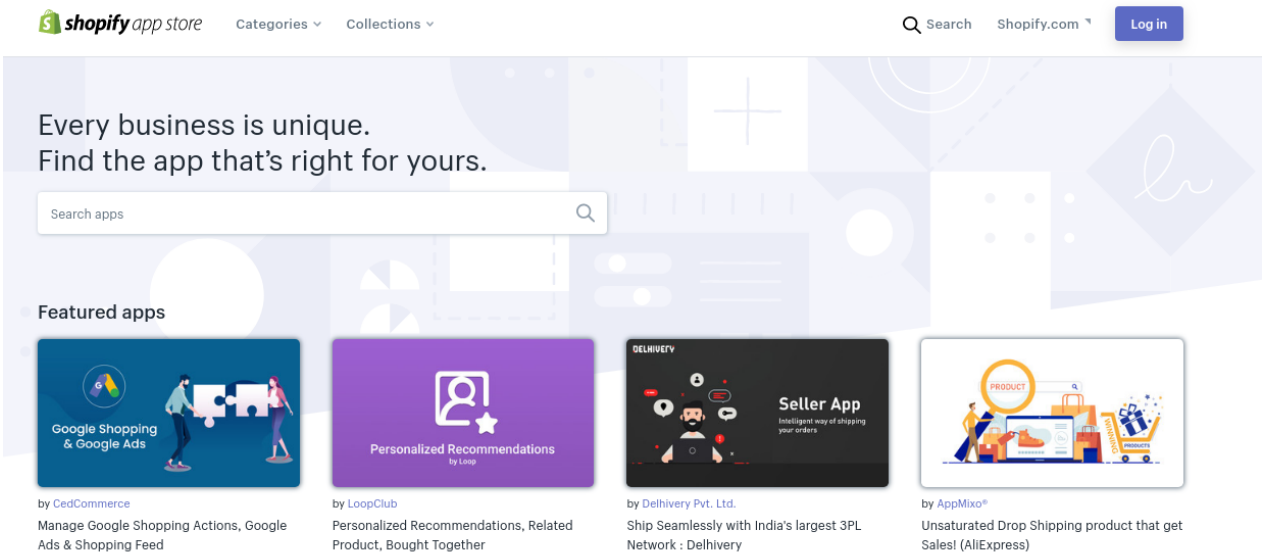
> *Note: Only with the Admin role in the Page, you will be able to manage page roles and settings. There are 6 types of page roles, Being the “Editor” or “Moderator” of a page, you can only create content, moderate, analyze, and advertise on the Page.

1.4. Installation of Facebook & Instagram Shopping

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

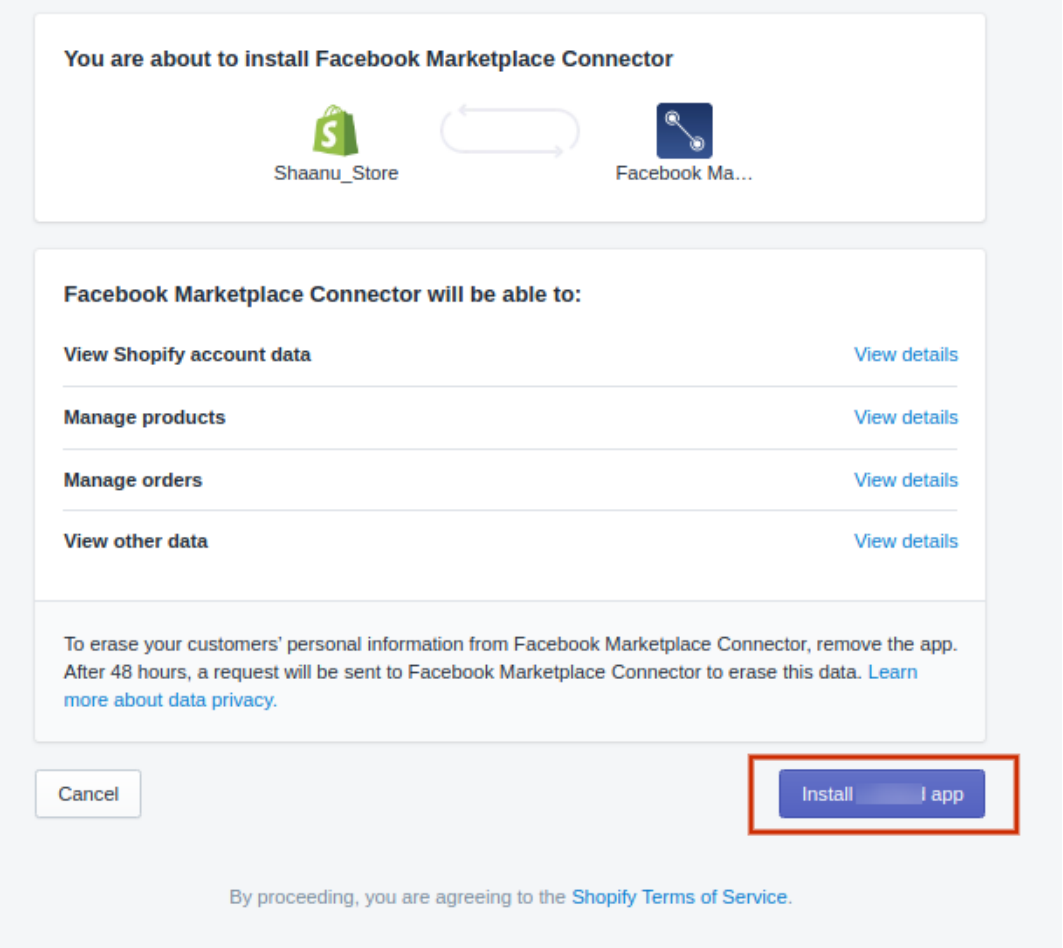
Here is the step by step procedure to install the App.

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/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 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:

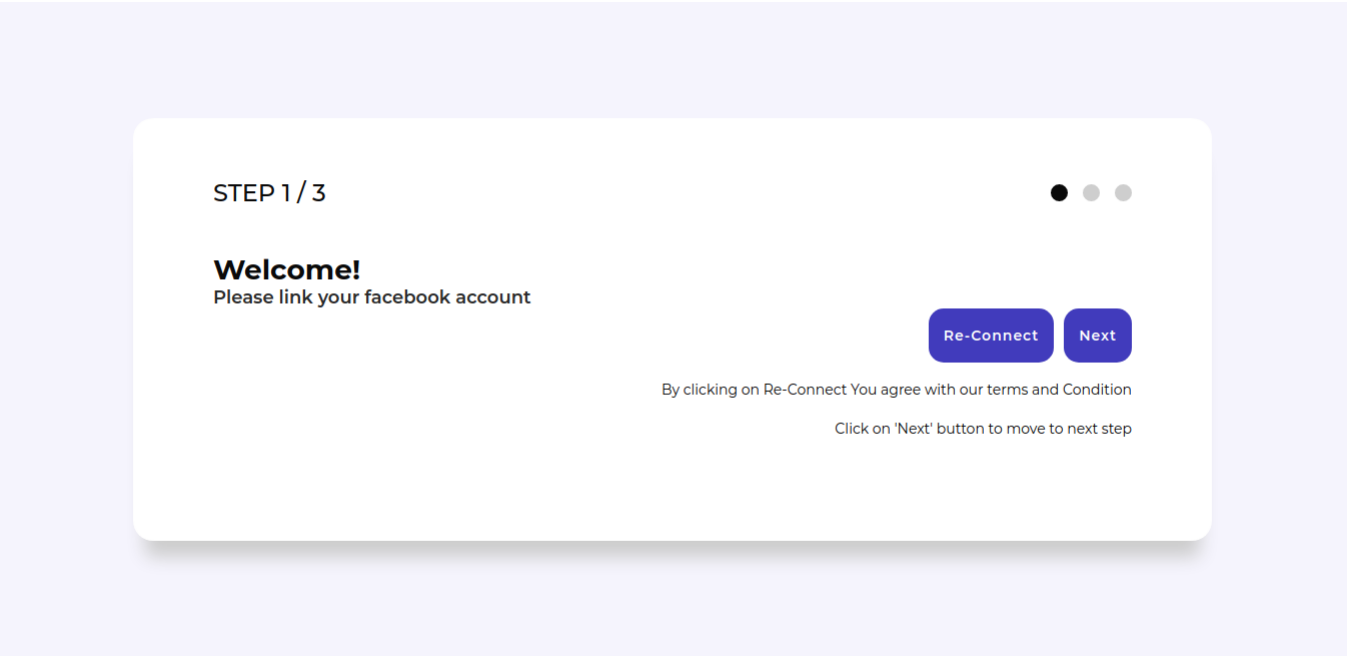
> https://www.facebook.com/settings?tab=business_tools(https://www.facebook.com/settings?tab=business_tools)

In this section

- Connect the App with the Facebook Account(https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=connect-the-app-with-the-facebook-account)
- Configure Warehouse Mapping and Category Mapping(https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=configure-default-mapping-and-product-import)
- Attribute Mapping(https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?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.



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.

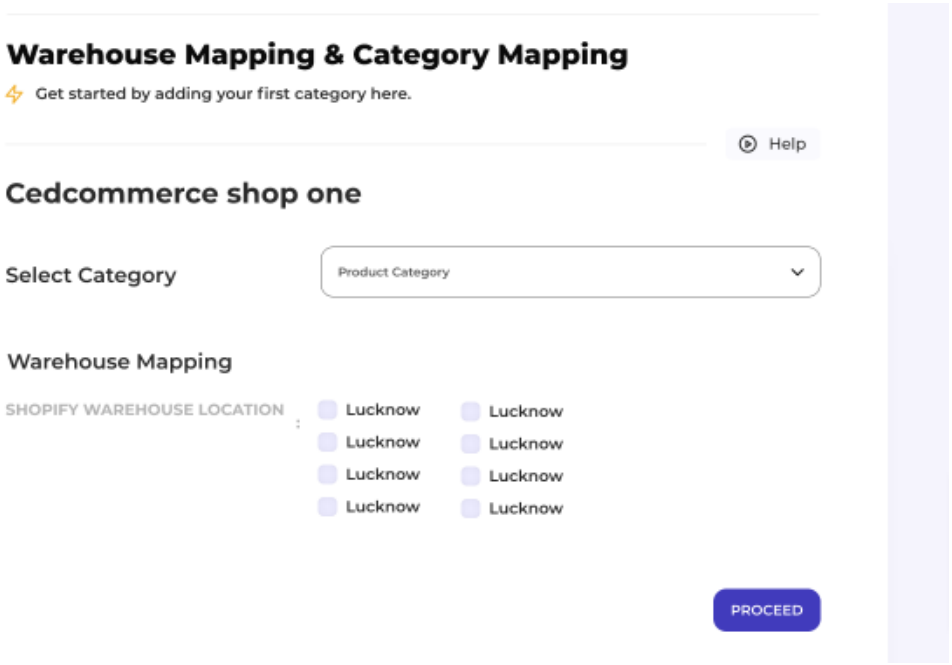
2.2. Configure Warehouse Mapping and Category Mapping

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.

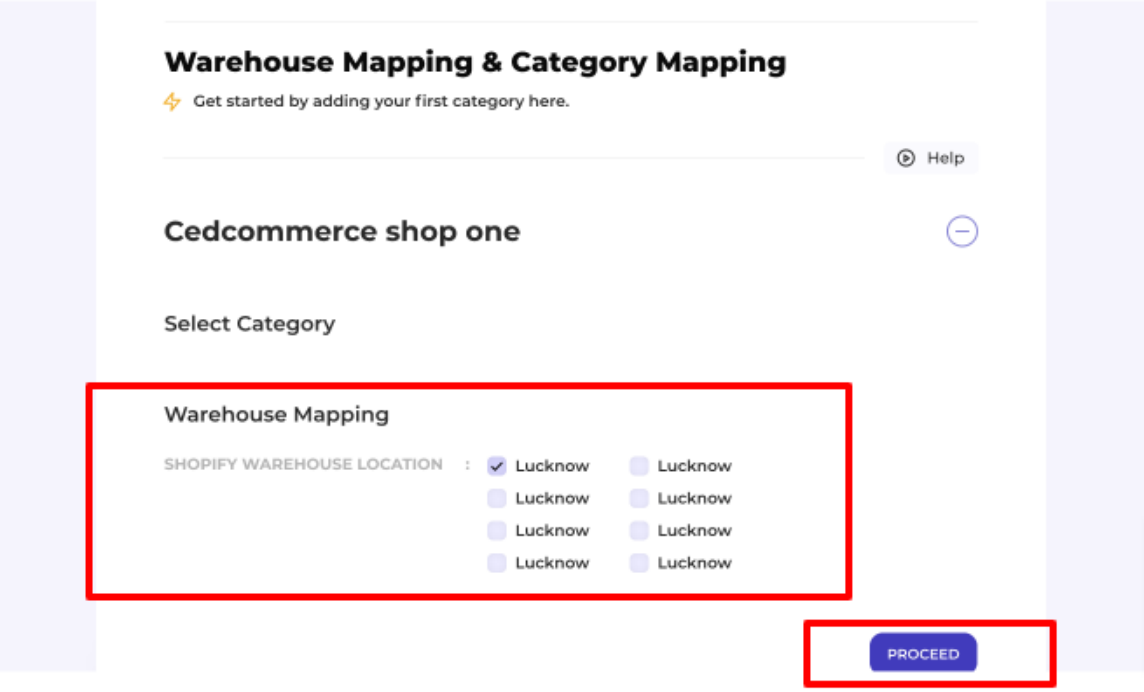


2. A Sub-category can also be assigned under the major category tab. Select the applicable **sub-category** from the drop-down menu.

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.



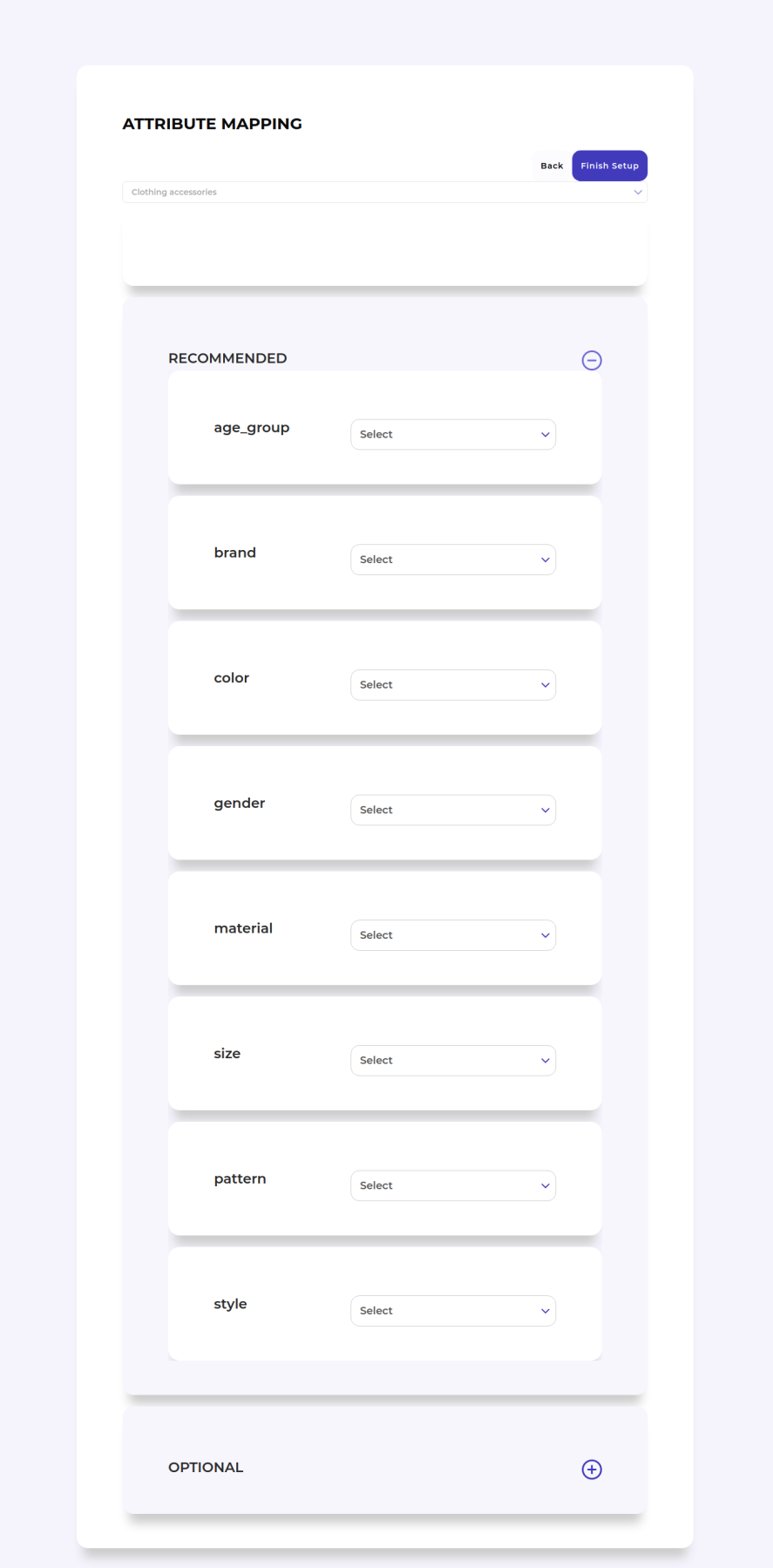
2. Click on the **“Proceed”** button to save the default mapping information.

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.


ATTRIBUTE MAPPING
Back
Finish Setup
Clothing accessories
RECOMMENDED
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 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:

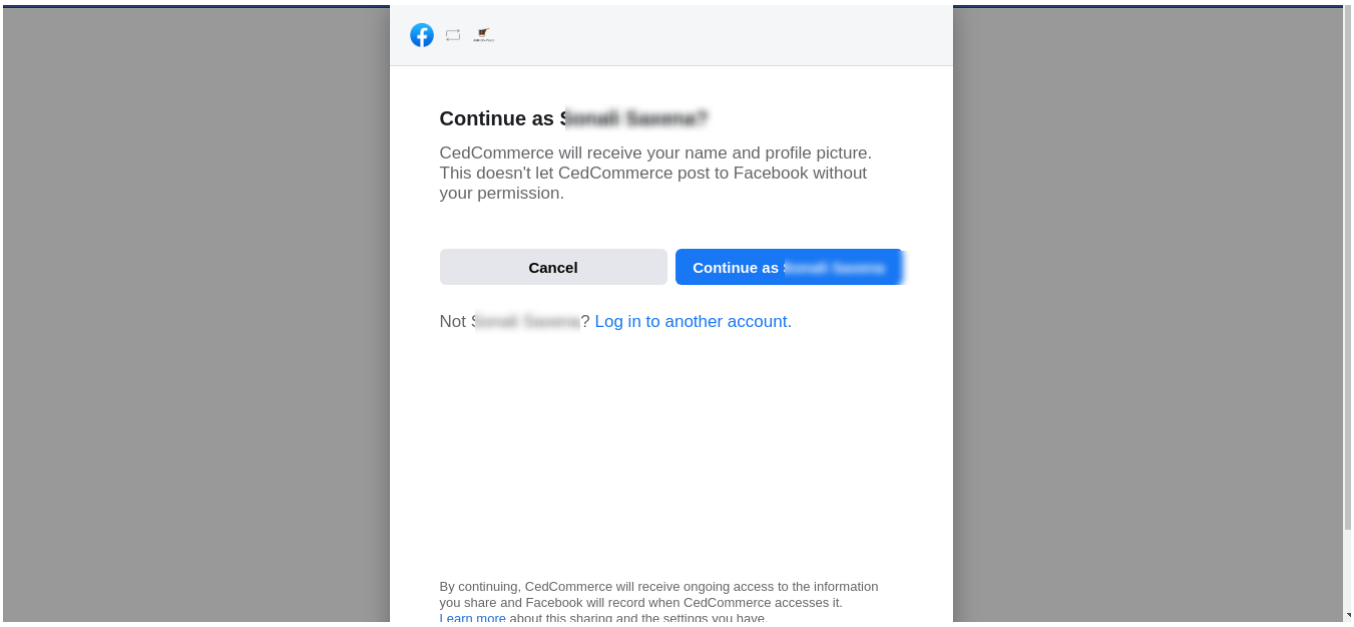
- Connect your Facebook account with CedCommerce(https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=connect-facebook-account-with-cedcommerce)

- Connect CedCommerce to Facebook(https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-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-to-cedcommerce)
- Connect to Instagram Shopping(https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=connect-to-instagram-shopping)
- Allow Permissions to CedCommerce(https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-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.



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

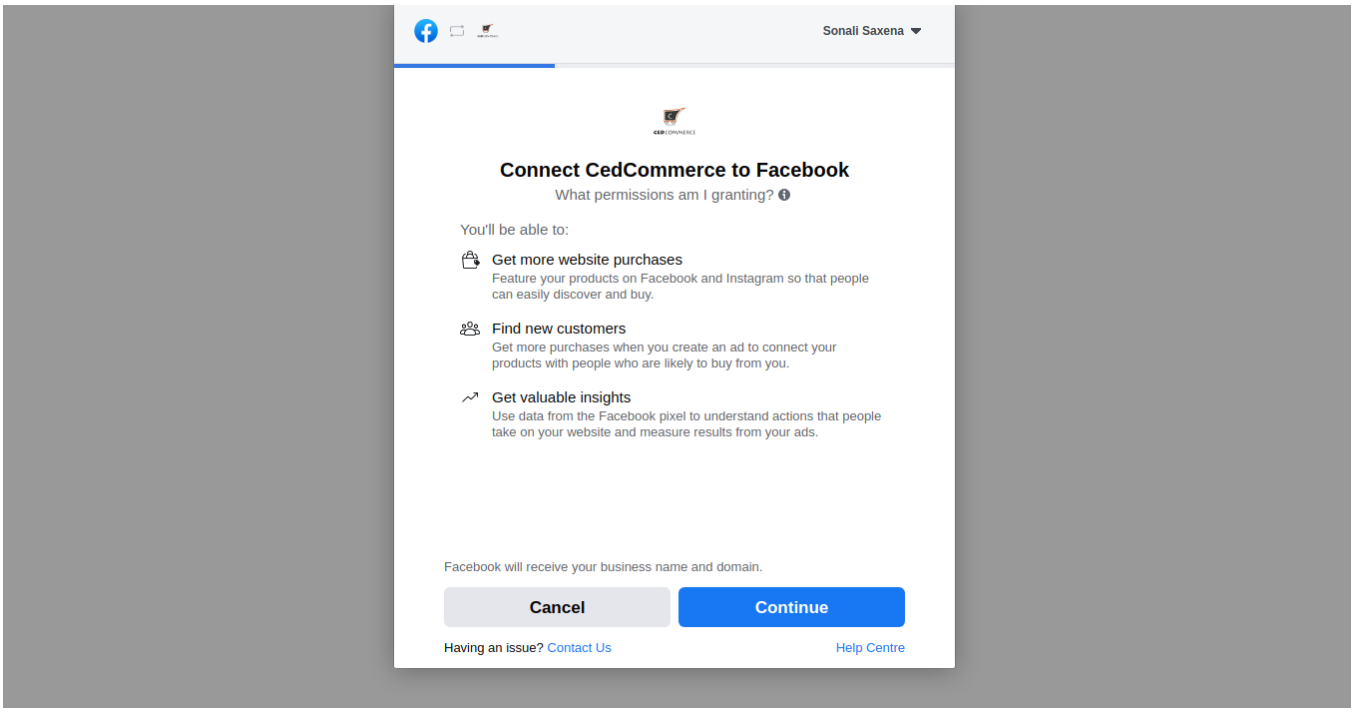
- If you have the same account displays like the one you have connected with the app. Click on **‘Continue’** to move forward.

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

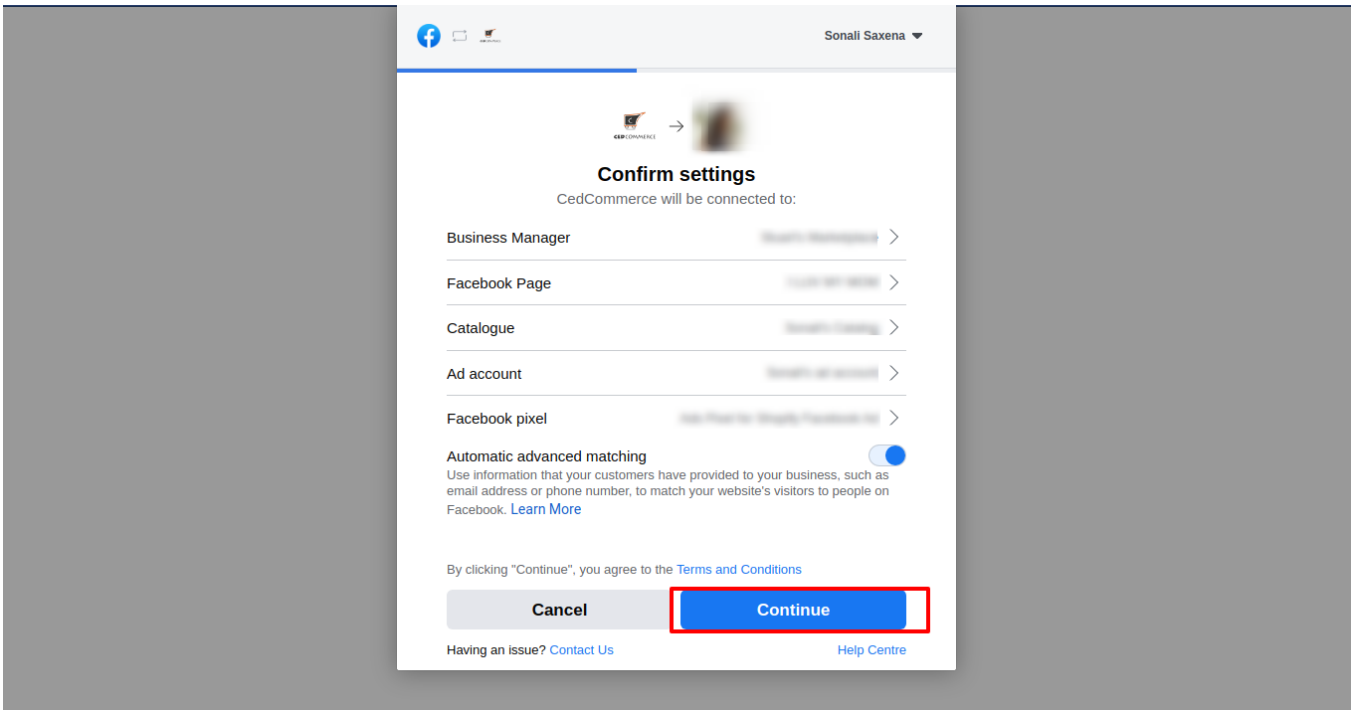
with your products and measure the results from your end.



