

Facebook & Instagram Shopping

by CedCommerce Products Documentation

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1. Overview

About CedCommerce:

CedCommerce is a client-first eCommerce Solution Provider, catered to 30,000+ happy customers with more than 850 Products across 25+ countries.

Our contribution to the eCommerce industry over the years has positioned us among the world-class leaders, and a distinguished Business Partner with Facebook, Google, Amazon, Walmart, HubSpot, Shopify, BigCommerce, and 50 other Global Brands.

Our constant efforts in facilitating best-of-class affordable eCommerce solutions and 24X7 customer live support services have been recognized 5 Times in a Row Under Deloitte Technology Fast 50.

We are a group of 800+ professionals who work round the clock with a motive to make eCommerce easier. And, through our rigorous teamwork, we are successfully able to attain 5 Star Ratings on Trustpilot, Capterra, and Shopify.

CedCommerce – Facebook & Instagram Shopping App:

CedCommerce's enterprise-class Facebook & Instagram Shopping App is designed to help Salesforce Merchants effortlessly sell across Facebook Commerce Surfaces – *Facebook Marketplace, Facebook Shops, and Instagram Shopping*.

With our app, you would be easily able to:

- Set up Facebook and Instagram Shops
- Connect through the Facebook Commerce Manager and Leverage Facebook Business Extension (FBE) beneficial.
- Map your Salesforce Listings on Facebook Product Catalogue
- Upload Products in Bulk as well as Profile-wise
- Synchronize Real-Time Product Status
- Ensure end-to-end customer support from a single point of contact

Our user guide will help you step-by-step from scratch for hassle-free onboarding on CedCommerce App, covering crucial portions of Salesforce, Facebook & Instagram.

2. Registration & Sign In on app

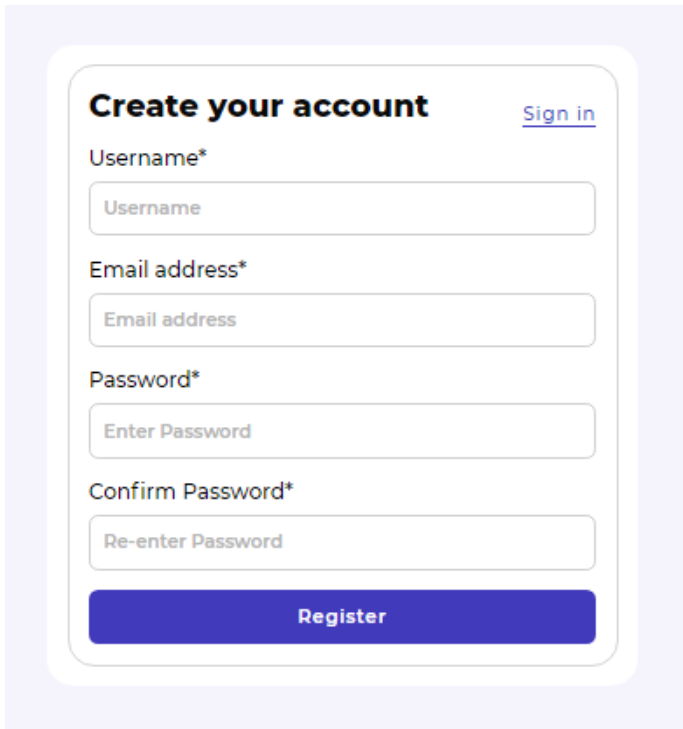
You can find the answers to the most important queries like:

- [How to Register on the app?](#)
- [How to Sign in on the app?](#)
- [How to Reset Forgotten Password on the app?](#)

2.1. Register on app

Register on CedCommerce

- You need to first “**Register**” yourself on CedCommerce. For this, please [click here](#) to visit the Sign Up Page. You will have the Registration Page as displayed below:



Create your account [Sign in](#)

Username*

Email address*

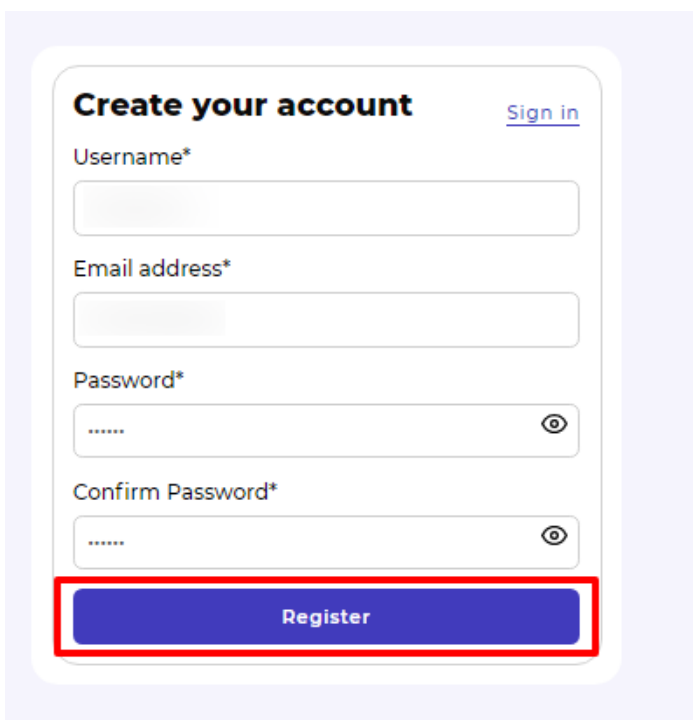
Password*

Confirm Password*

Register

- Enter your **“Username”**, **“Email address”**, **“Password”**, and then **“Confirm Password”**. Thereafter, click on the **“Register”** button. While registering you need to take care of the following points:
 - While entering the Username there should be **no spacing** in between them. For example, if your name is Ronald Patrick ? Enter your Username as “RonaldPatrick” instead of “Ronald Patrick”.
 - The password should be of a **minimum of 6 characters**. You are free to create the password as per your choice i.e. purely numeric or alphabetical or alphanumeric. For example, you can have passwords like Ronald@123456, Ronald1234, PatrickRonald, 879832, etc.

After successfully completing the registration process, you will be redirected to the Sign-in page.



Create your account [Sign in](#)

Username*

Email address*

Password*

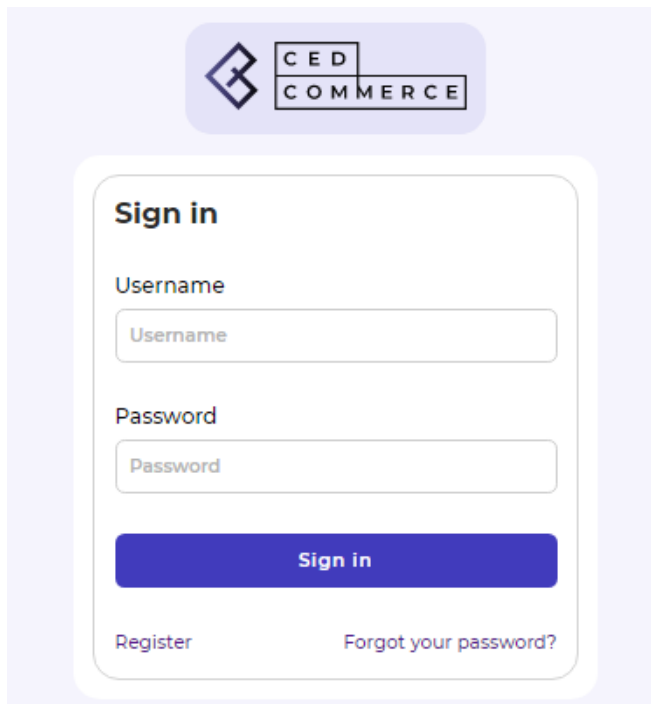
Confirm Password*

Register

2.2. Sign in on App

Sign in on CedCommerce

- Moving ahead, you will be automatically redirected to the [Sign-in Page](#).



Sign in

Username

Username

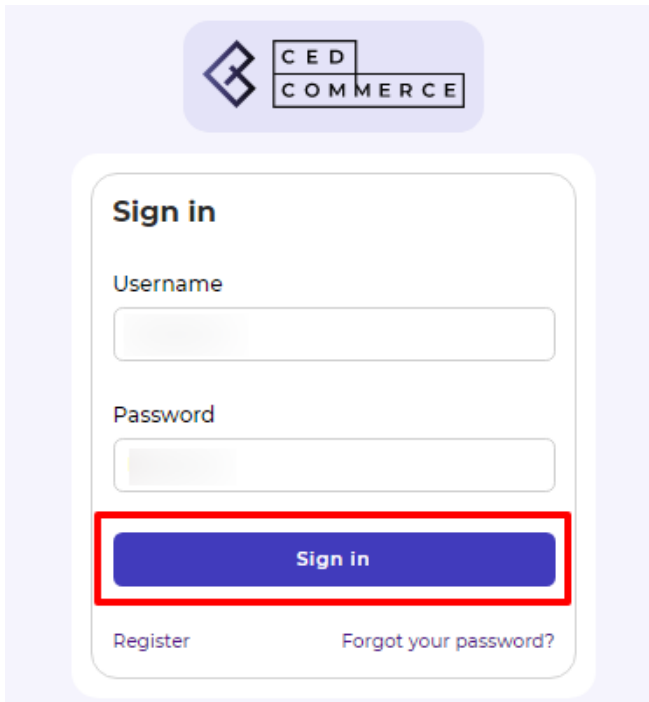
Password

Password

Sign in

[Register](#) [Forgot your password?](#)

- Enter the **“Username”** and **“Password”** you created while registering in the previous step. Thereafter, click on **“Sign in”**.




- Once you log in, you will be redirected to the “Integration Set-Up Section” where you need to **complete the following three mandatory steps:**
 - [Authenticate your Salesforce Commerce Account Details on CedCommerce API](#)
 - [Connect your Facebook & Instagram Account on CedCommerce API](#)
 - [Configure Category and Attribute Mapping on CedCommerce API](#)

Let's understand this in the upcoming sections.

2.3. Reset Forgotten Password on app?

Reset Forgotten Password on CedCommerce

1. Click on the “**Forgot Password**” as displayed below.



Sign in

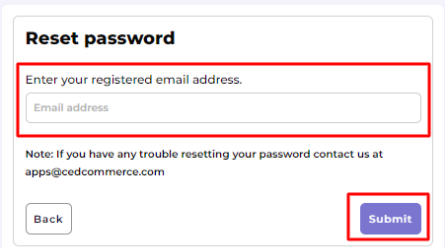
Username

Password

Sign in

[Register](#) [Forgot your password?](#)

1. Further, “**Enter your registered email address**” (which you used during the [registration process on CedCommerce App](#)) and click on the “**Submit**” button.



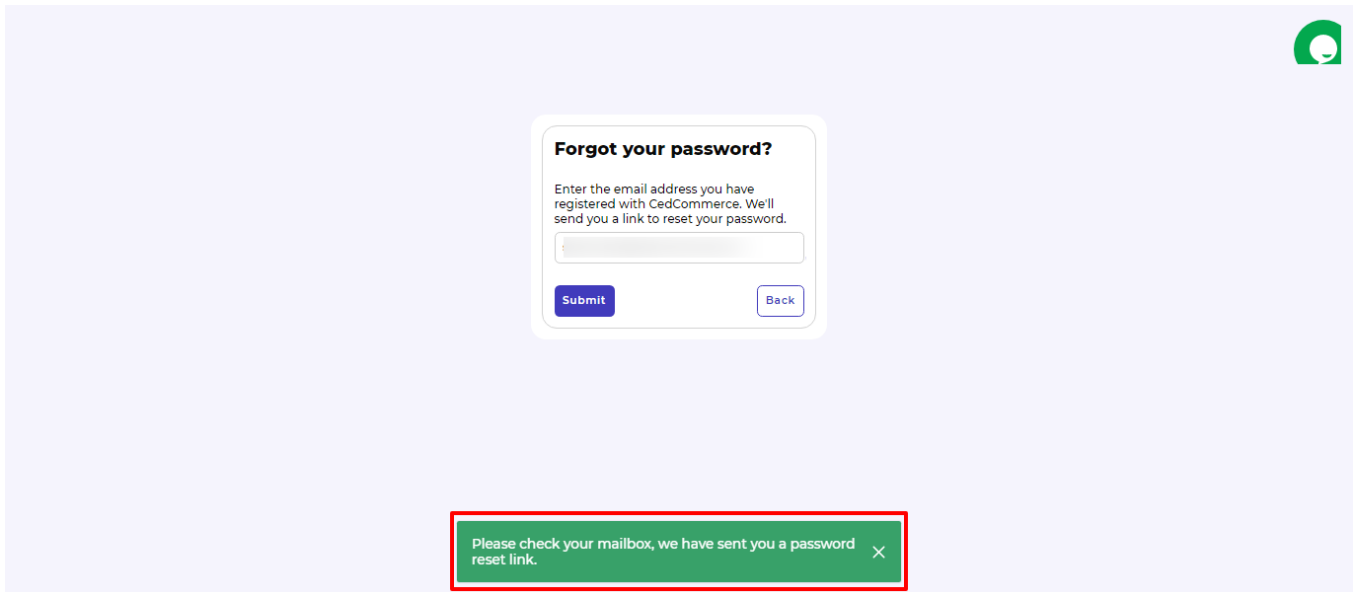
Reset password

Enter your registered email address.

Note: If you have any trouble resetting your password contact us at apps@cedcommerce.com

[Back](#) [Submit](#)

1. You will be prompted to message, “**Please check your mailbox, we have sent you a password reset link.**” Next, check your inbox and reset the password.



3. Onboarding Process

The onboarding process guides you through the important section and steps that need to be undertaken in order to connect your Salesforce account to the Facebook Commerce platforms efficiently.

It consists of three necessary steps to authenticate your accounts, connect with Facebook platforms, and map your product category to successfully leverage the app functions and sell seamlessly upon both platforms.

The Onboarding process is divided into the following three steps:

- [Authenticate your Salesforce Commerce Account Details on the app](#)
- [Connect Facebook Account with the app](#)
- [Configure Category and Attribute Mapping on the app](#)

3.1. Authenticate your Salesforce Commerce Account Details on app

After you are done with registration on CedCommerce API, you will get the “Verify your Credentials” Page as shown below.

Here you need to authenticate your following Salesforce Commerce Account details with CedCommerce.

- [Account Manager Client ID](#)
- [Account Manager Secret Key](#)
- [Sub Domain URL](#)
- [Short Code](#)
- [Organization ID](#)
- [Site ID](#)
- [Business Manager User ID](#)
- [Business Manager User Password](#)

STEP 1 / 3

Verify your credentials Guide

Please authenticate your Salesforce Commerce account details by filling up the form below.

Account Manager Client ID	<input type="text"/> <p><small>For eg : b02dd00f-b55f-47cb-8c66-0847fdb768ff</small></p> <p><small>Salesforce Commerce Cloud (Demandware) → Account Manager → API Client</small></p>
Account Manager Secret Key	<input type="text"/> <p><small>For eg : cedcommerce@123</small></p> <p><small>The 12 characters password (e.g. 123456789abc) that you have created while adding API Client.</small></p>
Sub Domain URL	<input type="text"/> <p><small>For eg : https://pdyh-003.sandbox.ab04.ab.commercecloud.salesforce.com</small></p> <p><small>Salesforce Commerce Cloud (Demandware) → Account Manager → API Client → Roles → Salesforce Commerce API</small></p>
Short Code	<input type="text"/> <p><small>For eg : kv9qzn78</small></p> <p><small>Salesforce Business Manager → Administration → Site Development → Salesforce Commerce API Settings</small></p>
Organization ID	<input type="text"/> <p><small>For eg : f_ecom_zycl_087</small></p> <p><small>Salesforce Business Manager → Administration → Site Development → Salesforce Commerce API Settings</small></p>
Site ID	<input type="text"/> <p><small>For eg : ReffAch</small></p> <p><small>Salesforce Business Manager → Top Left Corner → Select Site ID from the dropdown</small></p>
Business Manager User ID	<input type="text" value="shiva"/> <p><small>Salesforce Business Manager → Administration → Organization → Users</small></p>
Business Manager User Password	<input type="password" value="....."/> <p><small>The password (eg:Name123)that you as a user have created for Business manager.</small></p>

NEXT

Don't worry; we will guide you on "how & from where" you'll find all these data.

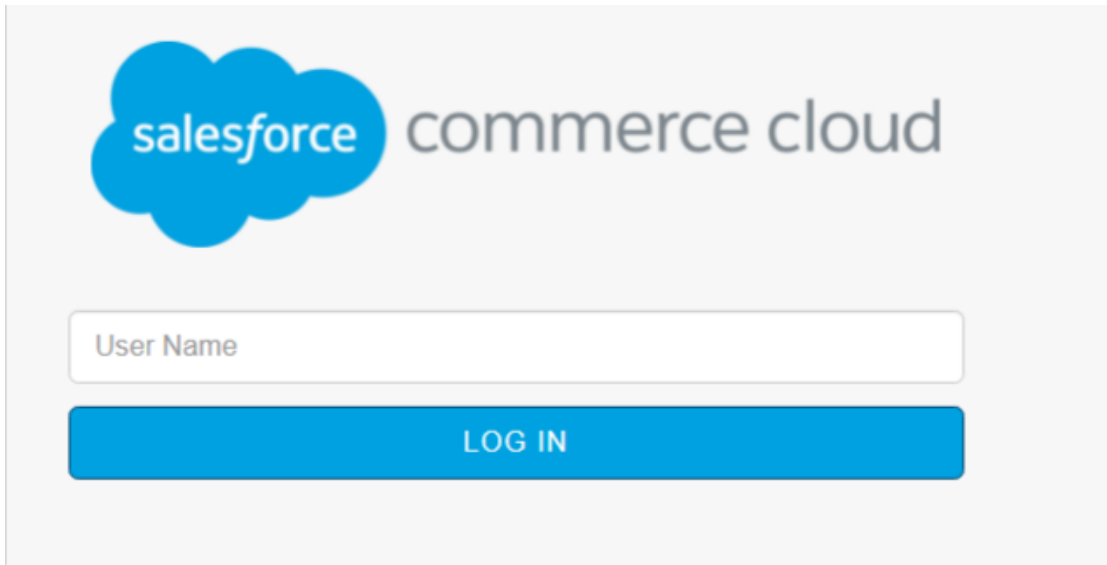
For this, you need to have access to:

[Salesforce Commerce Cloud Account](#): This will give you the details of Account Manager Client ID, Account Manager Secret Key, and Sub Domain URL.

Salesforce Business Manager: This will give you the details of Short Code, Organization ID, and Site ID.

3.1.1. How to get Account Manager Client ID from Salesforce Commerce?

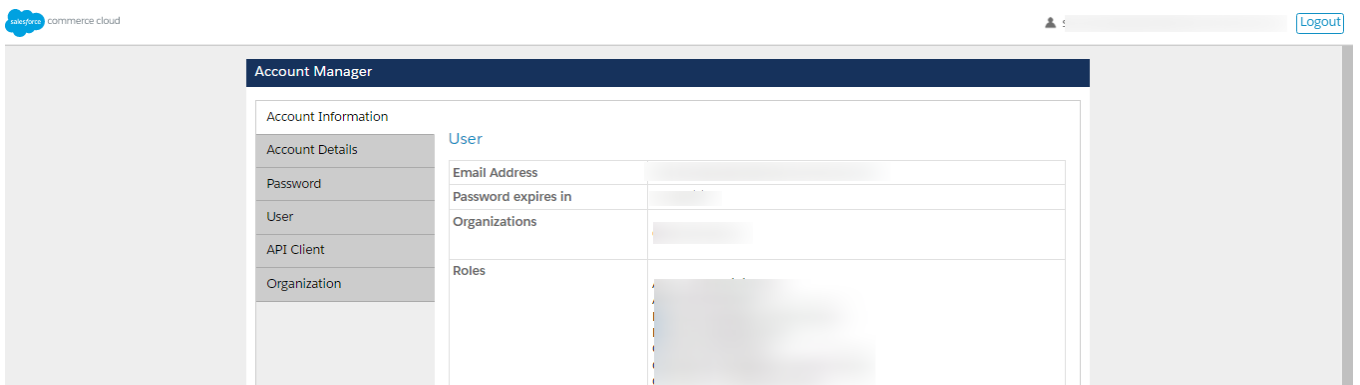
- [Click here](#) to log in to the Salesforce Commerce Cloud.



The image shows the Salesforce Commerce Cloud login page. At the top left is the Salesforce logo (a blue cloud with the word 'salesforce' inside) followed by the text 'commerce cloud'. Below the logo is a white input field with the placeholder text 'User Name'. Underneath the input field is a large blue button with the text 'LOG IN' in white capital letters.

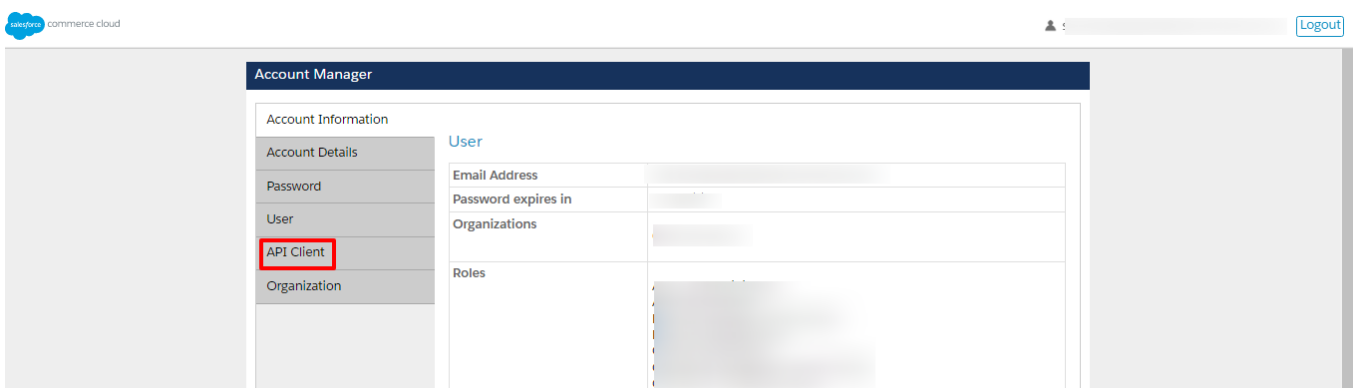
- Enter the email address you have registered on Salesforce Commerce Cloud and click on “**Login**”.

