# Facebook & Instagram Shopping - User Guide

by CedCommerce Products Documentation

1.	Facebook & Instagram Shopping - Overview	. 4
	1.1. How Does the App Work?	
	1.2. Facebook & Instagram Shopping Requirements	. 5
	1.3. Permission and Page Roles Requirements	. 5
	1.4. Installation of Facebook & Instagram Shopping	. 6
2.	App Configuration to Facebook and Instagram	. 7
	2.1. Connect the App with the Facebook Account	
	2.2. Configure Warehouse Mapping and Category Mapping	
	2.3. Attribute Mapping	
3.	Introduction to Facebook Business Extension (FBE)	
	3.1. Onboarding to Facebook Business Extension (FBE)	
	3.1.1. Connect Facebook account with CedCommerce	
	3.1.2. Connect CedCommerce to Facebook	
	3.1.3. Confirm Settings for CedCommerce	14
	3.1.3.1. Connect the Business Manager account	
	3.1.3.1.1. How to create a new Business Manager account	16
	3.1.3.2. Connect the Facebook Page	16
	3.1.3.2.1. How to connect a new Facebook Page	
	3.1.3.3. Connect the Facebook product catalog with the app	17
	3.1.3.3.1. How to create a new Facebook product catalog	
	3.1.3.4. Select an ad account to connect with the website	
	3.1.3.5. Select the Facebook pixel to connect with the website.	
	3.1.4. Connect to Instagram Shopping	
	3.1.5. Allow Permissions to CedCommerce	
4.	Dashboard of the App	
		23
	4.2. Profile Tab	
	4.2.1. How to Create a Profile?	
	4.3. Product Tab	
	4.3.1. How to Upload products in Bulk?	
	4.3.2. How to Upload Products Based on Profile?	
	4.3.3. How to Upload Selective Products?	
	4.4. Order Tab         4.4.1. How to map skipped orders	
	4.4.1. How to manage directly on Facebook	
	4.4.2. How to manage orders directly from app	
	4.4.3. The order says unable to reserve inventory	
	4.4.5. How to manage pending orders	
	n non now to manage penaing orders	40

4.5. Configuration Tab 4	7
4.5.1. Manage your General Setting 4	7
4.5.1.1. Attribute Mapping 4	
4.5.2. Manage your Facebook Shop Setting5	
4.5.2.1. Manage Products- Options 5	
4.5.3. Manage your Account Setting5	
4.6. Activities Tab	
4.7. Facebook Ads	
4.7.1. Ads analytics5	57
4.7.2. Facebook Campaign5	
4.7.2.1. How to create a campaign5	
4.7.2.1.1. Create a Prospective (Audience Building) campaign 6	
4.7.2.1.2. Create a Retargeting Campaign6	
5. Frequently Asked Questions with Answers	

# 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.

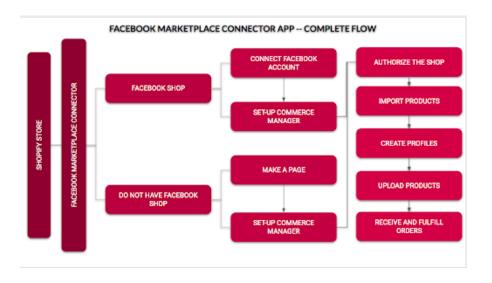
**Checkout on Facebook and Instagram:** Simplify your selling process by offering a checkout option. Checkout makes it quick, easy, and secure for people to buy products they find directly within the app.

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.

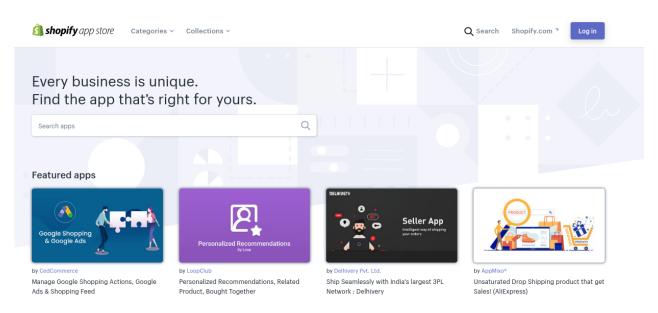
\*Note: Only with the Admin role in the Page, you will be able to manage page roles and settings. There are 6 types of page roles, Being the "Editor" or "Moderator" of a page, you can only create content, moderate, analyze, and advertise on the Page.

# 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 Fac	ebook 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 Mark After 48 hours, a request will be sent to Facebook Marketplace Con more about data privacy.	
	Install I 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/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.

STEP 1/3 <b>Welcome!</b> Please link your facebook account	• • •
	Re-Connect Next
By clicki	ing 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.

& Category Mapping tegory here.	rted by adding your first
• He	mmerce shop
Product Category	ategory
	use Mapping
Lucknow Lucknow	AREHOUSE LOCATION
Lucknow Lucknow	
Lucknow Lucknow	

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.
Lucknow Lucknow	

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 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.

<b>()</b>
<b>Continue as </b> CedCommerce will receive your name and profile picture. This doesn't let CedCommerce post to Facebook without your permission.
Cancel Continue as
Not \$ ? Log in to another account.
By continuing, CedCommerce will receive ongoing access to the information you share and Facebook will record when CedCommerce accesses it. Learn more about this sharing and the settings you have.