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

3.1.3. Confirm Settings for 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.



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.

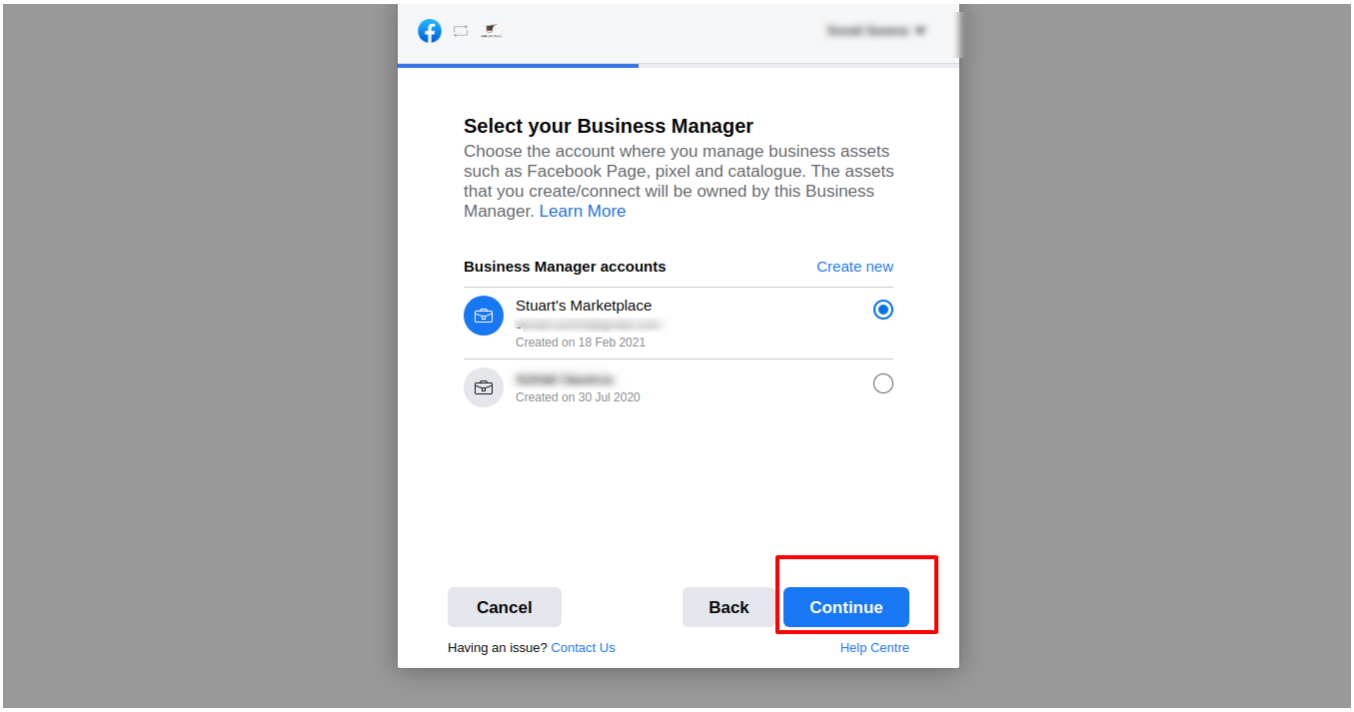
In this section:

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



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/facebook-marketplace-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

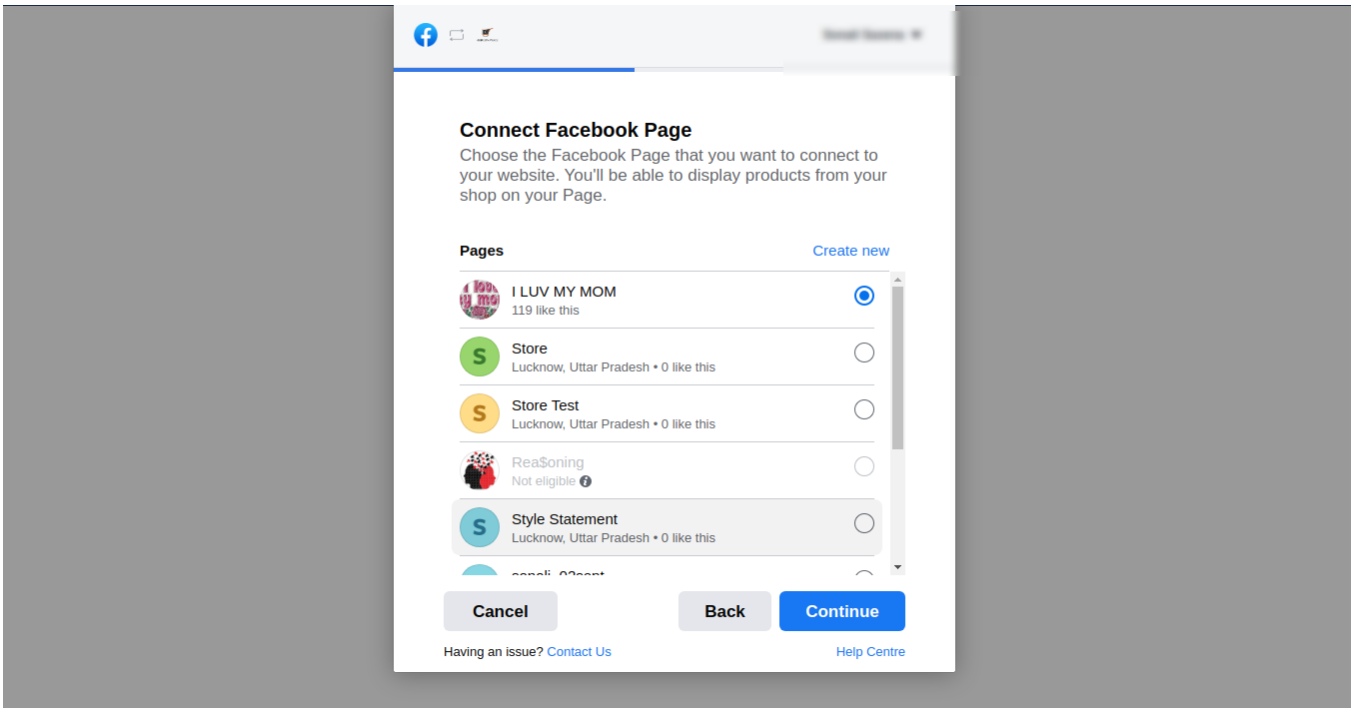
To create a Business Manager Account, you need to:

- 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.



In this section;

- How to connect a new Facebook Page(https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-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.

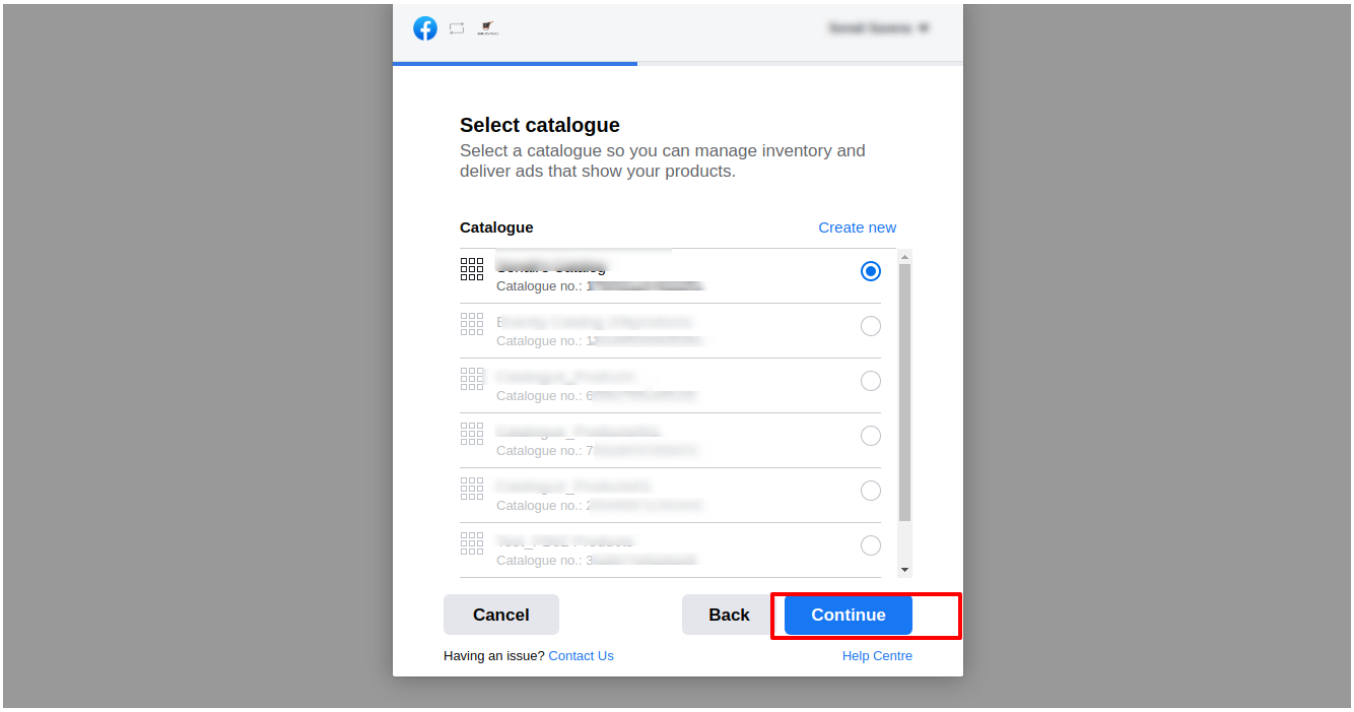
You can create a new page for your Facebook account in two ways:

- 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.



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)

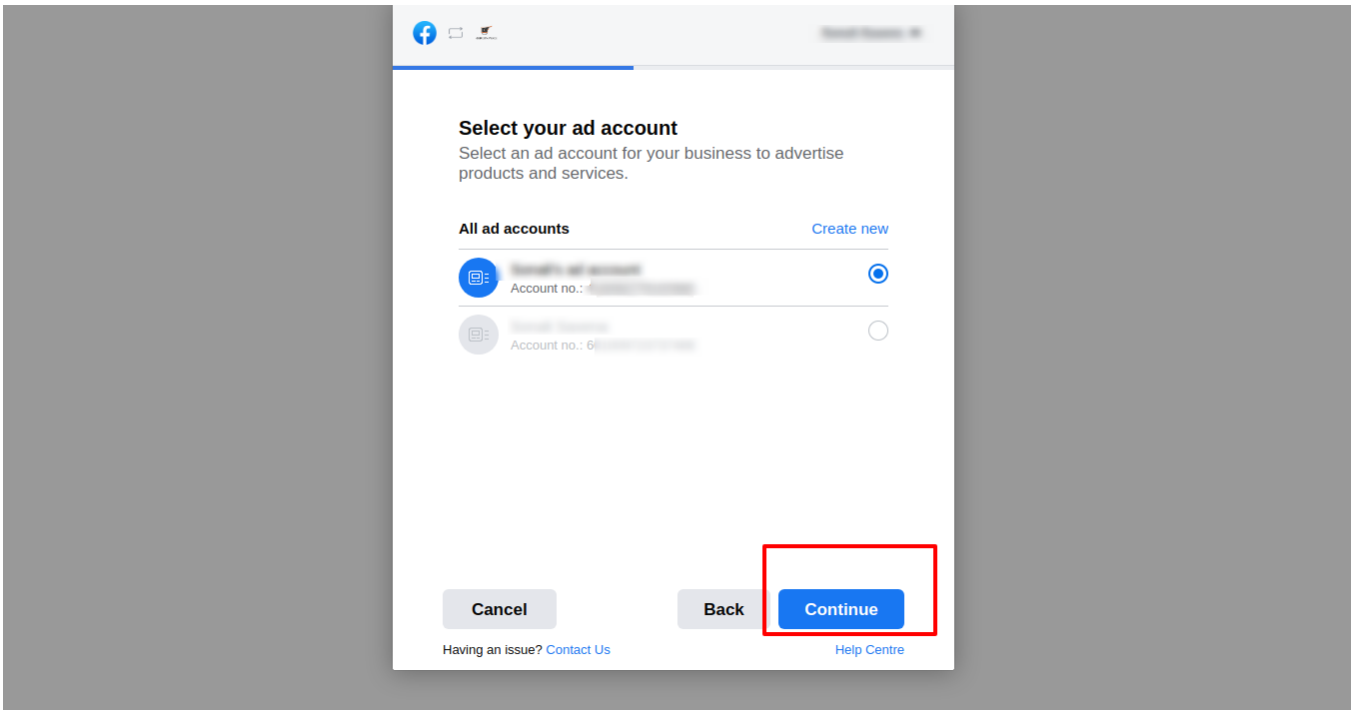
3.1.3.3.1. How to create a new Facebook product catalog

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.

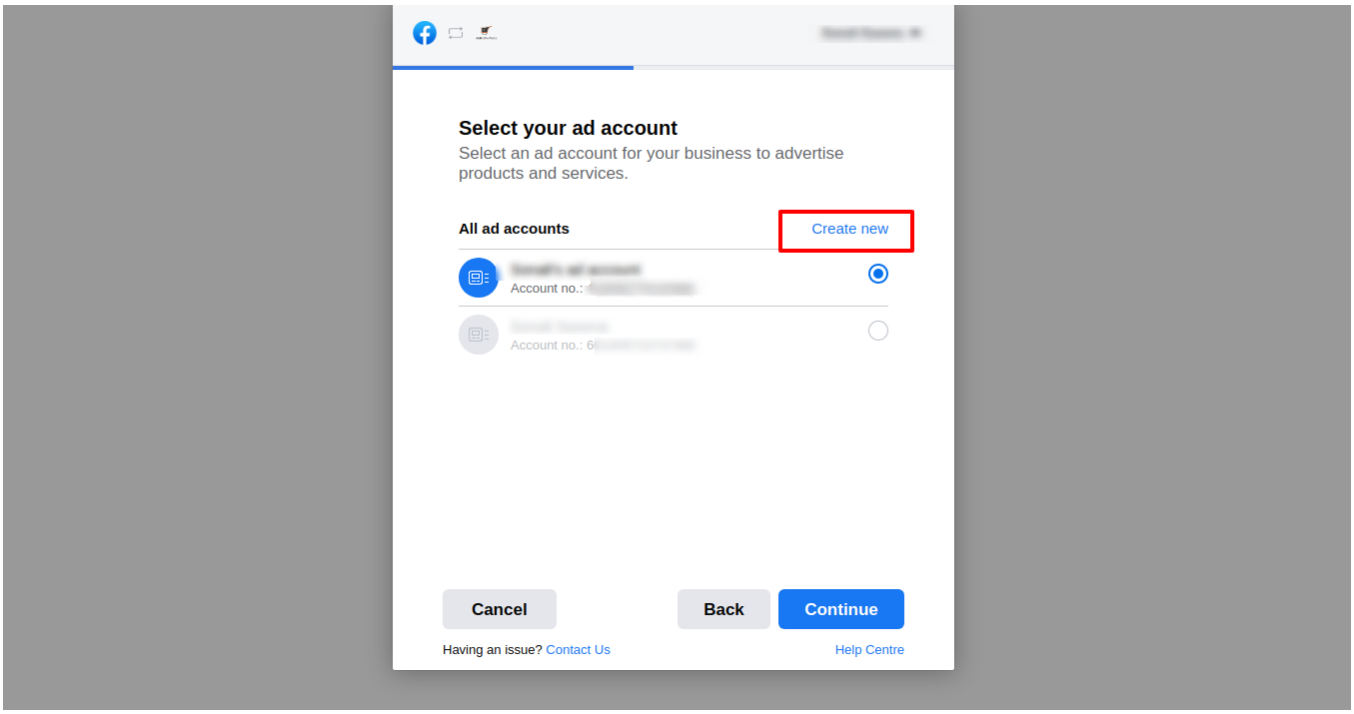
3.1.3.4. Select an ad account to connect with the website

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



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.

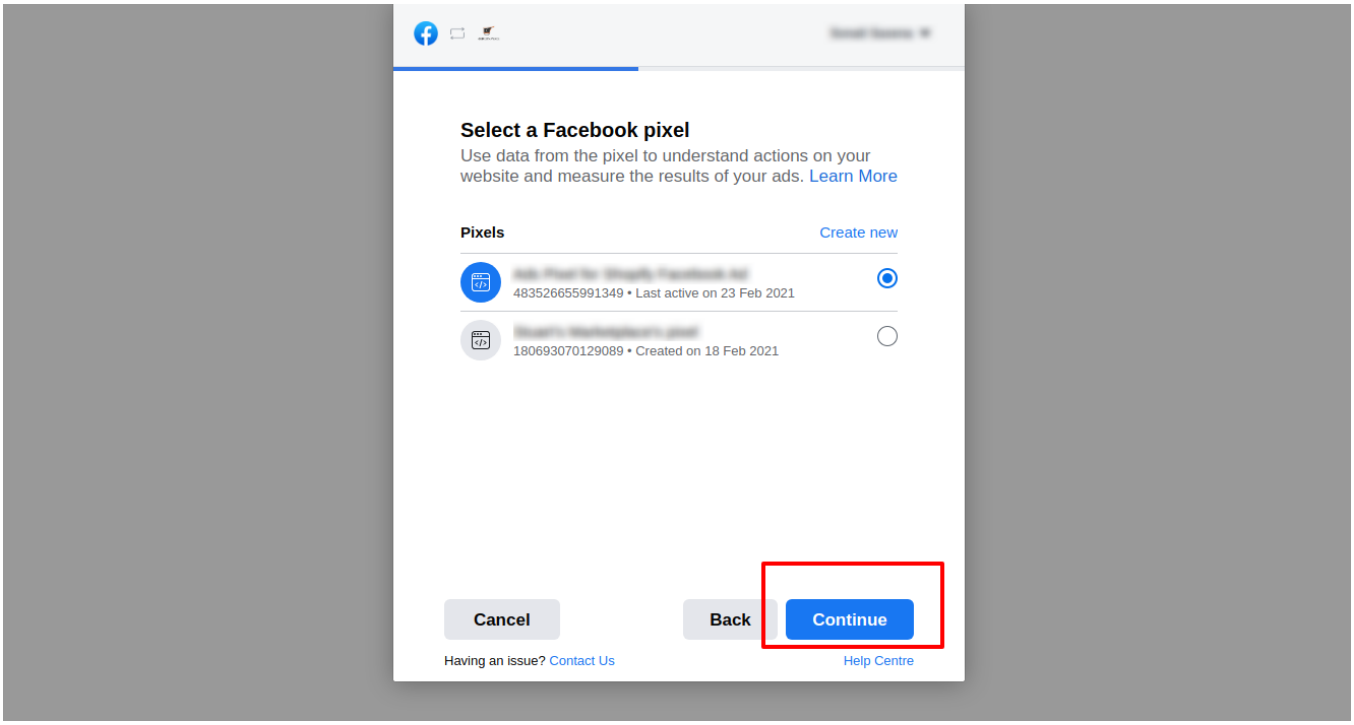
In case you want to create a new Ad account, you can;



Click on ‘ **Create New’** and create your ad account connecting with your Business Manager account.

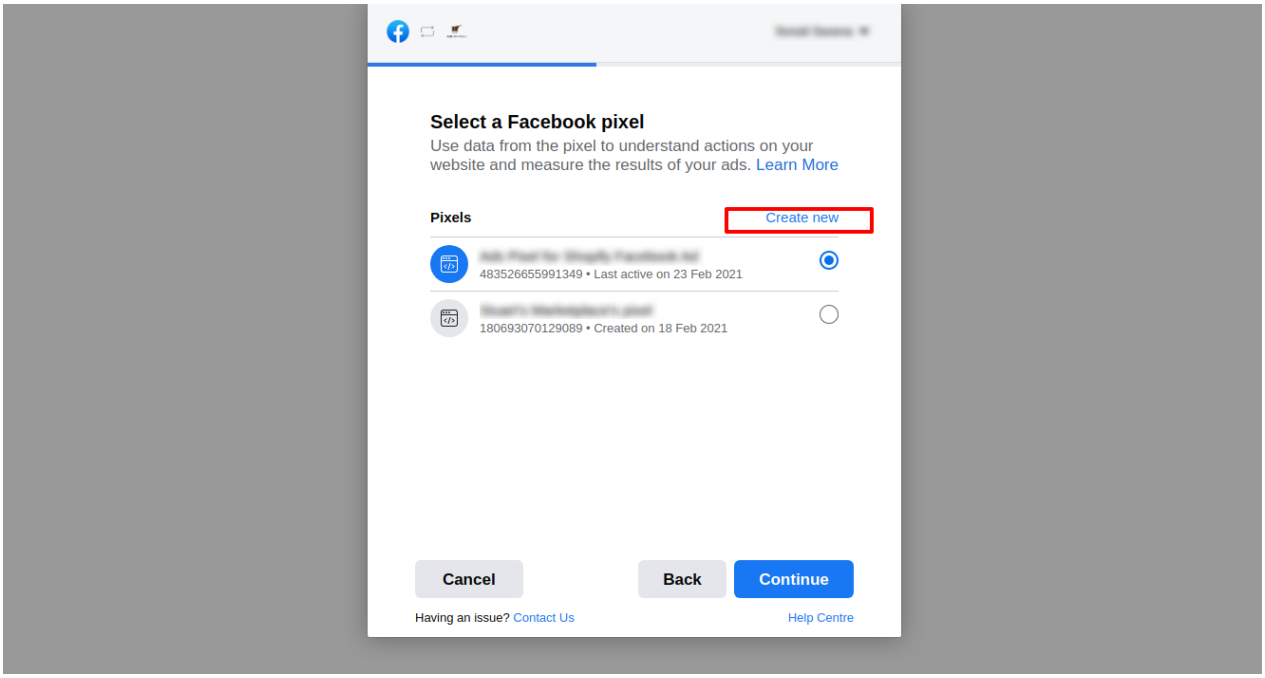
3.1.3.5. Select the Facebook pixel to connect with the website.

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.



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



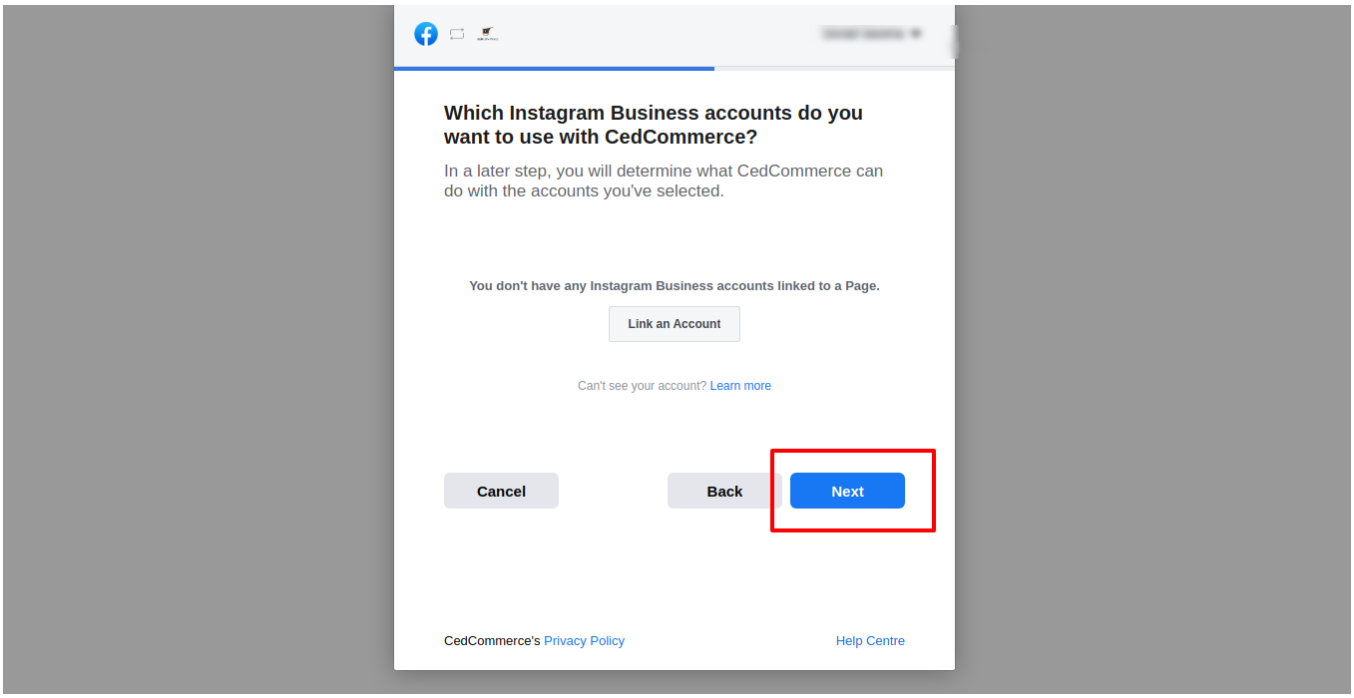
- You can create a new Facebook Pixel by clicking on **'Create new.'**

  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.