Further, you will be asked to enter your password and after successful login, you will be redirected to the Salesforce Commerce Cloud **Account Manager also known as Demandware**, as displayed below:



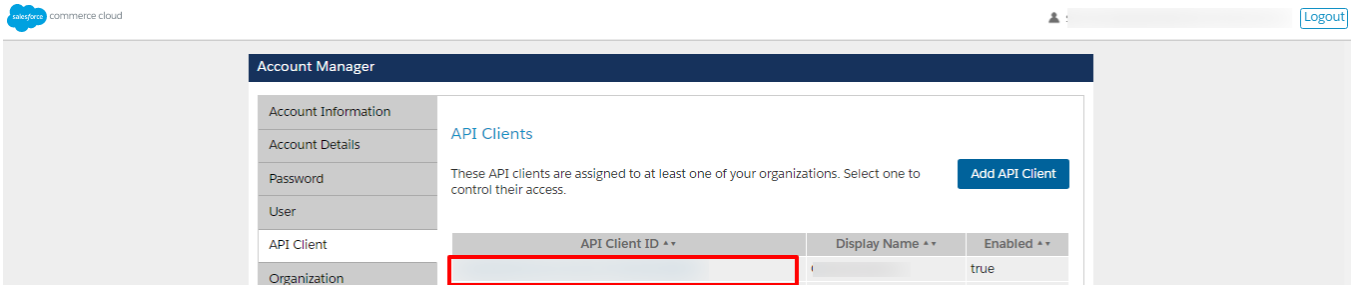
The image shows the Salesforce Account Manager dashboard. At the top left is the Salesforce logo and 'commerce cloud'. At the top right is a 'Logout' button. The main content area has a dark blue header 'Account Manager'. Below the header is a sidebar on the left with a menu containing 'Account Information', 'Account Details', 'Password', 'User', 'API Client', and 'Organization'. The 'User' menu item is selected, and the main content area displays a 'User' profile with fields for 'Email Address', 'Password expires in', 'Organizations', and 'Roles'. The 'API Client' menu item is highlighted with a red box.

- Now click on “**API Client**” available on the Left Hand Side.



This image is identical to the previous one, showing the Salesforce Account Manager dashboard. The 'API Client' menu item in the left sidebar is highlighted with a red box, indicating the next step in the process.

- Here, you will find the **API Client ID** which is your **Account Manager Client ID** that you need to fill in the “**Verify your credentials**” page – first field.



Account Manager

Account Information

Account Details

Password

User

API Client

Organization

API Clients

These API clients are assigned to at least one of your organizations. Select one to control their access.

Add API Client

API Client ID	Display Name	Enabled
		true

Note: In case, you are unable to find anything over here means it is blank. You need to “Add API Client” which has been guided under [How to configure API Client.](#)

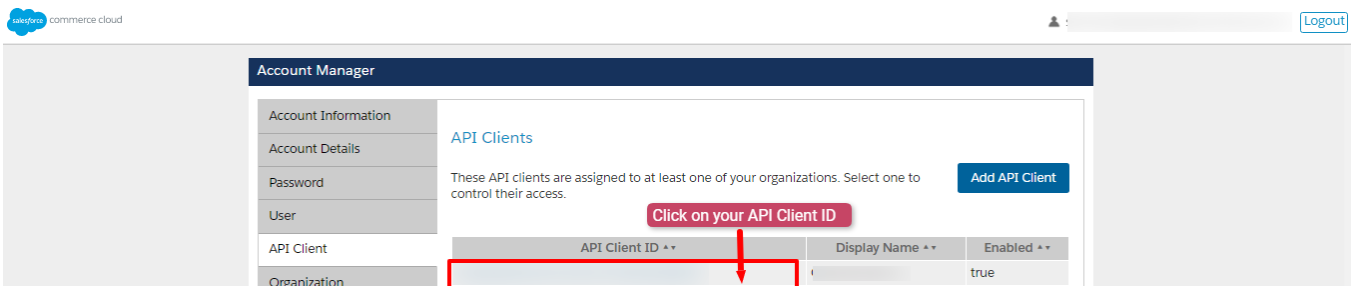
3.1.2. Get Account Manager Secret Key from Salesforce Commerce

The Account Manager Secret Key that you need to fill at the second field on the “Verify your credentials” page is the 12 characters password.

You need to provide the alphanumeric code containing the numbers & letters that you created while adding API Client — e.g. 123456789abc

3.1.3. Get Sub Domain URL from Salesforce Commerce

- Click on your **API Client ID**.



Account Manager

Account Information

Account Details

Password

User

API Client

Organization

API Clients

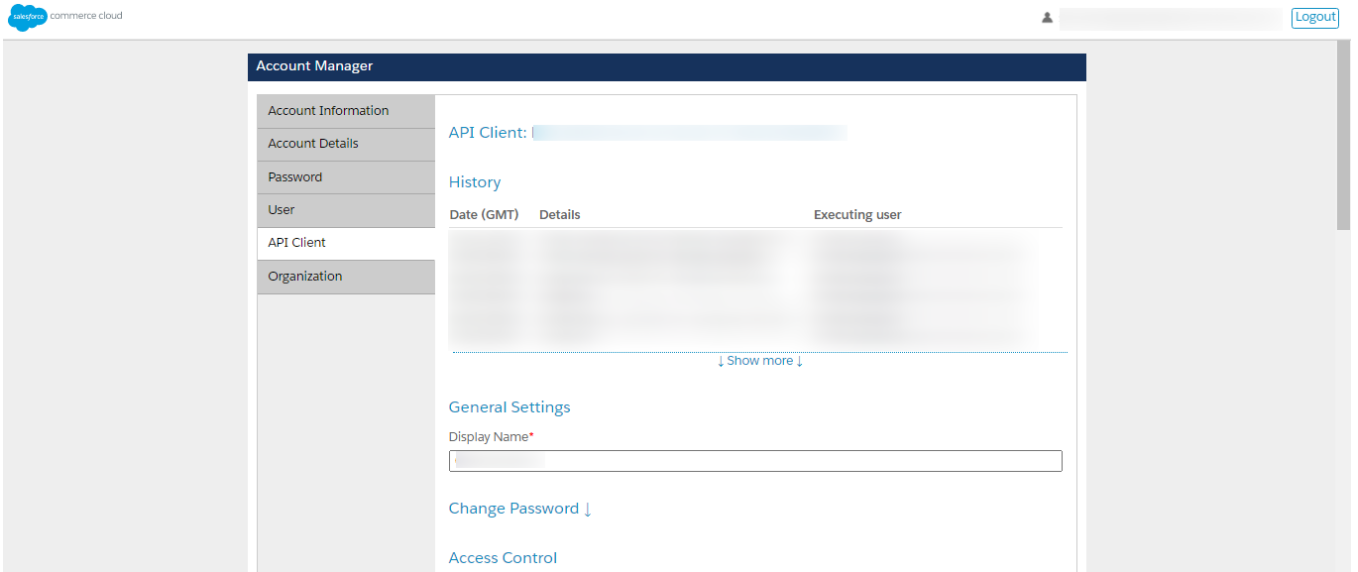
These API clients are assigned to at least one of your organizations. Select one to control their access.

Add API Client

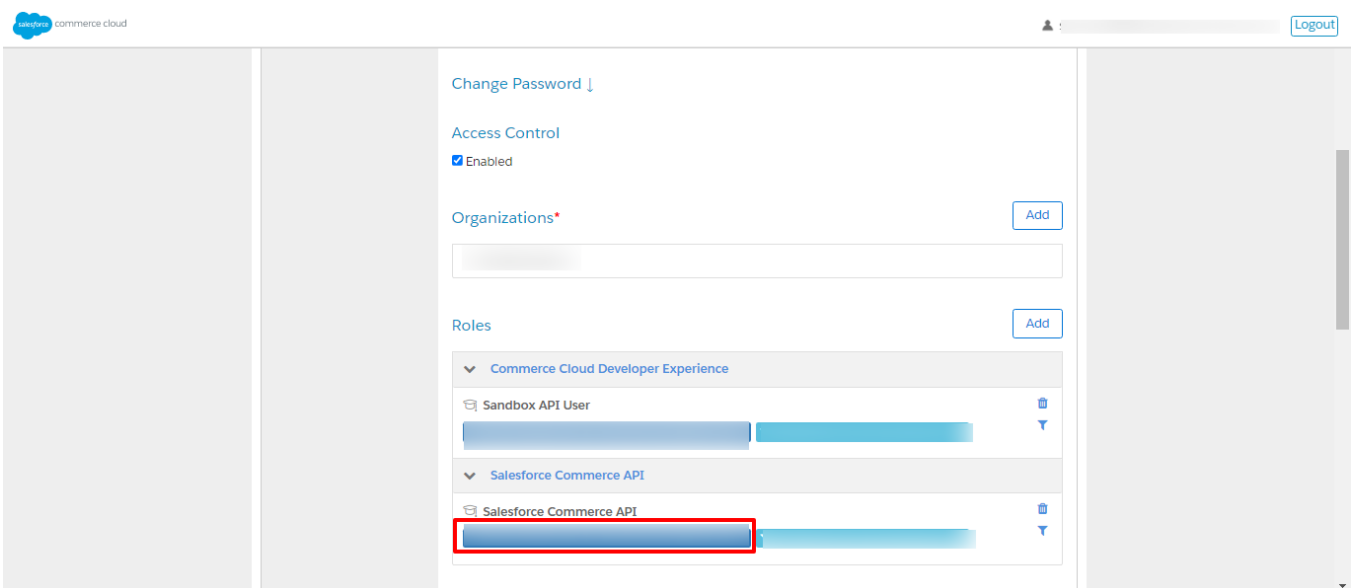
API Client ID	Display Name	Enabled
		true

Click on your API Client ID

- You will be directed to the complete details of that particular API Client ID as displayed below:



- Scroll down on this same page and you will get “**Roles**” as displayed below. From here you can have the detail of the **Sub Domain URL**. The same you need to fill at the **third field on the “Verify your credentials” Page**.



- Copy the URL from the red section and **add https://** before the URL you have copied. **This is your final Sub Domain URL**. For example, `https://zycl-001.sandbox.us01.dx.commercecloud.salesforce.com/`

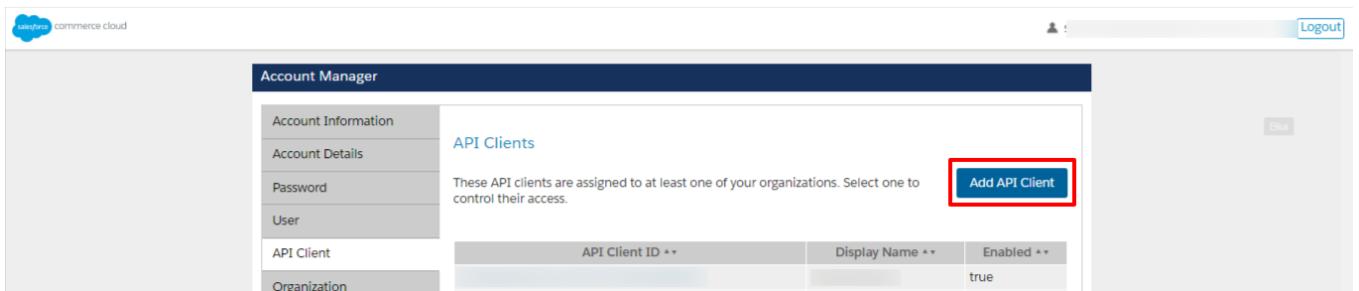
With this, you have successfully retrieved the first three fields of the “**Verify your credentials**” Page.

3.1.4. Configure API Client

This step is for those who haven't created any API Client ID. Here we will go through the complete process on **How to Add API Client**.

Let's proceed!

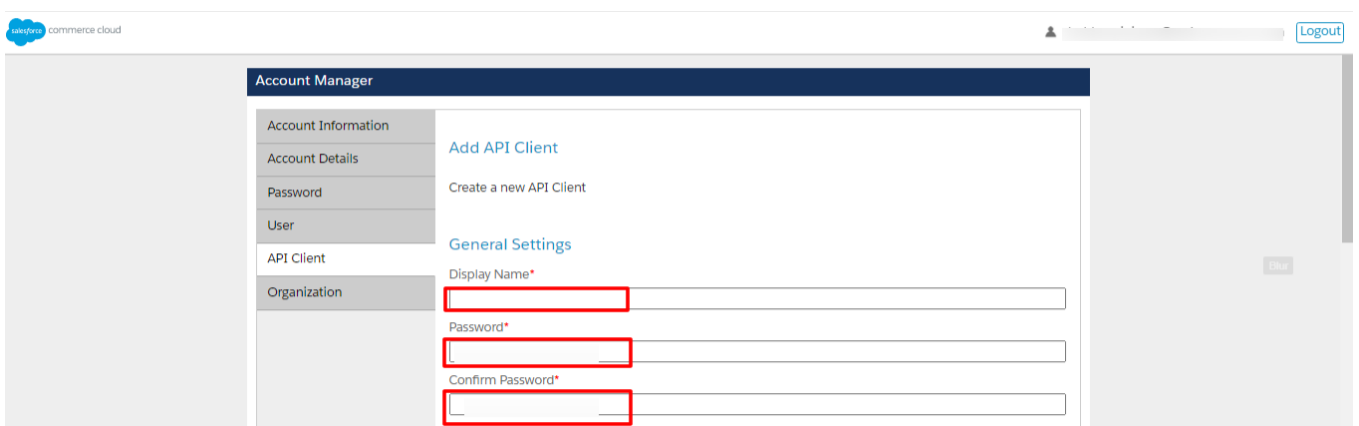
- Click on **“Add API Client”** as displayed below:



- First, you need to fill over here is **General Settings**.
 - Add **“Display Name”** as your Organization Name.
 - Create at least 12 characters **“Password”** (should contain numbers & letters — e.g. 123456789abc).
 - **“Confirm Password”** created.

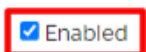
We recommend you save both these important details separately on a notepad.

Note: This password is your Account Manager Secret Key that you need to fill at the second field in Verify your credentials Page on CedCommerce API.

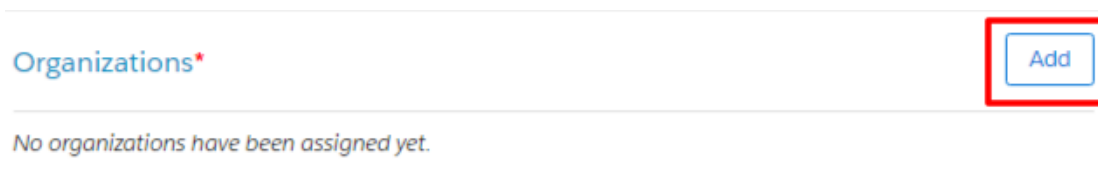


- Scroll down and checkmark **“Enabled”** in **“Access Control”**.

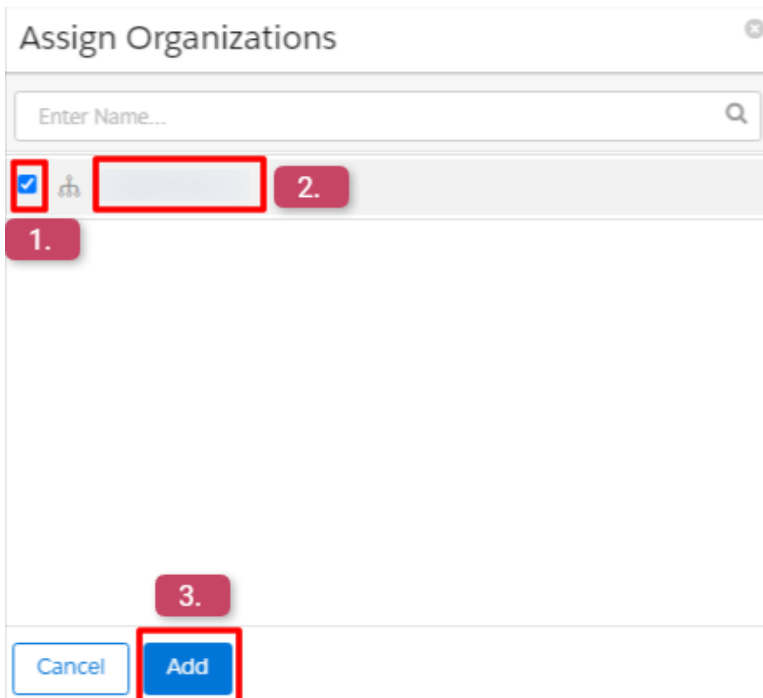
Access Control



- In the next step, Click on **“Add”** in **“Organizations”**.

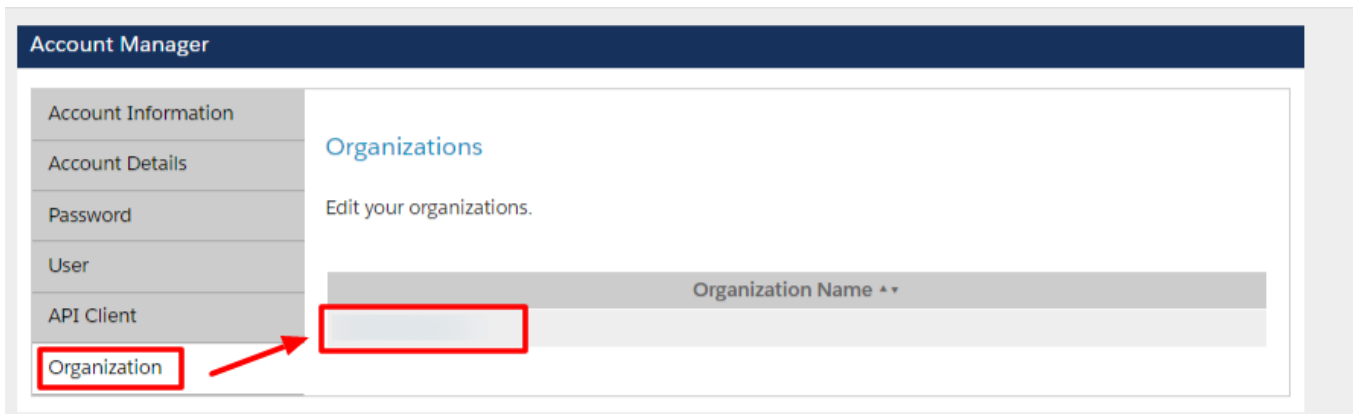


- Further, under “**Assign Organizations**”, tick mark on the checkbox of your Organization Name and click on “**Add**”.



If you don't get your Organization Name over here, don't panic.

Move back to the “**Account Manager**” —> Go to “**Organization**” available on the Left Hand Side and click on your “**Organization Name**” as displayed below.



Next, verify that Salesforce has assigned a domain to your organization —> Furnish the basic details and click on “**Save**”.

Account Manager

- Account Information
- Account Details
- Password
- User
- API Client
- Organization

Organization: [CedCommerce](#)

History

Date (GMT)	Details	Executing user

General Settings

Organization Name*

Contact users

Create a comma separated list of up to five users to receive security alert emails.

Infrastructure-related Information

Assigned Salesforce Account IDs

Assigned Realms

Password Policy

Minimum Password Length

Length of Password History

Days Until Password Expires

Identity Federation with Salesforce Identity

Identity Federation with Salesforce Identity disabled
 Identity Federation with Salesforce Identity allowed
 Identity Federation with Salesforce Identity enforced

Salesforce My Domain Subdomain Name*

MFA Verification Method Settings

Users can choose between the following verification methods.

Salesforce Authenticator
 TOTP Authenticator Apps
 WebAuthn-compliant Security Keys

MFA User Settings

MFA enabled for all users in the organization

- Further, click on **“Add”** under **“Roles”**.

Now **“Assign Roles”** by check-marking **“Sandbox API User”** and **“Salesforce Commerce API”** and at last click on **“Add.”**

- Once you are done with **assigning organization (4)** and **roles (5)**, click on the **Filter icons of Sandbox API User and Salesforce Commerce API roles** as displayed below:

In both roles, select the **Tenant URL** of your commerce store and click on **“Add”** as displayed below:

Sandbox API User - Filters

Please select your organization

Enter Name...

ccdx.zycl.demandware.net

- *
- s zycl-001 **Tenant URL**
- s z

Cancel Add

Salesforce Commerce API - Filters

Please select your organization

Enter Name...

ccdx.zycl.demandware.net

- *
- s zycl-001 **Tenant URL**
- s

Cancel Add

Organizations*

Add

Roles

Add

▼ Commerce Cloud Developer Experience

🗑 Sandbox API User
🗑

▼ zycl-001
✕

▼ Salesforce Commerce API

🗑 Salesforce Commerce API
🗑

▼ zycl-001
✕

- In the final step —> scroll down, **add** the following under “**OpenID Connect**” and click on “**Save**” as displayed below:

Default Scopes:

roles
tenantFilter
profile

Allowed Scopes:

roles
tenantFilter
profile
sfcc.shopper-baskets-orders.rw
sfcc.catalogs
sfcc.catalogs.rw
sfcc.shopper-categories
sfcc.shopper-product-search
sfcc.products
sfcc.shopper-products
Sfcc.products.rw

Redirected URLs: http://localhost:8080

Token Endpoint Auth Method: private_key_jwt

Access Token Format: JWT

OpenID Connect

The following settings are necessary if using the Authorization Code Flow or OpenID Connect.