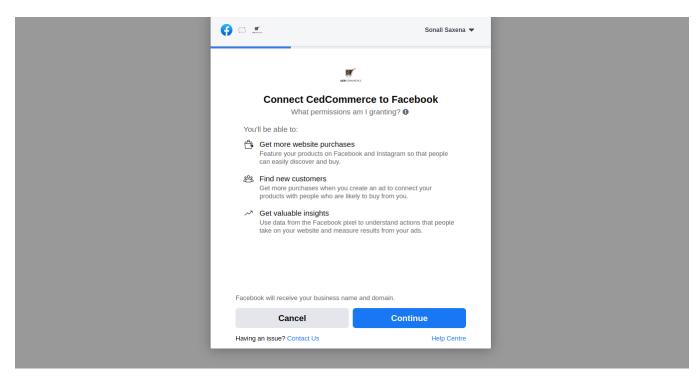
This step helps CedCommerce keep a note of your business activity.

• 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 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.

😚 🗆 💒	Sonali Saxena 🔻
Co	merce will be connected to:
Business Manager	
Facebook Page	>
Catalogue	····· >
Ad account	>
Facebook pixel	$\langle a \rangle$
	ning omers have provided to your business, such as er, to match your website's visitors to people on
By clicking "Continue", you agr	ree to the Terms and Conditions
Cancel	Continue
Having an issue? Contact Us	Help Centre

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/faceboo k-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/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.

G		-	10000
	Select your Business I Choose the account where y such as Facebook Page, pix that you create/connect will Manager. Learn More	ou manage business as al and catalogue. The as	sets
	Business Manager accounts	Create	new
	Stuart's Marketplace		۲
	Created on 30 Jul 2020		$\bigcirc$
	Cancel	Back Contin	iue
	Having an issue? Contact Us	Hel	p Centre

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> ) 🗆 🛋		Real Second
Connect Facebook Choose the Facebook your website. You'll be shop on your Page.	k Page that you want	
Pages		Create new
I LUV MY MOM 119 like this		
S Store Lucknow, Uttar Prac	desh • 0 like this	0
S Store Test Lucknow, Uttar Prac	desh • 0 like this	0
Rea\$oning Not eligible 🕤		0
S Style Statement Lucknow, Uttar Prac	desh • 0 like this	0
annali Alaant		~ •
Cancel	Back	Continue
Having an 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.

6 🗆 🐔			Renal Taxons
Selec	ect catalogue ct a catalogue so you er ads that show your	can manage inv products.	entory and
Catalo	ogue		Create new
	Catalogue no.: 1		•
E	Catalogue no.: <b>1</b> 2		
	Catalogue no.: 6		0
	Catalogue no.: 7		0
	Catalogue no.: 2		0
	Catalogue no.: 3		0
Car	ncel	Back	Continue
Having ar	n 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> = 🗶	Sent Same
Select your ad Select an ad accor products and servi	unt for your business to advertise
All ad accounts	Create new
Account no.:	۲
Account no.: 6	
Cancel	Davis Constinue
Having an issue? 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;

0 = 1		1000100000.00
Select your ad account Select an ad account for your products and services.		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.

🤫 🗆 🛒	Read from
Select a Facebook p Use data from the pixel t website and measure the	<b>bixel</b> o understand actions on your results of your ads. Learn More
Pixels	Create new
483526655991349 • La	st active on 23 Feb 2021
180693070129089 • Cr	eated on 18 Feb 2021
Cancel	Back Continue
Having an issue? Contact Us	Help Cen

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

) 🗔 🏬		local locars
	<b>k pixel</b> el to understand actions o the results of your ads. Le	
Pixels		Create new
483526655991349 •	Last active on 23 Feb 2021	۲
180693070129089 •	Created on 18 Feb 2021	0
Cancel	Back	Continue
Having an issue? Contact Us		Help Centre

• 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.

() = <u>*</u>	
Which Instagram Business a want to use with CedComme	ccounts do you rce?
In a later step, you will determine wh do with the accounts you've selected	
You don't have any Instagram Business	
Can't see your account? L	
Cancel E	lack 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.

() 🗆 🛋		1000100000
What is CedCo	ommerce allowed to do?	·
CedCommerce options.	might not work properly if you turn o	ff these
Manage your busines	S	YES
Access profile and po connected to your Pa Access Instagram pro		YES
Show a list of the Pag	jes you manage	YES
Manage your product Manage your product		Required
Manage business ext Trigger additional bus interface	ension iness management extension	Required
Cancel	Back	Next
CedCommerce's Priva	acy Policy	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>	Sand Same #	
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.