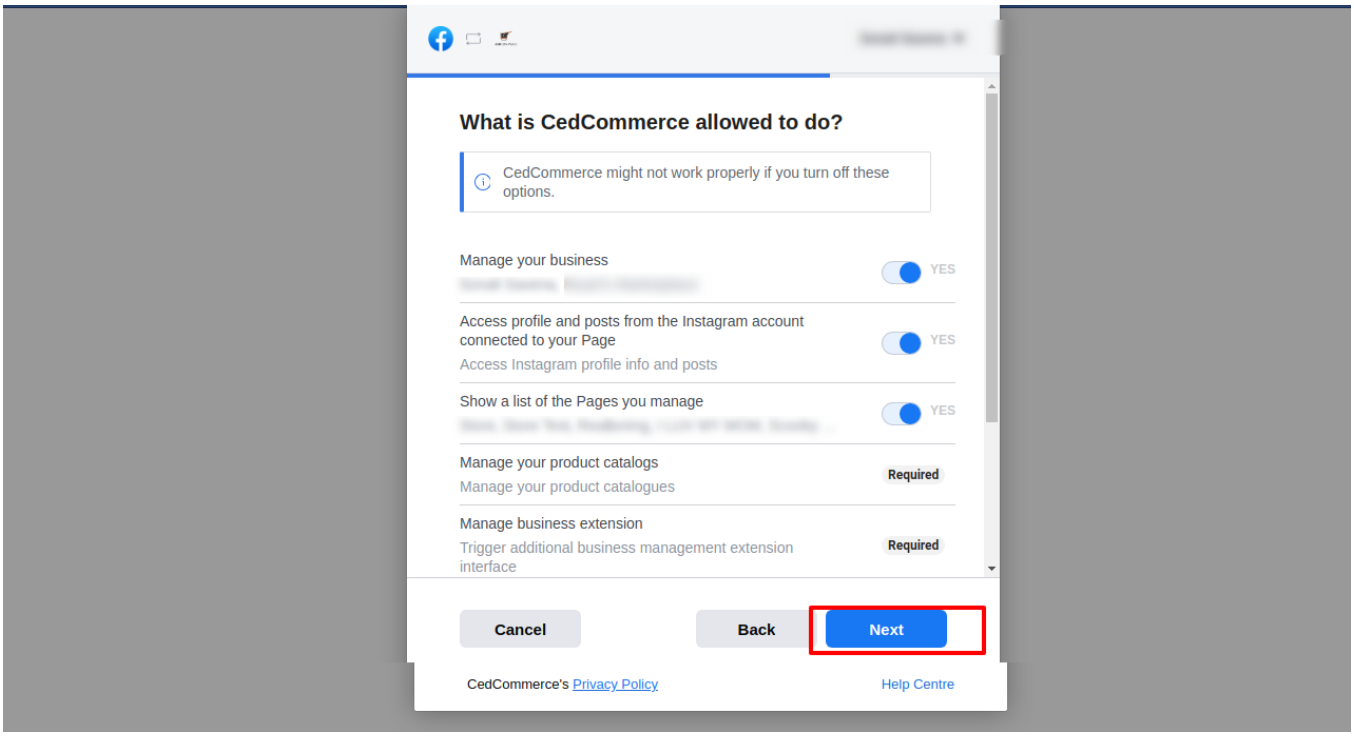


Note: You need to connect your Instagram Business account with Facebook and CedCommerce.

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

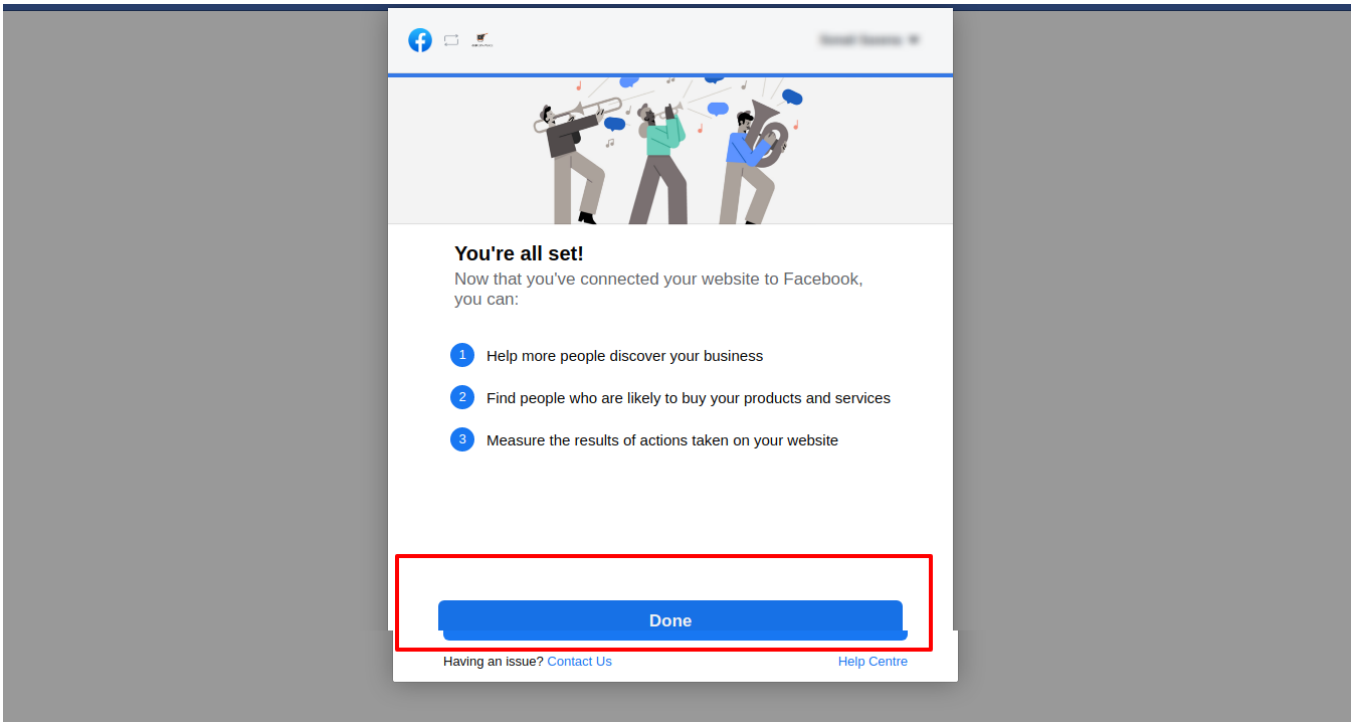
3.1.5. Allow Permissions to CedCommerce

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.



- 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:



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-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)

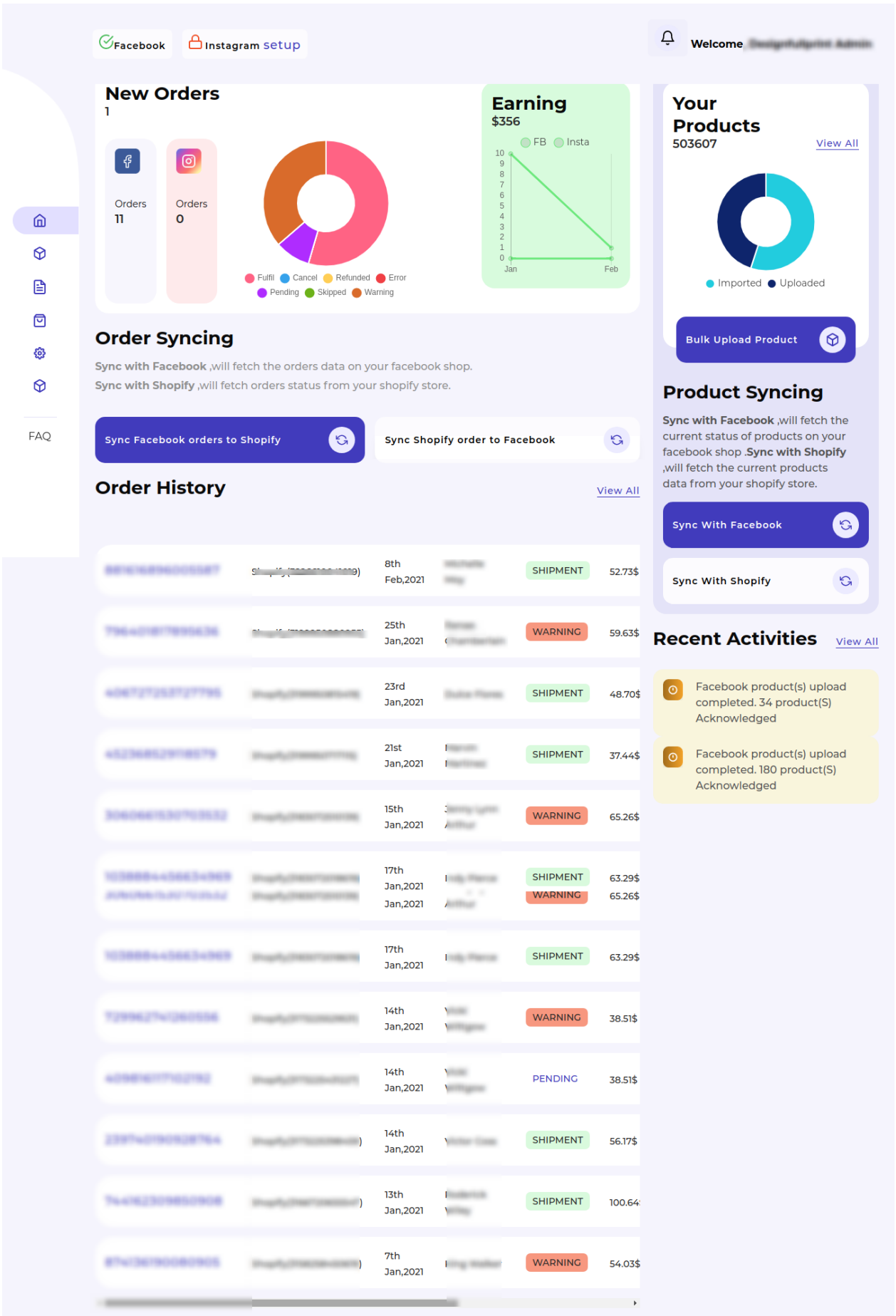
4.1. Dashboard Tab of the App

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

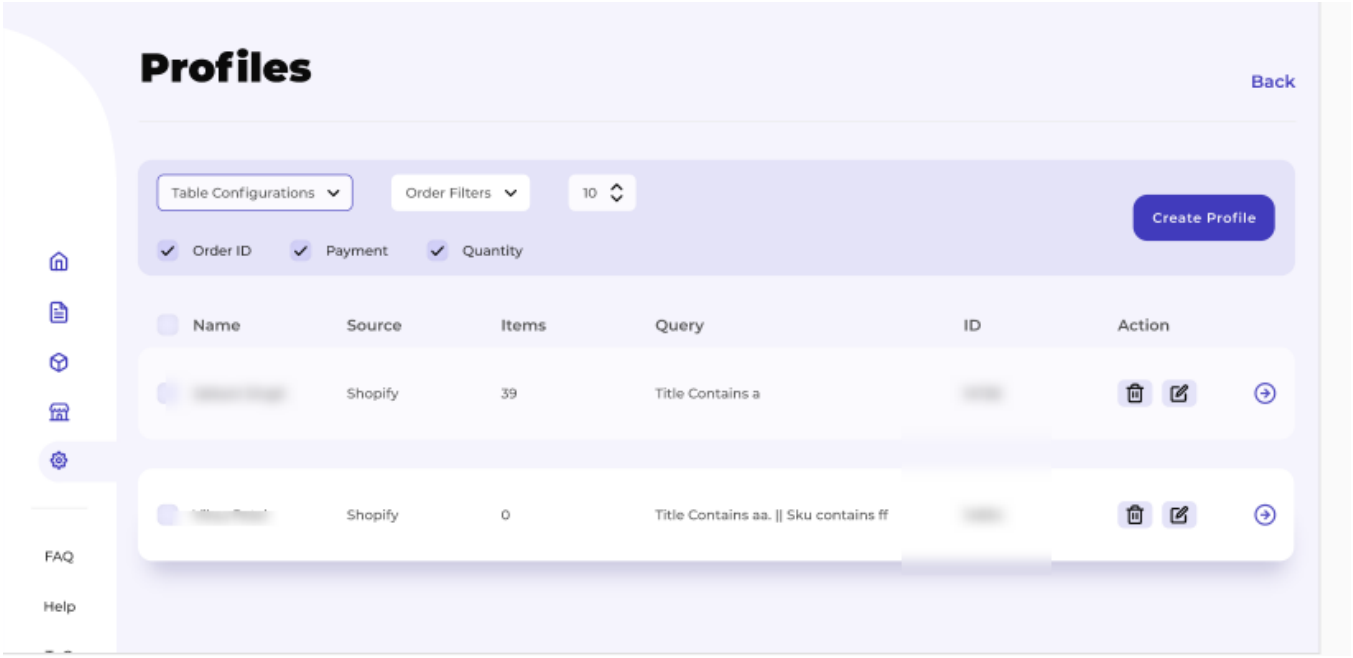
Shopping.
- The status of your orders that have been newly received, or your order history on Facebook Shop and Instagram Shopping.
- The details about your earnings on Facebook Shops, Page Shop & Instagram Shopping.


Facebook
Instagram setup
Welcome
New Orders
1
Orders
11
Orders
0
Fulfil Cancel Refunded Error
Pending Skipped Warning
Earning
$356
FB Insta
Jan
Feb
Your Products
503607
View All
Imported Uploaded
Bulk Upload Product
Order Syncing
Sync with Facebook ,will fetch the orders data on your facebook shop.
Sync with Shopify ,will fetch orders status from your shopify store.
Sync Facebook orders to Shopify
Sync Shopify order to Facebook
Product Syncing
Sync with Facebook ,will fetch the current status of products on your facebook shop .Sync with Shopify ,will fetch the current products data from your shopify store.
Sync With Facebook
Sync With Shopify
Order History
View All
8th Feb,2021 SHIPMENT 52.73$
25th Jan,2021 WARNING 59.63$
23rd Jan,2021 SHIPMENT 48.70$
21st Jan,2021 SHIPMENT 37.44$
15th Jan,2021 WARNING 65.26$
17th Jan,2021 SHIPMENT 63.29$
Jan,2021 WARNING 65.26$
17th Jan,2021 SHIPMENT 63.29$
14th Jan,2021 WARNING 38.51$
14th Jan,2021 PENDING 38.51$
14th Jan,2021 SHIPMENT 56.17$
13th Jan,2021 SHIPMENT
7th Jan,2021 WARNING 54.03$
Recent Activities
View All
Facebook product(s) upload completed. 34 product(S) Acknowledged
Facebook product(s) upload completed. 180 product(S) Acknowledged
FAQ

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.



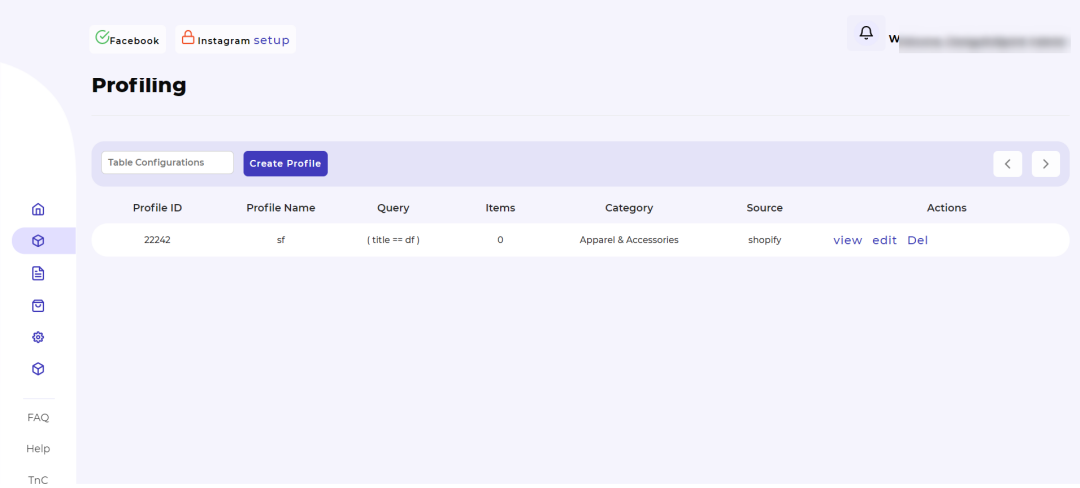
Profiling saves your time by assigning the values and uploading the products in sets rather than doing it individually.

In this section

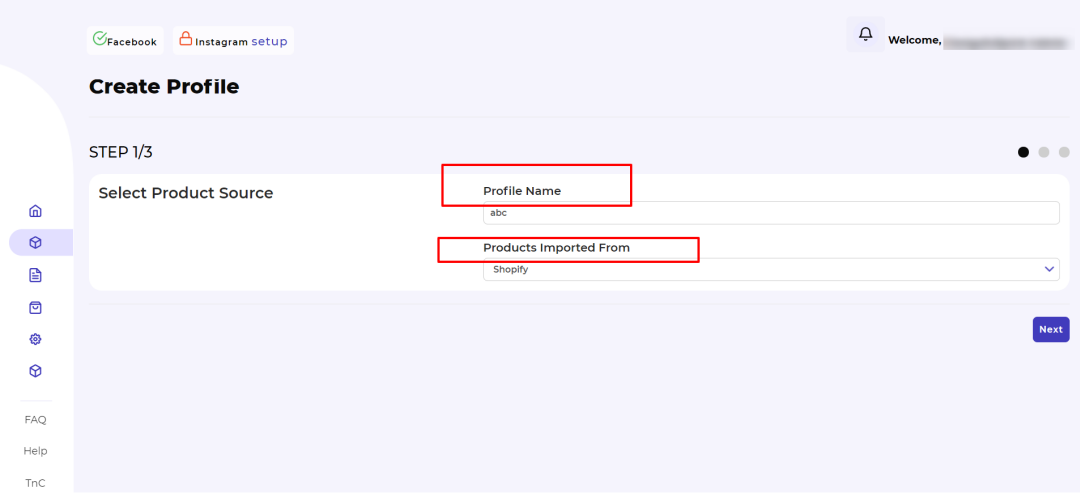
How to Create a Profile?(https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=how-to-create-a-profile)

4.2.1. How to Create a Profile?

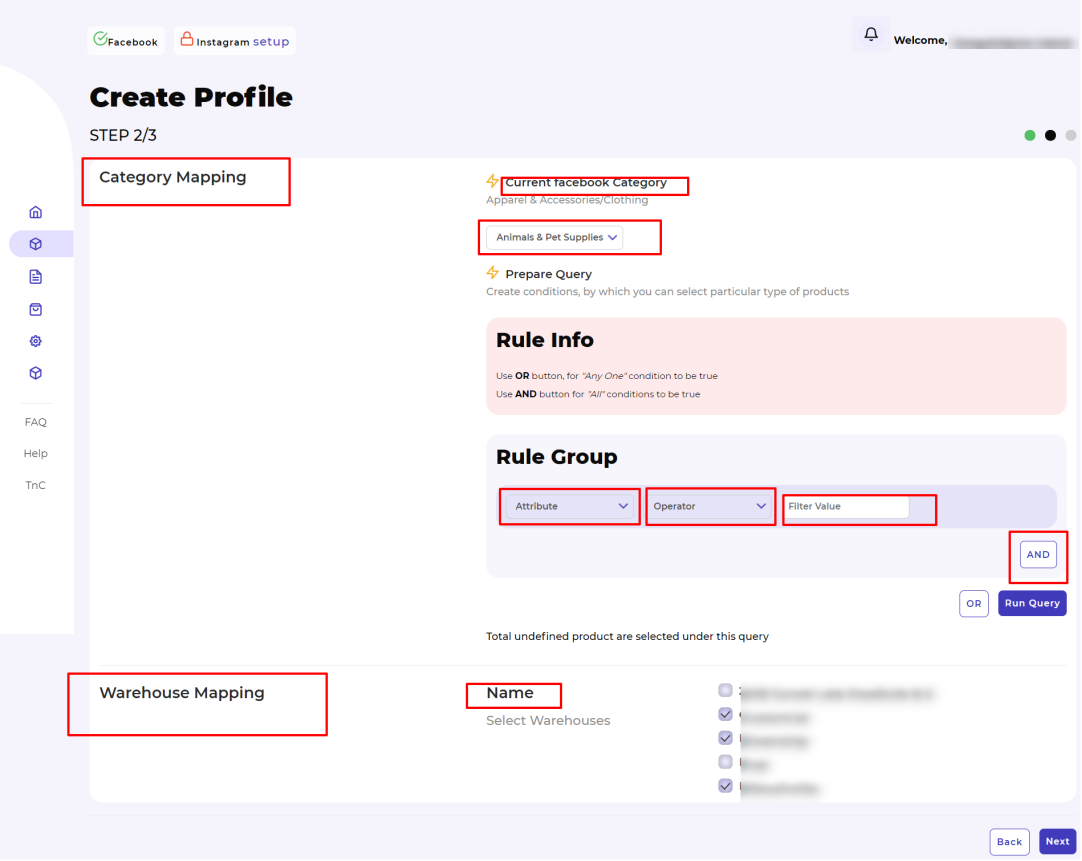
i. To create a profile on the App, follow these steps:
Click on the **“Create Profile”**



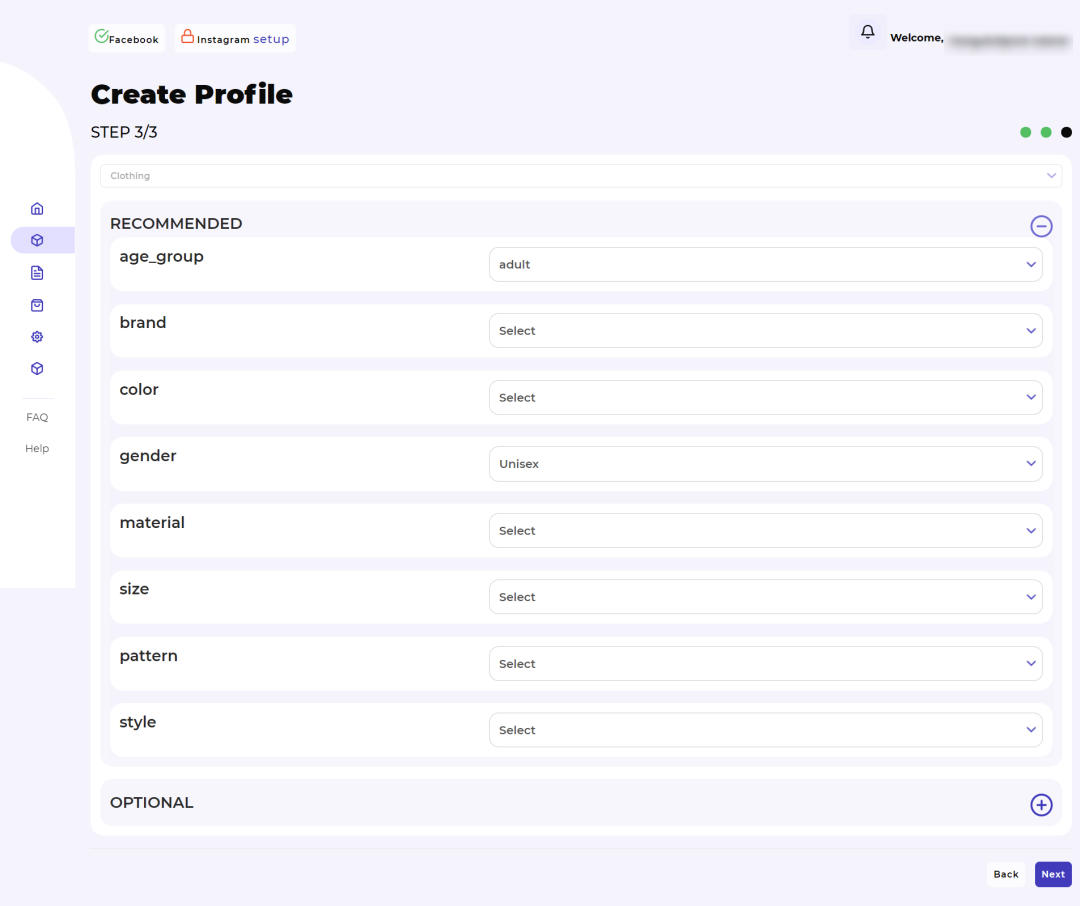
ii. Enter the **“Profile Name”** and **“Product Source”.**



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

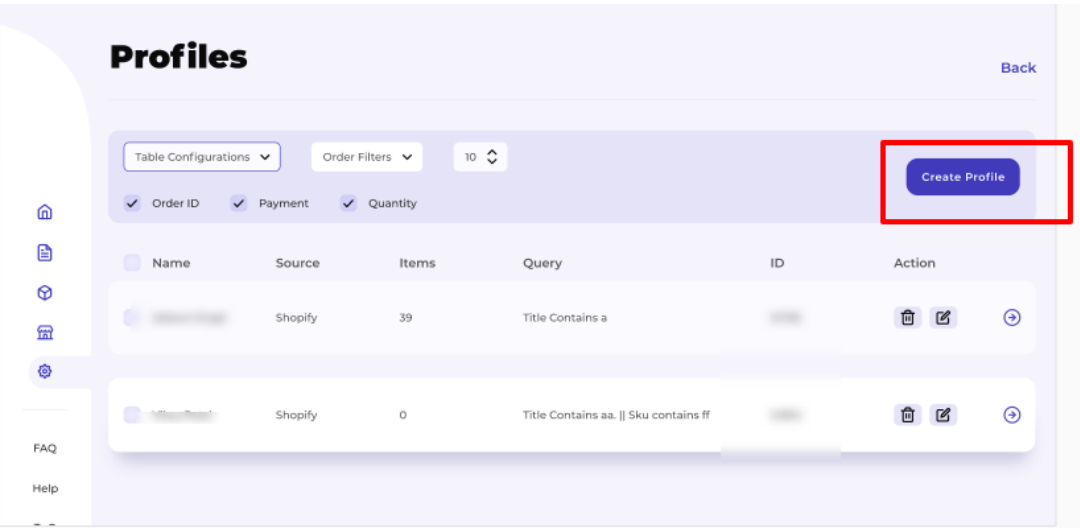


v. As you complete the default mapping for your profile, the next window will allow you to complete the **Attribute Mapping** for your products. Select all the applicable attributes from the options available in the drop-down list. Click the **"Next"** button to save the selection



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.

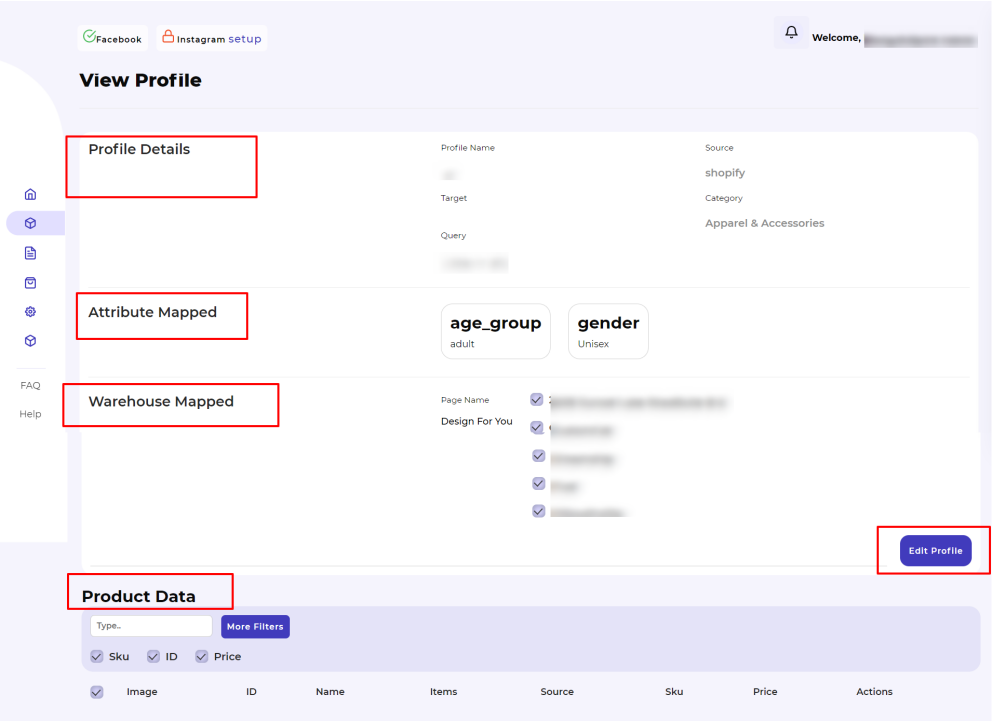
vii. Now that you have saved the profile, it will start appearing in the **“Profile”** tab of the app.