Default Scopes:

roles
tenantFilter
profile

Allowed Scopes:

roles
tenantFilter
profile
sfcc_shopper-baskets-orders_rw

Redirect URIs:

http://localhost:8080

Token Endpoint Auth Method:

private_key_jwt

Access Token Format:

JWT

Save

Cancel

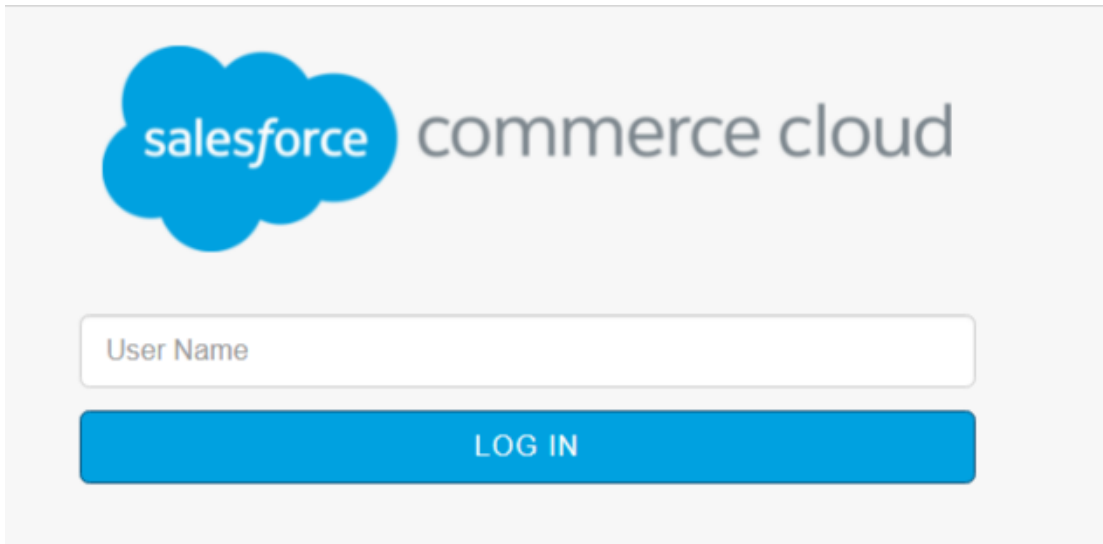
3.1.5. Get Short Code, Organization ID, and Site ID from Salesforce Business Manager

- Go to the **Business Manager** of your store —> you will get the **Login Page** as displayed below.

The URL for the same would be —> (Your Sub Domain URL)/on/demandware.store/Sites-Site.

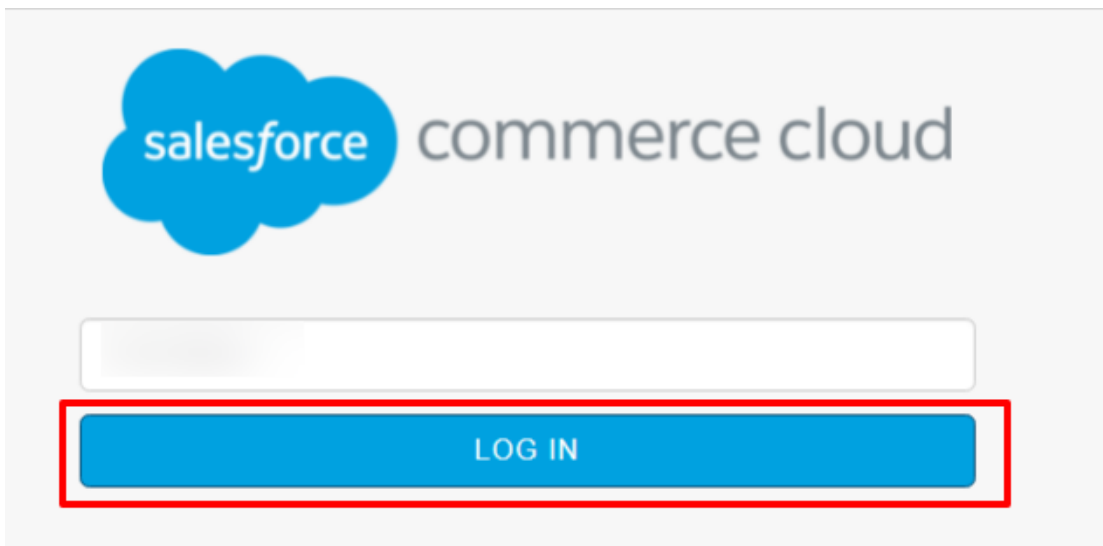
For example,

<https://zycl-001.sandbox.us01.dx.commercecloud.salesforce.com/on/demandware.store/Sites-Site>



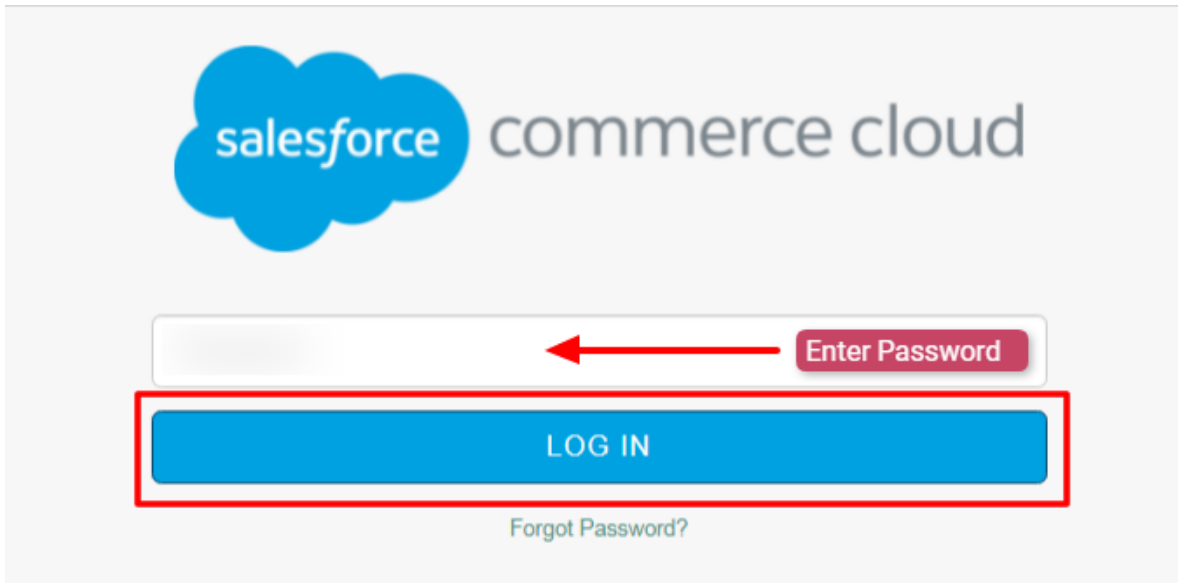
The image shows the Salesforce Commerce Cloud login interface. At the top left is the Salesforce logo, a blue cloud with the word "salesforce" in white. To its right, the text "commerce cloud" is displayed in a grey, sans-serif font. Below the logo and text is a white rectangular input field with the placeholder text "User Name". Underneath the input field is a solid blue rectangular button with the text "LOG IN" in white, uppercase letters.

- Enter the “**Email Address**” you have registered on Salesforce Commerce Cloud and click on “**Login**”.

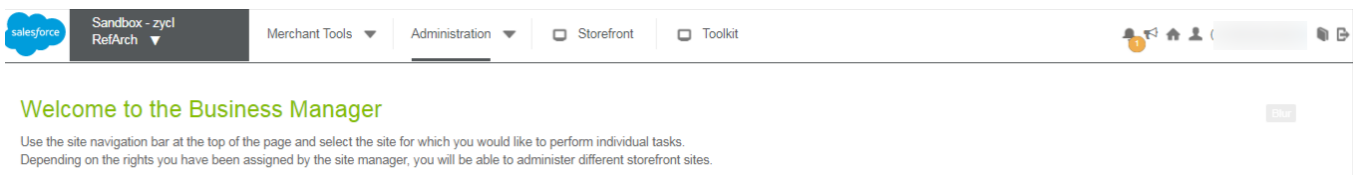


The image shows the Salesforce Commerce Cloud login interface, similar to the previous one. It features the Salesforce logo and "commerce cloud" text. Below this is a white rectangular input field, which is currently empty. Underneath the input field is a solid blue rectangular button with the text "LOG IN" in white, uppercase letters. A red rectangular box highlights the "LOG IN" button.

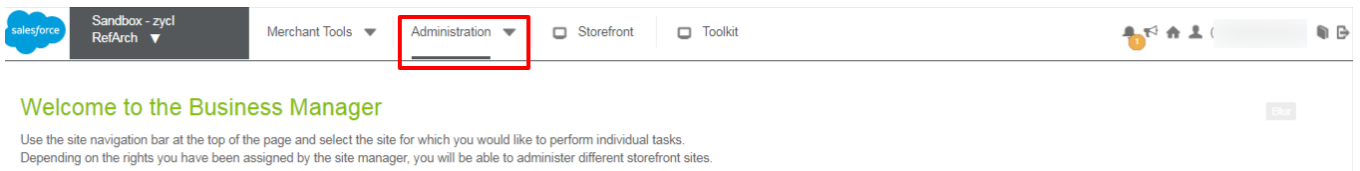
- Enter the “**Password**” and click on “**Login**”.



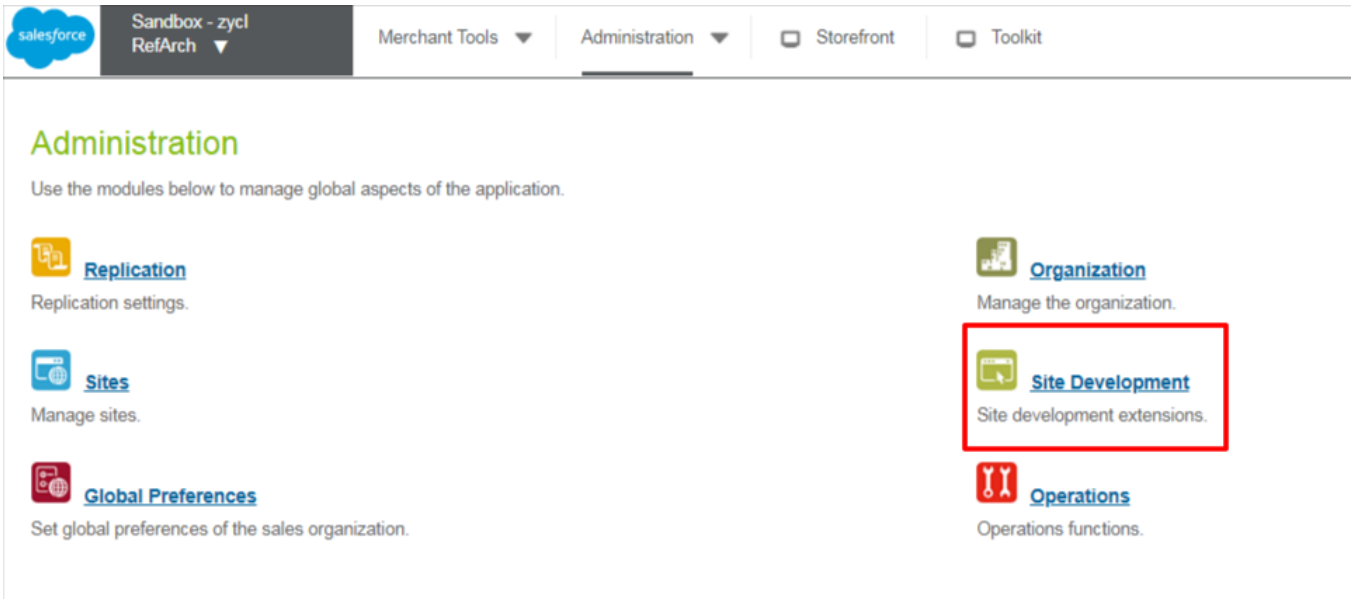
- You will be redirected to the Business Manager Dashboard.



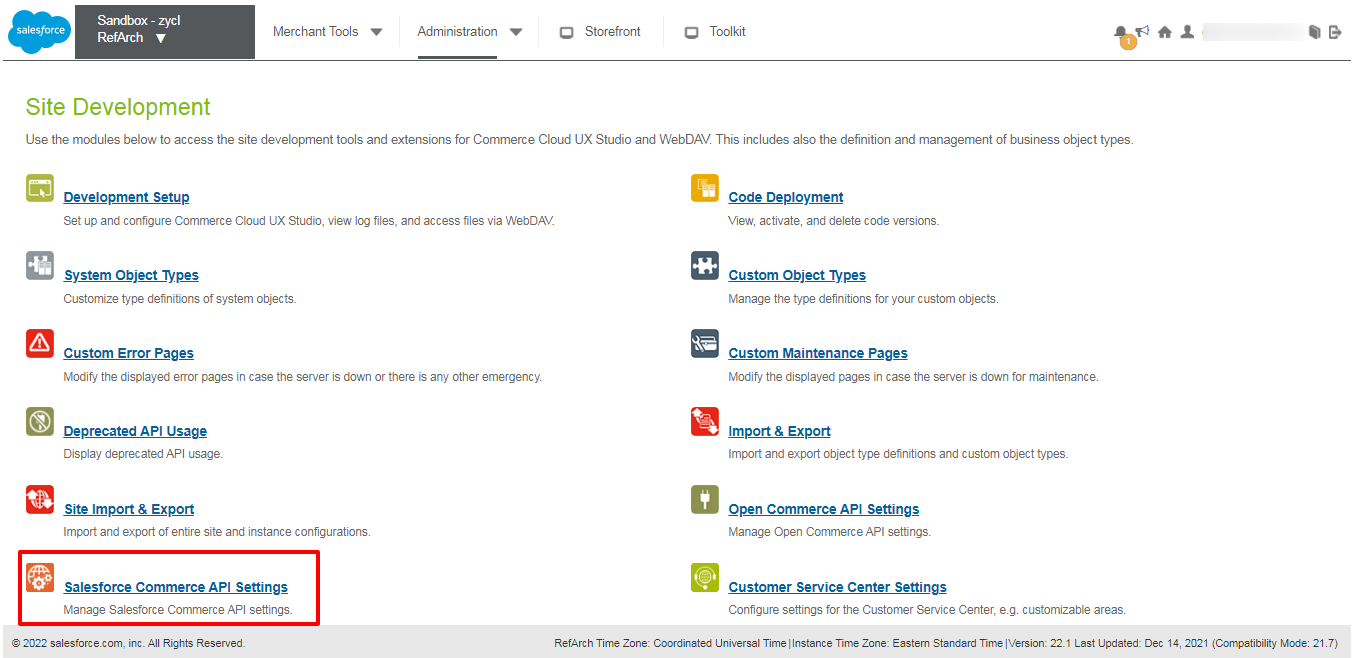
- Now, click on the “Administration” as displayed below:



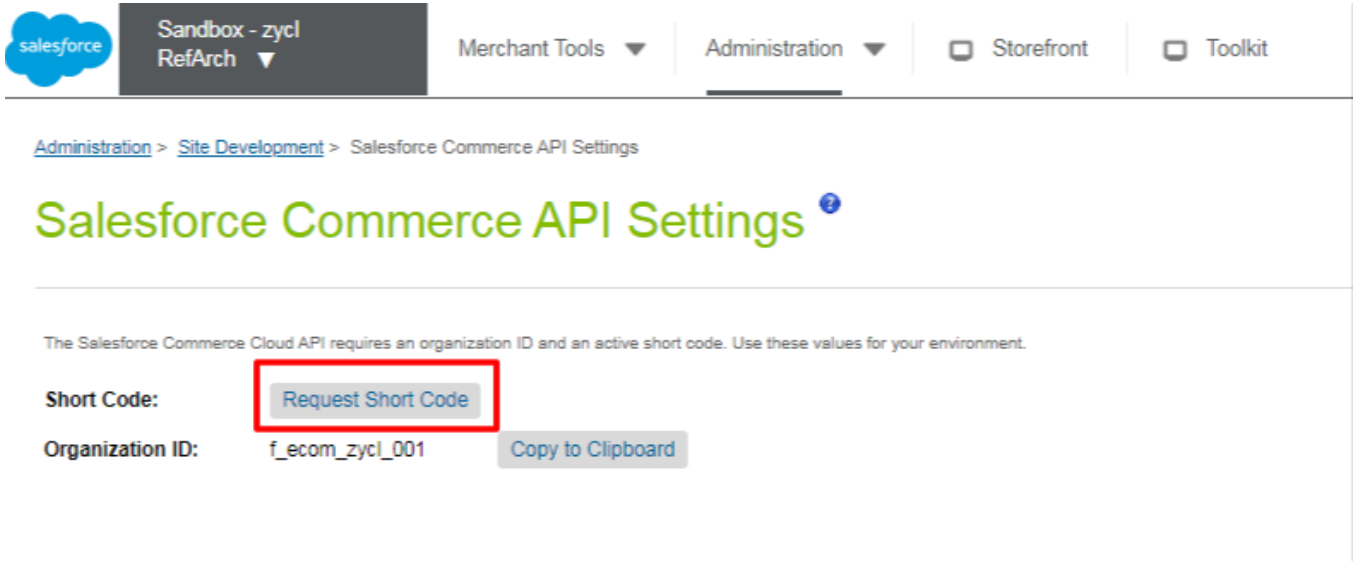
- You will be redirected to the Administration Dashboard, next click on “Site Development” as shown below:



- Under the dashboard of Site Development, you will see 12 options. You only have to click on “Salesforce Commerce API Settings” as displayed below.

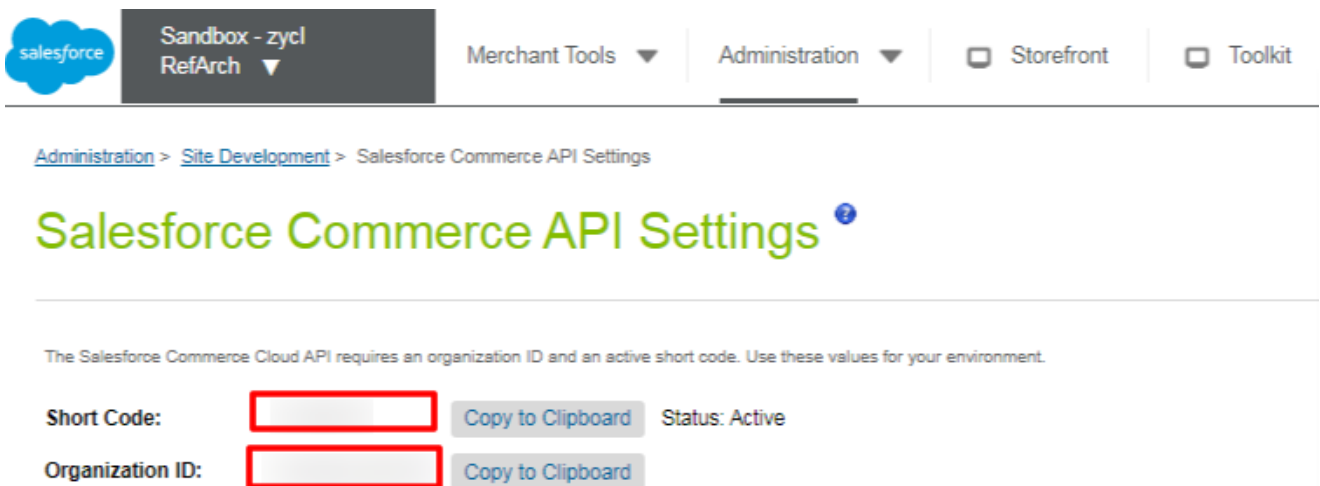


- From here you will get “Short Code”, “Organization ID”, and “Site ID” i.e. the fourth, fifth, and sixth fields required at Verify your credentials Page on CedCommerce API.
 - For **Short Code**, click on “Request Short Code” as displayed below.



The screenshot shows the Salesforce Commerce API Settings page. The top navigation bar includes the Salesforce logo, a dropdown menu for 'Sandbox - zycl RefArch', and links for 'Merchant Tools', 'Administration', 'Storefront', and 'Toolkit'. The breadcrumb trail is 'Administration > Site Development > Salesforce Commerce API Settings'. The main heading is 'Salesforce Commerce API Settings'. Below the heading, a note states: 'The Salesforce Commerce Cloud API requires an organization ID and an active short code. Use these values for your environment.' The 'Short Code' field is empty, and a 'Request Short Code' button is highlighted with a red box. The 'Organization ID' field contains the value 'f_ecom_zycl_001' and has a 'Copy to Clipboard' button.

Further, copy **Short Code and Organization ID** as shown below:



This screenshot is similar to the one above but shows the 'Short Code' field filled with a greyed-out value, which is highlighted with a red box. A 'Copy to Clipboard' button is next to it, and the status is 'Active'. The 'Organization ID' field also contains a greyed-out value, highlighted with a red box, with a 'Copy to Clipboard' button next to it.

For “**Site ID**”, go to the top left corner and select a site as displayed below:

Administration > Site Development > Salesforce Commerce API Settings

Salesforce Commerce API Settings

The Salesforce Commerce Cloud API requires an organization ID and an active short code. Use these values for your environment.

Short Code: [Copy to Clipboard](#) Status: Active

Organization ID: [Copy to Clipboard](#)

On selection, it will **display all the site names which are Site IDs (i.e. Site Name=Site ID)** configured with your Salesforce Business Manager as displayed in the screenshot below.