	<sup>⊘</sup> Facebook <sup>△</sup> Instag	ram setup					Ċ	Welcome	tet Admin
ûn Ŷ ₽	New Orders 1 () Orders 11 Orders 0	Fulfi © Cancel © Refunded     Pending © Skipped © W	-	Ea \$35 10 9 8 7 6 5 4 3 2 1 0 Ja	● FB ● Insta	Feb	P	Dur roducts 3607	view All
ଳ ତ ହ	Order Syncing Sync with Facebook , will fe Sync with Shopify , will fetc						Pro	Bulk Upload Product	
FAQ	Sync Facebook orders to Order History	shopify 🕄	Sync Sho	pify order to Fa	cebook	View All	facek ,will f data	ent status of products or pook shop . <b>Sync with Sh</b> fetch the current produc from your shopify store <b>nc With Facebook</b>	opify ets
	80101896000587	<u>د. ' ، ' (ی</u>	8th Feb,2021		SHIPMENT	52.73\$	Syr	nc With Shopify	3
	796+21877895424		25th Jan,2021	1999-999 (**************	WARNING	59.63\$	Rec	ent Activities	View All
	+04727253727796	1441,7988,8149	23rd Jan,2021	Data Paras	SHIPMENT	48.70\$	0	Facebook product(s) u completed. 34 product Acknowledged	
	+5234852978579	11-p1,01000000111100	21st Jan,2021		SHIPMENT	37.44\$	0	Facebook product(s) u completed. 180 produc Acknowledged	
	3040441317123132	11-12-12-12-12-12	15th Jan,2021	lanna lann Annar	WARNING	65.26\$			
	103888++3863+3488 2010/06/12/07/2014	ingely/sectores ingely/sectores	17th Jan,2021 Jan,2021	lada Maran Jerrar	SHIPMENT WARNING	63.29\$ 65.26\$			
	103888++3663+368	1445,000703000	17th Jan,2021	Luis, Parcel	SHIPMENT	63.29\$			
	72896274280556	1444	14th Jan,2021	No.	WARNING	38.51\$			
	40989617102192	1445	14th Jan,2021	No.	PENDING	38.51\$			
	2287-0790328764	)	14th Jan,2021		SHIPMENT	56.17\$			
	744282309850908	(Property Teach (1990))	13th Jan, 2021		SHIPMENT	100.64			
	E%2670080905	)	7th Jan,2021	ting take	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
â	Table Configurations       ✓     Order ID		Filters 🗸 👔 Quantity	• •		Create Profil	•
	Name	Source	Items	Query	ID	Action	
ଫ ଙ୍କ		Shopify	39	Title Contains a		ė C	€
FAQ		Shopify	o	Title Contains aa.    Sku contains ff		<b>•</b> 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"

	⊗ <sub>Facebook</sub> ≜Insta	gram setup					₽ w	
	Profiling							
	Table Configurations	Create Profile						
۵	Profile ID	Profile Name	Query	Items	Category	Source	Actions	
Ø	22242	sf	(title == df)	0	Apparel & Accessories	shopify	view edit Del	
٥								
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	••
<u>,</u>	Category Mapping	Current facebook Category           Appareit & Accessories/Clothing
۵ Ø		Animals & Pet Supplies 🗸
		4 Prepare Query
		Create conditions, by which you can select particular type of products
		Rule Info
@ (7)		
Ψ		Use <b>OR</b> button, for " <i>Any One</i> " condition to be true Use <b>AND</b> button for " <i>All"</i> 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
	Warehouse Mapping	Name C ;
		Select Warehouses
		O Marca
		Back
		Back

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		✓
۵ ۵	RECOMMENDED		Θ
⊕ E	age_group	adult	~
© ©	brand	Select	~
<b>P</b> AQ	color	Select	~
Help	gender	Unisex	~
	material	Select	~
	size	Select	$\sim$
	pattern	Select	$\sim$
	style	Select	~
	OPTIONAL		$\oplus$
			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
â	Table Configurations		Filters 🗸 10 Quantity	•		Create Pro	ofile
	Name	Source	Items	Query	ID	Action	
୍ ଜ		Shopify	39	Title Contains a		ė C	۲
٥							
FAQ	C	Shopify	0	Title Contains aa.    Sku contains ff		ů C	۲
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.

	Gracebook Anstagram	setup					Ç Welc	ome,
	Profile Details			Profile Name Target Query		Source shopi Categor Appar		
© \$	Attribute Mapped			age_gro	gender Unisex			
FAQ Help	Warehouse Mappe	d		Page Name Design For You	S S S S S S			
	Product Data Type Sku Ø ID Ø Pr	More Filters						Edit Profile
	V Image	ID	Name	ltems	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.** 

Products						
Products		Finished Products		0	Product S	yncing
	505820	Warning Products		0		facebook shop . <b>Sync</b> ent products data fr
		Pending Products		0	Sync With Facet	pook
Bulk Upload Product	0	Error Products		0	Sync With Shopi	ify
Product Grid	oaded Warning F	inished				
Enter title or SKU Reset Fi					ltem	s Per Page: 10 🗸
Actions Select V						
Upload Selected           Delete Selected	<b>@</b> *	Purple ButterBy My Mind SDE Table To You And My Heart SDE Lask For You And My Soul Ansee You Are At Peace Personalized United House	varia	ation	23rd Feb,2021	pending
Ø 17112-944-710	<b>@</b> 7	Purgle ButterBy My Mind 201 Tales To Hou And My Seart 201 Loss Per You But My Soul Annexi You Are At Peace Personalized United House	varia	ation	23rd Feb,2021	pending
Ø	<u>چ</u> ۲	Purple ButtlerBy My Mind (20) Table To You And My Seart (20) Look For You And My Soul Annex You Are At Peace Personalized United Hoodle	varia	ation	23rd Feb,2021	pending
Ø 1712-9441447	<b>9</b> 7	Purple ButterRy My Mind 2011 Table To You And My Seart 2011 Lask For You But My Sear Annex You An AT Peace Personalized Univers House	varia	ation	23rd Feb,2021	pending
-	(D)	Purple Butterfly My Mind 201 Table To You And My Heart 201	742			
	<b>Ø</b>	Table To You And Ny Yeart Still Look For You But My Soul Knows You Are At Peace Personalized United Hoodle	vari	iation	23rd Feb,2021	pending
Ø 1992-999	Ø₽	Purgie Butterfly My Mind 201 Table To 1910 And My Head Soll Look Proto Bud My Soul Annes Hau, Are Al Peace Personalized Union Hossile	vari	iation	23rd Feb,2021	pending
Ø 1910-944-975	Ø	Purgie Butterfly My Mind 201 Table To You And My Heart 201 Luck Are You But My Sour Arrest You Are At Peace Personalized Union Hoodle	vari	iation	23rd Feb,2021	pending
	<b>₽</b> ₽	Purgie Butterfly My Mind 201 Talks To 1556 And My Search 201 Lank For You But My Search 201 Way Are At Peace Personalized United Hoodle	vari	iation	23rd Feb,2021	pending
S		Army Cirl Personalized Tarik Top And Leggings Set	vari	iation	23rd Feb,2021	pending