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.

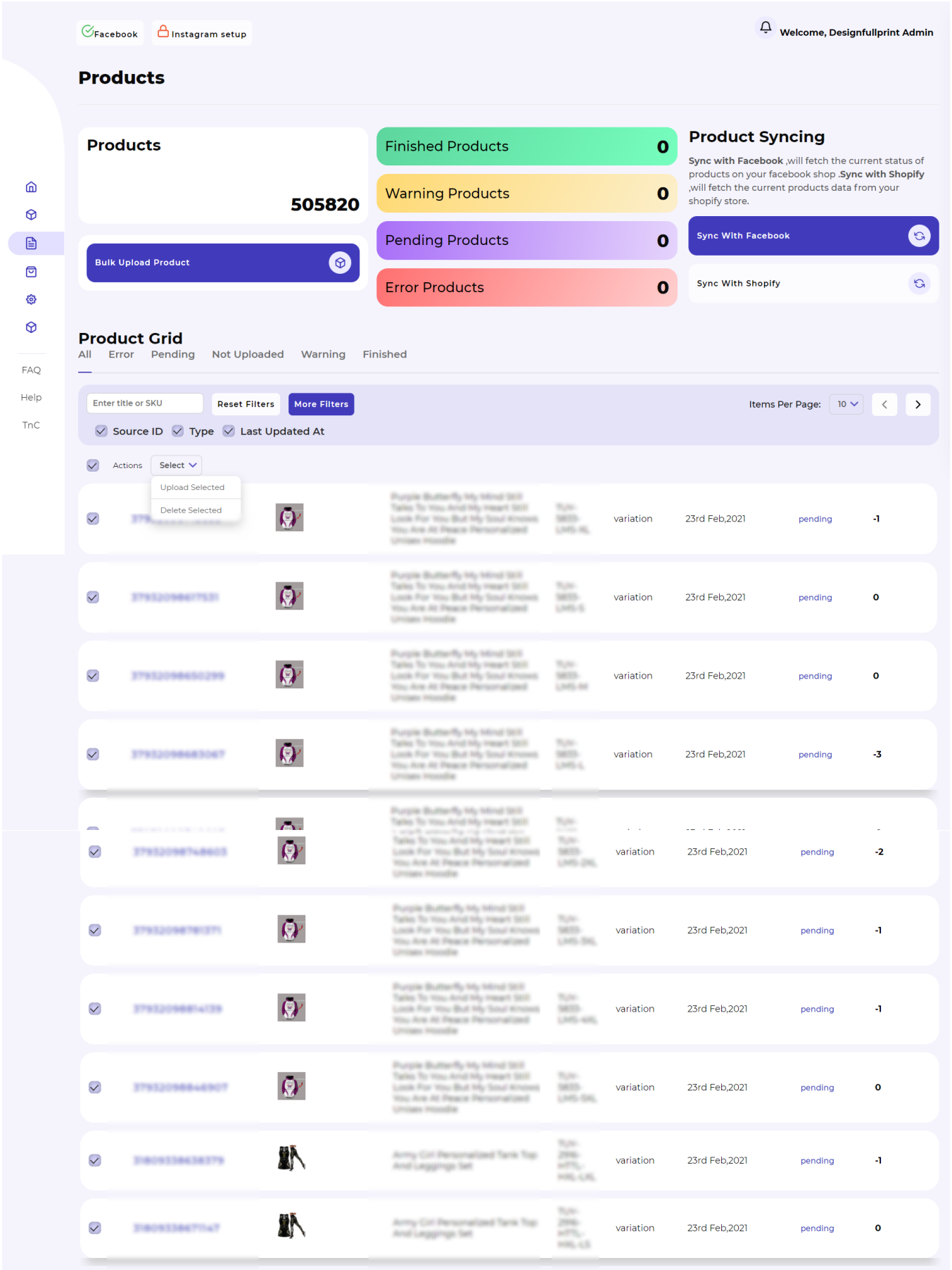


You can also edit your profile in case of any changes by clicking on **'Edit Profile.'**

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.**


Facebook
Instagram setup
Welcome, Designfullprint Admin
Products
Products
505820
Bulk Upload Product
Finished Products 0
Warning Products 0
Pending Products 0
Error Products 0
Product Syncing
Sync with Facebook ,will fetch the current status of products on your facebook shop .Sync with Shopify ,will fetch the current products data from your shopify store.
Sync With Facebook
Sync With Shopify
FAQ
Help
TnC
Product Grid
All Error Pending Not Uploaded Warning Finished
Enter title or SKU
Reset Filters
More Filters
Items Per Page: 10
Source ID Type Last Updated At
Actions
Select
Upload Selected
Delete Selected
variation 23rd Feb,2021 pending -1
variation 23rd Feb,2021 pending 0
variation 23rd Feb,2021 pending 0
variation 23rd Feb,2021 pending -3
variation 23rd Feb,2021 pending -2
variation 23rd Feb,2021 pending -1
variation 23rd Feb,2021 pending -1
variation 23rd Feb,2021 pending 0
variation 23rd Feb,2021 pending -1
variation 23rd Feb,2021 pending 0

In this section

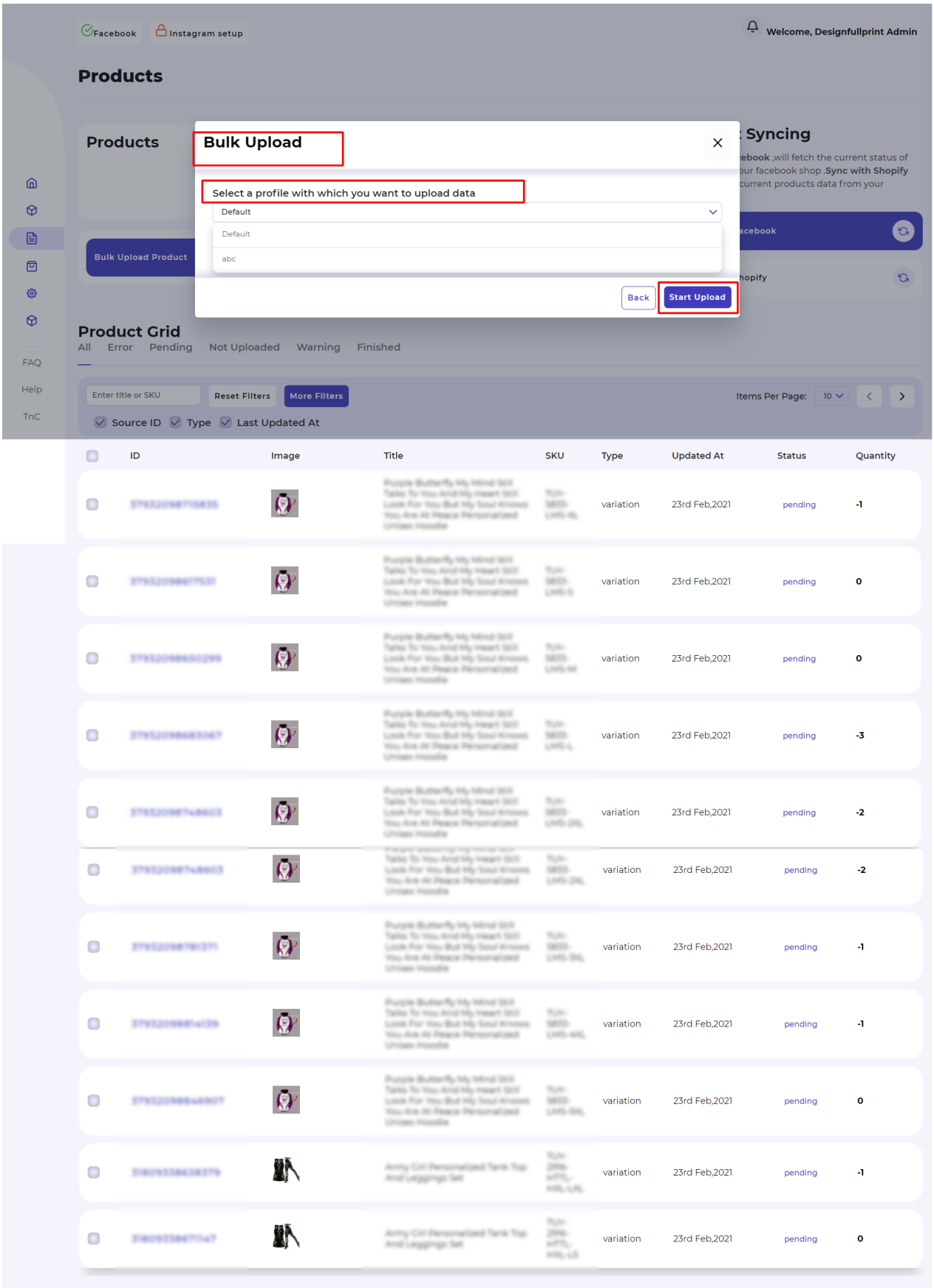
- How to upload products in bulk?(https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=how-to-upload-products-in-bulk)
- How to upload products based on profile?(https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=how-to-upload-products-based-on-profile)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

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.


Facebook
Instagram setup
Welcome, Designfullprint Admin
Products
Products
Bulk Upload
Select a profile with which you want to upload data
Default
Default
abc
Back
Start Upload
Syncing
Bulk Upload Product
Product Grid
All
Error
Pending
Not Uploaded
Warning
Finished
Enter title or SKU
Reset Filters
More Filters
Items Per Page:
Source ID
Type
Last Updated At
FAQ
Help
TnC
ID
Image
Title
SKU
Type
Updated At
Status
Quantity
variation
23rd Feb,2021
pending

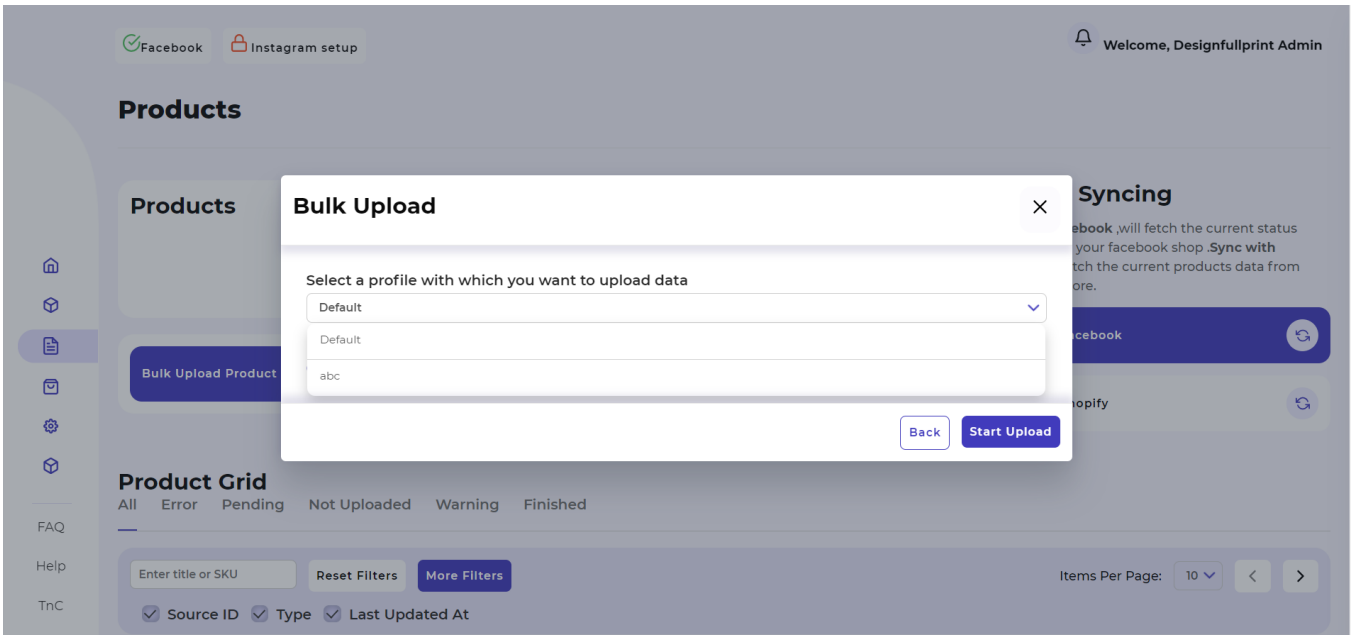
This is the “By default” setting of the App.

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”**

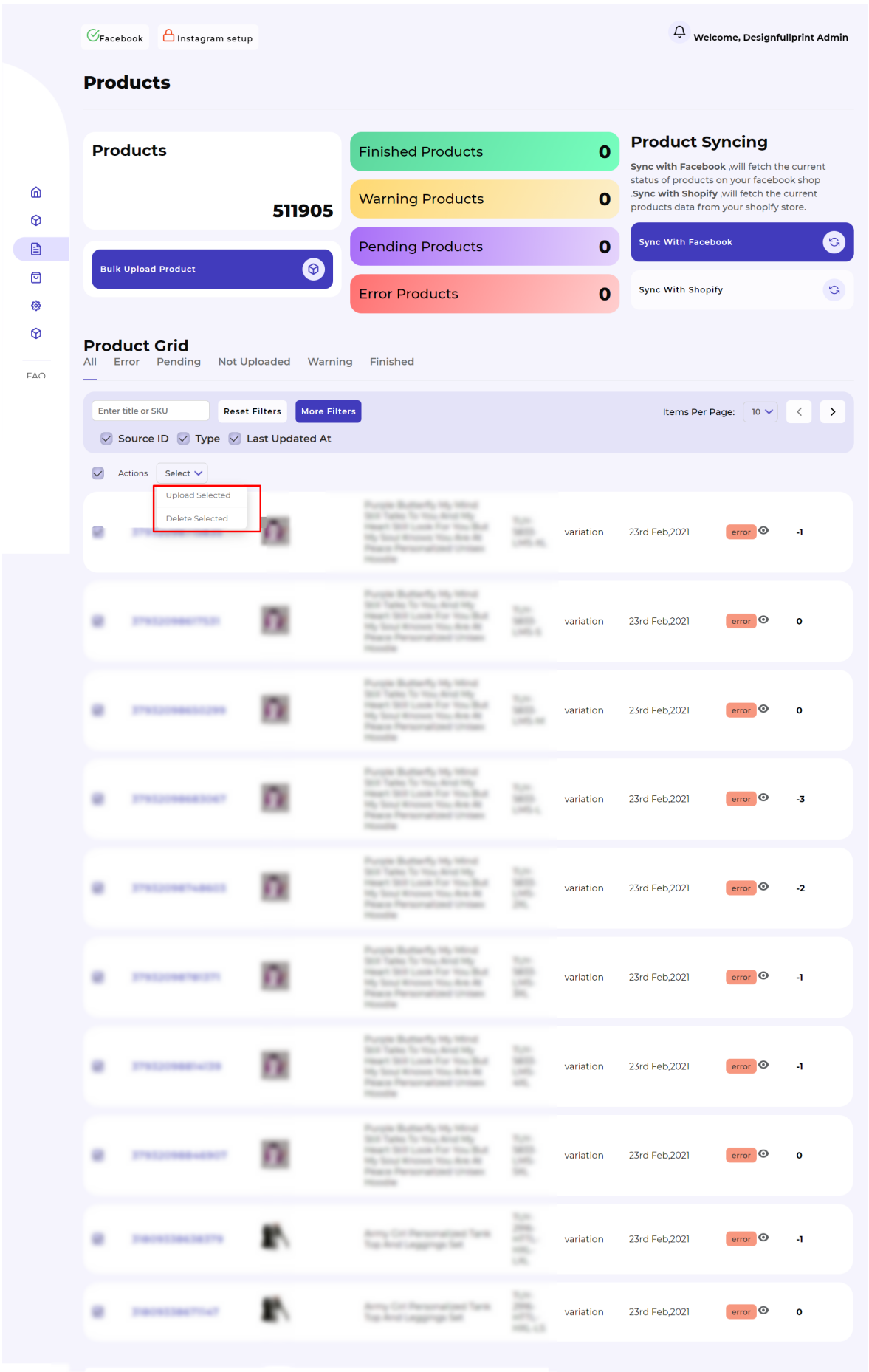


4.3.3. How to Upload Selective Products?

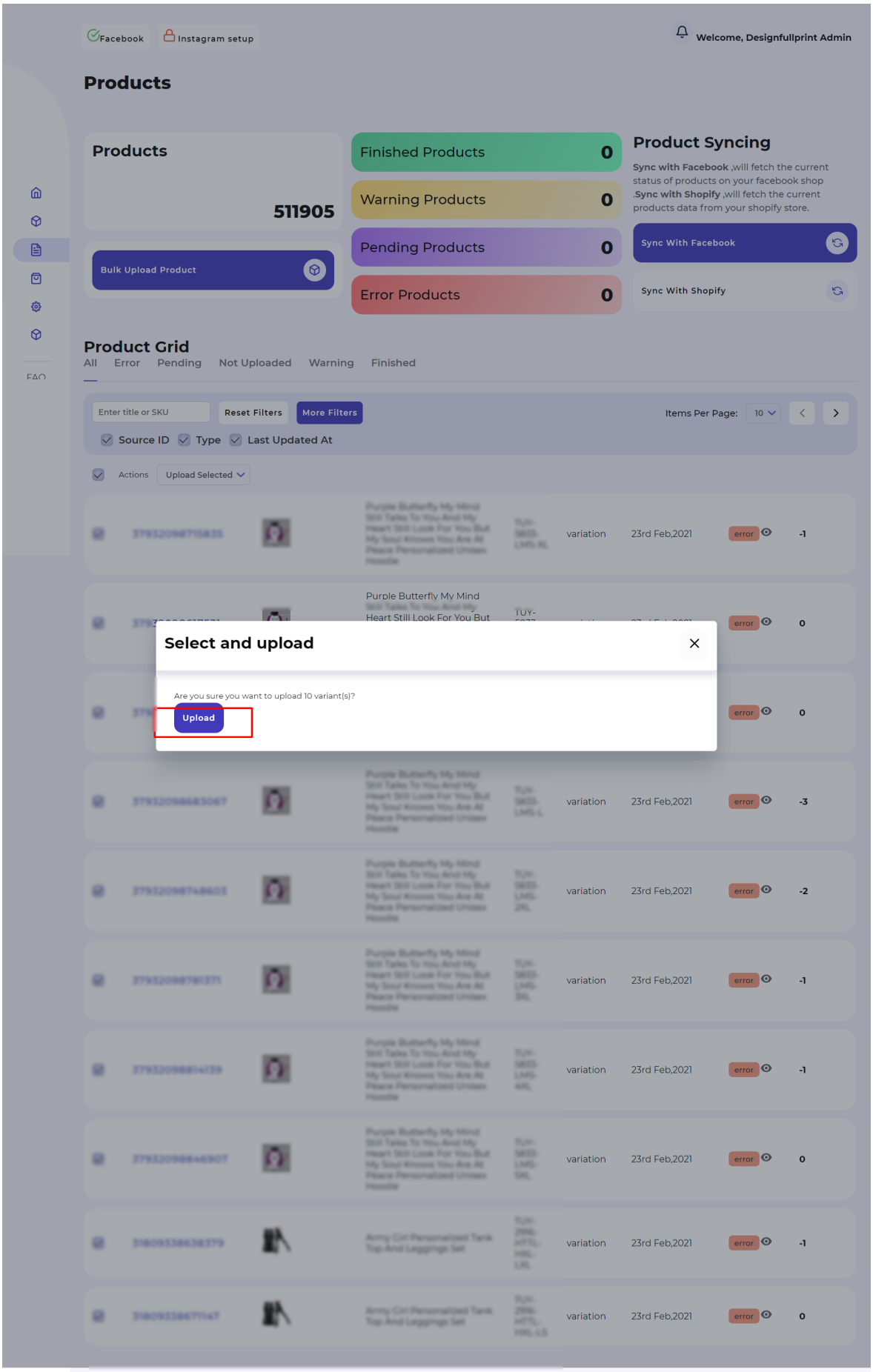
Other than the mass uploading and profile-based product uploading, the app also facilitates you to upload selective products.

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.


Facebook
Instagram setup
Welcome, Designfullprint Admin
Products
Products
511905
Bulk Upload Product
Finished Products 0
Warning Products 0
Pending Products 0
Error Products 0
Product Syncing
Sync with Facebook ,will fetch the current status of products on your facebook shop .Sync with Shopify ,will fetch the current products data from your shopify store.
Sync With Facebook
Sync With Shopify
Product Grid
All Error Pending Not Uploaded Warning Finished
Enter title or SKU
Reset Filters
More Filters
Items Per Page: 10
Source ID Type Last Updated At
Actions
Select
Upload Selected
Delete Selected
variation 23rd Feb,2021 error -1
variation 23rd Feb,2021 error 0
variation 23rd Feb,2021 error 0
variation 23rd Feb,2021 error -3
variation 23rd Feb,2021 error -2
variation 23rd Feb,2021 error -1
variation 23rd Feb,2021 error -1
variation 23rd Feb,2021 error 0
variation 23rd Feb,2021 error -1
variation 23rd Feb,2021 error 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.

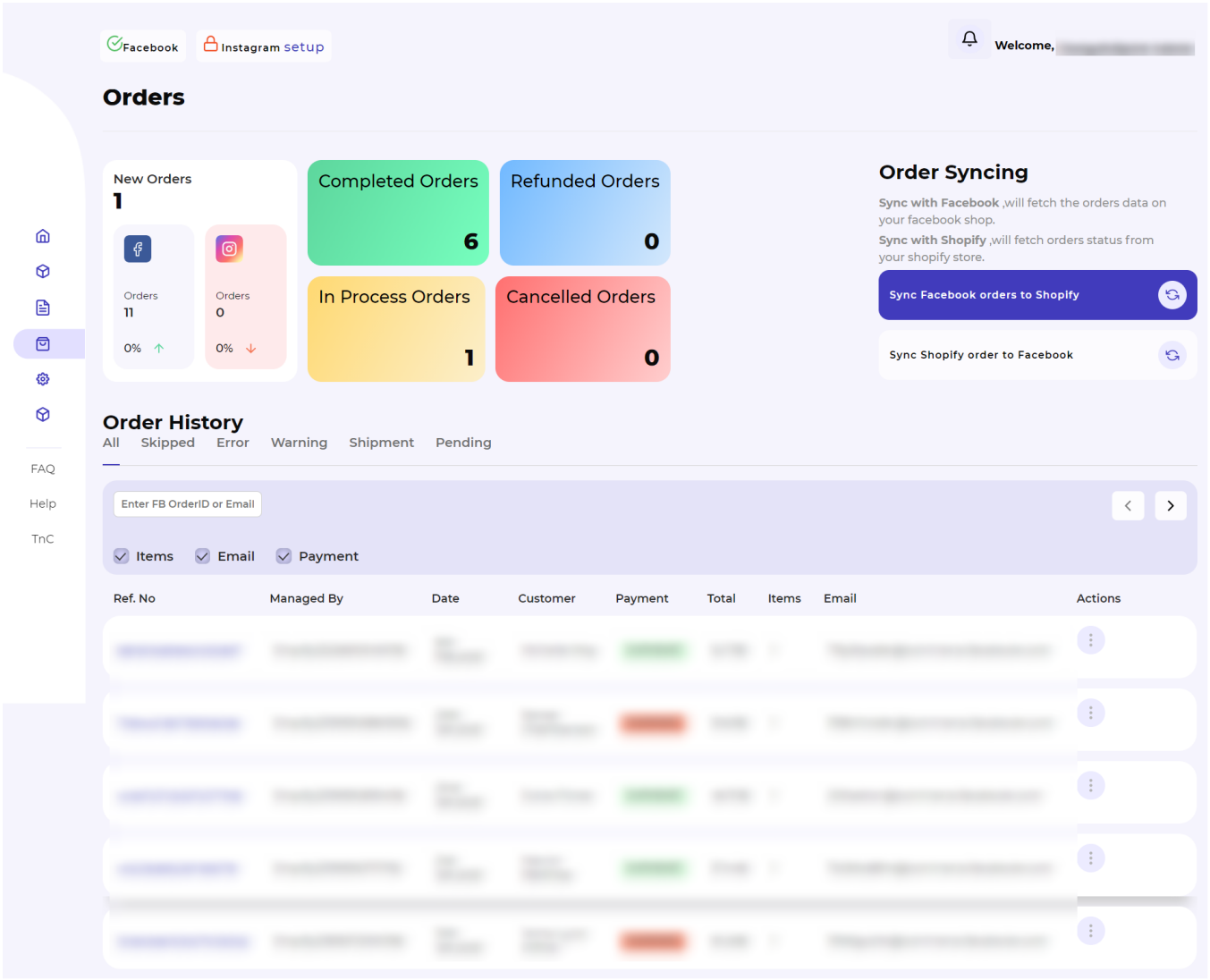

Facebook
Instagram setup
Welcome, Designfullprint Admin
Products
Products
511905
Bulk Upload Product
Finished Products 0
Warning Products 0
Pending Products 0
Error Products 0
Product Syncing
Sync with Facebook ,will fetch the current status of products on your facebook shop .Sync with Shopify ,will fetch the current products data from your shopify store.
Sync With Facebook
Sync With Shopify
Product Grid
All Error Pending Not Uploaded Warning Finished
Enter title or SKU
Reset Filters
More Filters
Items Per Page: 10
Source ID Type Last Updated At
Actions
Upload Selected
Select and upload
Are you sure you want to upload 10 variant(s)?
Upload
variation
23rd Feb,2021
error

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.