Administration > Site Development > Salesforce Commerce API Settings

Salesforce Commerce API Settings

Now **select the site ID you want to connect with CedCommerce API** and **copy exactly the same** as written over there.

For your better understanding, we have shown below a sample for you.

The Site ID of the merchant is “RefArch”. The merchant has to copy and paste as it is in the sixth field of the Verify your credentials Page in CedCommerce API.

Administration > Site Development > Welcome to the Business Manager

Welcome to the Business Manager

Use the site navigation bar at the top of the page and select the site for which you would like to perform individual tasks. Depending on the rights you have been assigned by the site manager, you will be able to administer different storefront sites.

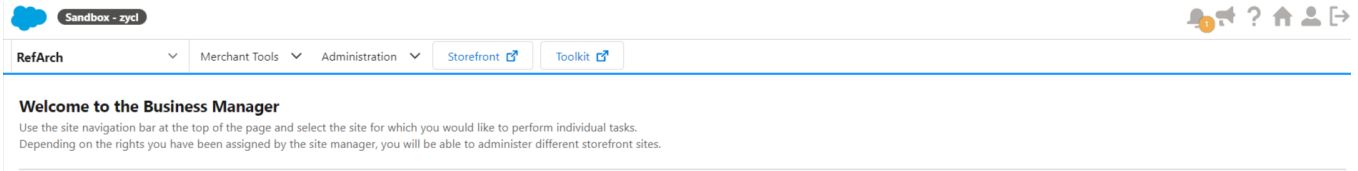
With this, you have successfully retrieved the subsequent three fields of the “**Verify your credentials**” Page.

Further, visit back to the CedCommerce App and complete the Onboarding Step 1 as guided below.

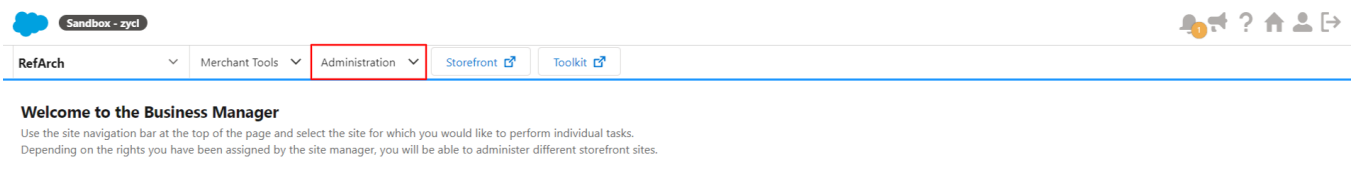
If you need any help regarding login, please refer to [How to Sign in on CedCommerce App](#).

3.1.6. How to get your Business Manager User ID?

- Login in to your Salesforce Commerce Cloud account enter your credentials – you will be redirected to the Business Manager page as shown below:-



- Click on the “**Administration**” tab as shown below:



- Now click on the “**Organization**” block in the left, and a list of options opens – select the “**Users**” option to proceed further. Refer to the image below for better understanding-

RefArch | Merchant Tools | Administration | Storefront | Toolkit

Administration feature lookup...

- Replication**
 - Data Replication
 - Code Replication
- Organization**
 - Organization Profile
 - Users**
 - Roles & Permissions
 - Permission Audit
 - WebDAV Client Permissions
- Sites**
 - Manage Sites
 - Customer Lists
 - Content Libraries
 - Batch Processes
 - Embedded CDN Settings
- Site Development**
 - Development Setup
 - Code Deployment
 - System Object Types
 - Custom Object Types
 - Custom Error Pages
 - Custom Maintenance Pages
 - Deprecated API Usage
 - Import & Export
 - Site Import & Export
 - Open Commerce API Settings
 - Salesforce Commerce API Settings
 - Customer Service Center Settings
- Global Preferences**
 - Locales
 - Instance Time Zone
 - Change History
 - OAuth2 Providers
 - Security
 - JavaScript and Objects in Attributes
 - Store Locator Data
 - Feature Switches
 - Order Search
 - Sequence Numbers
 - Products
 - Retention Settings
 - Import & Export
 - Global Timeouts
 - Custom Preferences
 - Einstein Search Dictionaries Opt-In
 - Pricing
 - Analytics
 - Cross Cloud
 - Cross Cloud Trust

- The complete **“Users List”** will be displayed, and you can find your **Business Manager User ID** in the list. Refer to the image for better understanding –

User List

On this page you can search for users of the organization. Use "Simple Search" to enter a user login or user name in the search field or use wildcards (e.g., "Fo"). You can also do a left wildcard search (e.g., "Fo") or mix both (e.g., "Fo"). "Advanced Search" provides you more search fields and sorting criteria.

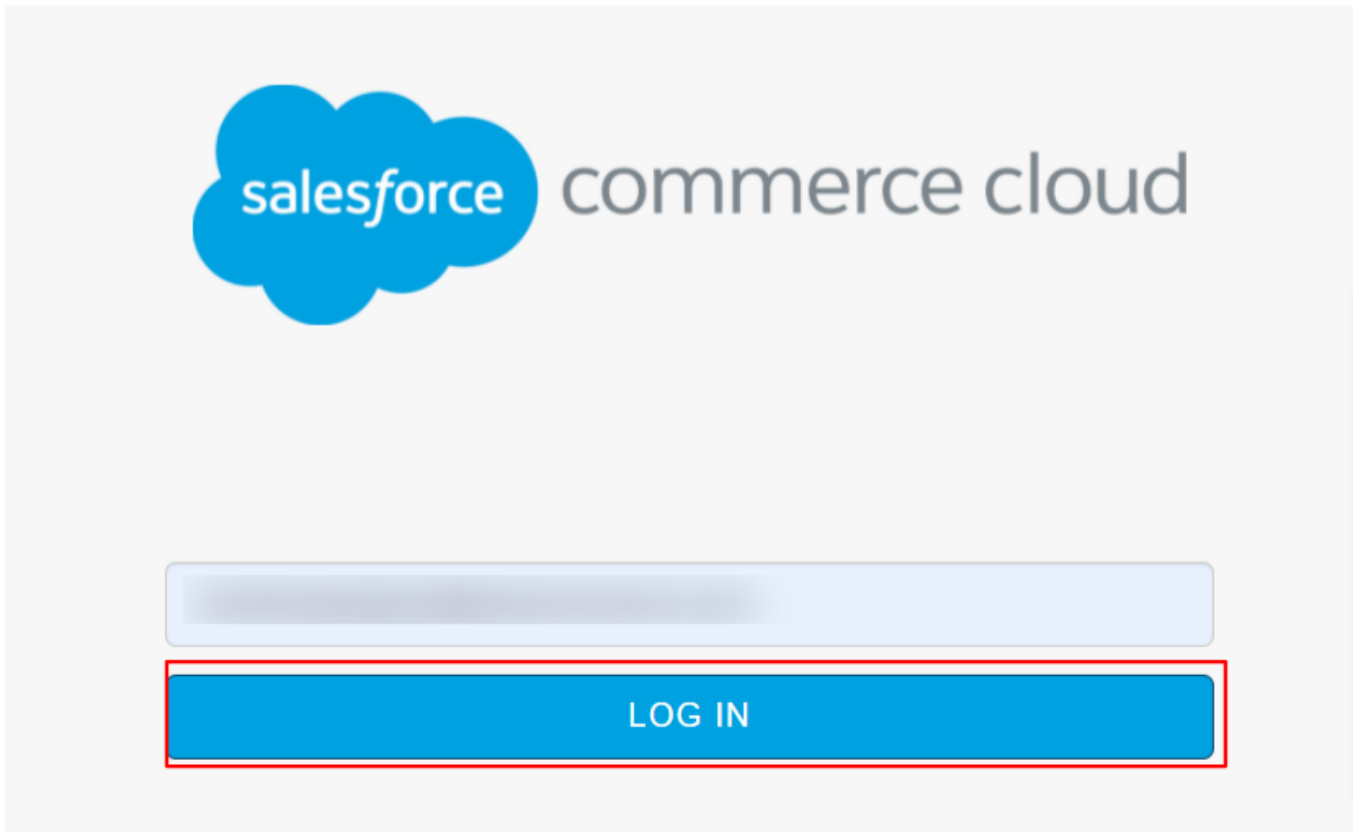
Use the checkboxes and then click **Delete** to delete the respective users.

Select All	Last Name	First Name	Login	Status	Last Login
<input type="checkbox"/>				Active	
<input type="checkbox"/>				Active	
<input type="checkbox"/>			shubhi@...com	Active	
<input type="checkbox"/>				Active	
<input type="checkbox"/>				Active	

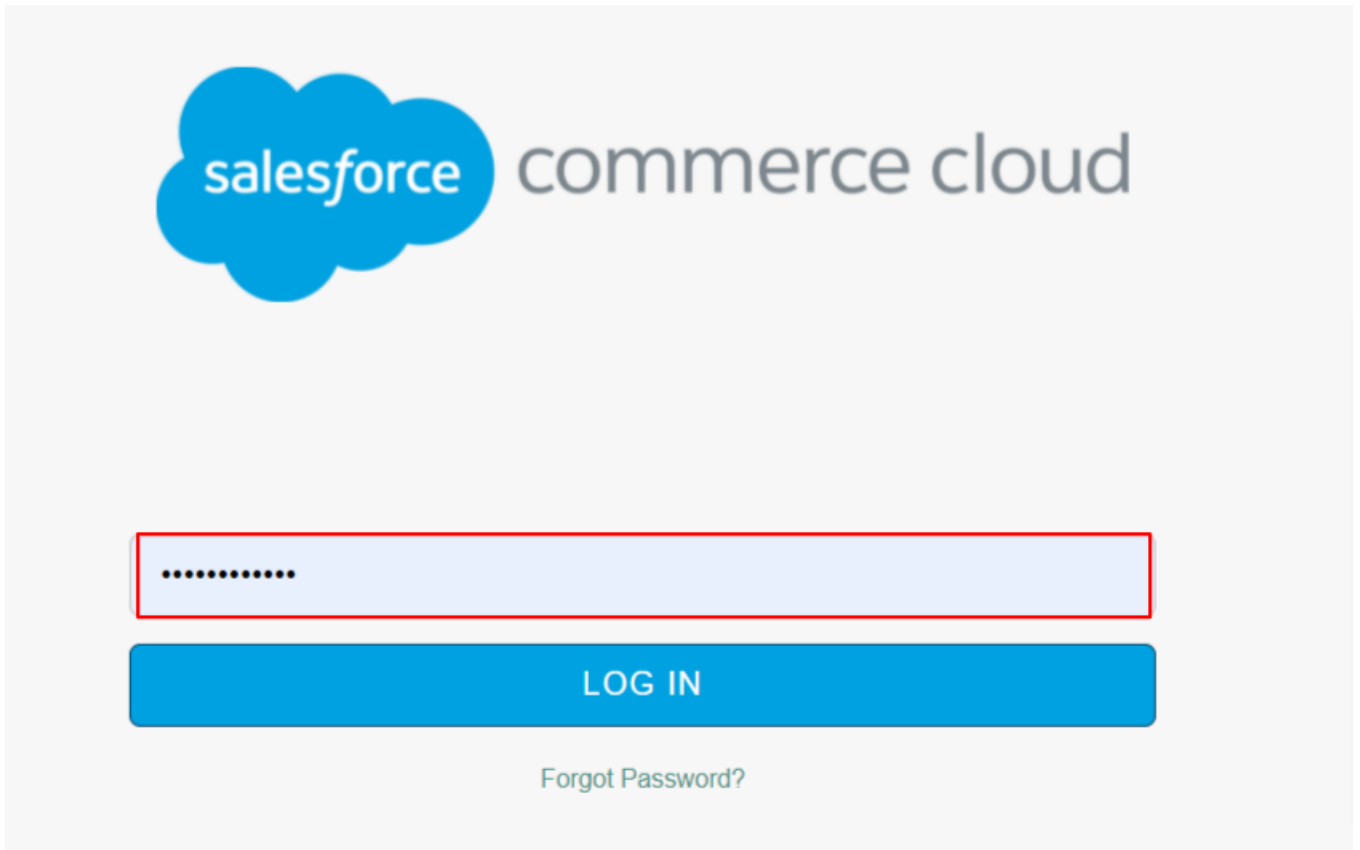
How to get your Business Manager User Password?

Business Manager User password is that password you've used while creating your Business Manager User ID for **Salesforce Commerce Cloud**.

To get that, you simply need to enter your **Business Manager User ID** as shown below –



And then, your password will be auto-displayed (if you have saved the credentials while creating your ID). Refer to the image for better understanding-



This is the password that you have to enter in the app.

3.1.7. Verify your credentials on app

Enter details in all eight fields, and click on “**Next**” as displayed below:

STEP 1 / 3
● ● ●

Verify your credentials

📖 Guide

Please authenticate your Salesforce Commerce account details by filling up the form below.

Account Manager Client ID	<input style="width: 90%; border: 1px solid #ccc;" type="text"/> <p style="font-size: 0.8em; margin-top: 5px;">For eg : b02dd00f-b55f-47cb-8c66-0847fdb768ff Salesforce Commerce Cloud (Demandware) → Account Manager → API Client</p>
Account Manager Secret Key	<input style="width: 90%; border: 1px solid #ccc;" type="text"/> <p style="font-size: 0.8em; margin-top: 5px;">For eg : cedcommerce@123 The 12 characters password (e.g. 123456789abc) that you have created while adding API Client.</p>
Sub Domain URL	<input style="width: 90%; border: 1px solid #ccc;" type="text"/> <p style="font-size: 0.8em; margin-top: 5px;">For eg : https://pdyh-003.sandbox.ab04.ab.commercecloud.salesforce.com Salesforce Commerce Cloud (Demandware) → Account Manager → API Client → Roles → Salesforce Commerce API</p>
Short Code	<input style="width: 90%; border: 1px solid #ccc;" type="text"/> <p style="font-size: 0.8em; margin-top: 5px;">For eg : kv9qzn78 Salesforce Business Manager → Administration → Site Development → Salesforce Commerce API Settings</p>
Organization ID	<input style="width: 90%; border: 1px solid #ccc;" type="text"/> <p style="font-size: 0.8em; margin-top: 5px;">For eg : f_ecom_zycl_087 Salesforce Business Manager → Administration → Site Development → Salesforce Commerce API Settings</p>
Site ID	<input style="width: 90%; border: 1px solid #ccc;" type="text"/> <p style="font-size: 0.8em; margin-top: 5px;">For eg : ReffAch Salesforce Business Manager → Top Left Corner → Select Site ID from the dropdown</p>
Business Manager User ID	<input style="width: 90%; border: 1px solid #ccc; background-color: #e0e0e0;" type="text" value="shiva"/> <p style="font-size: 0.8em; margin-top: 5px;">Salesforce Business Manager → Administration → Organization → Users</p>
Business Manager User Password	<input style="width: 90%; border: 1px solid #ccc; background-color: #e0e0e0;" type="password" value="....."/> <p style="font-size: 0.8em; margin-top: 5px;">The password [eg:Name123]that you as a user have created for Business manager.</p>

NEXT

Now, you will be asked to connect your Facebook account with CedCommerce API. The complete process is described in the upcoming Section.

3.2. Connect Facebook Account with app

Step 1:

Connect your existing Facebook Account with CedCommerce API by clicking on “**f Connect**” as displayed in the below screenshot.

STEP 2 / 3

Link your Facebook account

You can now connect your Facebook details with the app. The next screen will prompt you to fill the following:

- Facebook Business Manager account
- Facebook Page
- Product Catalogue
- Ad account
- and Facebook Pixel.

In case you don't have any of these, not a problem at all. You can effortlessly create them within the app itself.

[Guide](#)

By clicking Connect, you agree to our [Terms & Conditions](#)

3.2.1. Onboarding to Facebook Business Extension

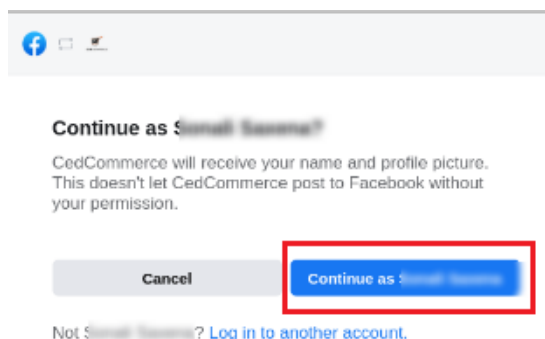
Merchants can now easily set up their Facebook pixels, catalog and also run their business through Facebook and Instagram Shops. By integrating with Facebook Business Extension, you can unlock a broad suite of Facebook business tools for your customers in the eCommerce and services verticals experiences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

Step 1:

Here, you need to allow permission to CedCommerce API to access your Profile Name and Profile Picture, click on the **“Continue as (your name)”** button as displayed below.

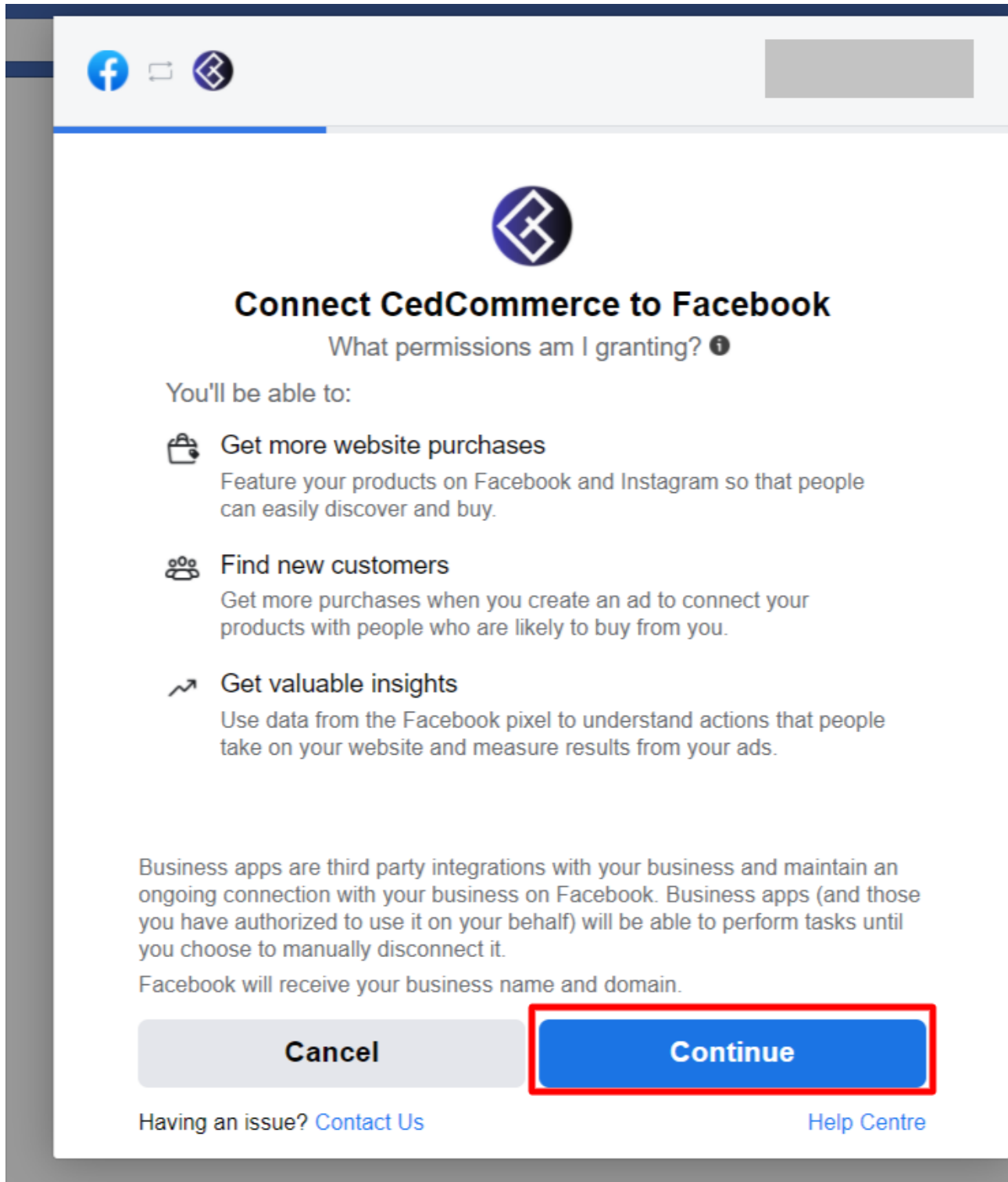


Step 2:

In this step, you will get to know what are the benefits of connecting with CedCommerce API for Facebook Shops:




- Get more website purchases
- Find new customers
- Get valuable insights

Further, **click on “Continue”** as displayed below to step into the next step.



Connect CedCommerce to Facebook
What permissions am I granting? ⓘ

You'll be able to:

-  **Get more website purchases**
Feature your products on Facebook and Instagram so that people can easily discover and buy.
-  **Find new customers**
Get more purchases when you create an ad to connect your products with people who are likely to buy from you.
-  **Get valuable insights**
Use data from the Facebook pixel to understand actions that people take on your website and measure results from your ads.

Business apps are third party integrations with your business and maintain an ongoing connection with your business on Facebook. Business apps (and those you have authorized to use it on your behalf) will be able to perform tasks until you choose to manually disconnect it.

Facebook will receive your business name and domain.