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>Facet</sub>	book AInstagram setup						🗘 Welcome, Design	fullp
		lt	you want to upload data			×	Syncing rebook will fetch the cu pur facebook shop. Sync current products data fr acebook	: witl
	uct Grid ror Pending Not Up	loaded Warning	Finished		Back	Start Upload	hopify	
	title or SKU Reset I						Items Per Page: 10 🗸	
	ID	Image	Title	SKU	Туре	Updated At	Status	Q
	27932098715835	<b>@</b> 2	Purgin Butterfly My Mind 2011 Table To You, And My Yeart 2011 Look Par You But My Sout Amenia You, An At Peace Personalized Union Hoode	7,14 9475 1,145-41,	variation	23rd Feb,2021	pending	-1
•	379320986(753)	Ø	Purple Butterfly My Mind 301 Talks To Hou And My Heart 201 Look For Hou But My Sout House Hou, Are At Place Resonalized Unlass Houselle	7,0- 1005-1 105-1	variation	23rd Feb,2021	pending	0
•	17912098450299	Ø	Purple Butterfly My Mind 303 Talls To You And My Heart 303 Look For You Bo My Sout Network You Are At Please Personalized Union House	7,14- 3803- LMS-M	variation	23rd Feb,2021	pending	0
	37932098683087	<b>@</b>	Purgle Butterfly Wy Mind 303 Table To You And My Intel 303 Look For You But My Soul Kneek Way Are At Pages Personalized Unions House	7,14- 9803- LMS-L	variation	23rd Feb,2021	pending	-2
•	37932098748603	<b>Ø</b>	Purgle Butterfly My Mind 303 Table To You And My Meet 303 Look For You But My Sout Network You Are At Please Personaland Unraws recoder	7,14- 3400- 1,145-241,	variation	23rd Feb,2021	pending	÷
•	37932098748603	9	Uniam Handle	71,0- 1803- LMS-291,	variation	23rd Feb,2021	pending	-
•	3793209878(37)	<b>9</b> 7	Purple Butterfly Ny Mind 201 Tako To Vito, And Ny Hand 201 Look For You But Ny Soul Knows You, Ane At Peace Personalized Unlass House	71/4- 9823- 1,145-294,	variation	23rd Feb,2021	pending	2
•	37952098814139	Ø	Purple Butter-By My Mind 201 Table To You And My Heart 201 Look For You And My Sant Knows You Are At Pasce Personalized Unnes Hoodle	7,14- 5803- 145-441	variation	23rd Feb,2021	pending	2
•	37932098844907	<b>₩</b>	Purple Butterfly Hy Hind 1931 Table To Hou And Hy Ineed 1931 Look For Hou But Hy Soul Knows Hou Are At Peace Personalized Unless House	7,14 1803- LMS-54L	variation	23rd Feb,2021	pending	C
•	31003330638379		Army Cirl Personalized Tank Top And Leggings Set	7,04- 2006- 1175,7 105, CM,	variation	23rd Feb,2021	pending	2
	31009330671147		Army Citl Personalized Tank Top	7,74				

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"

	SFacebook	Q Welcome, Designfullprint Admin	
	Products		
	Products	Bulk Upload	X 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
Ø		Default V	ore.
		Default	icebook 😋
	Bulk Upload Product	abc	
٥		Back Start Uplo	ad
Ø	Product Grid	Not Uploaded Warning Finished	
FAQ	_		
Help	Enter title or SKU	Reset Filters More Filters	Items Per Page: 10 🗸 📏
TnC	Source ID 🔽	ype Ӯ 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.