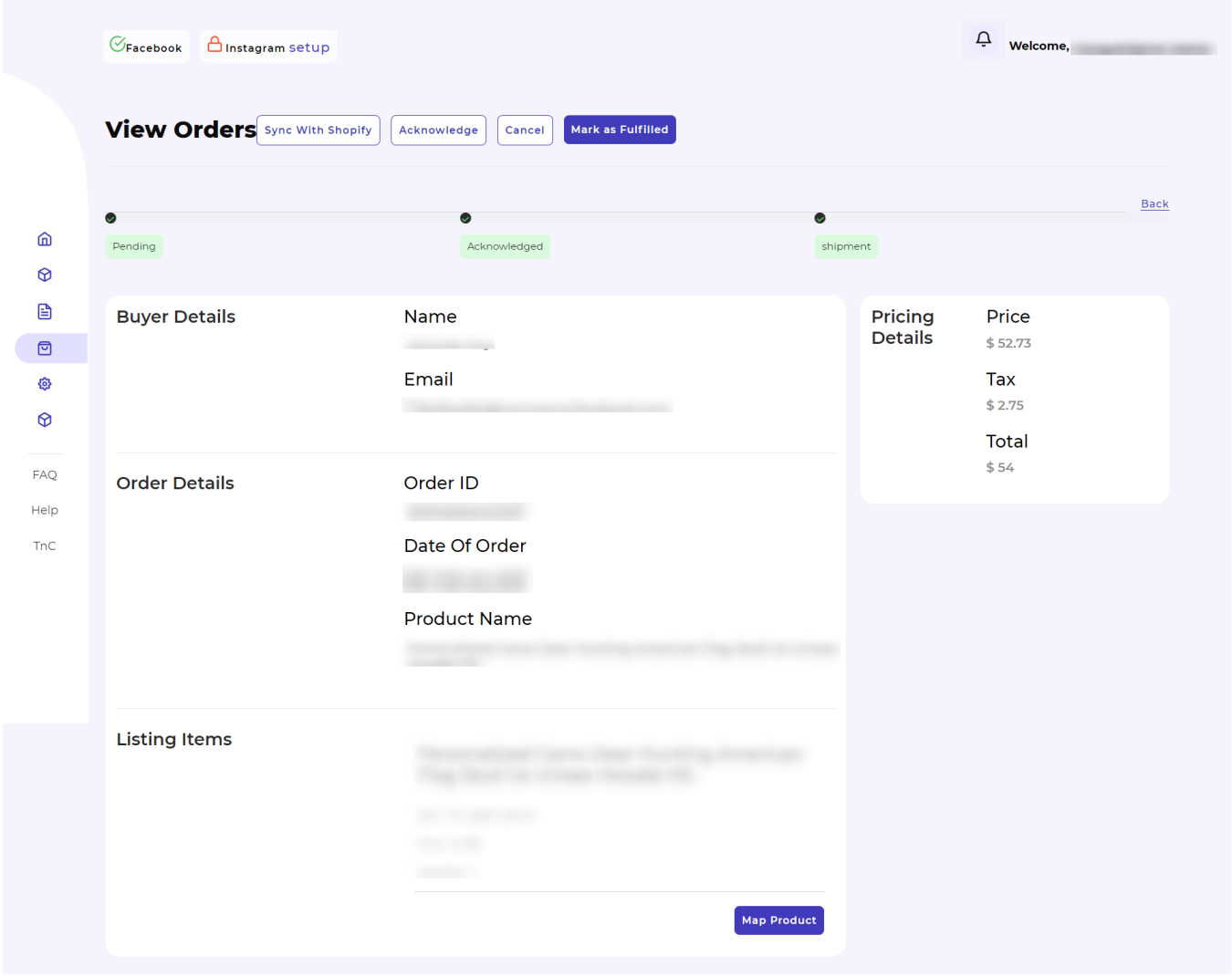


The app facilitates you with this important information that you can view from a single dedicated panel.

- **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.



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:

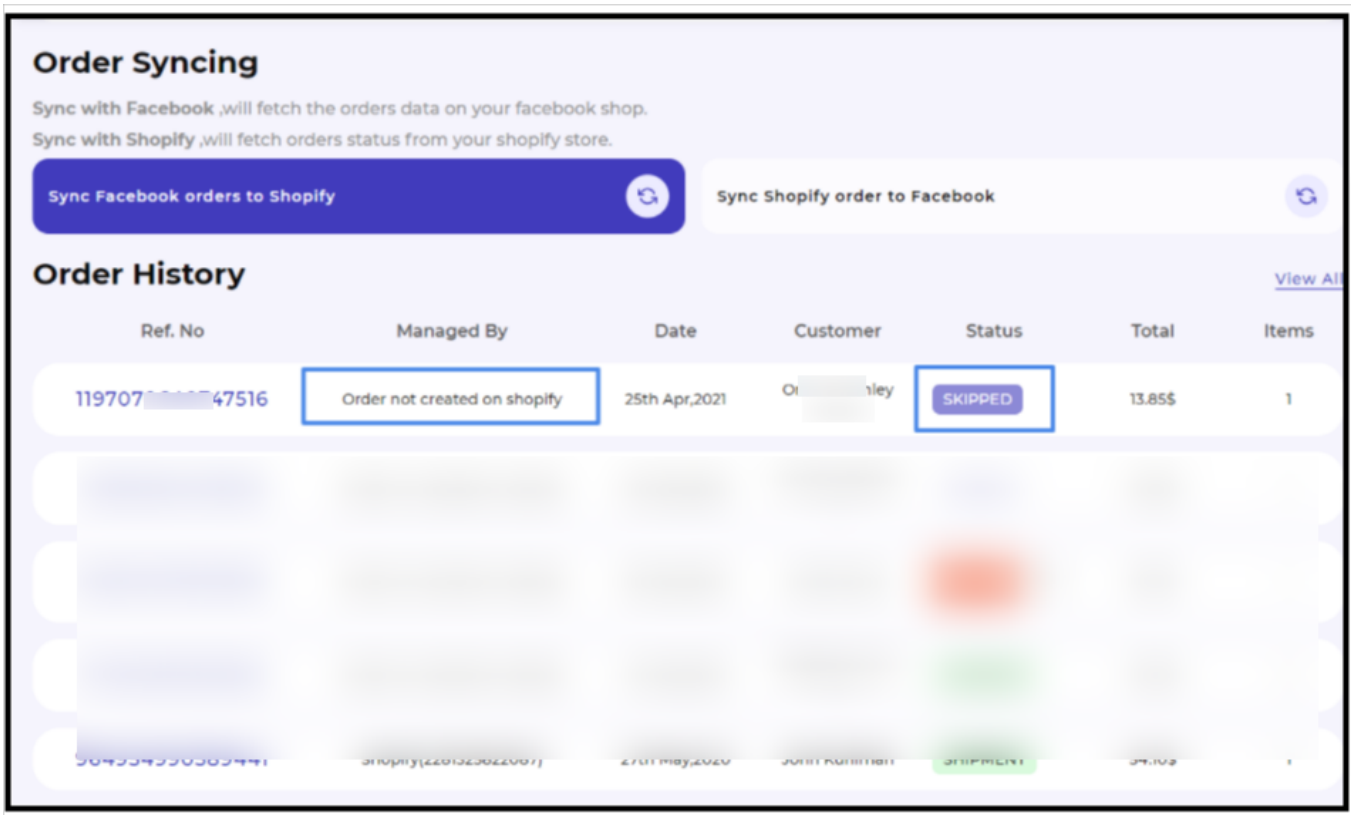
- Buyer’s details
- Order details
- Listing items

In this section:

- How to map skipped orders(https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=how-to-map-skipped-orders)
- How to manage orders directly from Facebook(https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=how-to-manage-directly-on-facebook)
- How to manage orders directly from the app(https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=how-to-manage-orders-directly-from-app)
- The order says unable to reserve inventory(https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=the-order-says-unable-to-reserve-inventory)
- How to manage pending orders(https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=how-to-manage-pending-orders-2)

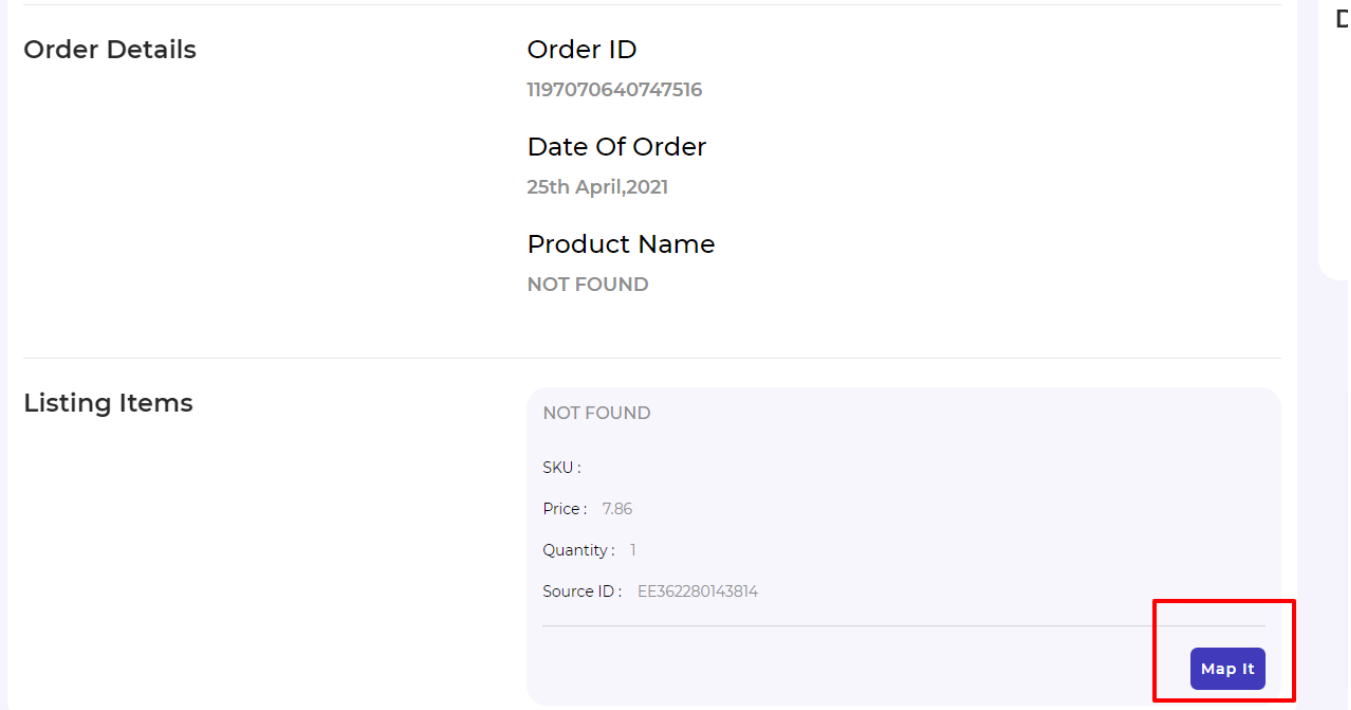
4.4.1. How to map skipped orders

While checking for orders in the Order tab, sometimes, your order is in Skipped stage, and in the Managed by; your order is displayed as Order not created on Shopify.



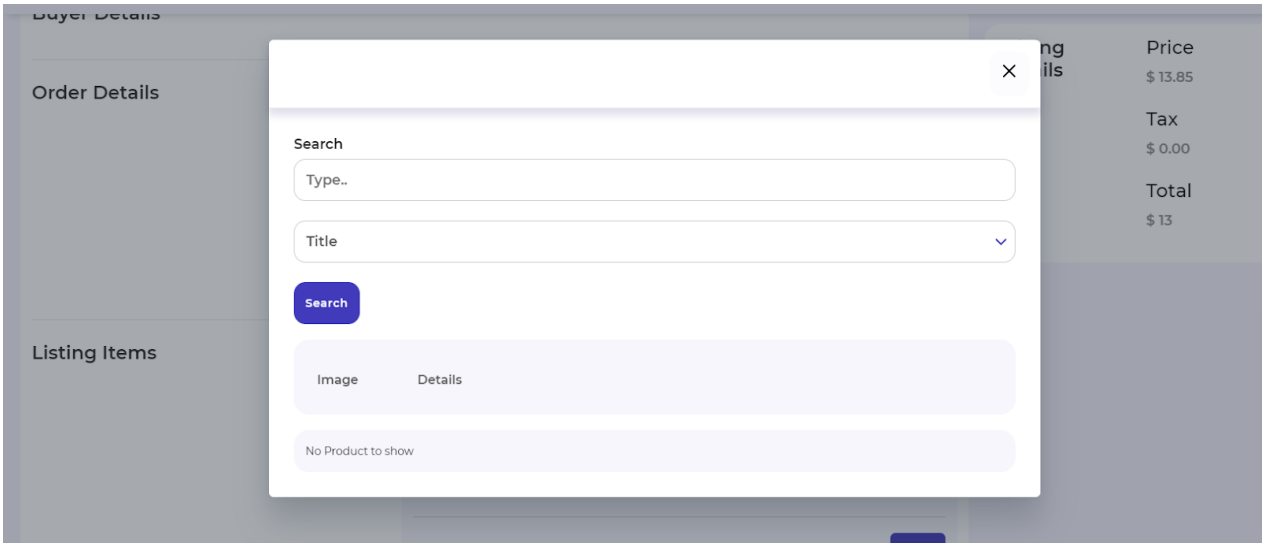
This type of situation arises when:

- Your product is not present in your Shopify store. Or
- Your product is directly created on Catalog manager.

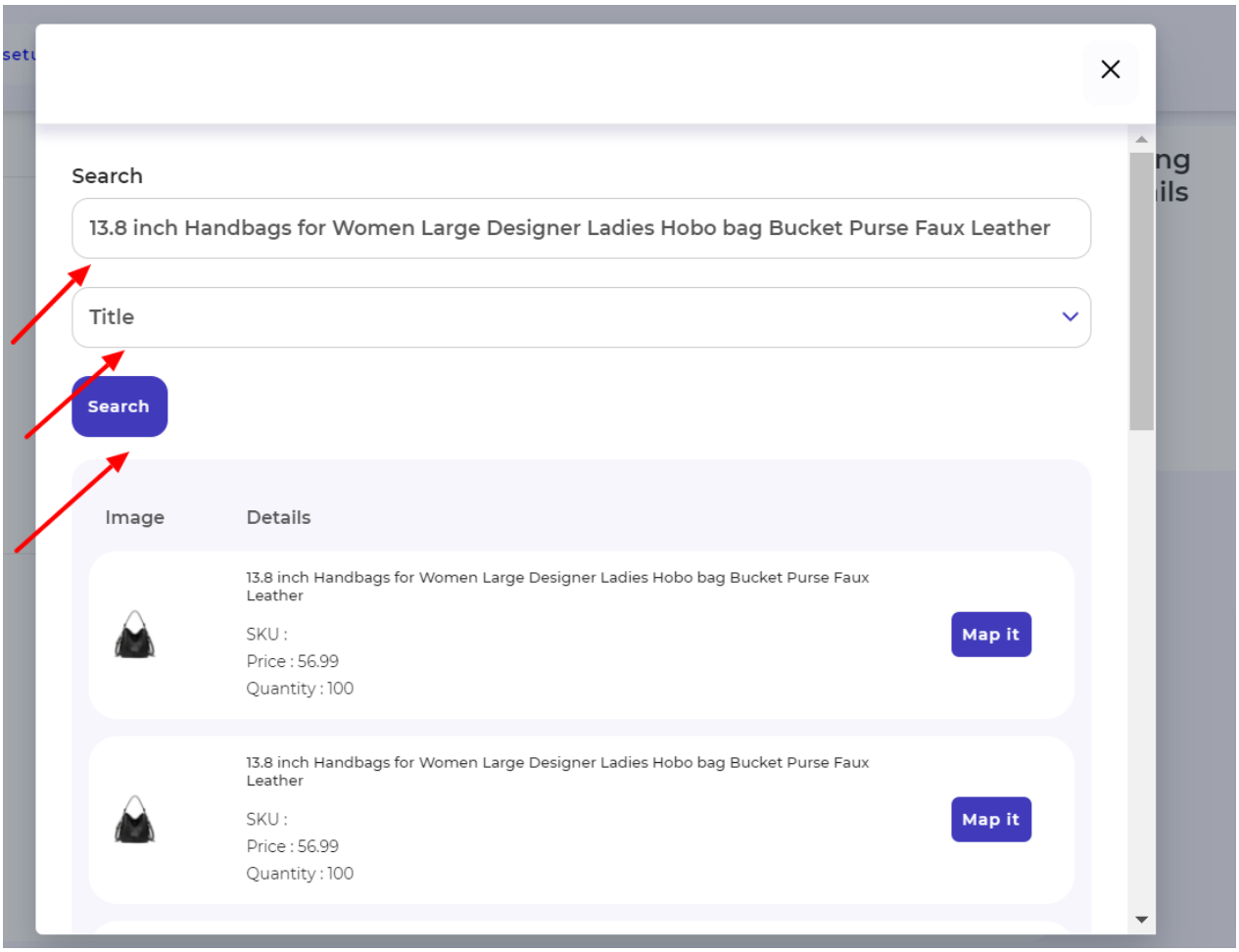


In this situation, you have to map your orders. To do so, you can:

- Find a product from the Product section of the app through which you want to map the order.



- Open the Order you want to map.
- Click on **Map** and enter the **Title** of your product with which you want to map the order. OR



- Enter the **SKU number** with which you want to map your order

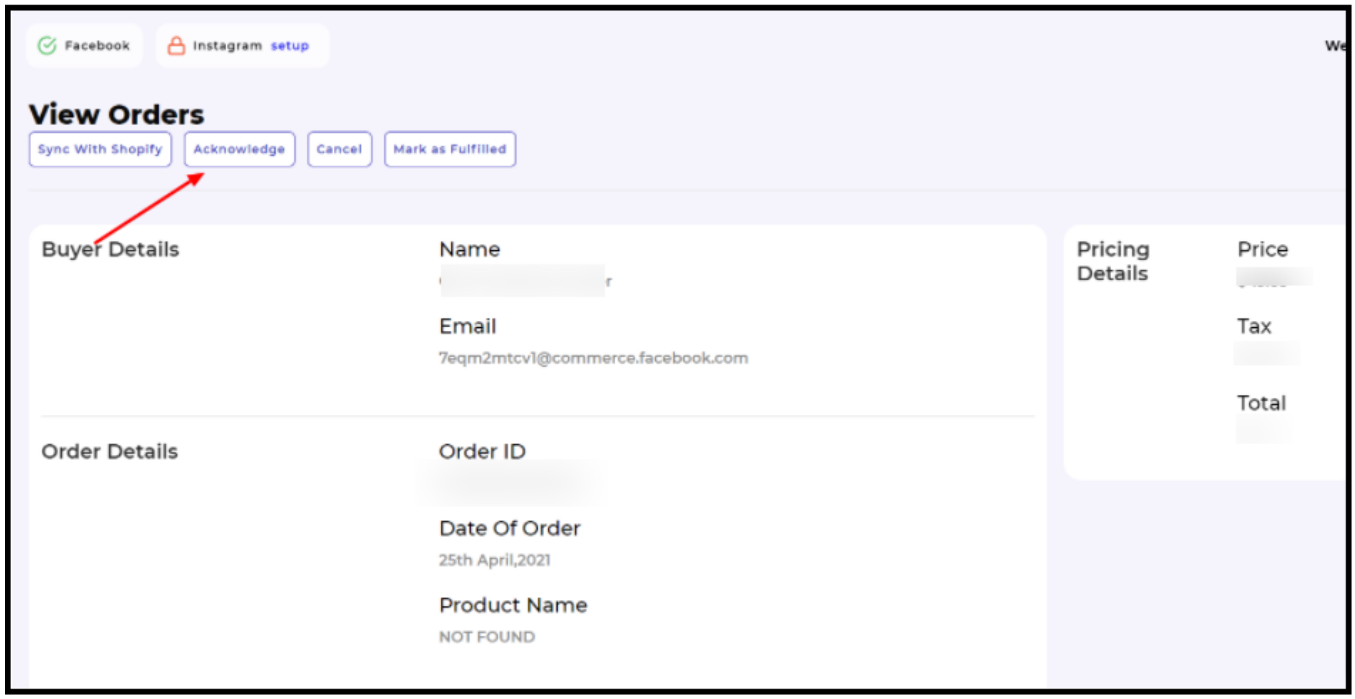
- Click on **Map,** and the order will automatically be created on your Shopify store.

  Note: The product for which the order has been placed should have an inventory

4.4.2. How to manage directly on Facebook

You can acknowledge the orders from the app and fulfill them right from the Facebook Commerce Manager. For this:

- Open the Order.
- Click on Acknowledge if the order is not yet acknowledged.

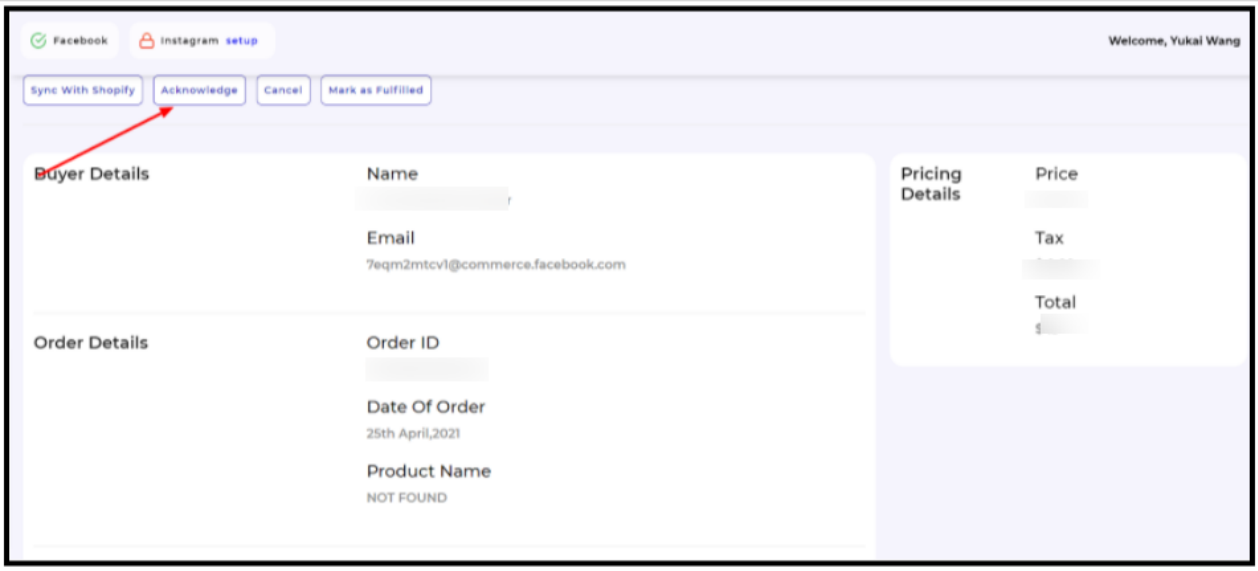


- Go to the Commerce Manager and fulfil the order from there.

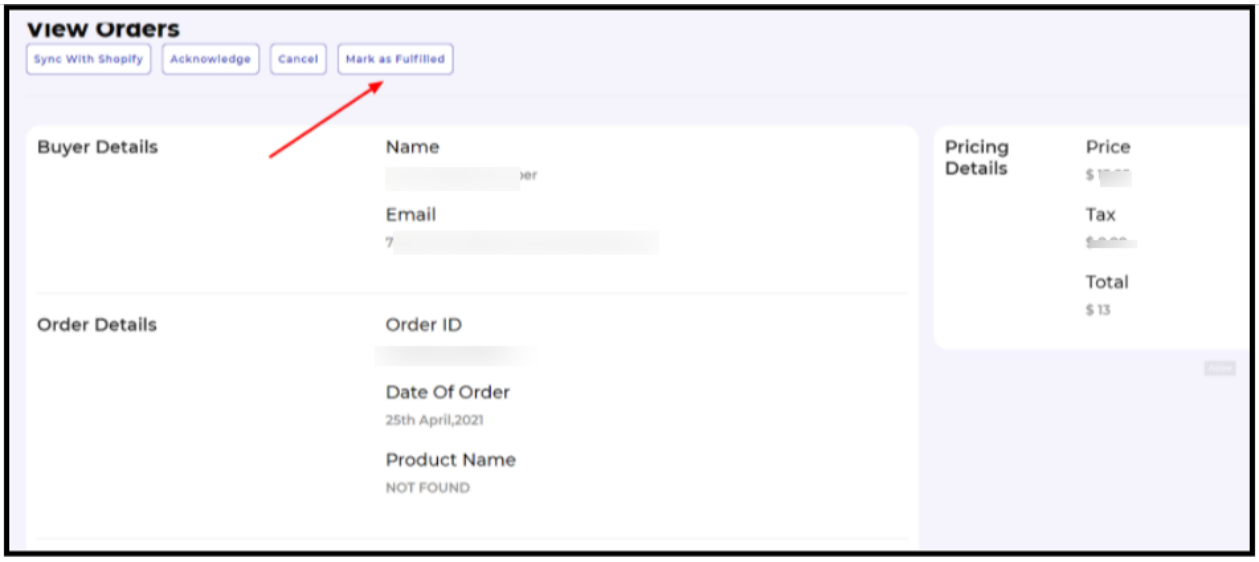
4.4.3. How to manage orders directly from app

In order to ship the order directly from the app, you need to:

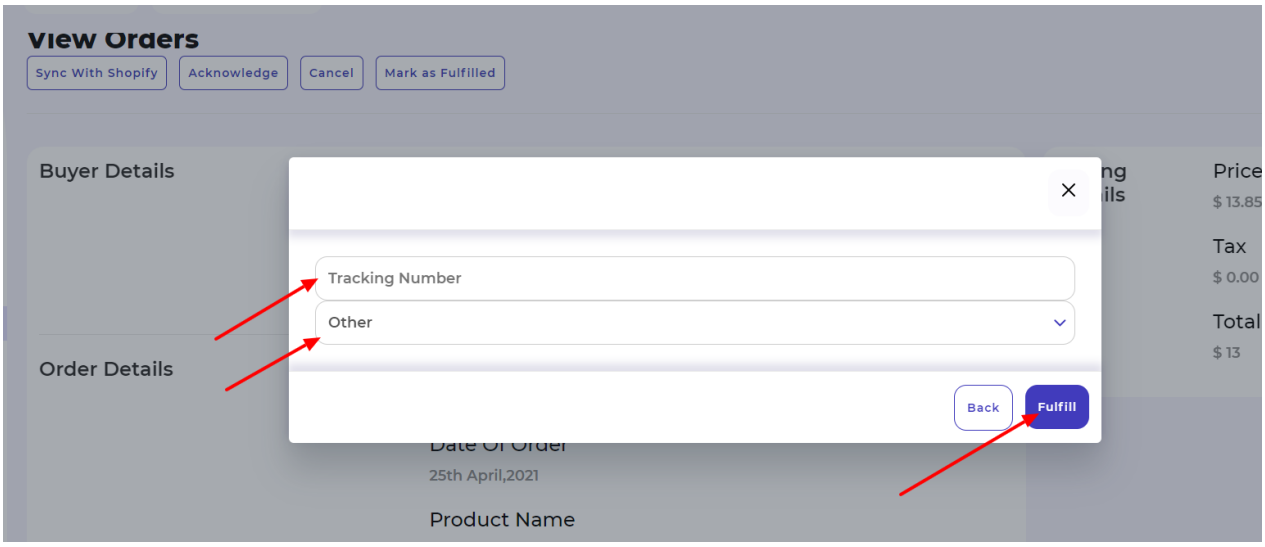
- Open your order from the **Order Section** of the app.
- Click on **Acknowledge** if the order has not been acknowledged yet.