Cancel **Continue**

Having an issue? [Contact Us](#) [Help Centre](#)

Step 3:

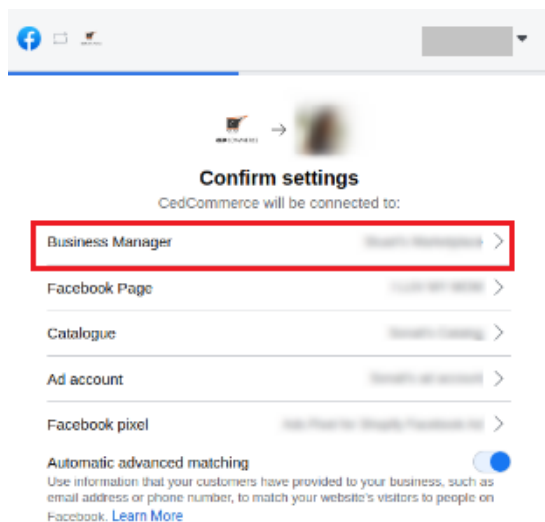
Now here you need to **perform 5 tasks** – provide information as listed below and thereafter you need to **confirm the settings** by clicking on the “**Continue**” button.

- [Connect Facebook Business Manager Account](#)
- [Connect Facebook Page](#)
- [Connect Facebook Product Catalogue](#)
- [Connect Facebook an Ad Account](#)
- [Connect Facebook Pixel](#)
- [Connect to Instagram Shopping](#)

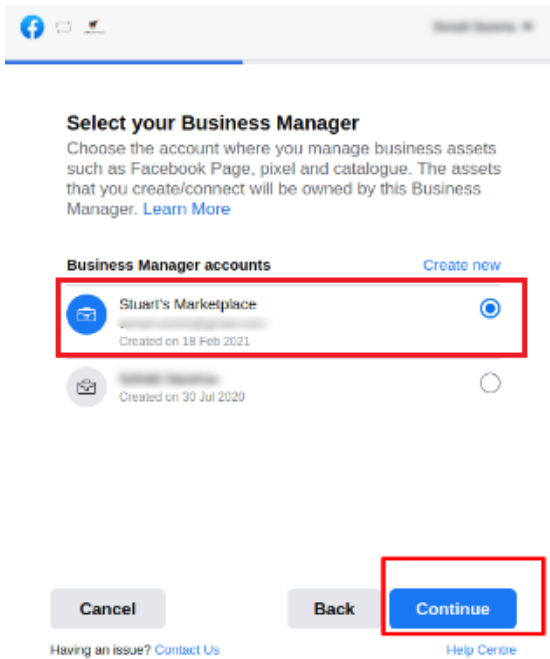
But before it, let’s understand how to perform each task.

3.2.1.1. Connect Facebook Business Manager Account

Click on “**Business Manager**” as displayed below:

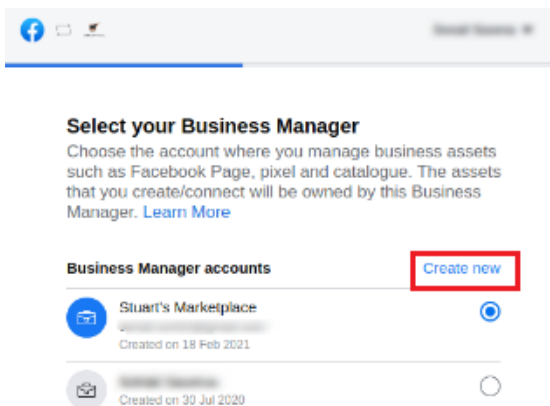


You will be redirected to **select your Business Manager Account** as shown below. Choose the account you wish to connect with CedCommerce API and thereafter, **click on “Continue”**.



3.2.1.1.1. How to Create a New Facebook Business Manager Account

If you **don't find any options** under “**Business Manager Accounts**”, it means you don't have a Business Manager Account. In this case, “**Create New**” within the app itself as shown below:



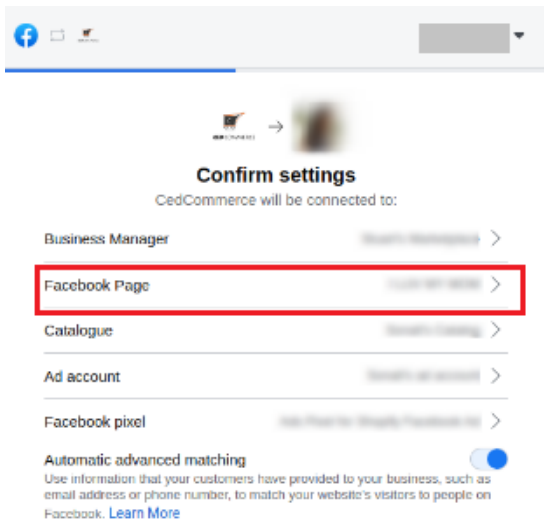
A new window or tab will get in front of you in which you need to **fill in the following details**. After that click on “**Next**”.

- Your Business Name
- Your Name
- Your Business/Work Email Address

Now, **fill up the required business details** and then click on the **“Submit”** button.

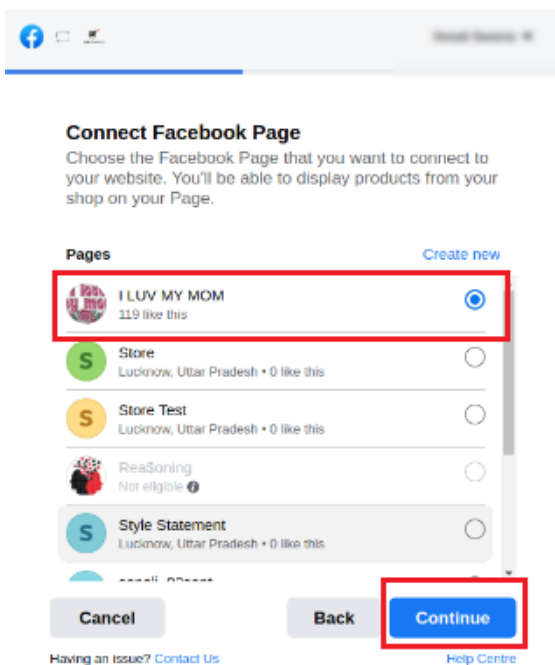
3.2.1.2. Connect Facebook Page

Click on **“Facebook Page”** as displayed below:



You will get the **list of all the Facebook Pages associated with the Business Manager Account** you have selected in **the previous step**.

Choose the Facebook Page you wish to connect with CedCommerce API and thereafter, **click on “Continue”** as displayed below:



3.2.1.2.1. How to create a new Facebook Page

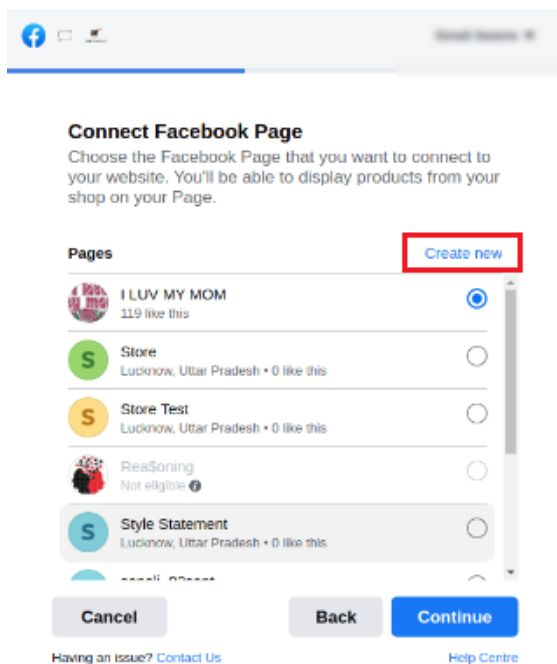
In case you are new to the Facebook business and you do not have an existing page on Facebook, you can create a new Facebook page and then connect it with the website.

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
- From the Commerce Manager

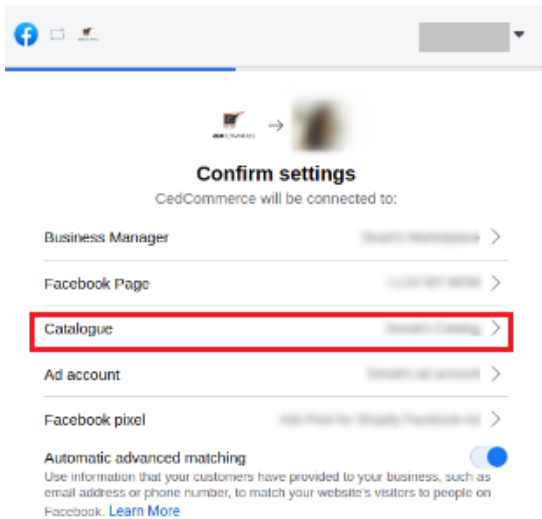
*Note: To create a new Facebook page for your business, you need the Page type and desired product category to convert the same into a Shop. Check detailed page requirements [here](#)

The process is simple and you can carry it out within the app itself by simply clicking on “Create New” as shown below:



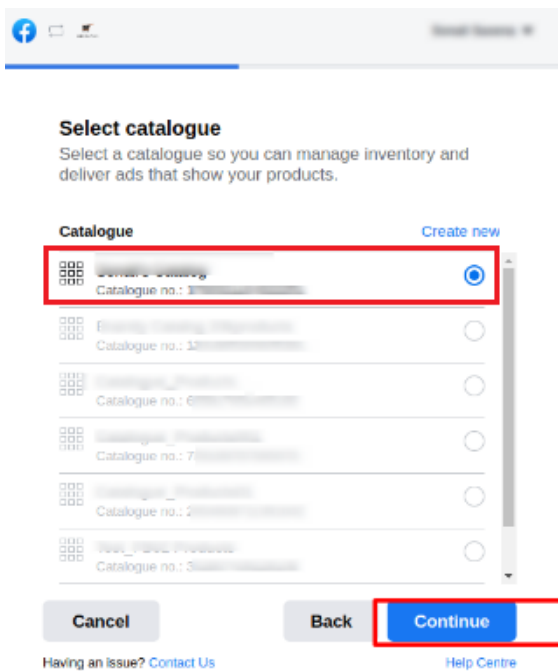
3.2.1.3. Connect Facebook Product Catalogue

Click on “Catalogue” as displayed below:



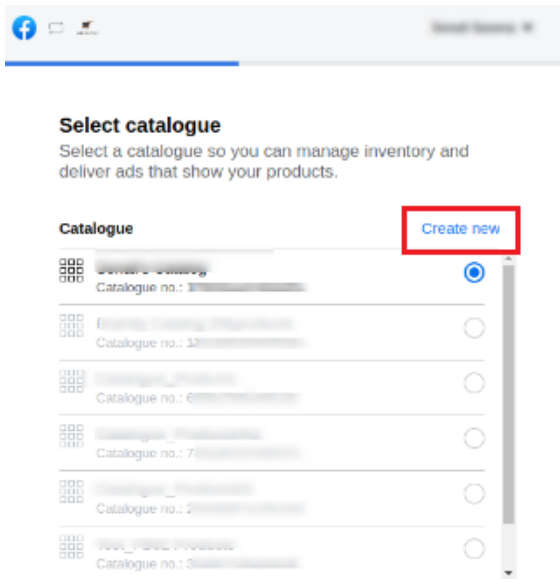
Next, you need to select the **Product Catalogue of your Commerce Store** that you wish to **connect with the Facebook Page** selected in the previous step.

Further, click on **“Continue”** as displayed below



3.2.1.3.1. How to create a new Facebook product catalog

If you **don't find any options** under “Catalogue” or in case you **want to create a separate** product catalogue dedicated for Facebook and Instagram Shops, click on **“Create New”** as displayed below:

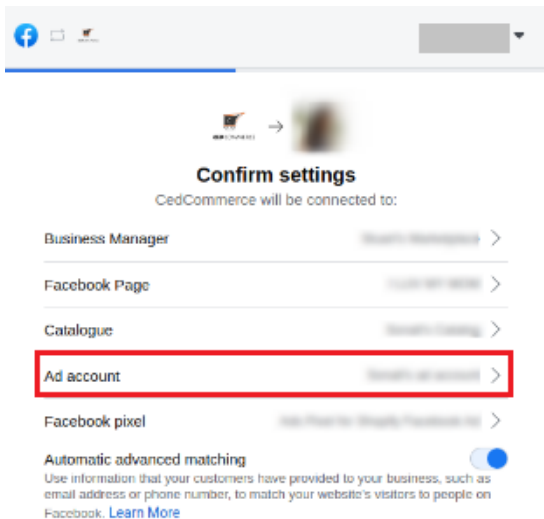


You will be redirected to the **Facebook Commerce Manager**. Now, select **“Product & Settings”** and click on **“Create New Product Catalogue”**.

Once you are done with it, start adding products to the newly created catalogue and define the attributes of your products.

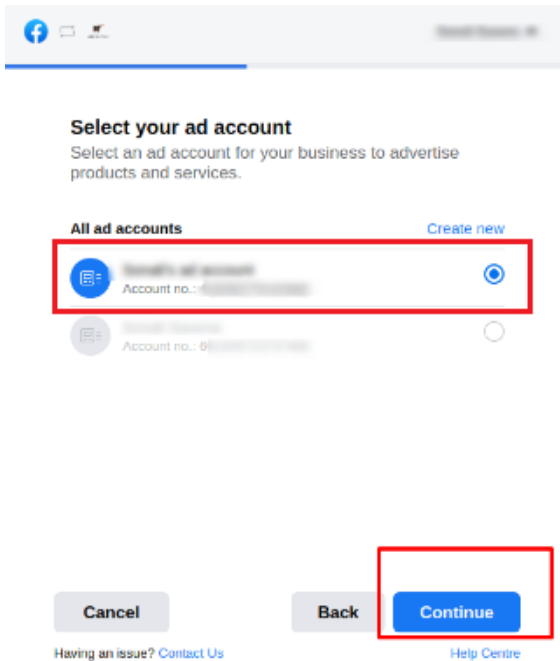
3.2.1.4. Connect Facebook an Ad Account

Click on **“Ad account”** as displayed below:



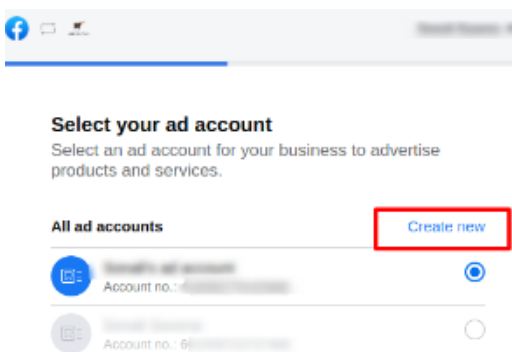
Here, you will the **list of all the Facebook Ad Accounts associated with the Business Manager Account** you have selected.

Choose the Ad Account you wish to connect with CedCommerce API and thereafter, **click on “Continue”** as displayed below:



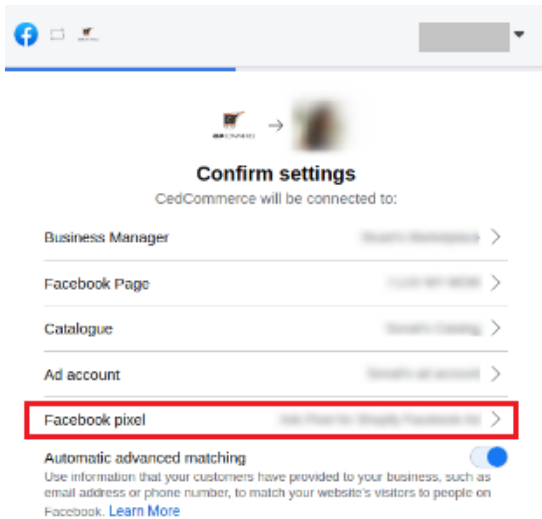
3.2.1.4.1. How to create a new Ads Account

If you **don't find any options** under “All Ad Accounts”, create an Ad Account (connecting with your Business Manager account) within the app itself by clicking on “**Create New**” as shown below:

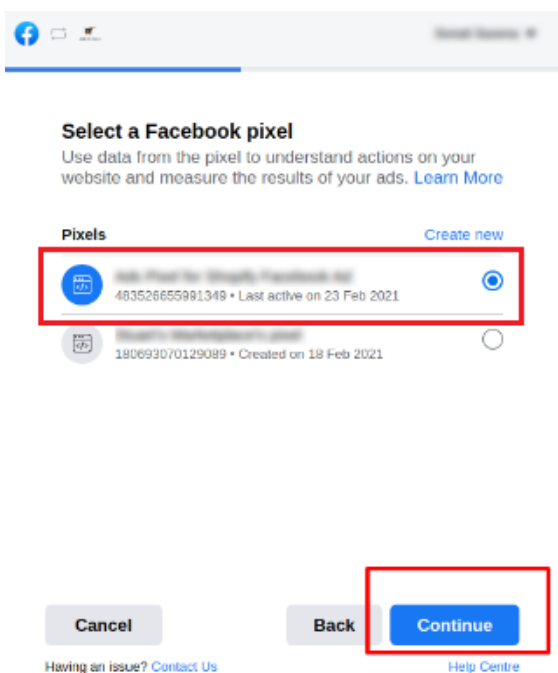


3.2.1.5. Connect Facebook Pixel

Click on “**Facebook Pixel**” as displayed below:

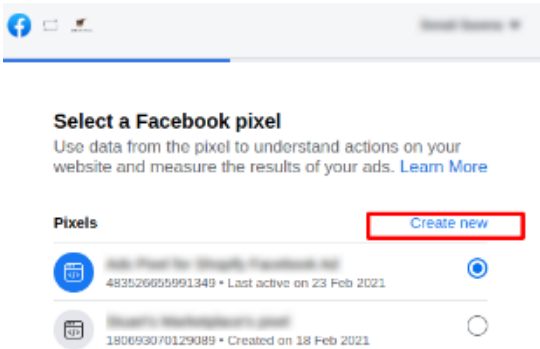


Select the **Facebook Pixel Code** from the list you wish to connect with the Facebook Ad Account you have selected and click on **“Continue”** as displayed below:



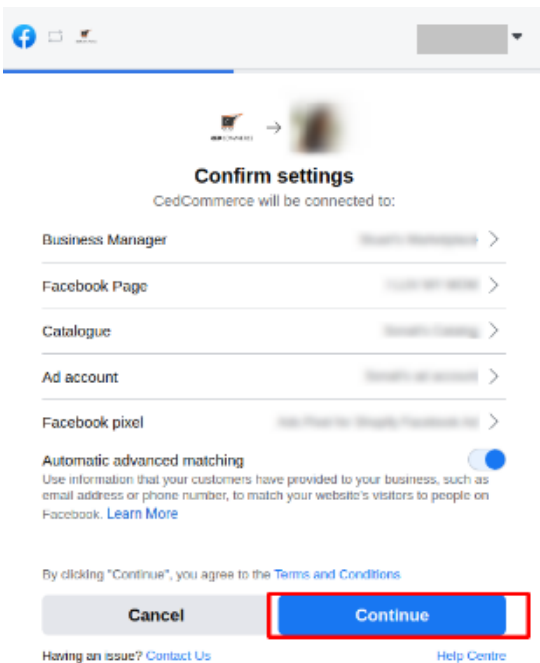
3.2.1.5.1. How to create a new pixel

If you **don't find any options** under “Pixels” or in case you **want to create a separate** one for the Ad Account dedicated only for Facebook and Instagram Shops, click on **“Create New”** as displayed below:



With this, you have successfully connected Facebook Business Manager, Facebook Page, Facebook Product Catalogue, Facebook Ad Account, Facebook Pixel Code with CedCommerce API.

Next, you need to **confirm the settings** (details provided) as we mentioned in the **initial stage**. For your convenience, we have re-attached the tab snapshot below to avoid any confusion – simply click on **“Continue”**.



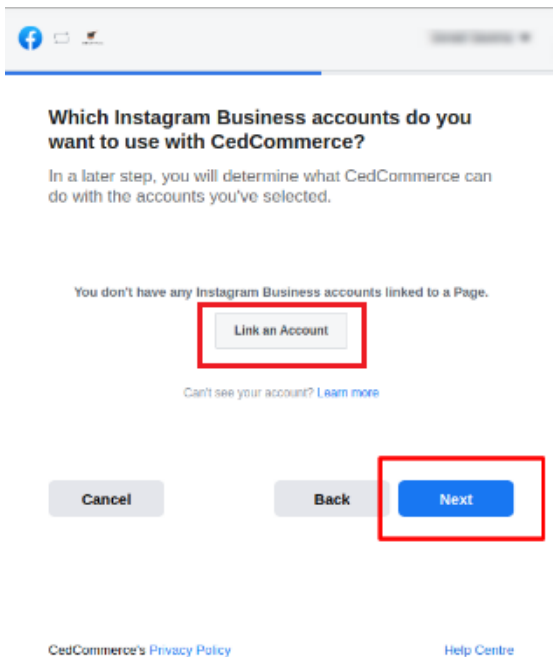
3.2.1.6. Connect to Instagram Shopping

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

It is a one-click process where you will have to **connect your Instagram Business or Creator Account** with

your Commerce Store's **Facebook Page** and **CedCommerce API**.

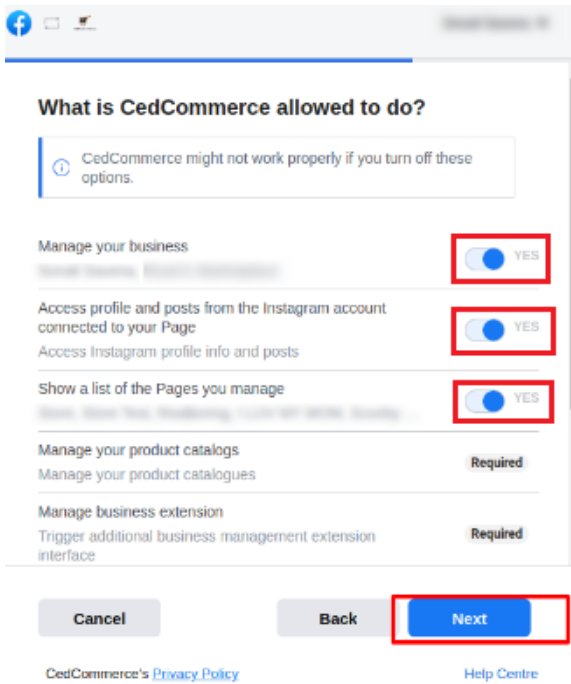
Please follow the process as displayed below, click on **“Link an Account”** and thereafter on the **“Next”** button.