CFacebook A Instagram setup Products		🗘 Welcome, Designfu			
Products	Finished Products	Product Syncing Sync with Facebook, will fetch th status of products on your faceb .Sync with Shopify, will fetch the	<b>book</b> ,will fetch the current cts on your facebook shop		
511905	Warning Products Pending Products	0	products data from your shopify Sync With Facebook		
Bulk Upload Product	Error Products	0	Sync With Shopify		
Product Grid All Error Pending Not Uploaded Warn	_				
Enter title or SKU     Reset Filters     More Fil       Source ID     Type     Last Updated At	iters		Items Per Page: 10 🗸	<	
Actions Select V Upload Selected Delete Selected	August Bergerich 19 Minut Maria Santana (Minuta) Maria Santa Santa Maria Maria Santa Maria Maria Maria Maria Maria Maria Maria	variation	23rd Feb,2021 error Ø	-1	
· ····· 12	Toronto Bosterillo reporteri Toronto Bosterillo reporteri Natura 1980: Locale For Vite State Report 1980: Locale For Vite State Reporterio Constanti Contanto Reporterio Constanti Contanto Reporterio	variation	23rd Feb,2021 error O	o	
· 11	Receipt Bergerich, the Wood State Dates for the Article Heads 1990 Local For The State Heads 1990 Local For The State Heads 1990 Local For The State Heads Internet State Internet Heads Internet State Internet Heads	variation	23rd Feb,2021 error O	o	
• n	Purple Andrews, the strend that have been as a set that the strength of the strength that the strength of the strength of the strength of the strength of the strength of the strength the strength of the strength of the strength the strength of the strength of the strength the strength of the strength of the strength of the strength the strength of the strengt of the strength of the strengt of the strength of th	variation	23rd Feb,2021 error O	-3	
• Bi	Purple Burgerfy, Ha Hourd Hard Tables, To Hourd Han Hough 1010 (under Nor-You, Bart Hyper) (Under Nor-You, Start Hyper) (Under Nor-You, Start, Hyper) Hyper) (Under Nor-You, Start, Hyper) Hyper) (Under Nor-You, Start, Hyper) Hyper)	variation	23rd Feb,2021 error O	-2	
• Bi	Purceire Roberton Spirite March Robert Spirite Spirite And Spirite Heart 1999 (1999) (1999) Heart 1999 (1999) (1999) Heart 1999 (1999) (1999) (1999) Heart 1999 (1999) (1999) Heart 1999) Heart 1999 Heart 1999) Heart 1999 Heart 1999) Heart 1999 Heart	variation	23rd Feb,2021 error O	-1	
· ····· DI	Purple Burgerfy, Ha Hourd Burger Burger, Songer, Songer Hu Houget, Ball Lands, Nor Yon, Burg Hyper, Marken, Yon, Kon, Ha Hannah Hannahami (Honger Hannahami	variation	23rd Feb,2021 error O	-1	
· 10	Purple Redently 16 Hold 301 See 5 Hold And to Heart 201 Last for You Bold March Research & Arthon March Research & Arthon March Research & Arthon Handle	variation	23rd Feb,2021 error O	o	
· ····· · ·	tern för framsfört fors	variation	23rd Feb,2021 error O	-1	
a	Anny Conference Institute Taylord Leggings for	variation	23rd Feb,2021 error O	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.

	tup				ų We	lcome, Designfu
Products		Finished Products		0	Product S	
	511905	Warning Products		0	status of product .Sync with Shopi products data fro	s on your facebo <b>fy</b> ,will fetch the
Bulk Upload Product		Pending Products		0	Sync With Face	·book
	0	Error Products		0	Sync With Shop	bify
Product Grid All Error Pending Not	Uploaded Warnir	ng Finished				
Enter title or SKU Res	Last Updated At	ers			ltems Per	Page: 10 🗸
Actions Upload Selected	<b>~</b> ]					
37932094715435	Ø	Purple Butterfy My Mind Still Tarks To You And My Heart SDI Look For You But My Sout Knows You Are At Peace Personalized Unities Hoodle	70,94- 3653- LMS-HL	variation	23rd Feb,2021	error O
8 mi	171	Purple Butterfly My Mind Heart Still Look For You But	TUY-		07.15.1000	error O
Select an	id upload				×	error
Are you sure you Upload	u want to upload 10 variant(	5)7				error
27932008643047	Ø	Purple Butterfly My Mind Still Table To You And My Heart Still Look For You But My Sout Anexes You Are At Prace Personalized United Hospite	71,141. 58235- LMS-L	variation	23rd Feb,2021	error O
27932094746603	Ø	Purgin Butterfly My Mind Bill Take To Hou And My Heart Still Look For Hou Bolt My Stork Aronas Hou Are At Peace Personalized United House	725 935 935 935 935	variation	23rd Feb,2021	error
379520048781371	Ø	Purple Butterfy My Mind Bitl Take To Hox And My Heart Still Look For Hox Boll My Stork Kness Hox Are At Peace Personalized United Hoxde	7,4 935 150 151	variation	23rd Feb,2021	error
27932098814139	Ø	Purgie Butterfy My Mind Bill Take To Hou And My Heart Still Losis For Hou But My Stark Aronas Hou Are At Peace Personalized United House	7,11 9855 1355 45	variation	23rd Feb,2021	error
ITTILOUGAALUNOT	Ø	Purgin Butterfly My Minud Bitl Take To Hou And My Heart Still Look For Hou But My Sour Areast New Areast Peace Personalized Unities House	7,1. 3855 1855 185	variation	23rd Feb,2021	error
31809338438379	11	Army Cirl Resonations Tank Top And Leggings Set	法院学校	variation	23rd Feb,2021	error
·····	25	Army Cirl Personalized Tarik Top And Leggings Set	7,1- 296-	variation	23rd Feb,2021	error O

### 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.

Gracebook	🔒 Instagram S	setup									
Orders											
New Orders		Complete	d Orders	Refunded 0	Orders				Order Syn Sync with Facebory	<b>ook</b> ,will fetch the o	orders d
f	Ø		6		0				Sync with Shopify your shopify store		status f
Orders 11	Orders <b>0</b>	In Process	Orders	Cancelled C	Orders				Sync Facebook o	orders to Shopify	
0% 个	0% 🗸		1		ο				Sync Shopify or	der to Facebook	
All Skipped	Error Wa	arning Shipmer	t Pending								
Enter FB Order	Error Wa	arning Shipmer	t Pending Date	Customer	Payment	Total	Items	Email		A	ctions
Enter FB Order	Error Wa	Payment		Customer	Payment	Total	Items	Email			
Enter FB Order	Error Wa	Payment		Customer	Payment	Total	Items	Email			
Enter FB Order	Error Wa	Payment		Customer	Payment	Total	Items	Email			ctions
Enter FB Order	Error Wa	Payment		Customer	Payment	Total	Items	Email			actions

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.