- Click on **Mark as fulfilled.**



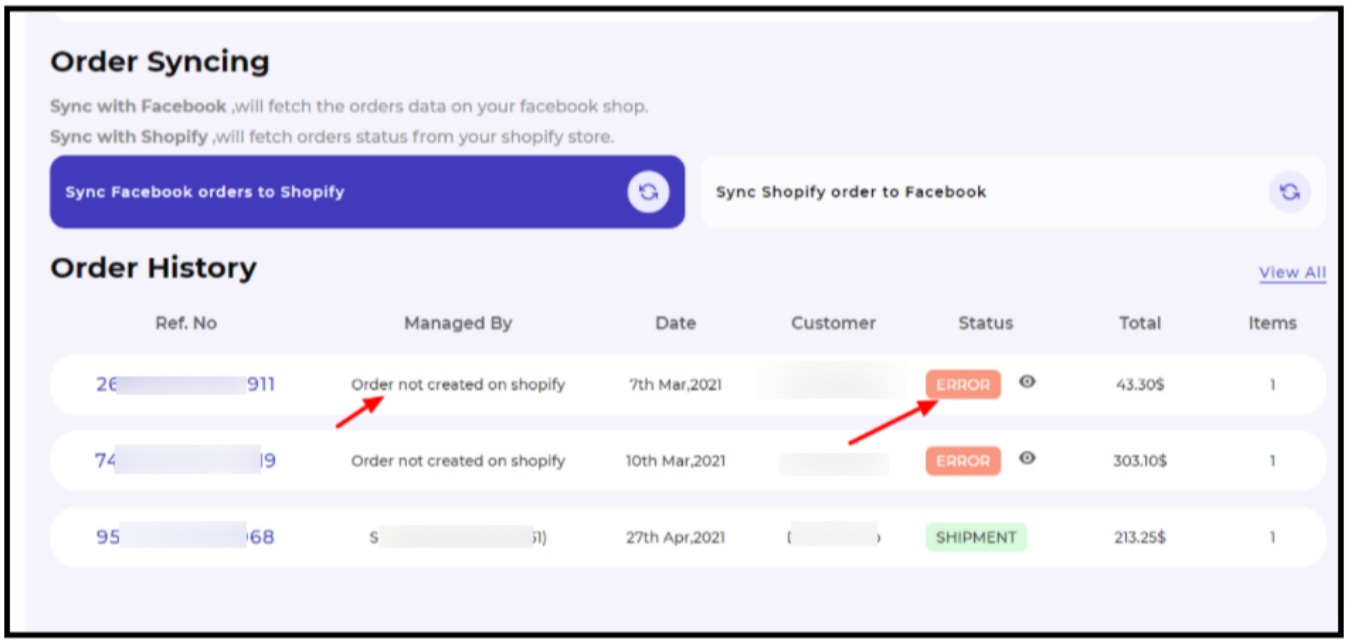
- Enter the **Tracking ID and URL.**



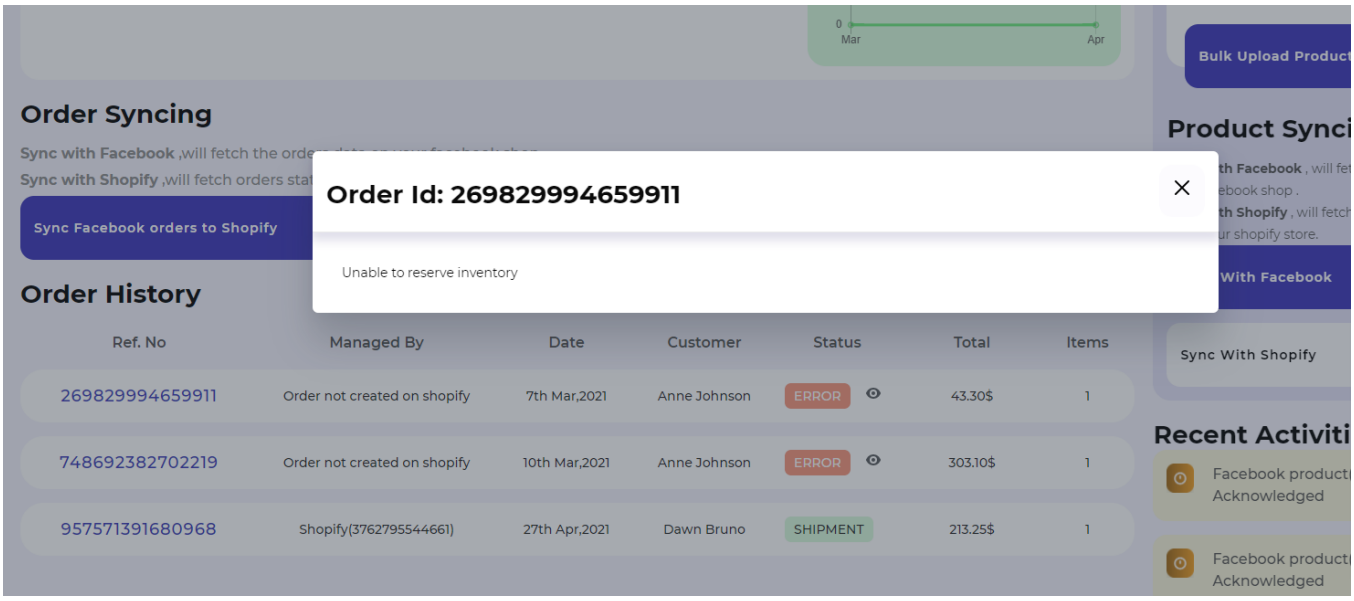
- Click on **Fulfill to fulfill the order.**
- The order will be shipped on the Commerce Manager.

4.4.4. The order says unable to reserve inventory

Sometimes, you come across a situation where in the order section, you happen to have a status as **“Error”** and a message as **“Order not created on Shopify”.**



This type of situation arises when your order placed does not contain any inventory in your Shopify store.

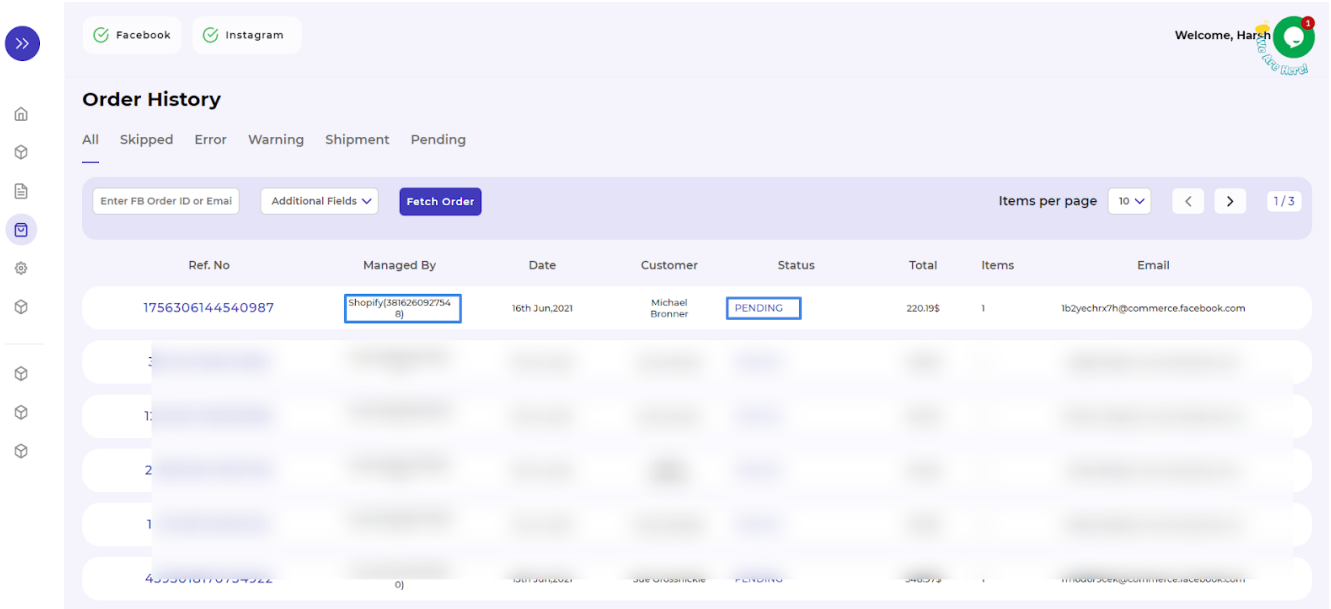


Solution:

For this, you simply can add your inventory in your Shopify store for the product. Doing so would automatically show the orders in your app.

4.4.5. How to manage pending orders

The order is said to be in pending status when the order is placed on Facebook or Instagram and the product is available on the App. In all cases, the app automatically acknowledges the order from Facebook 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. For here, you can Fulfill the order.

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.

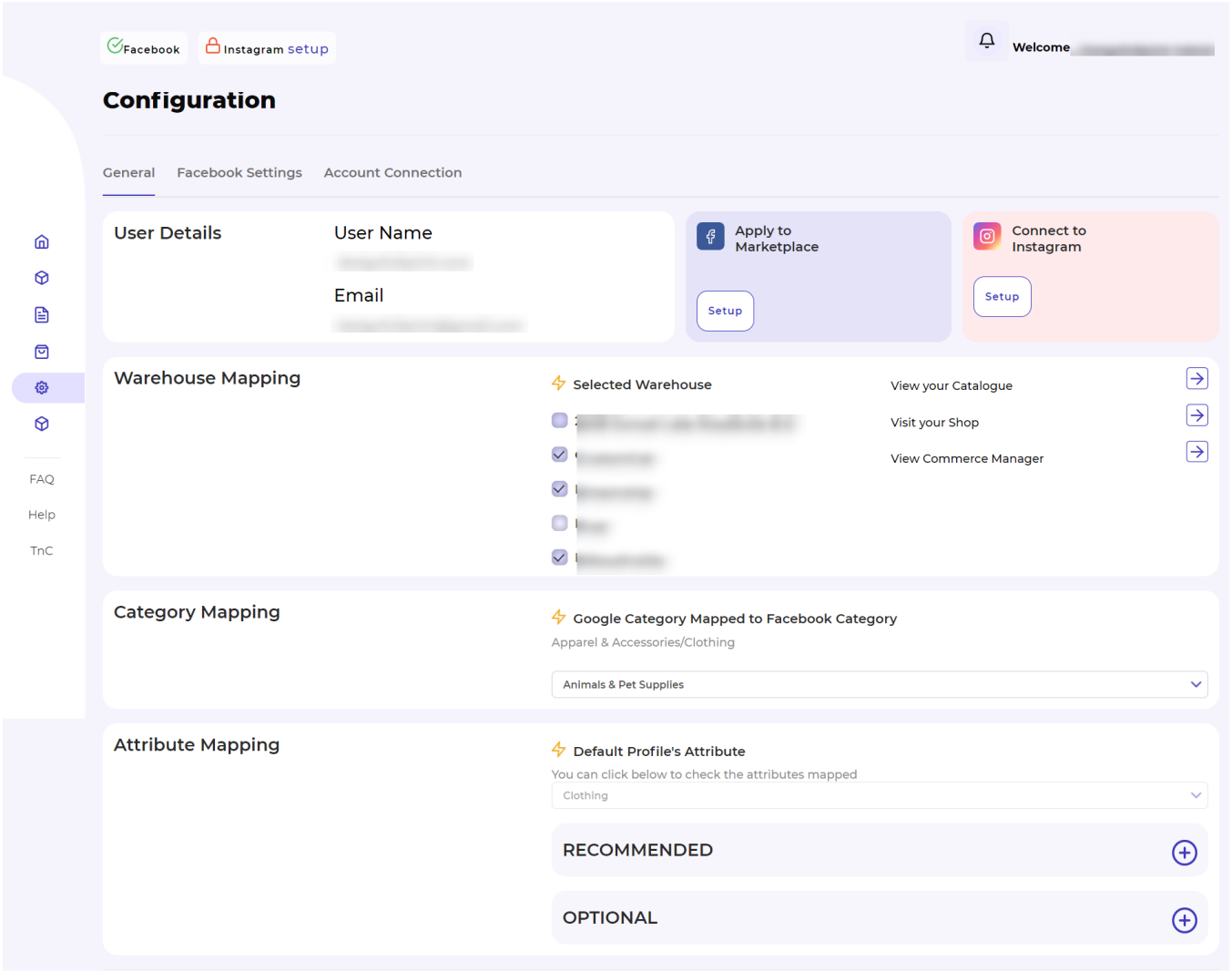
In the Configuration setting, you can see details of default mapping, manage various settings on the Facebook business page, and manage your Shopify and Facebook account.

In this section

- Managing your General Setting.(https://docs.cedcommerce.com/cedcommerce/facebook-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)

4.5.1. Manage your General Setting

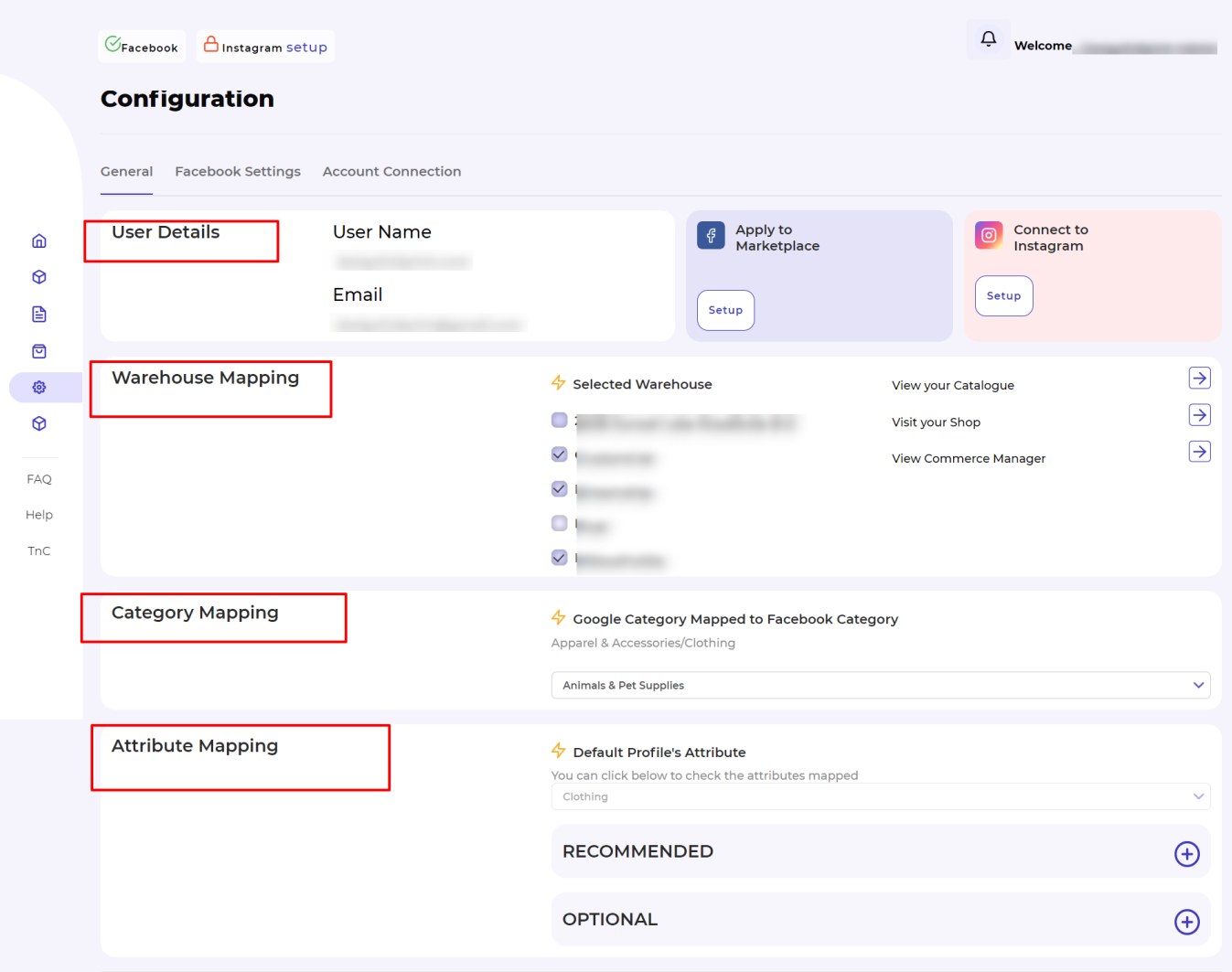
This tab shows the **“User Details”** that include the Username and the email address that you used while connecting to the app.



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.

4.5.1.1. Attribute Mapping

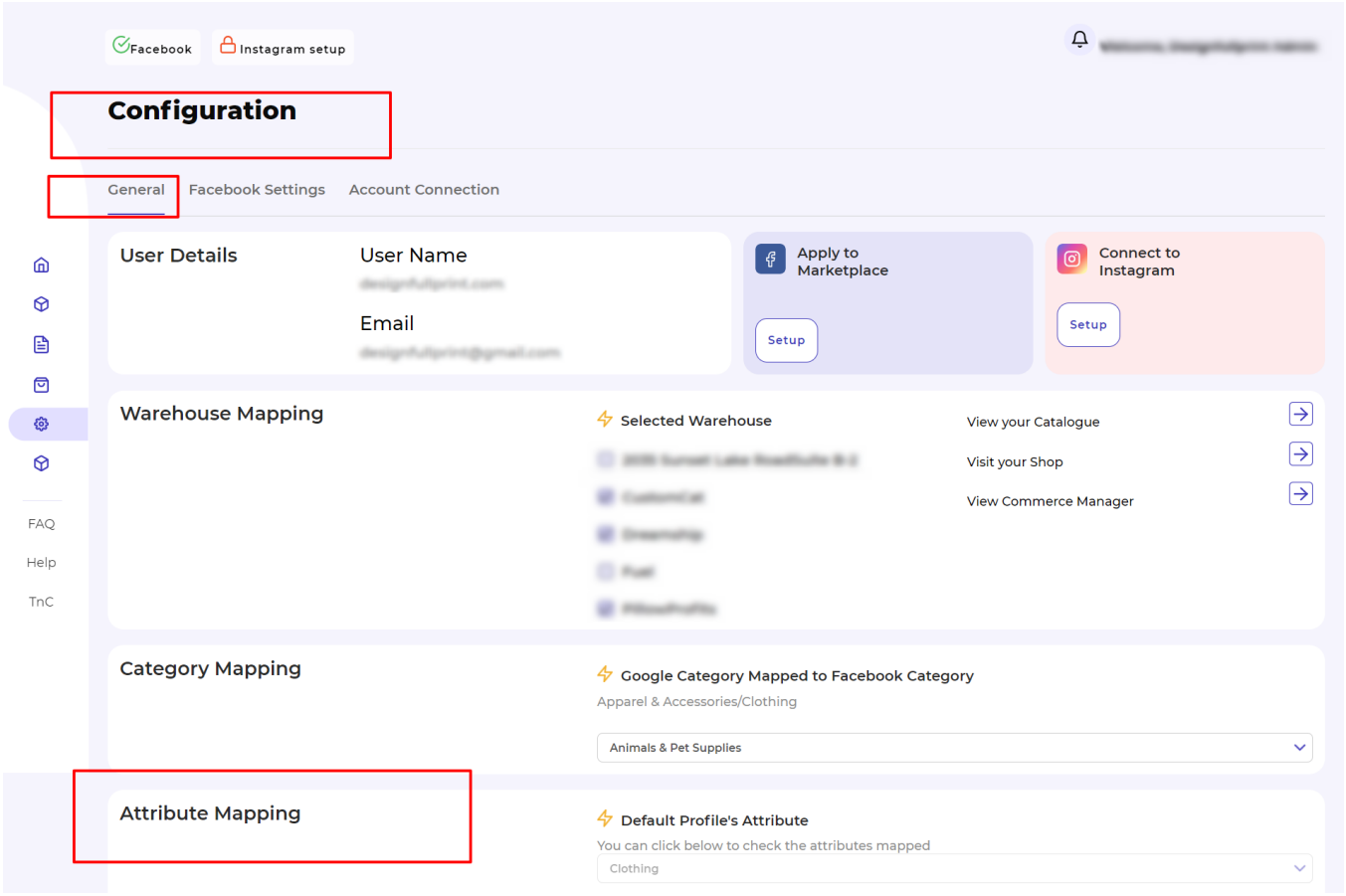
To make your products even more discoverable across Facebook commerce surfaces, the app now features a new update called the **“Attribute Mapping”**. With the help of attribute mapping, you can enhance your catalog with more product information.

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.

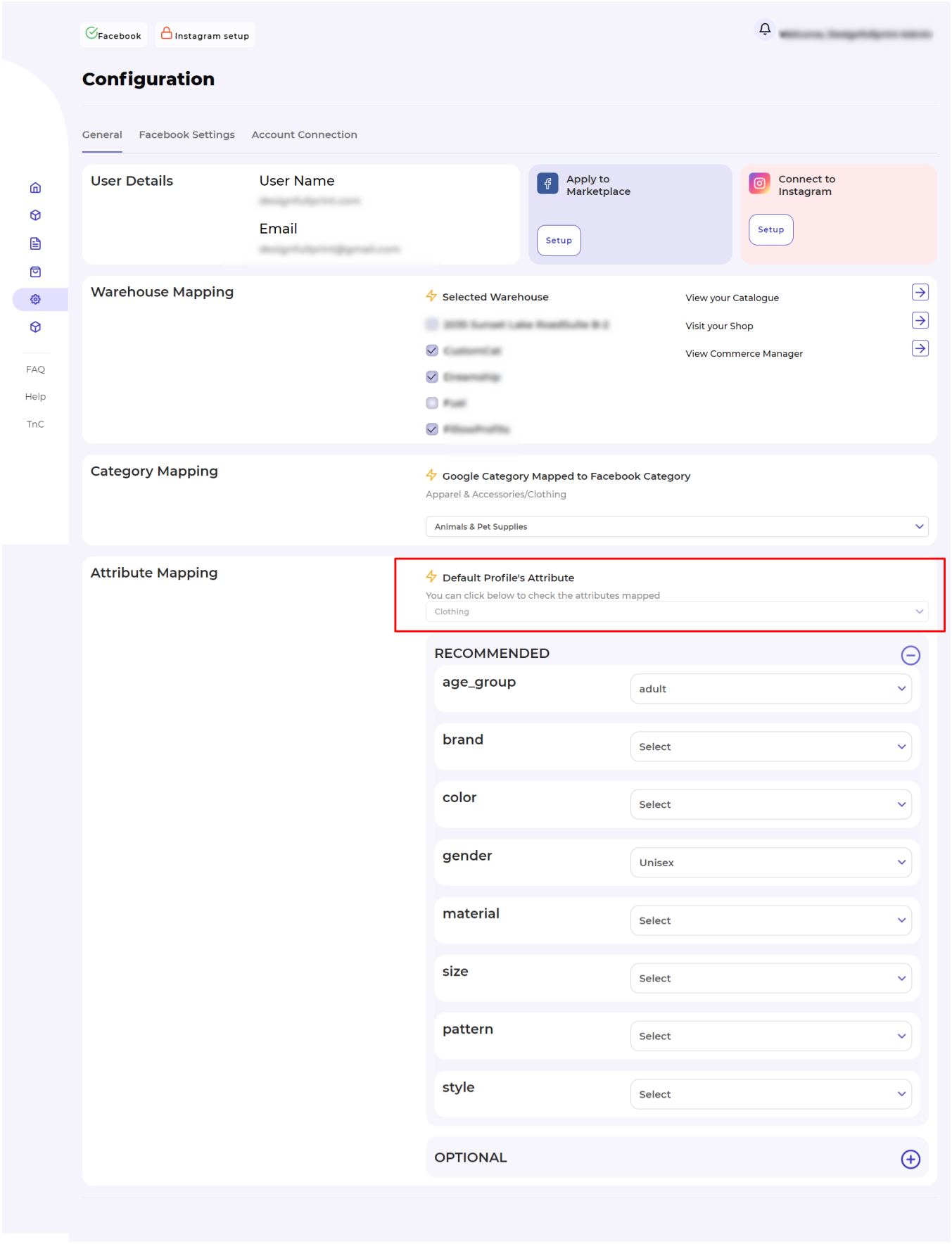
You can complete the attribute mapping of your product category either at the time of on-boarding or from the **“Configuration”** section.

> 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.