3.2.1.7. Allow Permission to CedCommerce

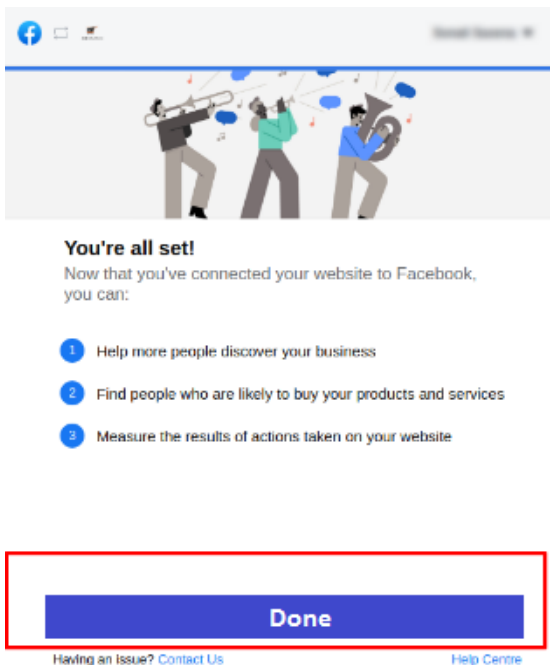
This section deals with what permissions you allow CedCommerce with. Select Yes to all permissions to run ads, Shops and gain insights into all your business activities.

You need to **allow permissions to CedCommerce API** by clicking **toggle (select) to “Yes”** against each permission. Thereafter, **click on “Next”** as displayed below:



Note: You need to **grant all the permissions** (as listed) to CedCommerce API so that the application works properly.

This is the last step where you will have a **confirmation screen** from CedCommerce API “**You’re all set!**” To finalize it, click on “**Done**”.



In case, by mistake you connected a wrong account/page or want to re-edit, you can make the changes from the link as displayed below.

STEP 2 / 3

Congratulations!

You have successfully connected your Facebook account.

[Want to reset the connected account/page? Don't worry, click here.](#)

With this, you have successfully connected your assets across Facebook & Instagram. Click on “**Continue**” for Category and Attribute Mapping.

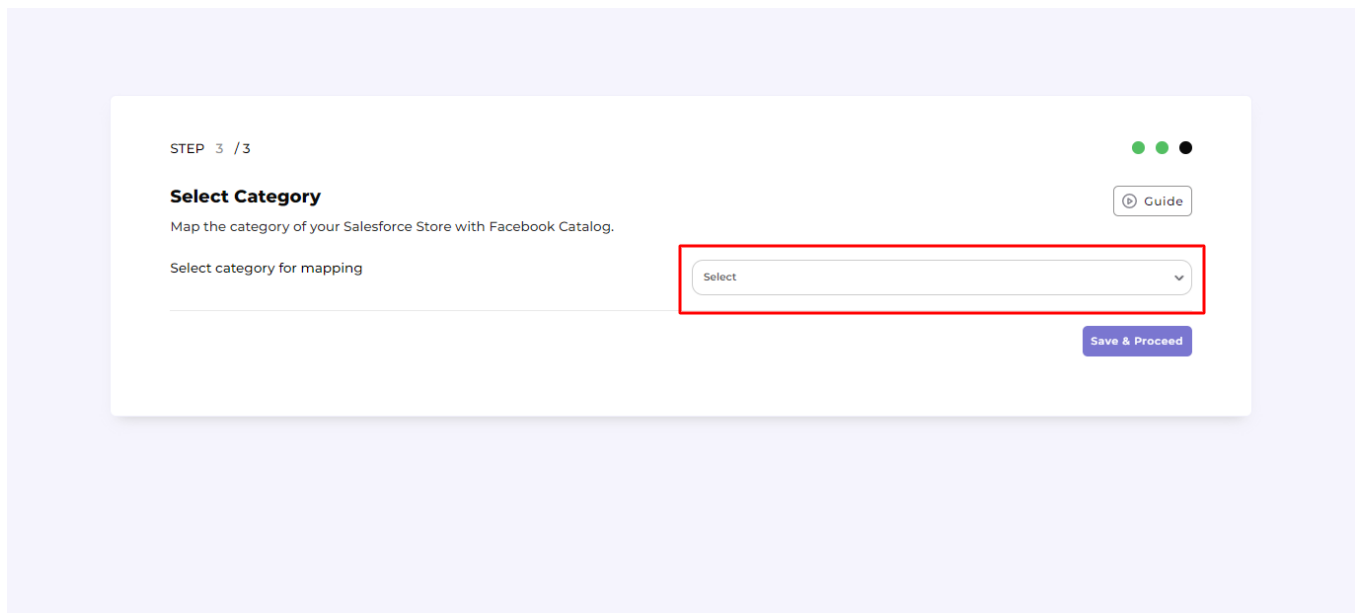
3.3. Configure Category and Attribute Mapping on app

- It would be best to map **your product category listed on Salesforce Commerce Cloud with the CedCommerce app** so that the same available category can be uploaded to Facebook Catalogue.
- Select your product's **Category under Select Category for Mapping** as displayed below.
- After that, in **Select Attribute(s)**, map at least one attribute corresponding to each product and then **click on Save & Proceed**.
- Attribute Mapping is an ultimate process in which you provide additional details (variants) of your product like age, gender, size, pattern, etc.

It **enhances the visibility of your product catalog** among the shoppers (they can shop using filters plus recommendations) across Facebook and Instagram.

Step 1

Under Select Category, click on “**Select**” and **choose your category from the drop-down**.



Please refer to the sample shown below:

STEP 3 / 3 ● ● ●

Select Category 📖 Guide

Map the category of your Salesforce Store with Facebook Catalog.

Select category for mapping Apparel & Accessories/Clothing ▼

Apparel & Accessories > Clothing ✕

Edit/Add Attributes Mapped

Common attributes between Salesforce and Facebook have been automapped. Also, you can add more attributes to enhance your product catalog over Facebook Commerce Surfaces.

Recommended +

Optional +

Save & Proceed

Step 2

Further, click on the **“Save & Proceed”** button below.

The screenshot shows a three-step onboarding process. Step 3 is 'Select Category', where the user has chosen 'Apparel & Accessories/Clothing'. Below this, a list of attributes is shown under the 'Recommended' section. The 'Age Group' attribute is highlighted with a red box. Other attributes include Brand, Color, Gender, Material, Size, Pattern, and Style. A 'Save & Proceed' button is located at the bottom right of the interface.

STEP 3 / 3

Select Category Guide

Map the category of your Salesforce Store with Facebook Catalog.

Select category for mapping Apparel & Accessories/Clothing

Apparel & Accessories > Clothing x

Edit/Add Attributes Mapped

Common attributes between Salesforce and Facebook have been automapped. Also, you can add more attributes to enhance your product catalog over Facebook Commerce Surfaces.

Recommended -

<input type="radio"/> Age Group	Select
<input checked="" type="radio"/> Brand	Brand
<input checked="" type="radio"/> Color	Color
<input type="radio"/> Gender	Select
<input type="radio"/> Material	Select
<input checked="" type="radio"/> Size	Size
<input type="radio"/> Pattern	Select
<input type="radio"/> Style	Select

Optional +

Save & Proceed

Once you are done with it, CedCommerce App will automatically initiate **product importing** (and synchronization) from Salesforce in the backend.

With this, we are **successfully done with the complete onboarding process.**

4. Dashboard

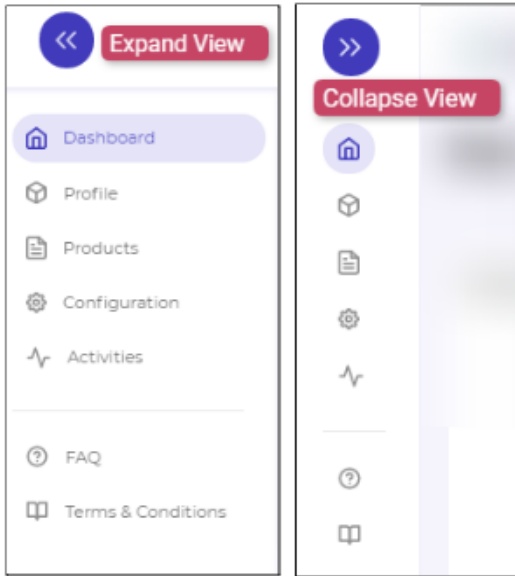
As shown below, the app's dashboard showcases the holistic view of all the merchant operations, synchronized with Facebook & Instagram Shops.

Let's understand each block from top to bottom:

Header View:



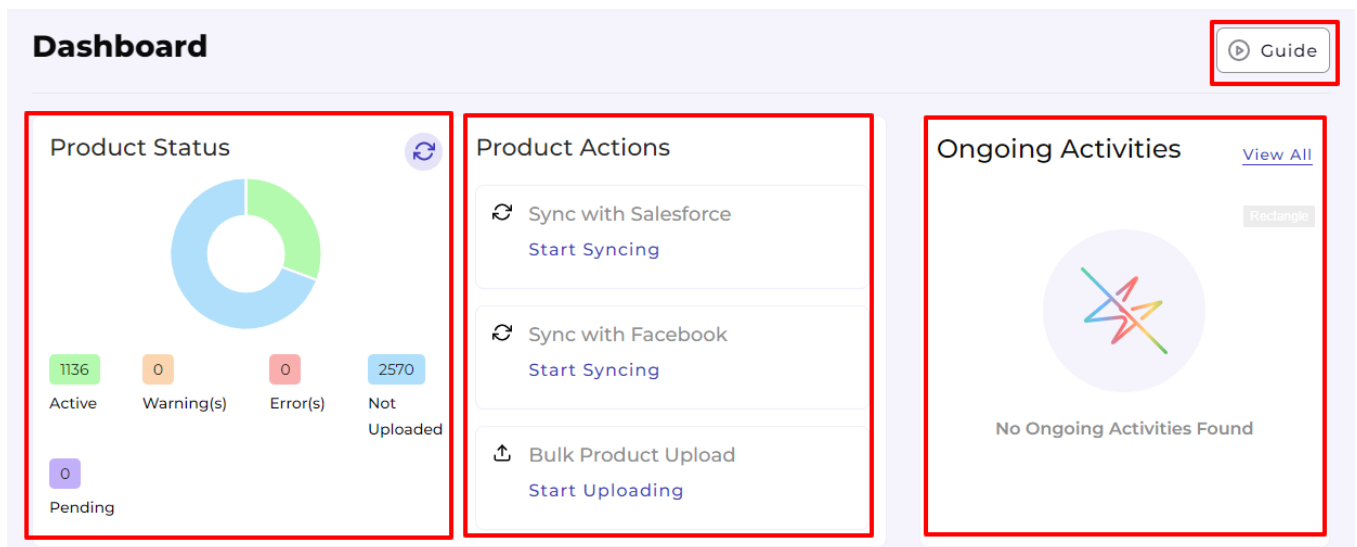
- With this icon, you can expand/collapse the left bar view as per your requirement and convenience.



(Left Bar View)

- You can hassle-free set up your Facebook and (or) Instagram Shops from here.
- It displays your Profile Name.
- This is the CedCommerce Support Chatbox available at your service 24X7.

Dashboard Middle View:



- **Product Status:** It shows the real-time status of your products imported from the Salesforce Commerce Store or uploaded from the CedCommerce App to the Facebook Catalogue.
- **Sync Products**
 - **Sync with Salesforce:** You can sync products from Salesforce Commerce Store to the CedCommerce app in one click.
 - **Sync with Facebook:** This syncs the real-time status of the products (i.e., Error, Not Uploaded, Warning, and Finished) between the CedCommerce app and Facebook catalog.
- **Bulk Product Upload:** You can bulk upload the products from here.

Bulk Upload



Please select a profile to which you want to upload to your Facebook catalogue.

Default



- Your "Default" profile is the one where, the product(s) will be uploaded according to the category mapped during the onboarding process. You can check and edit the same under the [Configuration](#) section (General → Default Profile).
- To upload the product(s) profile-wise, you can select the desired profile from dropdown and can also [Create a new profile](#) from here itself.

Cancel

Start Upload

If you want to upload the products profile-wise, that is also feasible from here itself. You need to select the profile created for the product set you wish to upload and click on **"Start Upload"** (refer below to the screenshot).

- Guide** – It allows you to access the complete video help guide, with which you can learn the complete working of the app.
- Ongoing Activities:** It shows the real-time progress of your recent operations, as displayed in the below screenshot.

Dashboard

Guide

Product Status



1136

Active

0

Warning(s)

0

Error(s)

2570

Not
Uploaded

0

Pending



Product Actions

Sync with Salesforce
[Start Syncing](#)

Sync with Facebook
[Start Syncing](#)

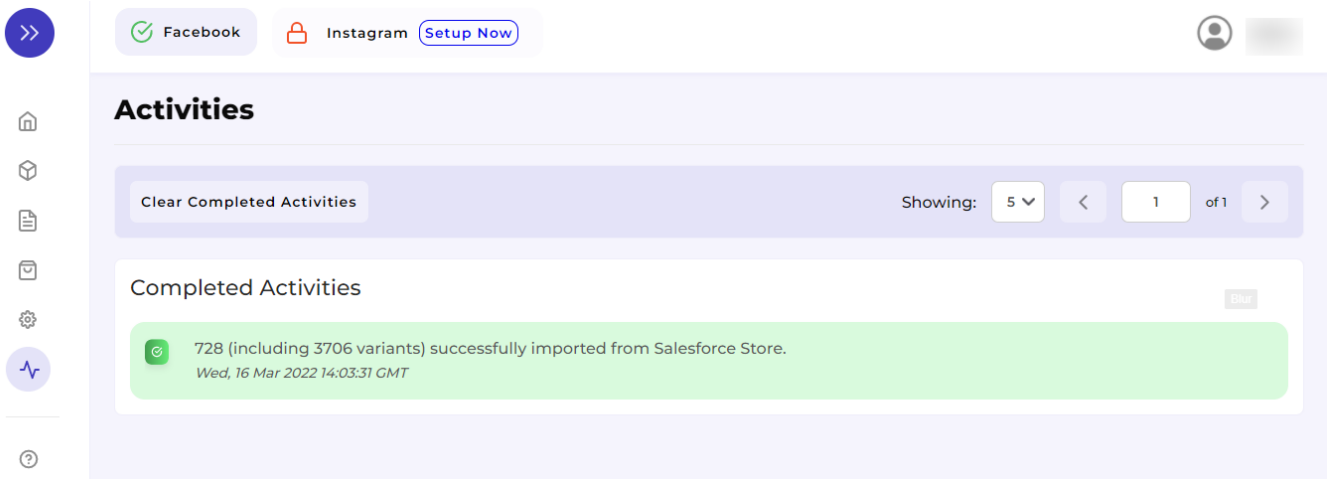
Bulk Product Upload
[Start Uploading](#)

Ongoing Activities [View All](#)

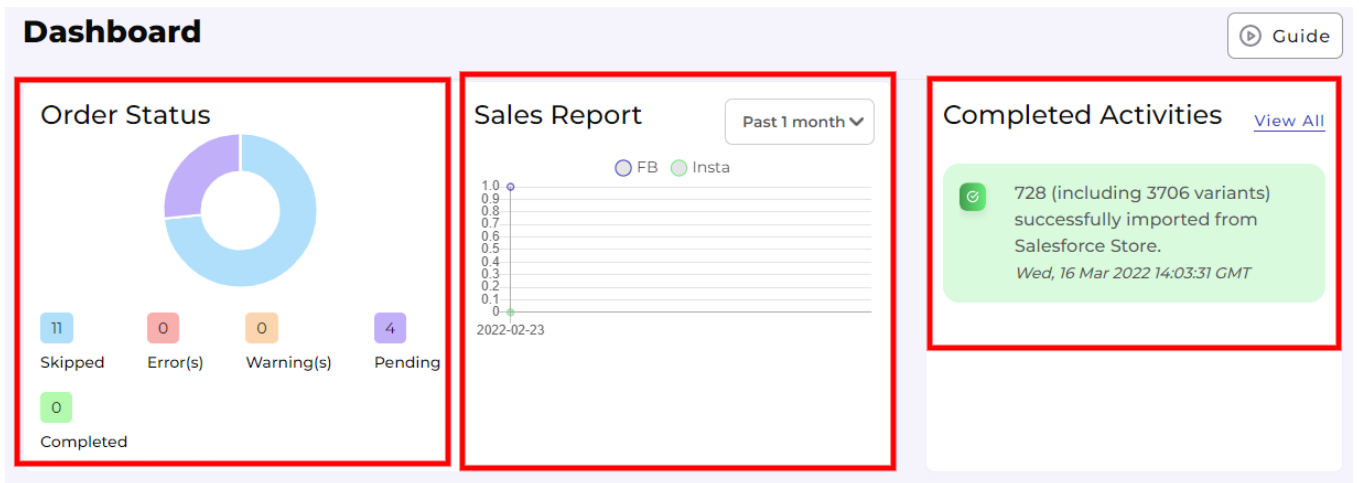
No Ongoing Activities Found

What is "View All" – If you have performed multiple operations at a time or want to view the operations performed so far, you can view it from here.

You will be redirected to the **"Activities,"** as displayed below:



- **Order status:** Keep a real-time record of the orders received, sync it between Salesforce and Facebook Shop.
- **Sales report:** Get a complete overview of your sales progress on your Facebook and Instagram shops from this section here. You can filter the report's time phase accordingly from the dropdown arrow.
- **Completed activities:** Get an overview of all the activities you've completed from this section.



Dashboard BottomView:

The screenshot shows a dashboard with a 'Guide' button in the top right. The 'Most Related Queries' section, highlighted with a red border, lists four common questions, each with a plus icon and a 'View All' link. The 'Top Orders' section, also highlighted with a red border, shows two identical entries for 'Sleeveless Pleated Top' with a 'Total Sales Count: 1'.

- **Most Related Queries:** It is a quick help section for sellers where the most popular and common FAQs have been answered with explanations and guides. You can “**View All**” to have the list of all answered FAQs.
- **Top orders:** It is a quick overview of your most ordered products.

5. Profile Tab

Profiling is all about creating a category of a similar product set or is created on the basis of the particular template or conditions for several products in which you wish to upload them.

By such refined categorizations, profiling not only saves time in performing multiple operations on a particular product set but also **makes the process easier while uploading the products.**

- Click on the “**Profile**” Tab as displayed below.

The screenshot shows the 'Profile' tab selected in the left sidebar. The main dashboard area displays 'Product Status' with a donut chart showing 1136 Active, 0 Warning(s), 0 Error(s), and 2570 Not Uploaded. Below this are 'Product Actions' with buttons for 'Sync with Salesforce', 'Sync with Facebook', and 'Bulk Product Upload'. The 'Ongoing Activities' section shows 'No Ongoing Activities Found'.

- You will be redirected to the **Profile page** wherein you will find the complete list of profiles created. And

also, you can even create a new profile from there.

The screenshot shows the 'Profiles' management interface. At the top, there are tabs for 'Facebook' and 'Instagram' with a 'Setup Now' button. Below the tabs is a search bar labeled 'Enter Profile Name' and a 'Showing: 5' dropdown. The main content is a table with the following data:

Profile Name	Rule(s)	Item(s)	Category	Actions
abc	(title %LIKE% 6)	1	Animals & Pet Supplies/Live Animals	⋮
test1	(title %LIKE% a) (brand == Samsung)	2616	Vehicles & Parts/Vehicle Parts & Accessories/ Motor Vehicle Electronics/Motor Vehicle Spe akerphones	⋮
dgfgfd	(title %LIKE% gfgfdg)	0	Animals & Pet Supplies/Live Animals	⋮
test	(title %LIKE% a) (category == womens-dre ses-floral-dresses)	0	Apparel & Accessories/Clothing	⋮
harsh	(title %LIKE% so)	0	Animals & Pet Supplies/Live Animals	⋮

5.1. How to Create a Profile?

Step 1:

Click on “**Create Profile**” as shown below:

This screenshot is identical to the previous one, but with a red rectangular box highlighting the 'Create Profile' button in the top right corner, and a red arrow pointing to it from the left.

Step 2:

You will be redirected to the creation page where you will need first to Enter “**Profile Name**” (remember every profile name has to be a unique name) and **perform Category Mapping** as shown below.

The screenshot shows the 'Create Profile' interface. At the top, there are links for 'Facebook' and 'Instagram Setup Now'. The main heading is 'Create Profile' with 'Back' and 'Next' buttons. The progress indicator shows 'STEP 1 / 2'. The instruction is 'Complete necessary details for creating the new profile.' The 'Profile Name' section has a text input field with the placeholder 'Enter profile name' and a note: 'Profile name should be unique and it must not exceed 80 characters.' The 'Select category' section has a dropdown menu with 'Select' as the current selection and a note: 'Select the category which best defines your product(s)'. The 'Product(s) Selection Criteria' section includes a 'Rule Group Help Guide' and an 'Override Product(s)' checkbox. Below that, there are 'Rule Group' options: 'Any Condition' (selected) and 'All Condition', followed by a 'Product must match' section with dropdowns for 'Title' and 'Contains', and an 'Enter title' input field.