	GFacebook	qt		O Welcome,
		h Shopify Acknowledge Cancel Mark as Fulfilled		
~	•	٥	0	Back
۵ ۵	Pending	Acknowledged	shipment	
<b>b</b>	Buyer Details	Name	Pricing Details	Price \$ 52.73
@ \$		Email		Tax \$ 2.75 Total
FAQ Help	Order Details	Order ID		\$ 54
TnC		Date Of Order		
		Product Name		
	Listing Items			
			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

In this section:

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

	n the orders data on your facebook rders status from your shopify stor					
Sync Facebook orders to Sho	ppify	Syn	Shopify order to	Facebook		Ø
Order History						View All
Ref. No	Managed By	Date	Customer	Status	Total	Items
119707 47516	Order not created on shopify	25th Apr,2021	Or Tey	SKIPPED	13.85\$	1
	ənopiiy(2201525022007)	27011W09,2020	JULIT KULIITIBIL	STIPMENT	34.10.2	

This type of situation arises when:

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

Order Details	Order ID 1197070640747516	C
	Date Of Order 25th April,2021	
	Product Name NOT FOUND	
Listing Items	NOT FOUND SKU : Price : 7.86 Quantity : 1 Source ID : EE362280143814	

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.

Duyer Details				
Order Details		×	ng ils	Price \$ 13.85
	Search Type			Tax \$ 0.00 Total \$ 13
Listing Items	Title Search	~		
	Image Details No Product to show			

- 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

seti			×	
	Search 13.8 inch Har Title Search	ndbags for Women Large Designer Ladies Hobo bag Bucket Purse Faux Leather		ng ils
	Image	Details          13.8 inch Handbags for Women Large Designer Ladies Hobo bag Bucket Purse Faux Leather         SKU :         Price : 56.99         Quantity : 100		
		13.8 inch Handbags for Women Large Designer Ladies Hobo bag Bucket Purse Faux Leather SKU : Price : 56.99 Quantity : 100	Ţ	

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

		×
		~
Search		
1235		
sкu		~
Search		
Image	Details	
No Product to s	IOW	
No Product to s	10W	

• 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.

🔗 Facebook 🐣 Instagram setup			We
View Orders Sync With Shopify Acknowledge Cancel Ma	rk as Fulfilled		
Buyer Details	Name r Email 7eqm2mtcv1@commerce.facebook.com	Pricing Details	Price Tax Total
Order Details	Order ID		
	Date Of Order 25th April,2021 Product Name NOT FOUND		

• 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.

S Facebook					
Sync With Shopify Acknowledge Cancel M	ark as Fulfilled				
Buyer Details	Name	Pricing Details	Price		
	Email 7eqm2mtcvl@commerce.facebook.com		Tax Total		
Order Details	Order ID		5		
	Date Of Order 25th April,2021				
	Product Name				

• Click on Mark as fulfilled.

VIEW Orders Sync With Shopify Acknowledge Cancel	Mark as Fulfilled		
Buyer Details	Name Ser Email 7	Pricing Details	Price Stran Tax
Order Details	Order ID Date Of Order 25th April,2021 Product Name NOT FOUND		Total \$ 13
	NOT FOUND		

• Enter the Tracking ID and URL.

View Orders Sync With Shopify Acknowledg	e Cancel Mark as Fulfilied		
Buyer Details	Tracking Number Other	× ils	Price \$ 13.85 Tax \$ 0.00 Total
Order Details	Other Date Of Order 25th April,2021 Product Name	Back	\$ 13

- 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**".

		the orders data on your facebook ders status from your shopify sto					
	k orders to Sho			Shopify order to	Facebook		G
Order Hi	story						View Al
Ref	No	Managed By	Date	Customer	Status	Total	Items
26	911	Order not created on shopify	7th Mar,2021		ERROR	43.30\$	1
74	19	Order not created on shopify	10th Mar,2021			303.10\$	1
95	68	s ;i)	27th Apr,2021	( )	SHIPMENT	213.25\$	1

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

				0 Mar		¢ Apr	Bulk Upload Product
Order Syncing							Product Synci
Sync with Facebook ,will fetch t Sync with Shopify ,will fetch ord Sync Facebook orders to Shop	Order Id: 269	82999465	9911				th Facebook , will fet ebook shop . th Shopify , will fetch ur shopify store.
Order History	Unable to reserve invent	tory					With Facebook
Ref. No	Managed By	Date	Customer	Status	Total	Items	Sync With Shopify
269829994659911	Order not created on shopify	7th Mar,2021	Anne Johnson		43.30\$	1	
748692382702219	Order not created on shopify	10th Mar,2021	Anne Johnson		303.10\$	1	Recent Activiti
957571391680968	Shopify(3762795544661)	27th Apr,2021	Dawn Bruno	SHIPMENT	213.25\$	1	Facebook producti Acknowledged

#### 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.

»	🔗 Facebook 🔗 Instagram							Welcome, Harsh
â	Order History							
$\heartsuit$	All Skipped Error Warning	Shipment Pending						
	Enter FB Order ID or Emai Addition	al Fields 🗸 🛛 🗸 Fetch Order					ltems j	ber page 10 V < > 1/3
٢	Ref. No	Managed By	Date	Customer	Status	Total	Items	Email
$\heartsuit$	1756306144540987	Shopify(381626092754 8)	16th Jun,2021	Michael Bronner	PENDING	220.19\$	1	1b2yechrx7h@commerce.facebook.com
$\Diamond$	3							
$\heartsuit$	ı.							
\$	2							
	1							
	4555010170754522	0)	1511-50152021	Sue Orossifickie	PENDING	\$1579 \$		าการประกันการแหล่านสายการการการ