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

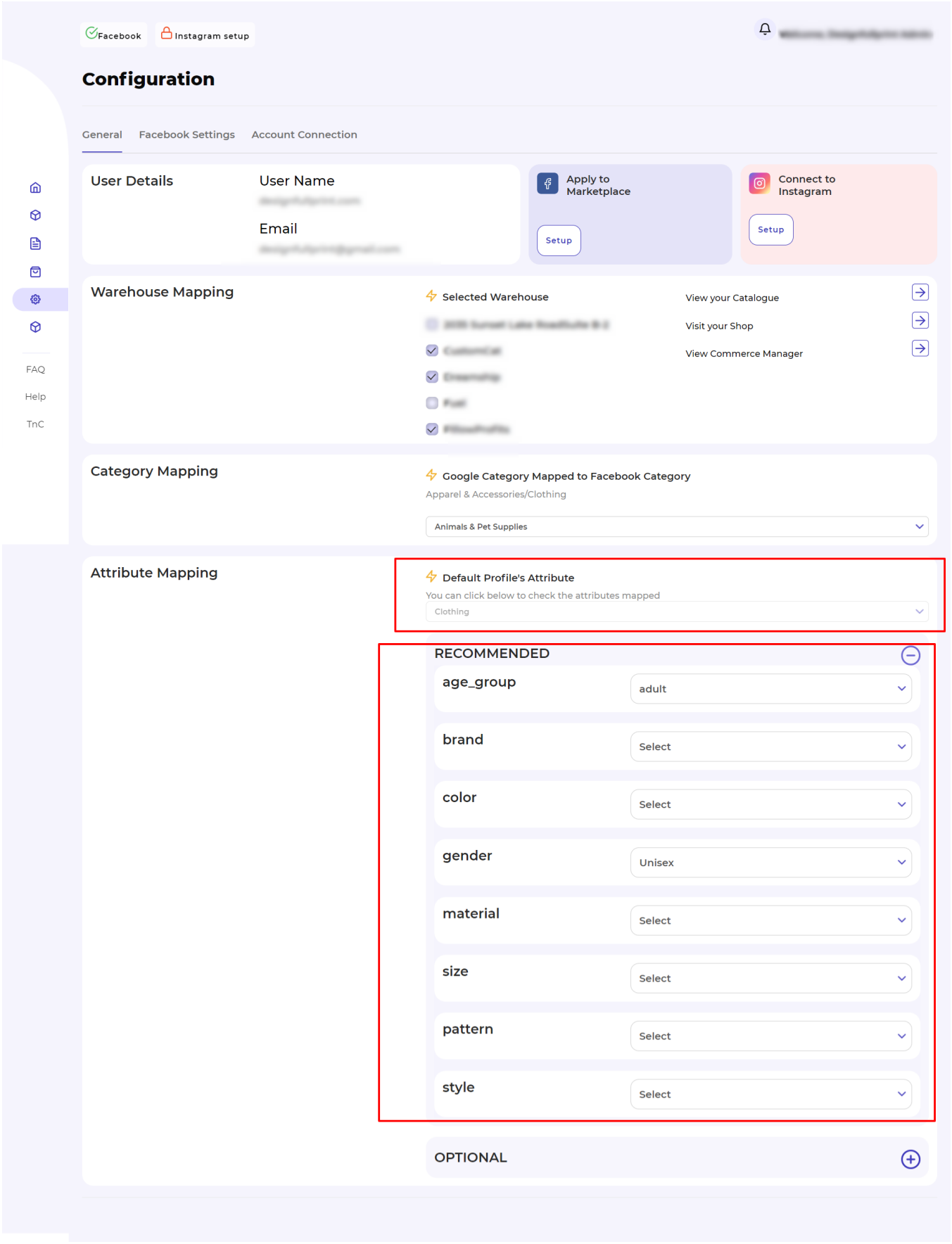


After clicking on it, a new window will appear. In this window, you can **select** your product category.


Facebook
Instagram setup
Configuration
General
Facebook Settings
Account Connection
User Details
User Name
Email
Apply to Marketplace
Setup
Connect to Instagram
Setup
FAQ
Help
TnC
Warehouse Mapping
Selected Warehouse
View your Catalogue
Visit your Shop
View Commerce Manager
Category Mapping
Google Category Mapped to Facebook Category
Apparel & Accessories/Clothing
Animals & Pet Supplies
Attribute Mapping
Default Profile's Attribute
You can click below to check the attributes mapped
Clothing
RECOMMENDED
age_group
adult
brand
Select
color
Select
gender
Unisex
material
Select
size
Select
pattern
Select
style
Select
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.


Facebook
Instagram setup
Configuration
General
Facebook Settings
Account Connection
User Details
User Name
Email
Apply to Marketplace
Setup
Connect to Instagram
Setup
FAQ
Help
TnC
Warehouse Mapping
Selected Warehouse
View your Catalogue
Visit your Shop
View Commerce Manager
Category Mapping
Google Category Mapped to Facebook Category
Apparel & Accessories/Clothing
Animals & Pet Supplies
Attribute Mapping
Default Profile's Attribute
You can click below to check the attributes mapped
Clothing
RECOMMENDED
age_group
adult
brand
Select
color
Select
gender
Unisex
material
Select
size
Select
pattern
Select
style
Select
OPTIONAL

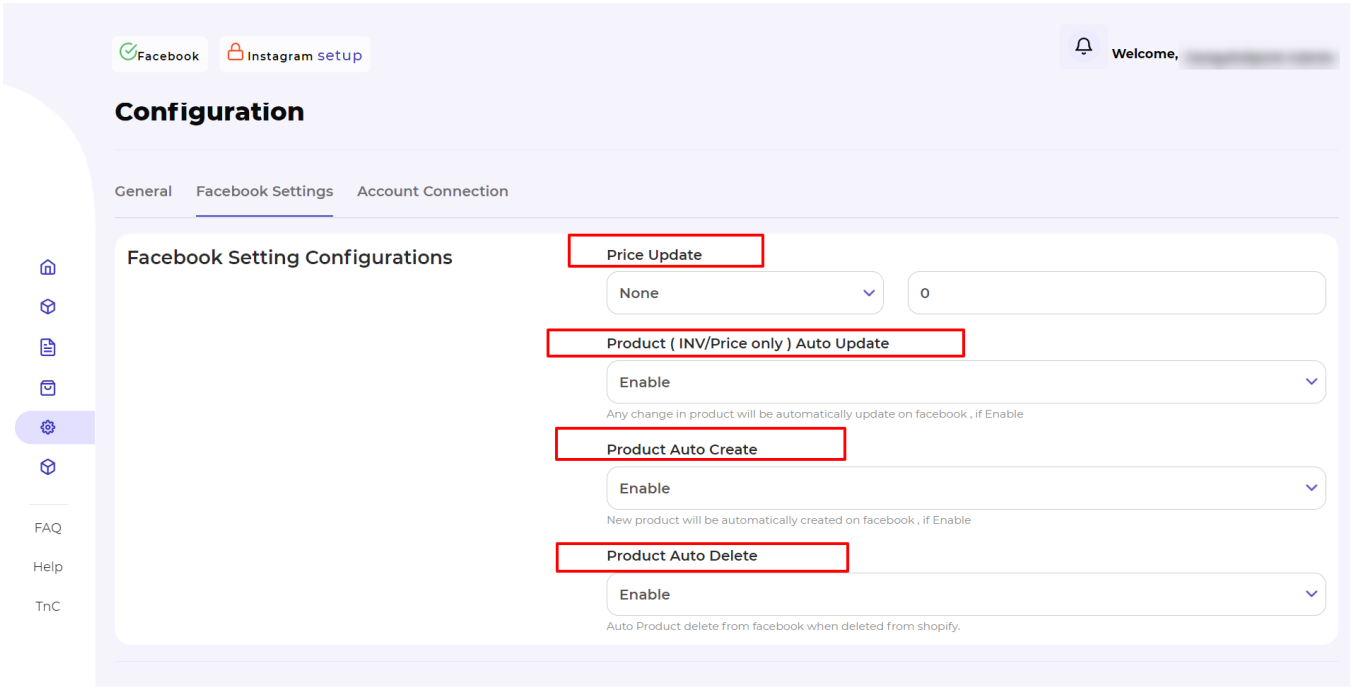
When you are done with selecting the attributes, click on the **“Save”** button.

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.



In this section

- Price Update(https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?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.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=manage-products-options)
- Managing products auto-delete on Facebook Shop 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)

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

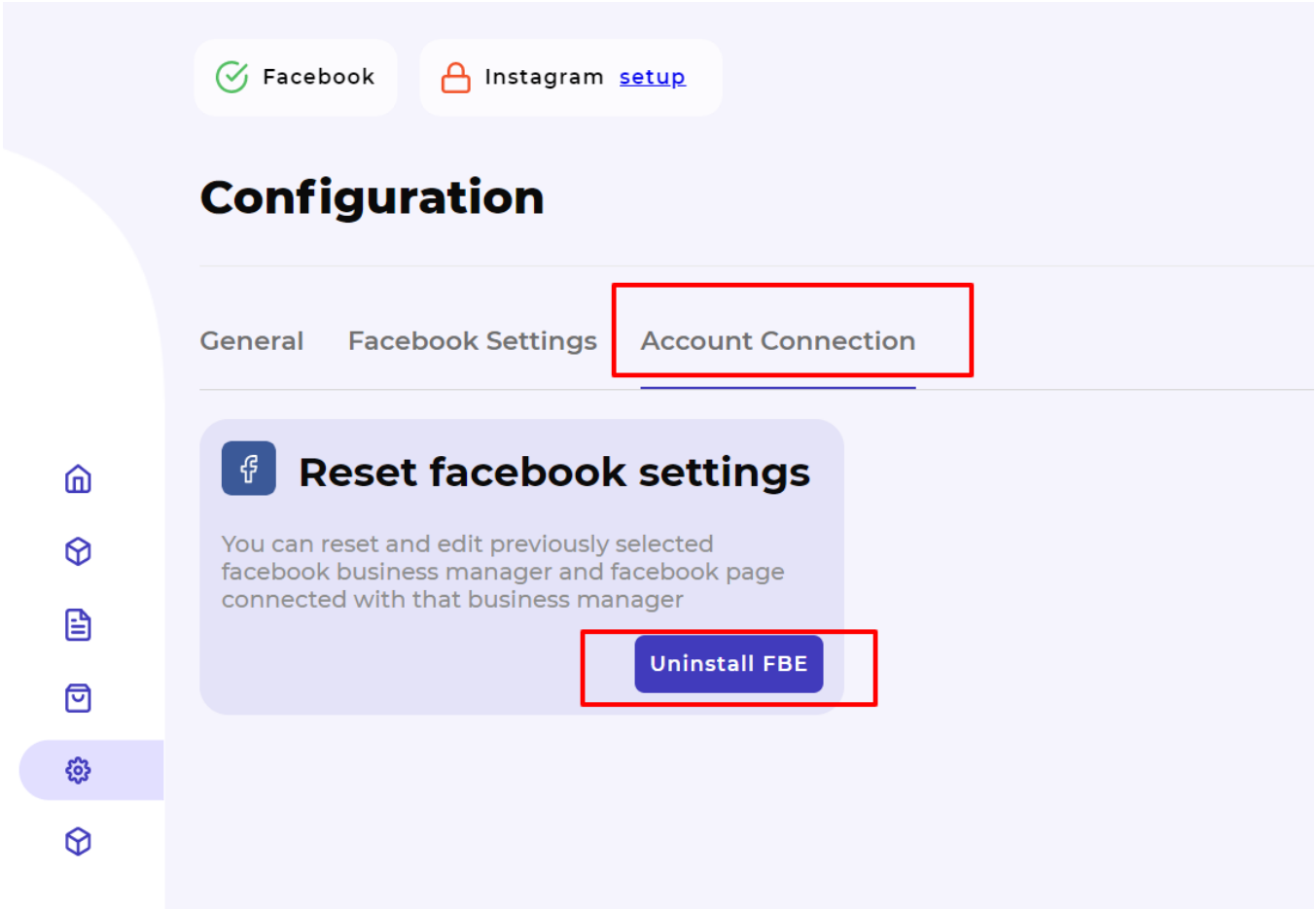
With this setting, the product would be automatically deleted from Facebook once it is deleted from Shopify.

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

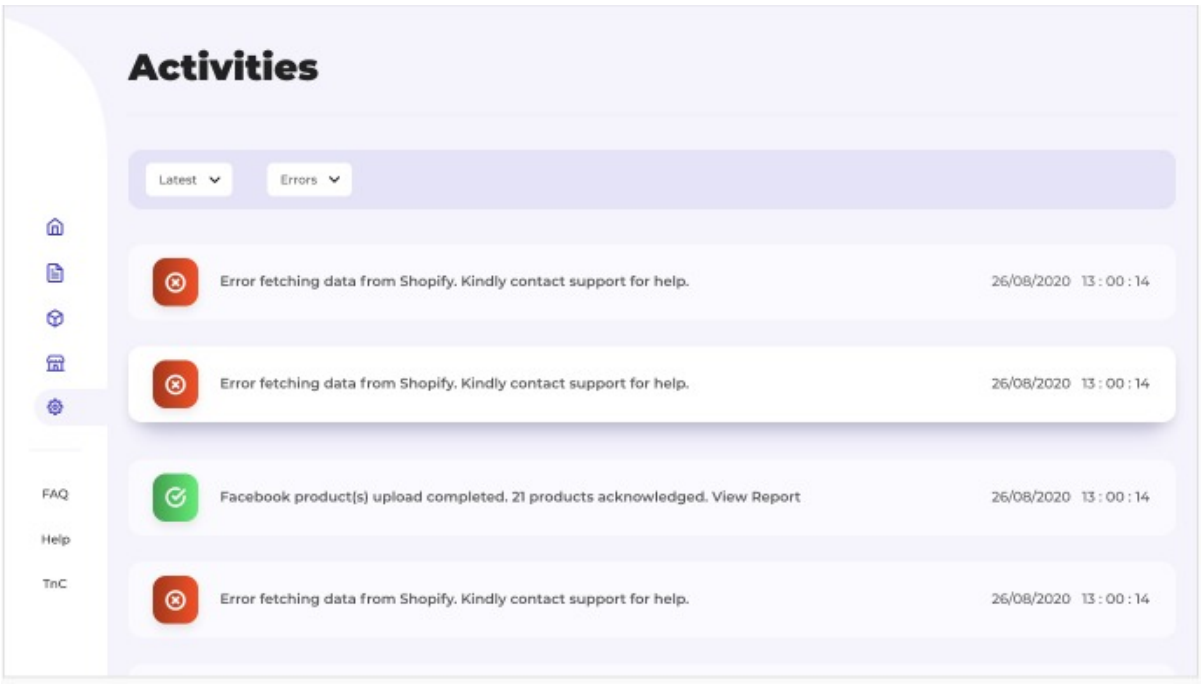
This tab shows the current Shopify store that is connected to your Facebook Shop.



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.



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.

4.7. Facebook Ads

Facebook ads are paid messages that businesses place on Facebook in order to achieve desired results for their business. Businesses and advertisers create campaigns that have specific goals.

There are few objectives on which you can create your Facebook ads. Some of the most prominent ones are Prospective audience and Retargeting.

The dashboard of the app lets you analyze your ad performance and create an ad campaign.

In this section:

- Ads Analytics(https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=ads-analytics)
- Facebook Campaign(https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=facebook-campaign)

4.7.1. Ads analytics

Advertising analytics is referred to as the use of analytical data and tools that help you efficiently monitor your marketing campaigns. As these data sets offer actionable insights, you can use them to keep a track of all your campaign activities.

In the tab, you can view the information according to each campaign. You have to enter your Campaign ID, AdSet ID, Ad's ID.
The result would be demonstrated in the form of a Worm chart and the Bar Graph.

You can view the:

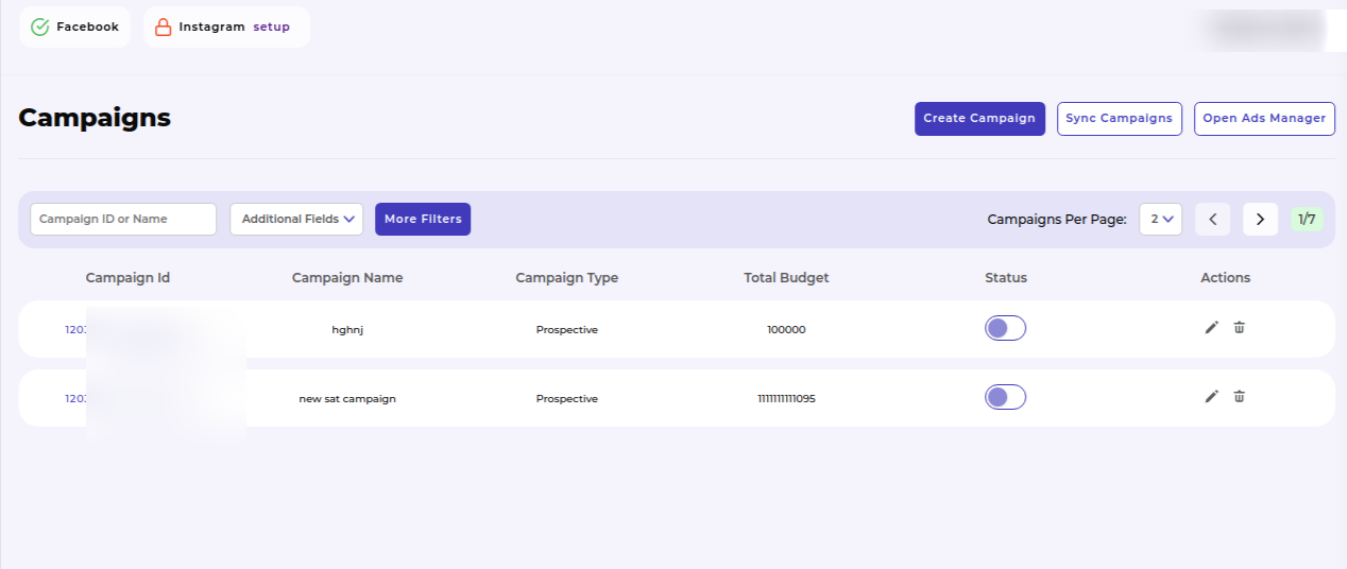
- Reach.
- Impression.
- Purchase ROS.
- Spend.

Also, this section provides you with information about your average spending such as your Average Clicks, Average CPM, Average CPC, Average CPP.

4.7.2. Facebook Campaign

A Facebook campaign is a series of ad sets and ads that aim to accomplish a single objective, such as generating leads or increasing the number of app installs. Campaigns contain one or more ad sets. Ad sets contain one or more ads. At the campaign level, you'll choose an ad objective to define your goals. Your objective is your purpose for advertising and you can only choose one for each campaign.

At the campaign level, you choose your objective, which is the action you want people to take when they see your ads.



This section consists of:

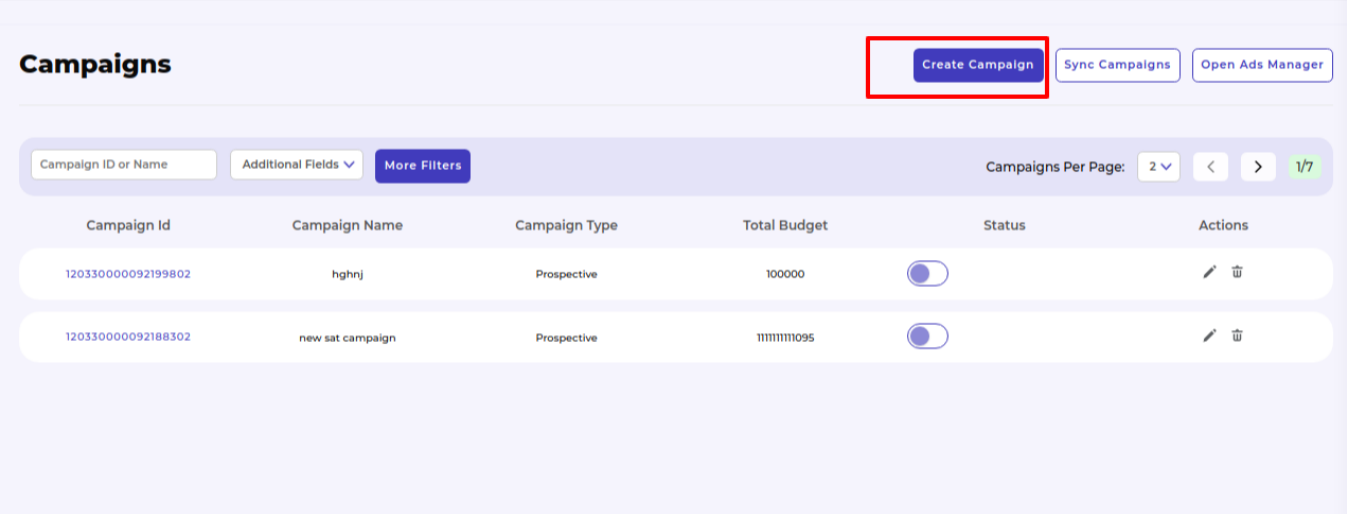
- **Campaign ID:** It is the ID on which your campaign runs or acts as a unique identifier. .
- **Campaign name:** It is the name that you give to your campaign.
- **Campaign type:** It is the type of campaign you run (eg prospective or retargeting).
- **Total budget:** This is the total budget for the specific campaign.
- **Status:** It is to see whether your campaign is active or paused.
- **Action:** You can edit or delete your campaign

In this section

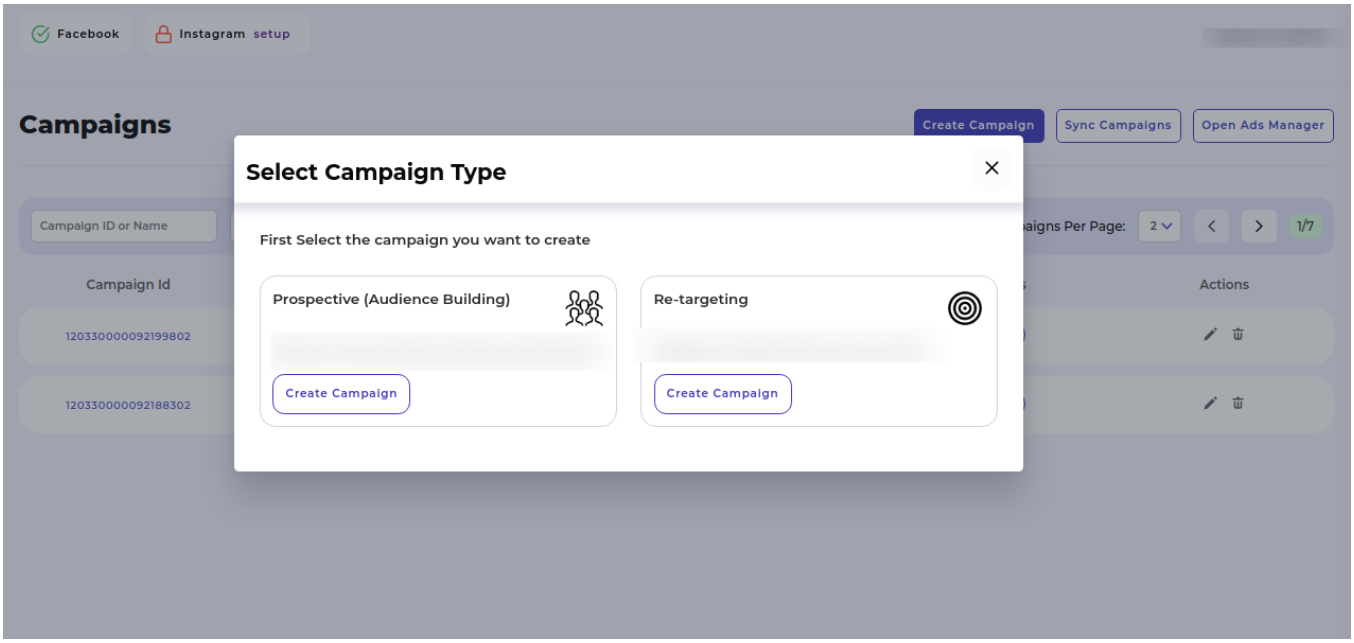
- How to Create a Campaign(https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=how-to-create-a-campaign)

4.7.2.1. How to create a campaign

In order to create a campaign, you can click on **'Create Campaign'.**



You will be redirected to choose between **Prospective (Audience building) and Retargeting.**



In this section:

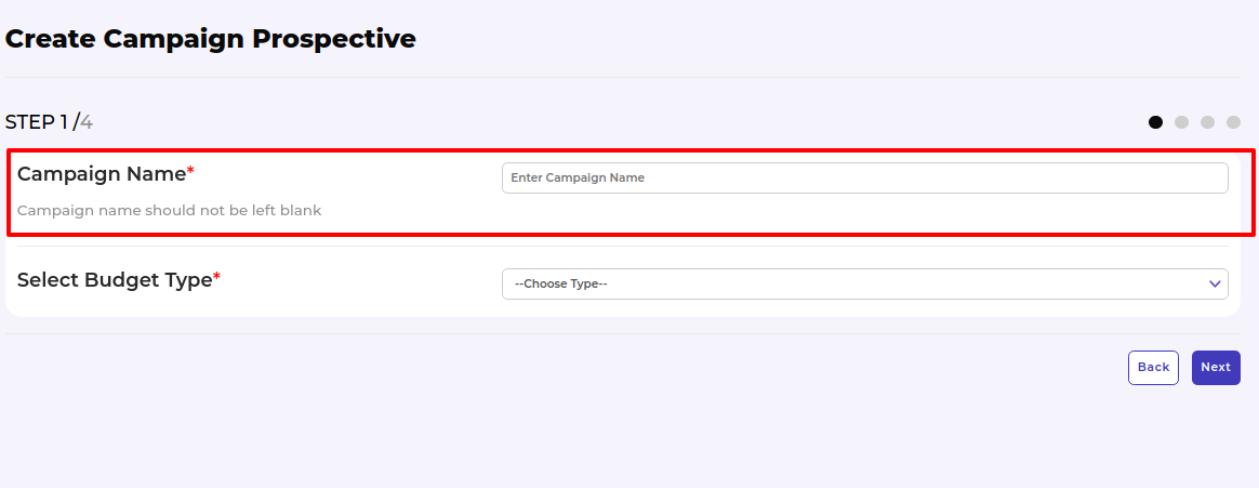
- Create a Prospective (Audience Building) campaign(https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=create-a-prospective-audience-building-campaign)
- Create a Retargeting Campaign(https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=create-a-retargeting-campaign)

4.7.2.1.1. Create a Prospective (Audience Building) campaign

If you are new on Facebook and Instagram, wanting to build a prospective audience for your business. You can opt for this type of campaign.

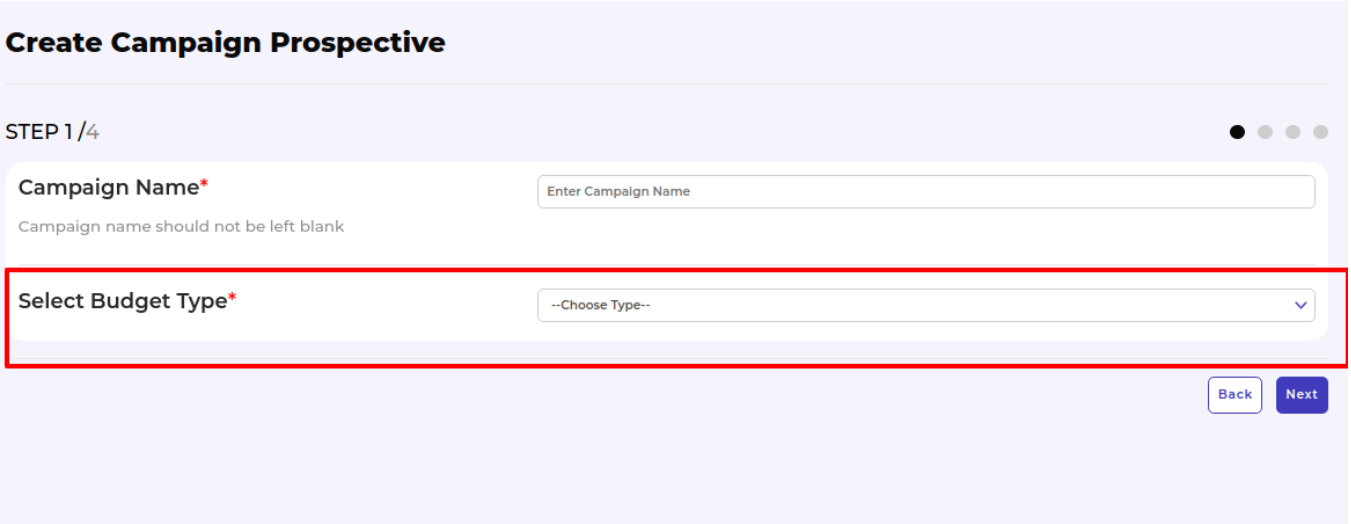
In order to set up a Prospective campaign, you have to:

- Enter your **Campaign name**.