Step 3:

Select category from the drop-down as shown below with sample:

This screenshot shows the 'Create Profile' interface with the 'Select category' dropdown menu open. The 'Select category' label is highlighted with a red box, and a red arrow points from it to the dropdown menu. The dropdown menu is also highlighted with a red box and contains a search bar and the following categories: 'Animals & Pet Supplies/Live Animals', 'Animals & Pet Supplies/Pet Supplies', 'Animals & Pet Supplies/Pet Supplies/Bird Supplies', and 'Animals & Pet Supplies/Pet Supplies/Bird Supplies/Bird Cage Accessories'. The rest of the page content is the same as in the previous screenshot.

Step 4:

For your convenience, we are **attaching a sample** of the same:

The screenshot shows the 'Create Profile' interface. At the top, there are tabs for 'Facebook' and 'Instagram' with a 'Setup Now' button. The main section is titled 'Create Profile' and includes a 'Profile Name' field, a 'Select category' dropdown, and a 'Product(s) Selection Criteria' section. The 'Product(s) Selection Criteria' section has an 'Override Product(s)' checkbox, a 'Rule Group' section with 'Any Condition' and 'All Condition' radio buttons, and a 'Rule Group Help Guide' sidebar. Red arrows point to the 'Override Product(s)' checkbox and the 'Rule Group' section.

Step 5:

Further, you need to select **“Rule”** containing conditions to select a particular product type in the Profile you are selecting.

The Rule is based on **ANY** and **ALL** conditions that define whether you want all the selected conditions or any of them to be true.

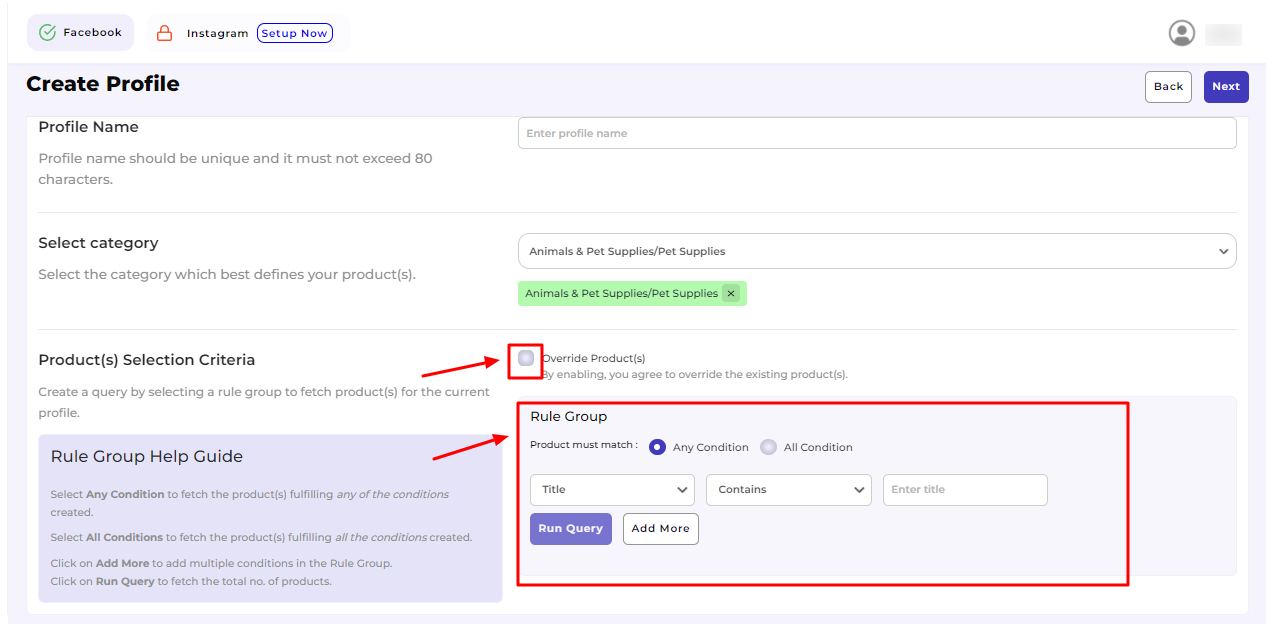
How does “Override” work?

Suppose, earlier; you have created a profile XYZ of a particular **product** set. Some of the products of profile XYZ are **mutual (common/same)** in the Profile you are creating currently, let's say ABC.

Now, if you enable the override option, the mutual products will get removed from the XYZ profile and be linked to your **“new current”** profile ABC.

Consequently, whenever you upload the Profile ABC to the Facebook Catalogue, those mutual products will automatically get updated with the details furnished under Profile ABC (not XYZ). Therefore, be cautious while executing the changes.

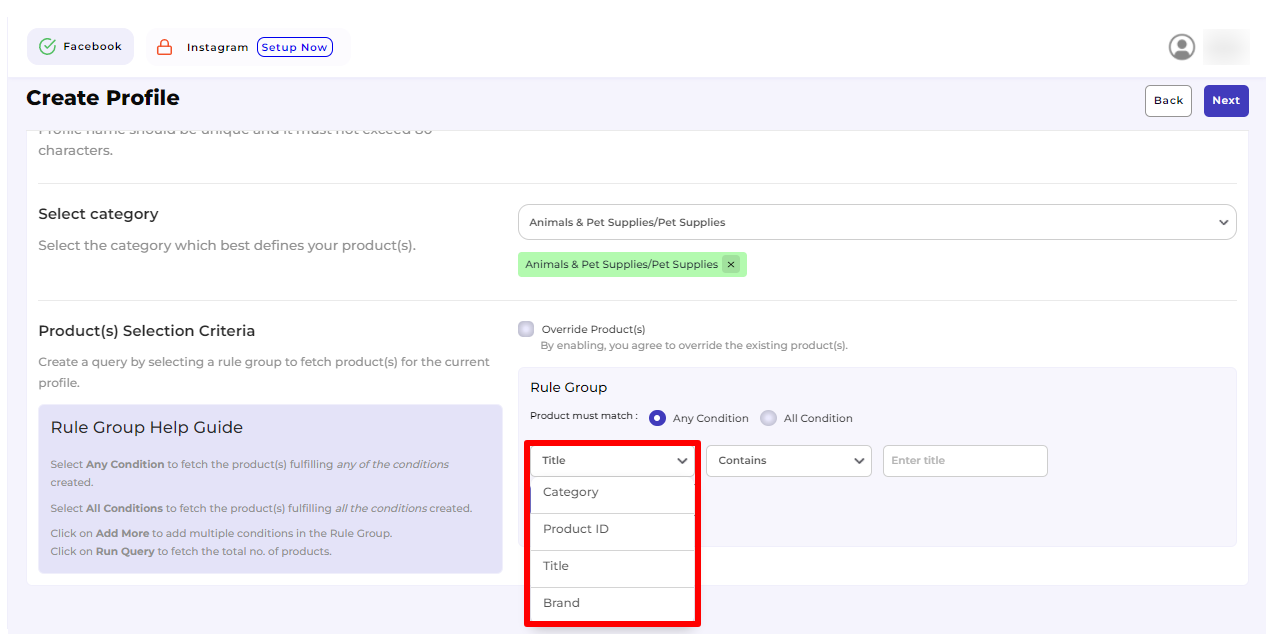
Once you are done with aligning the ruling group, click on **“Run Query”** to fetch the product details.



Step 6:

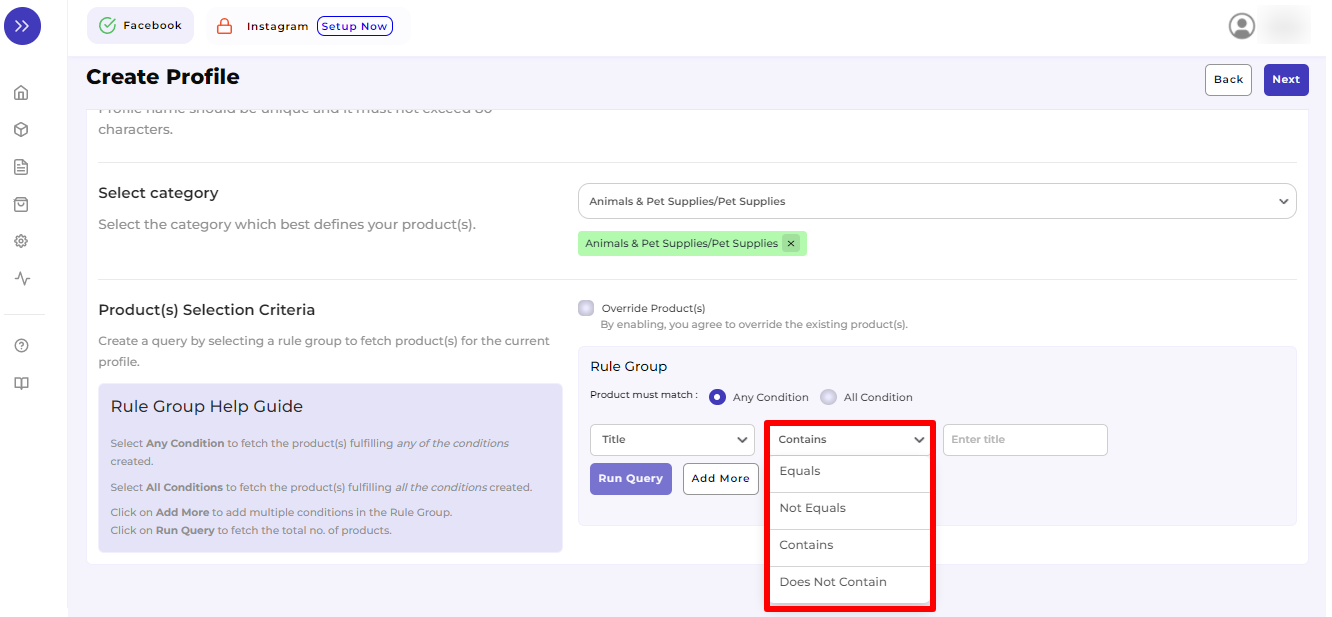
For your convenience, we have explained it through a sample below:

In the “**Rule Group**,” choose from Category, Product ID, Title, and Brand.

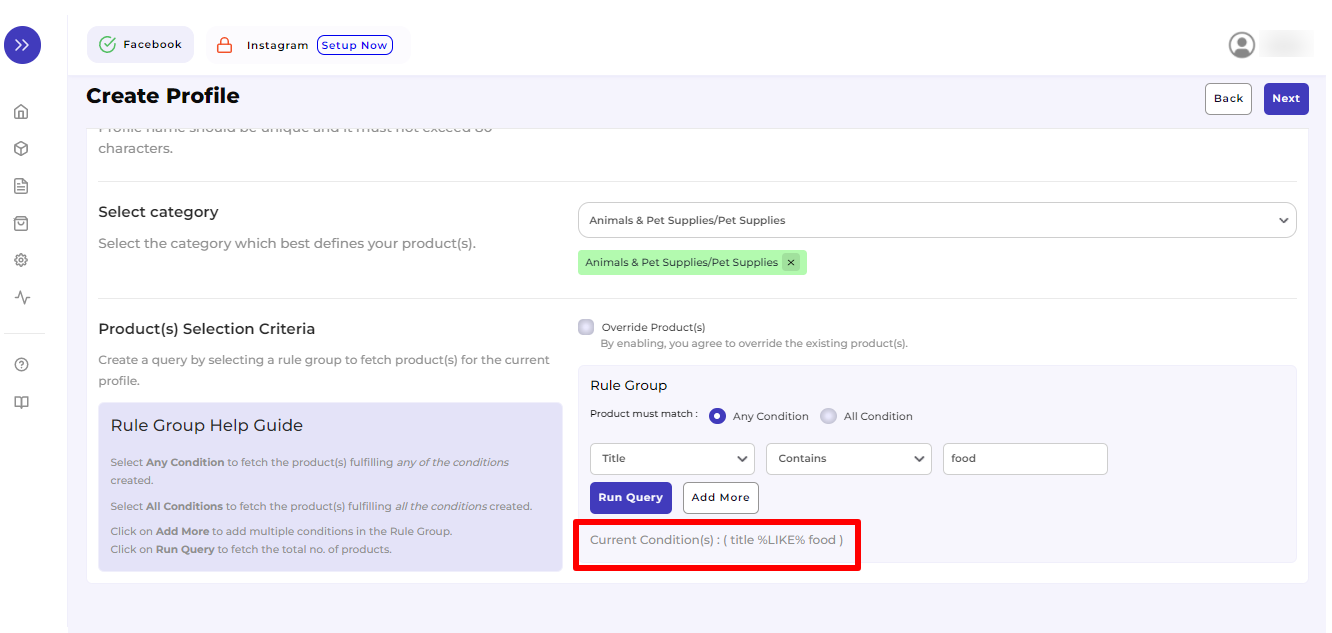


Further in the Rule Group itself, choose the Value from the following options:

- Equals
- Not Equal
- Contain
- Does Not Contain



Concerning it, enter the **Filter Value** and click on **“Run Query.”** Products details will be fetched as shown below. After it, you need to click on **“Next.”**



In case you want to **add more rule groups**, click on logics **“Any”** or **“ALL”** and then **“Run Query”** Let the app fetch the product details, and after that, click on **“Next.”**

A glimpse of the same has been displayed below for better understanding:

Create Profile Back Next

Profile Name
Enter profile name
Profile name should be unique and it must not exceed 80 characters.

Select category
Select the category which best defines your product(s).
Animals & Pet Supplies/Pet Supplies

Product(s) Selection Criteria
Create a query by selecting a rule group to fetch product(s) for the current profile.

Rule Group Help Guide
Select **Any Condition** to fetch the product(s) fulfilling *any of the conditions* created.
Select **All Conditions** to fetch the product(s) fulfilling *all the conditions* created.
Click on **Add More** to add multiple conditions in the Rule Group.
Click on **Run Query** to fetch the total no. of products.

Rule Group
Product must match: Any Condition All Condition

Title food

Run Query Add More

Current Condition(s) : (title %LIKE% food)

Repeat selecting “Rule group” again, as done previously. Refer to the image below for a better understanding:

Create Profile Back Next

Select category
Select the category which best defines your product(s).
Animals & Pet Supplies/Pet Supplies

Product(s) Selection Criteria
Create a query by selecting a rule group to fetch product(s) for the current profile.

Rule Group Help Guide
Select **Any Condition** to fetch the product(s) fulfilling *any of the conditions* created.
Select **All Conditions** to fetch the product(s) fulfilling *all the conditions* created.
Click on **Add More** to add multiple conditions in the Rule Group.
Click on **Run Query** to fetch the total no. of products.

Rule Group
Product must match: Any Condition All Condition

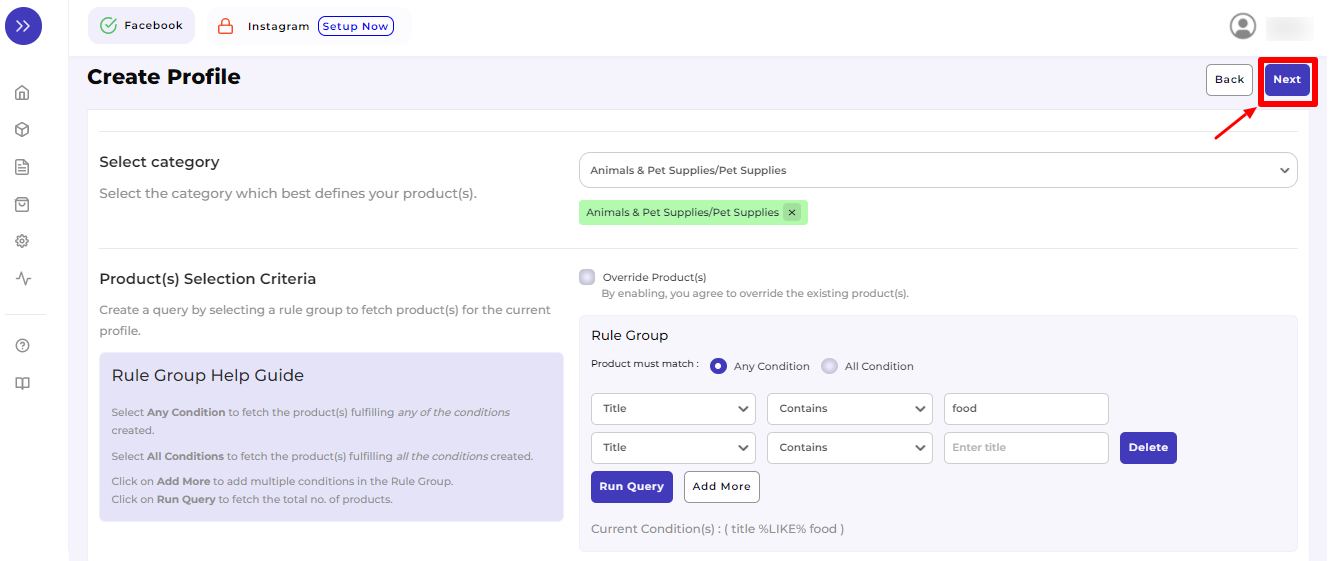
Title food

Title Enter title Delete

Run Query Add More

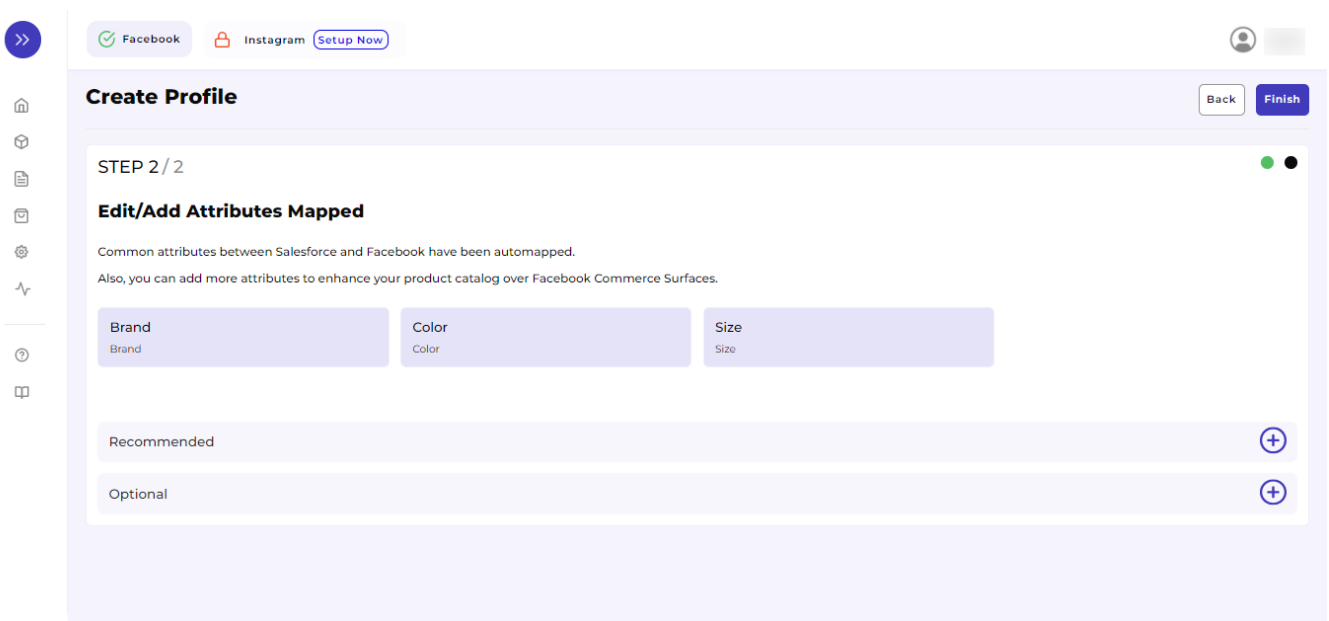
Current Condition(s) : (title %LIKE% food)

Once you complete the **basic profile creation part**, you will be redirected to the next step, “**Attribute Mapping**,” as guided in **Step 7**.



Step 7

It is mandatory to **map at least one attribute per Profile** in the attribute mapping. The same can be edited any time after profile creation.



You will get **“Recommended”** and **“Optional”** options to map attributes. You are free to choose only Recommended or both of them.

In Recommended, the attribute mapping is done based on Age Group, Brand, Color, Gender, Material, Size, and Pattern Style to the category that you have selected in the previous step.

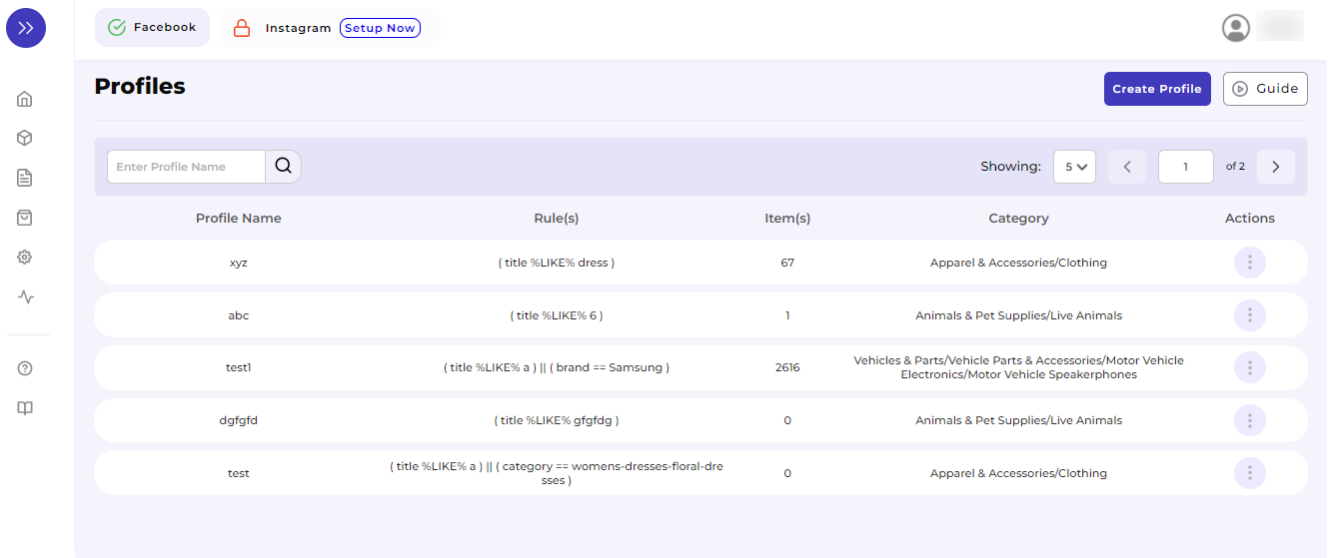
To map attributes, you just need to click + icon as shown in the snapshot.