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-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	) )
	Category Mapping		Google Category Mapped to Faceboo Apparel & Accessories/Clothing Animals & Pet Supplies	k Category	~
	Attribute Mapping		Default Profile's Attribute You can click below to check the attributes ma Clothing	apped	~
			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	)
© ¢	Warehouse Mapping	4	Selected Warehou	Jse	View your Catalogue	$\rightarrow$
0					Visit your Shop	$\rightarrow$
			(		View Commerce Manag	ger
FAQ		$\checkmark$	1			
Help TnC		0	l.			
me		$\checkmark$	l			
[	Category Mapping		Google Category Parel & Accessories/C	Mapped to Facebook Categ	ory	
		Ar	nimals & Pet Supplies			~
	Attribute Mapping		Default Profile's A			
			can click below to c othing	heck the attributes mapped		~
		R	ECOMMEND	ED		$( \div )$
		0	PTIONAL			÷

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	q		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.

	GFacebook 🔒 Instagram setu	P		<u>Ģ</u>	April 1811
	Configuration				
â	General Facebook Settings	Account Connection	Apply to Marketp	Connect to	
Ŷ		Email	Setup	Setup	
FAQ Help TnC	Warehouse Mapping		<ul> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	View your Catalogue Visit your Shop View Commerce Manager	$\begin{array}{c} \rightarrow \\ \rightarrow \\ \rightarrow \end{array}$
	Category Mapping		47       Google Category Mapped to Fac         Apparel & Accessories/Clothing         Animals & Pet Supplies	cebook Category	~
	Attribute Mapping		Default Profile's Attribute You can click below to check the attribu Clothing	tes mapped	~
			RECOMMENDED		Θ
			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.

	Gracebook	P		Ċ	et.org/dataset.
	Configuration General Facebook Settings	Account Connection			
û ∳	User Details	User Name Email	Apply Marke	to tplace	connect to nstagram
FAQ Help TnC	Warehouse Mapping		<ul> <li>Selected Warehouse</li> <li>Selected Warehouse<th>View your Catalogue Visit your Shop View Commerce Man</th><th>⇒ ⇒</th></li></ul>	View your Catalogue Visit your Shop View Commerce Man	⇒ ⇒
	Category Mapping		Google Category Mapped to Fa Apparel & Accessories/Clothing Animals & Pet Supplies	acebook Category	v
	Attribute Mapping	[	Default Profile's Attribute You can click below to check the attrib Clothing	utes mapped	<b>v</b>
			RECOMMENDED age_group	adult	Θ ,
			brand	Select	~
			color	Select	~
			gender	Unisex	~
			material	Select	
			pattern	Select	~ ~
			style	Select	
		L	OPTIONAL		Ð

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.

	Gracebook	C Welcome,
	Configuration	
	General Facebook Settings Account Connection	
â	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 New product will be automatically created on facebook , if Enable
FAQ		Product Auto Delete
Help		Enable
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**

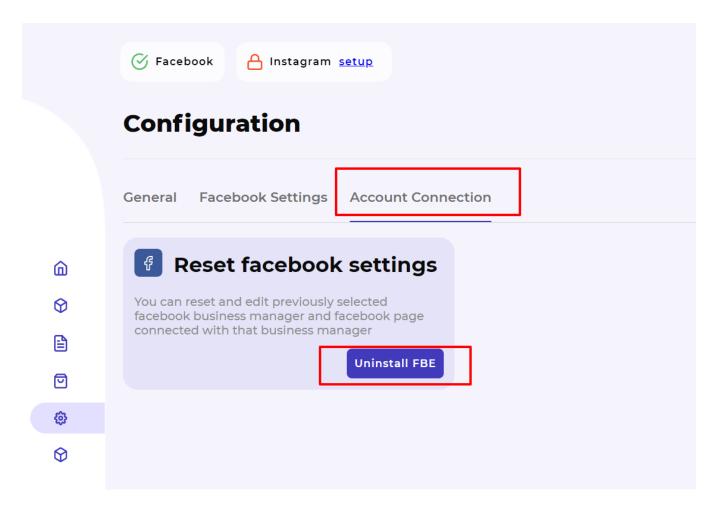
With this setting, the product would be automatically deleted from Facebook once it is deleted from Shopify.

#### 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	
<u>۵</u>		
3	<ul> <li>Error fetching data from Shopify. Kindly contact support for help.</li> </ul>	26/08/2020 13:00:14
9	-	
<b>a</b>	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
elp	raceous preserve) shread compression of products activanted ges that report.	20002020 0010011
inC	Error fetching data from Shopify. Kindly contact support for help.	26/08/2020 13:00:14

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-usermanual/?section=ads-analytics)
- Facebook Campaign(https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-usermanual/?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.

er IDs to filter Data		Average Clicks	
ter Campaign ID Enter AdSet ID	Enter Ad's ID	Average Clicks	6
Impressions Reach Spent Purchas	160	each sperit series Purchase Roas	5
140	140	Average CPC	14
	80	Average CPP	e
40 9/2021 - 30Dec.2021 21Aug.2021 - 30Dec.2021 3Mov.2021 - 30Dec.2021 29De	40 6,2021 - 30Dec.2021 11May.2021 - 30Dec.2021 21Aug.2021 - 30Dec.	2021 9494/2021 - 30Dec.2021 - 30Dec.2021 25Dec.2021 - 30Dec.2021	

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.

ampaigns				Create Campaign Sync Campaign	Open Ads Manage
Campaign ID or Name	Additional Fields V More Filters	1		Campaigns Per Page: 2	<ul> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>
Campaign Id	Campaign Name	Campaign Type	Total Budget	Status	Actions
120:	hghnj	Prospective	100000		✓ 亩
120:	new sat campaign	Prospective	11111111095		/ 亩

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-connectoruser-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'.