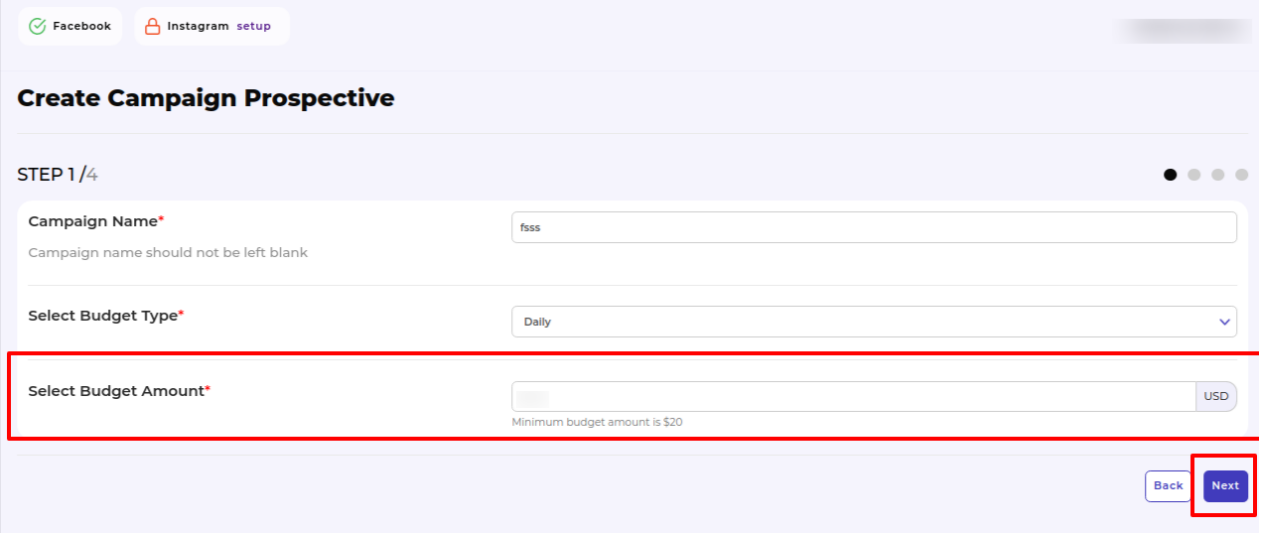


- Select **Budget type.**
  - You can choose between a **Daily Budget and a Lifetime Budget**.
  - The daily budget is the average amount that you indicated you are willing to spend on a specific ad set per day.
  - A lifetime budget is an amount you're willing to spend over the entire runtime of your campaign or ad set. You can set a lifetime budget for your overall campaign with campaign budget optimization, or for individual ad sets.

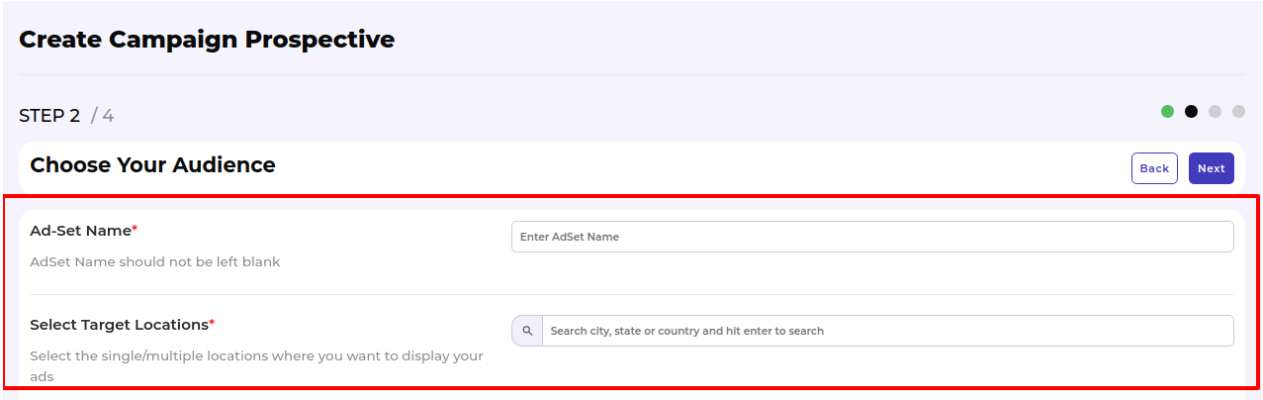
20$ is the minimum budget required to create a campaign.



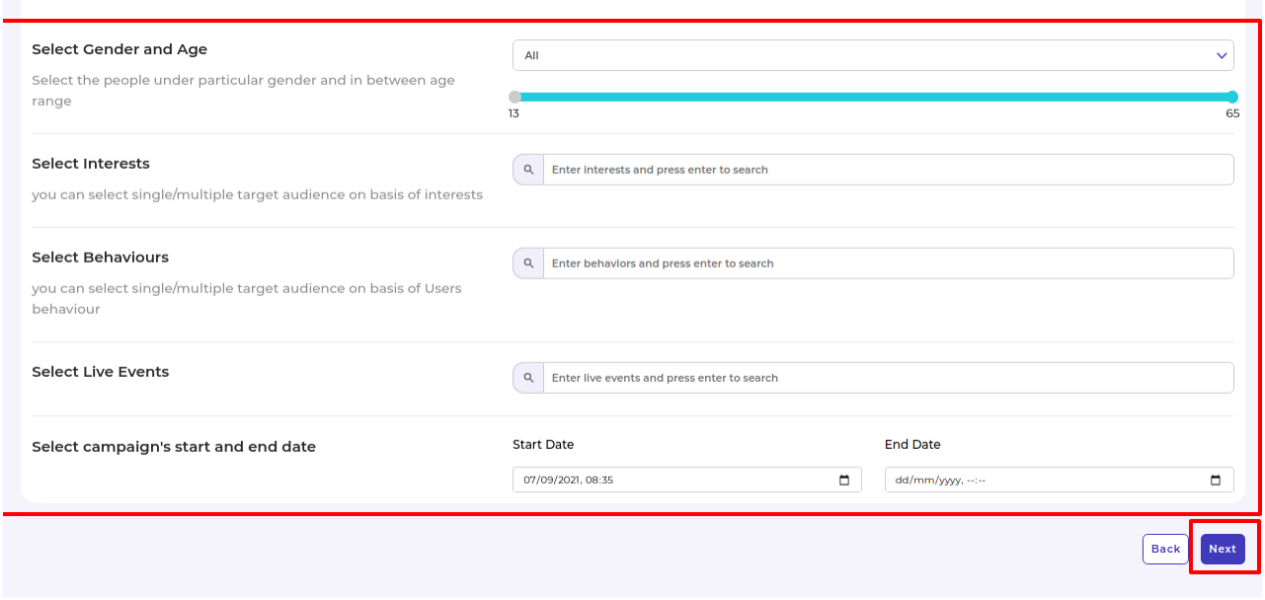
- Enter the **Budget amount** and click **Next** to move ahead.



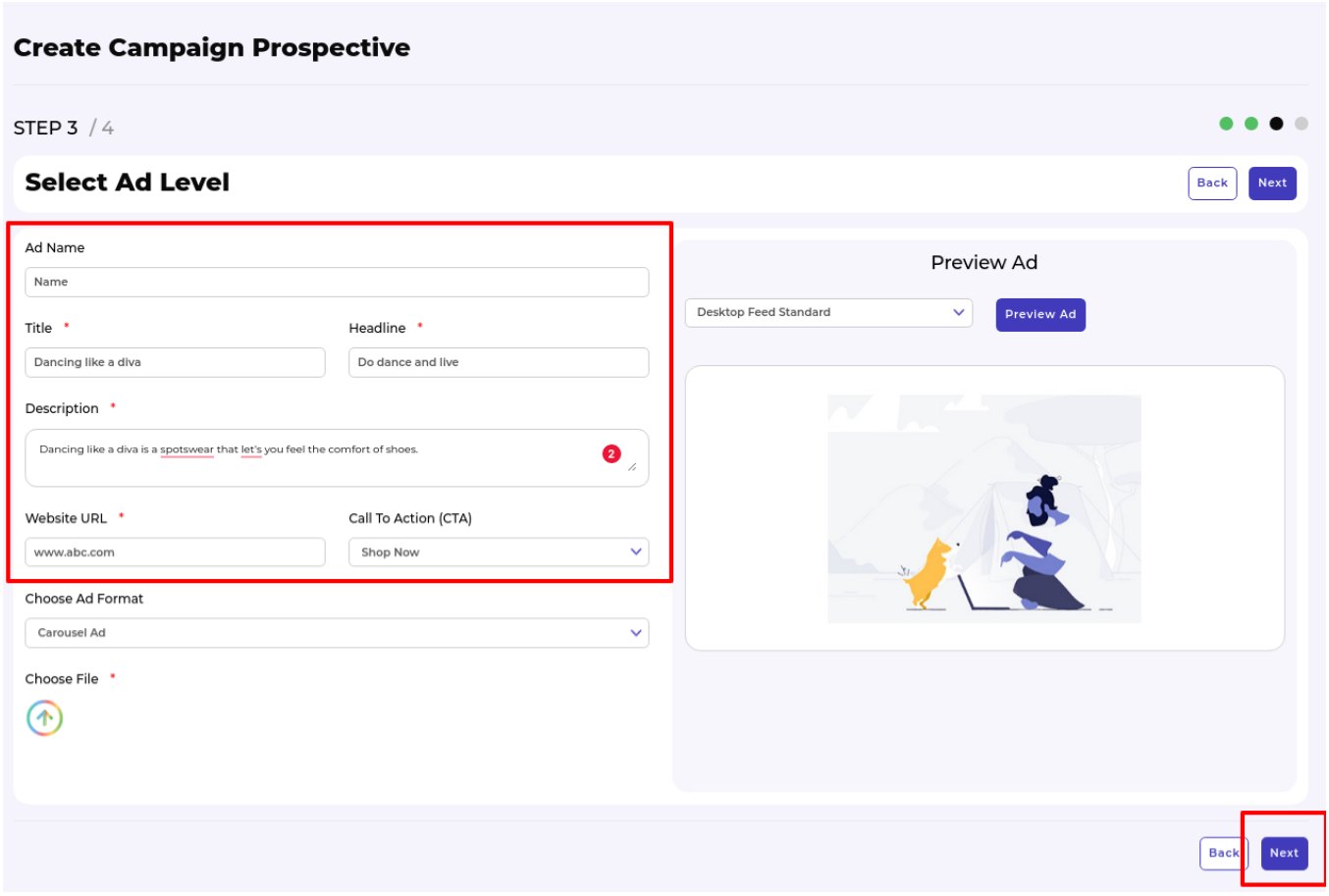
- The next step is to **Choose your Audience.**
- Select your **Ad set name.** This is the name you provide to your ad-set. Select the **Target Location** to target the audience on basis of the geographical sphere.



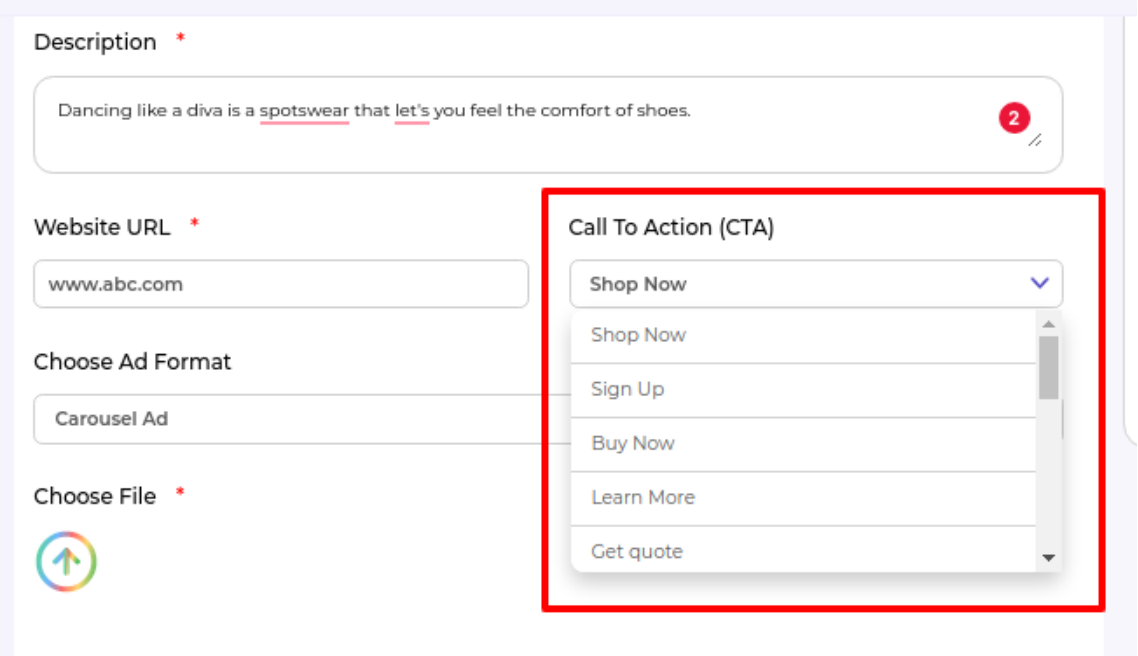
- Next, select **Interest, Behaviours, Live Events, and Campaign start and end date.** You can target multiple audiences based on your interest, behavior, and live events.



- Select **Ad Level for your campaign**. In this:
  - Select the **Ad name.**
  - Add **Title, Headline, Description, Website URL** on which you want to redirect your customers.

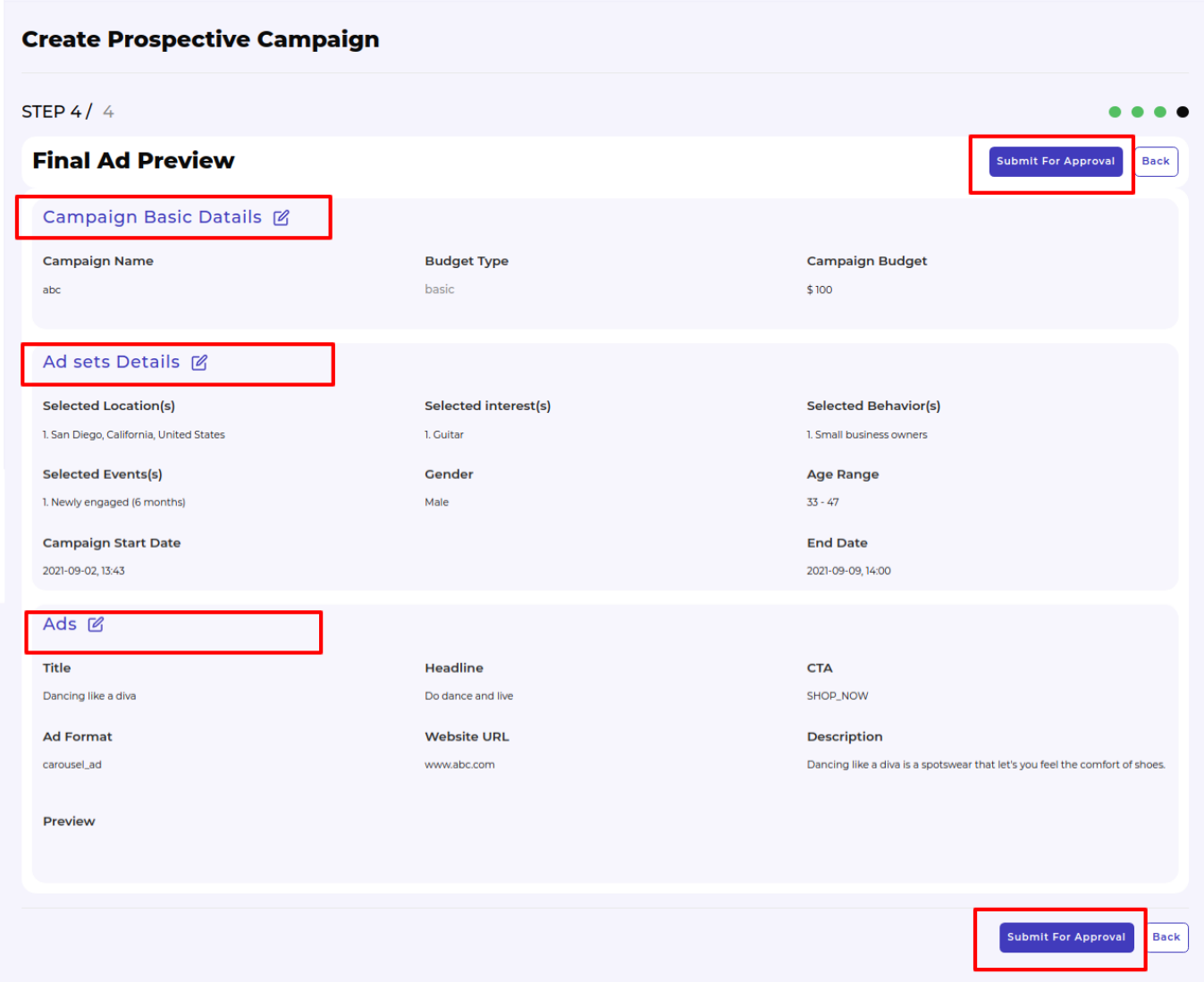


- Add a **Call To Action (CTA).**



- Next, choose an **Ad format.**
  - **Single Image ad:** Choose an image of your products that you want to be displayed in the ad.
  - **Carousel ad:** You can select upto 10 images.

- The last step is to launch the ad campaign. Check all the details and then click on '**Submit for Approval.'**

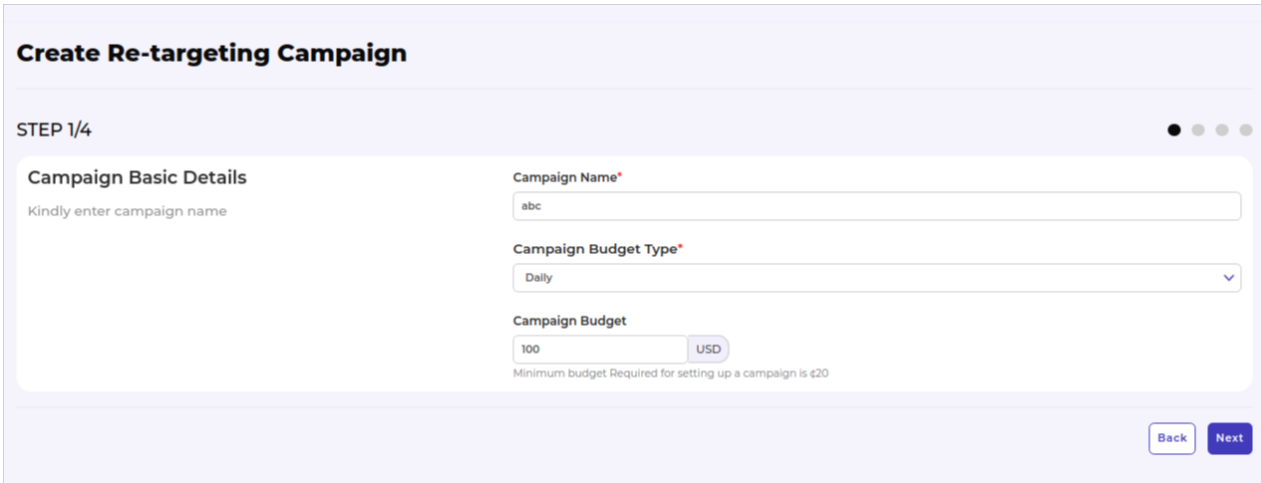


4.7.2.1.2. Create a Retargeting Campaign

Facebook retargeting is a PPC strategy where you show your ads to people who are familiar with your brand or who have previously visited your website via the prospective ads.

In order to set up Retargeting campaigns, you have to:

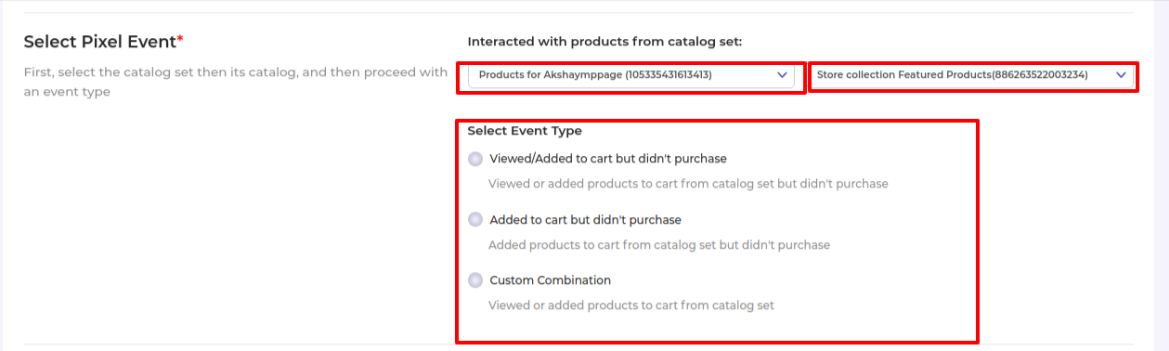
- Go to **Create Campaign**, and select **Retargeting campaign** as your preferred choice. Click on **'Create Campaign'** on the Retargeting option.
- Next, add campaign basic details like **Campaign name, Campaign type, and Campaign Budget**



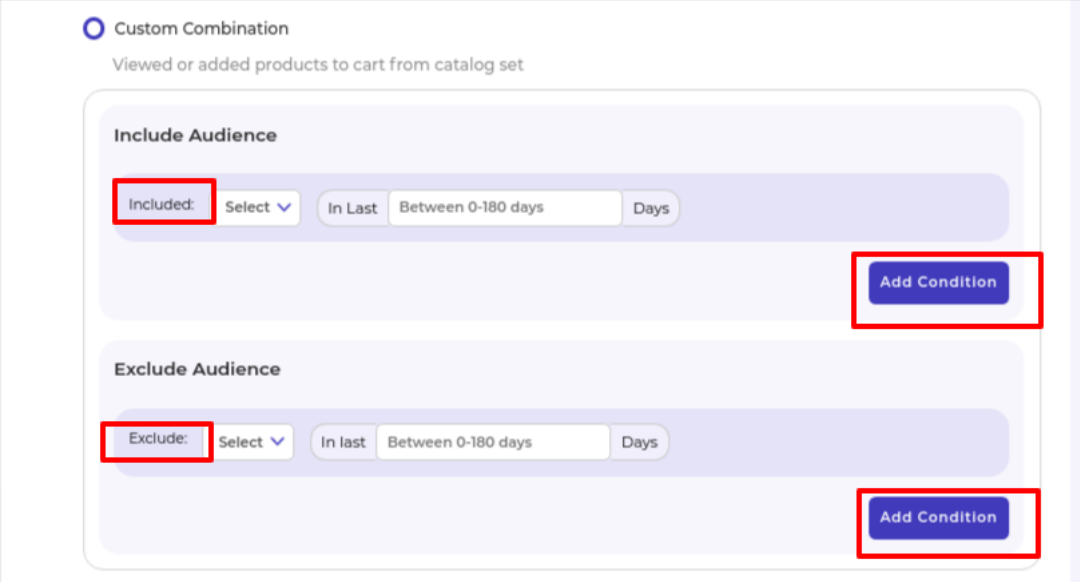
- The next step is to select your **Ad set name**. This is the name you provide to your ad.

- Next, select the **catalog set** then the catalog, and then proceed with an **event type.**

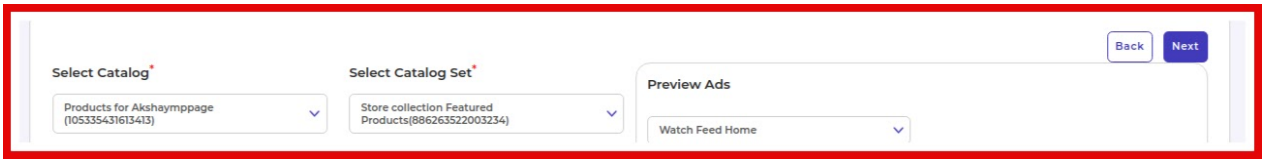
  (Note: catalog set needs to be created in the connected catalog)



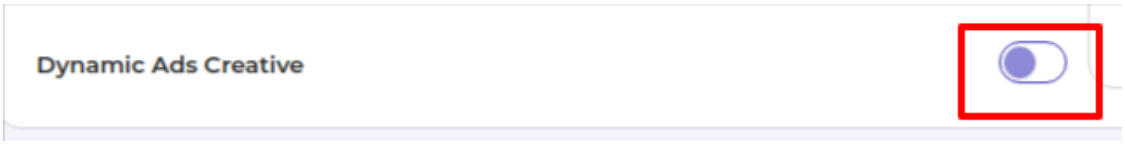
  - In the event type, you can select an option between:
    - **Viewed/Added cart but didn’t purchase:** This type of event is for the customers who have Viewed or added products to the cart from the catalog set but didn’t purchase.
    - **Added to cart but didn’t purchase:** Added products to cart from catalog set but didn’t purchase.
    - **Custom Combination:** Viewed or added products to cart from catalog set. You add include and exclude multiple conditions in order to target your audience in a more appropriate way.
    - In select, you can choose the option of **View Content, Add to Cart, or Purchase.** Add the days from when you would want to retarget the customers. Similarly, you can add the dates from which you want to exclude the customers from your campaign.



- Select the **Ad set start and end date for your campaign.** (start date is compulsory for both daily & lifetime budget and end date is compulsory for lifetime budget)
- Next, **again add the catalog and catalog set** to the app.



- Next, add the **headline, description, and primary text for your ad, and a website URL.**
- Add a **CTA button.**
- In the Retargeting ads, you have an option to enable **Dynamic ads.** Dynamic ads automatically change the order of your Facebook ads in order to adapt content and promotions specifically to each user, ensuring that each user is exposed to the most effective creative for him or her.



Note: Once a campaign is created it can be viewed from the dashboard of the app and can be activated as well

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.)