Campaigns			[	Create Campaign Sync C	ampaigns Open Ads Manager
Campaign ID or Name	Additional Fields V More Filters			Campaigns Per Pa	ge: 2 V V V 1/7
Campaign Id	Campaign Name	Campaign Type	Total Budget	Status	Actions
120330000092199802	hghnj	Prospective	100000		
120330000092188302	new sat campaign	Prospective	11111111095		✓ <sup>™</sup>

🔗 Facebook 🛛 🔒 Instagra	am setup	
Campaigns	Select Campaign Type	Create Campaign Sync Campaigns Open Ads Manager
Campaign ID or Name	First Select the campaign you want to create	aigns Per Page: 2 V X > 1/7
Campaign Id	Prospective (Audience Building)	Actions
120330000092199802		/ 1
120330000092188302	Create Campaign Create Campaign	<b>/</b> ش

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/facebookmarketplace-connector-user-manual/?section=create-a-prospective-audience-building-campaign)
- Create a Retargeting Campaign(https://docs.cedcommerce.com/facebook/facebook-marketplaceconnector-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.

#### **Create Campaign Prospective**

STEP 1/4	• • •	•
Campaign Name* Campaign name should not be left blank	Enter Campaign Name	)
Select Budget Type*	Choose Type	]
	Back	xt

#### • 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.

Create Campaign Prospective		
STEP 1/4		• • • •
Campaign Name* Campaign name should not be left blank	Enter Campaign Name	
Select Budget Type*	Choose Type	~
		Back

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

🖓 Facebook 🔒 Instagram setup		
Create Campaign Prospective		
STEP1/4		• • • •
Campaign Name* Campaign name should not be left blank	fsss	
Select Budget Type*	Dally	~
Select Budget Amount*	Minimum budget amount is \$20	USD
		Back

- 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.

Create Campaign Prospective				
STEP 2 / 4	••••			
Choose Your Audience	Back			
Ad-Set Name* AdSet Name should not be left blank	Enter Ad5et Name			
Select Target Locations* Select the single/multiple locations where you want to display your ads	Q         Search city, state or country and hit enter to search			

• 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.

()	
C     Enter Interests and press enter to search	
Q Enter behaviors and press enter to search	
Q Enter live events and press enter to search	
Start Date 07/09/2021, 08:35	End Date dd/mm/yyyy,:
	Enter Interests and press enter to search      Enter behaviors and press enter to search      Enter live events and press enter to search  Start Date

- 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.

Create Campaign	Prospective	
STEP 3 / 4		•••
Select Ad Level		Back
Ad Name		Preview Ad
Title *	Headline *	Desktop Feed Standard V Preview Ad
Dancing like a diva Description *	Do dance and live	
Dancing like a diva is a spotswear that le	et's you feel the comfort of shoes.	
Website URL *	Call To Action (CTA) Shop Now	
Choose Ad Format	\[         \]     \[	
Choose File		
		Back

• Add a Call To Action (CTA).

t's you feel the comfort of shoes.	2,
Call To Action (CTA)	
Shop Now	~
Shop Now	-
Sign Up	
Buy Now	
Learn More	
Get quote	
	Call To Action (CTA) Shop Now Shop Now Sign Up Buy Now Learn More

- 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.

Choose Ad Format		
Carousel Ad	~	
Single Image Ad		
Carousel Ad		

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

Create Prospective Campa	ign	
STEP 4/ 4		• • • •
Final Ad Preview		Submit For Approval Back
Campaign Basic Datails 🛯		
Campaign Name	Budget Type	Campaign Budget
abc	basic	\$100
Ad sets Details 🕜		
Selected Location(s)	Selected interest(s)	Selected Behavior(s)
1. San Diego, California, United States	1. Guitar	1. Small business owners
Selected Events(s)	Gender	Age Range
1. Newly engaged (6 months)	Male	33 - 47
Campaign Start Date		End Date
2021-09-02, 13:43		2021-09-09, 14:00
Ads 🗹		
Title	Headline	СТА
Dancing like a diva	Do dance and live	SHOP_NOW
Ad Format	Website URL	Description
carousel_ad	www.abc.com	Dancing like a diva is a spotswear that let's you feel the comfort of shoes.
Preview		
		Submit For Approval Back

# 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

Create Re-targeting Campaigr	ı	
STEP 1/4		• • • •
Campaign Basic Details Kindly enter campaign name	Campaign Name* abc Campaign Budget Type* Dally Campaign Budget 100 USD Minimum budget Required for setting up a campaign is ¢20	v
		Back Next

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

Г		
L	AdSet Name*	Enter AdSet Name
L	AdSet should not be left blank	

• 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)

Select Pixel Event*	Interacted with products from catalog set:
First, select the catalog set then its catalog, and then proceed wi an event type	Products for Akshaymppage (105335431613413)         V         Store collection Featured Products(886263522003234)
	Select Event Type
	Viewed/Added to cart but didn't purchase
	Viewed or added products to cart from 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

- 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.

Include Audience			
Included: Select V	In Last Between 0-180 days	Days	
			Add Condition
Exclude Audience			
Exclude: Select V	In last Between 0-180 days	Days	

- 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.

					Back
Select Catalog	Select Catalog Set		Preview Ads		
Products for Akshaymppage	~	Store collection Featured Products(886263522003234)	~		
(105335431613413)		Products(666263522003234)		Watch Feed Home 🗸	

- 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.)