The screenshot shows the 'Create Profile' interface. At the top, there are tabs for 'Facebook' (checked) and 'Instagram' (with a 'Setup Now' button). Below the tabs, there are three main sections: 'Brand', 'Color', and 'Size'. A 'Recommended' section is expanded, showing a list of attributes with corresponding dropdown menus. The 'Age Group' attribute is highlighted with a red rectangle. Other attributes include Brand, Color, Gender, Material, Size, Pattern, and Style. At the bottom, there is an 'Optional' section. Navigation buttons 'Back' and 'Finish' are visible in the top right corner.

Now, click on the “Finish” button to complete the process of creating a Profile.

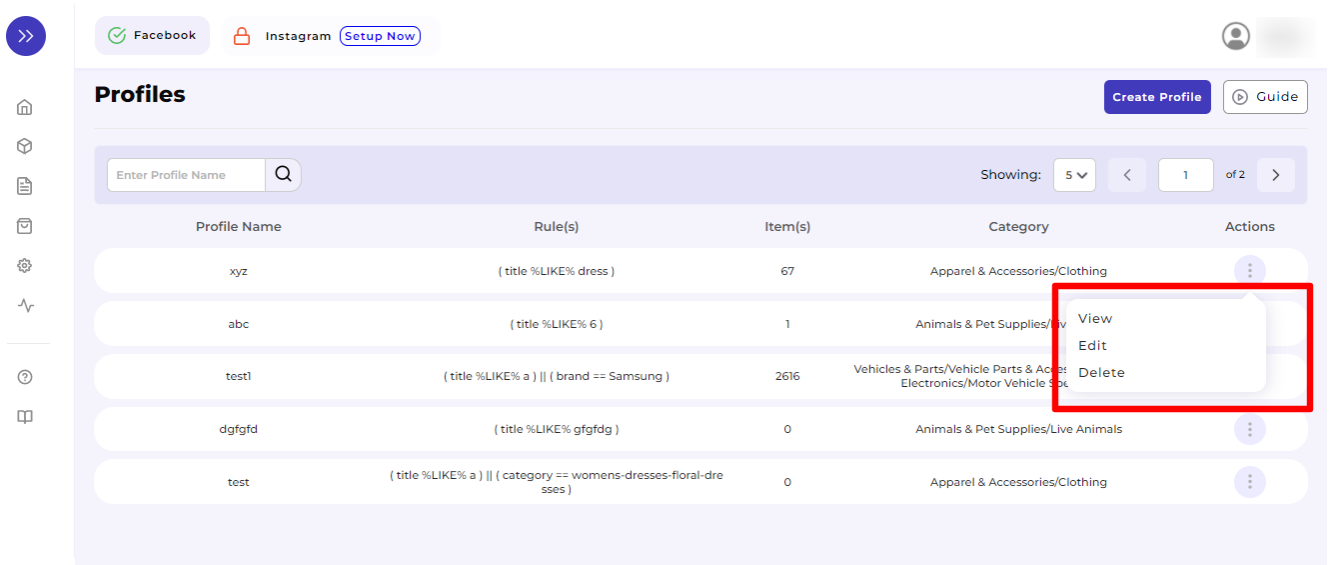
This screenshot shows the same 'Create Profile' interface as the previous one, but with the 'Finish' button in the top right corner highlighted with a red rectangle. The 'Age Group' dropdown is no longer highlighted. The rest of the form and navigation elements remain the same.

After completing Attribute Mapping, you will be prompted with the message “Profile Created Successfully,” and further, you will be redirected to the “Profiling” Page having the details of the Profile (s) created (please refer below the screenshot).



To “View,” “Edit,” or “Delete” the Profile, click on three dots corresponding to that particular Profile.

You will be instructed further to make the updates or deletions accordingly.

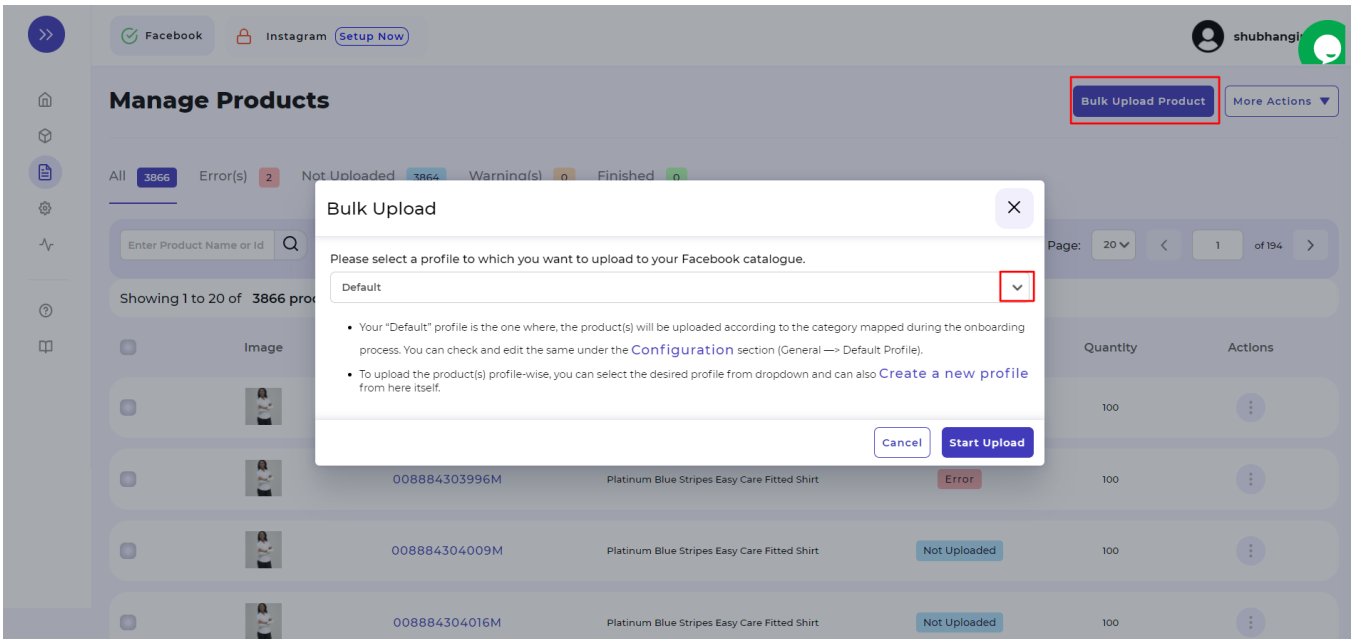


With this, we are done with the creation of a profile successfully!

5.2. How to Upload Product Profile-wise?

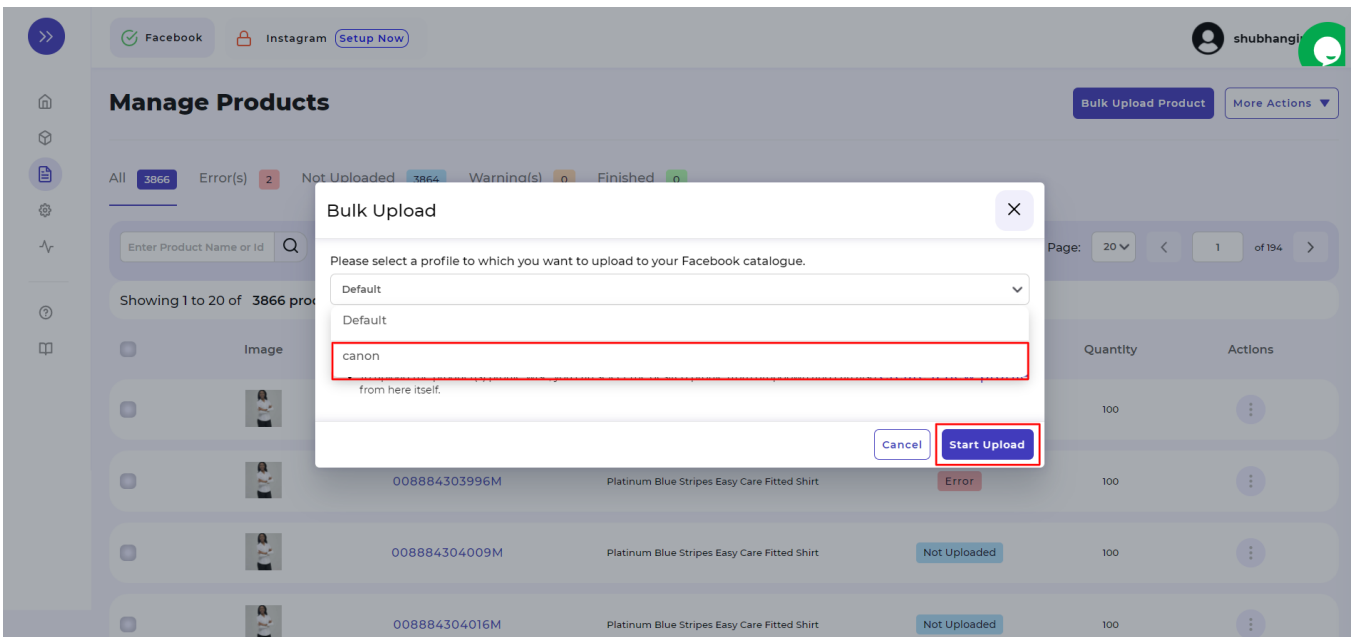
Step 1

Go to the “Products” Tab and click on the “Bulk Upload Product” button. A pop-up box will appear in front of you, click on the **drop-down menu** as shown below:



Step 2

Select the profile you want to upload (as displayed below) and thereafter click on the “**Start Upload**” button.



With this, all the products (or product-set) under the profile selected will start uploading that you can view either in the **Ongoing Activities** section from Dashboard or directly from the **Activities Tab**.

6. Products Tab

This tab gives a comprehensive real-time status of the operations performed on the products. Let’s understand this product management block-wise as displayed below:

The screenshot displays the 'Products' section of the dashboard. At the top, there are tabs for 'Facebook' and 'Instagram' with a 'Setup Now' button. Below this, a summary bar shows: 'All 3706', 'Error(s) 0', 'Not Uploaded 2570', 'Warning(s) 0', and 'Finished 1136'. A search bar is present with 'Additional Fields' and a 'More Filters' button. A 'Bulk Upload Product' button and a 'More Actions' dropdown menu are also visible. The dropdown menu includes options for 'Sync with Facebook' and 'Sync with Salesforce'. Below the search bar, it indicates 'Showing 1 to 20 of 3706 products.' A table lists products with columns for Image, Product ID, Product Name, Status, Quantity, and Actions. The table shows four rows of 'Platinum Blue Stripes Easy Care Fitted Shirt' with various Product IDs and statuses like 'Not Uploaded' and 'Edited'.

Product Status

It shows the following statuses:

- **All:** Total no. of products Uploaded
- **Error(s):** Total no. of products with errors that need to be corrected.
- **Not Uploaded:** Total no. of products imported from the Salesforce Commerce Store to the app but not uploaded in the product catalog.
- **Warning(s):** Total no. of products with the warning that needs to be corrected.
- **Finished:** Total no. of products uploaded and are available in the product catalog.

Bulk Upload Product and More Actions

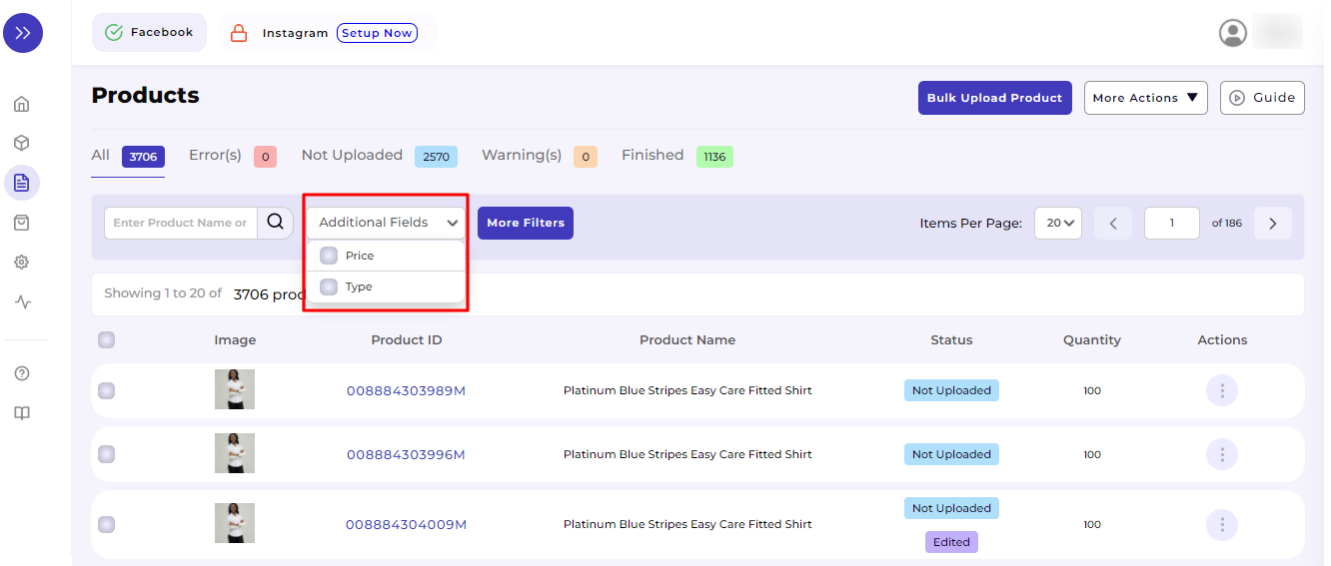
As shown in Section 5 – Dashboard, you have two options to bulk upload the products, **either with the default selection or profile-wise.**

In one click **you can sync product importing** with Salesforce or Facebook and Instagram Shops.

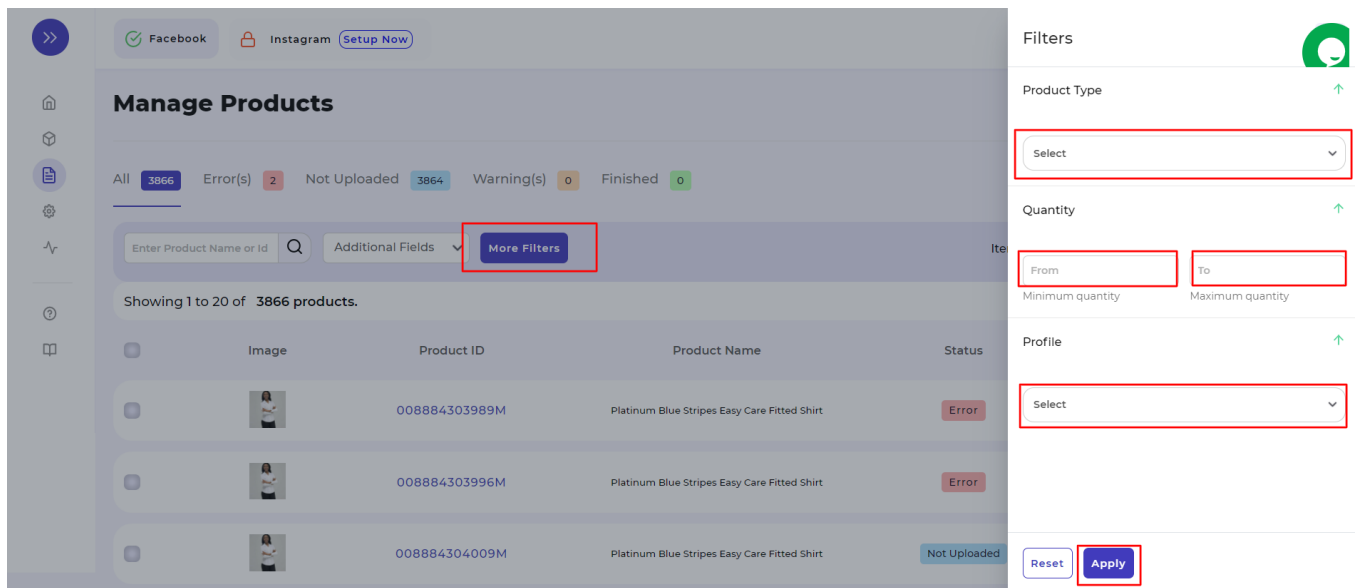
- **Sync with Salesforce:** This operation will import your products from Salesforce to the CedCommerce app.
- **Sync with Facebook:** This operation will sync the status by matching the Product IDs available on the CedCommerce App with that of the Facebook Catalogue. For all the products of which the match will be found to be true, the status will be changed to **Finished** in the CedCommerce App.

More Filters

Product Type, Quantity, Source ID, and Profile are the extra filters apart from the provided **Additional Fields** (-price and type) for a more refined product search.



Select the option “**More Filters**” —> Choose the detail from a dropdown or enter the details and then click on “**Apply**”.



7. Orders Tab

With **Orders Tab**, you can smoothly manage orders received from Facebook Commerce Surfaces to your Salesforce Store. *Facebook Commerce Surfaces include Facebook Marketplace, Facebook Shops, and Instagram Shopping.*

The end-to-end process of order syncing is real-time automated within the app itself.

Let's understand what operations you can perform under order management:

- [How to sync orders from Facebook Commerce Platforms to Salesforce Store?](#)
- [What are the different order statuses?](#)
- [How to search for orders?](#)
- [What are the order fields?](#)
- [What are the additional fields?](#)
- [How to fetch orders?](#)
- [What is displayed under Order Details?](#)
- [How to map skipped orders?](#)
- [How to manage pending orders?](#)

7.1. How to sync orders from Facebook Commerce Platforms to Salesforce Store?

- Click on the “Orders” Tab as displayed below:

The screenshot displays the Salesforce interface for managing orders. The 'Orders' tab is selected and highlighted with a red box. The interface includes a navigation menu on the left, a top bar with 'Facebook' and 'Instagram' tabs, and a main content area with a table of orders. A button 'Sync Facebook orders to Salesforce' is visible in the top right corner.

Facebook Order ID	Managed By	Date	Customer	Status	Total
276794237853382	Salesforce(00000812)			PENDING	
1058893808015115	Order not created on salesforce			SKIPPED	
1106706753421971	Order not created on salesforce			SKIPPED	
483183880068276	Order not created on salesforce			SKIPPED	

- Just under your profile on the right-hand side, you will see a button “**Sync Facebook orders to Salesforce**”. For your convenience, we have highlighted it in the screenshot attached below:

The screenshot shows the 'Orders' management interface. At the top, there are tabs for 'Facebook' (checked) and 'Instagram' with a 'Setup Now' link. A red box highlights a button labeled 'Sync Facebook orders to Salesforce'. Below this, a summary bar shows: All 7, Skipped 5, Error(s) 0, Warning(s) 0, Completed 0, Pending 2. A search bar contains 'Enter FB Order ID or Em.' and a 'Fetch Order' button. A table lists orders with columns: Facebook Order ID, Managed By, Date, Customer, Status, and Total. The table contains four rows: one 'PENDING' and three 'SKIPPED'.

Facebook Order ID	Managed By	Date	Customer	Status	Total
276794237853382	Salesforce(00000812)			PENDING	
1058893808015115	Order not created on salesforce			SKIPPED	
1106706753421971	Order not created on salesforce			SKIPPED	
483183880068276	Order not created on salesforce			SKIPPED	

- Click on the button “Sync Facebook orders to Salesforce” and wait till it completes the syncing process.

The screenshot shows the 'Orders' page after the sync process. A red box highlights a blue notification bubble containing three dots, indicating a confirmation message. The interface is identical to the previous screenshot, but the table now includes a fifth row with status 'PENDING'.

Facebook Order ID	Managed By	Date	Customer	Status	Total
276794237853382	Salesforce(00000812)			PENDING	
1058893808015115	Order not created on salesforce			SKIPPED	
1106706753421971	Order not created on salesforce			SKIPPED	
483183880068276	Order not created on salesforce			SKIPPED	
4890272627662117	Order not created on salesforce			PENDING	

- Once the orders are synced, you will get a confirmation message as “Order Sync Completed”.

Facebook Instagram Setup Now

Orders

Sync Facebook orders to Salesforce

All 7 Skipped 5 Error(s) 0 Warning(s) 0 Completed 0 Pending 2

Enter FB Order ID or Em. Additional Fields Items Per Page: 10 < 1 of 1 >

Facebook Order ID	Managed By	Date	Customer	Status	Total
276794237853382	Salesforce(00000901)			PENDING	
1058893808015115	Order not created on salesforce			SKIPPED	
1106706753421971	Order not created on salesforce			SKIPPED	
483183880068276	Order not created on salesforce			SKIPPED	
4890272627662117	Order not created on salesforce			PENDING	

Order Sync Completed. X

7.2. What are the different order statuses?

The different order statuses reflect the current condition of the order and what needs to be executed next.

Facebook Instagram Setup Now

Orders

Sync Facebook orders to Salesforce

All 15 Pending 4 Skipped 11 Error(s) 0 Warning(s) 0 Completed 0

Enter FB Order ID or Em. Additional Fields Items Per Page: 10 < 1 of 2 >

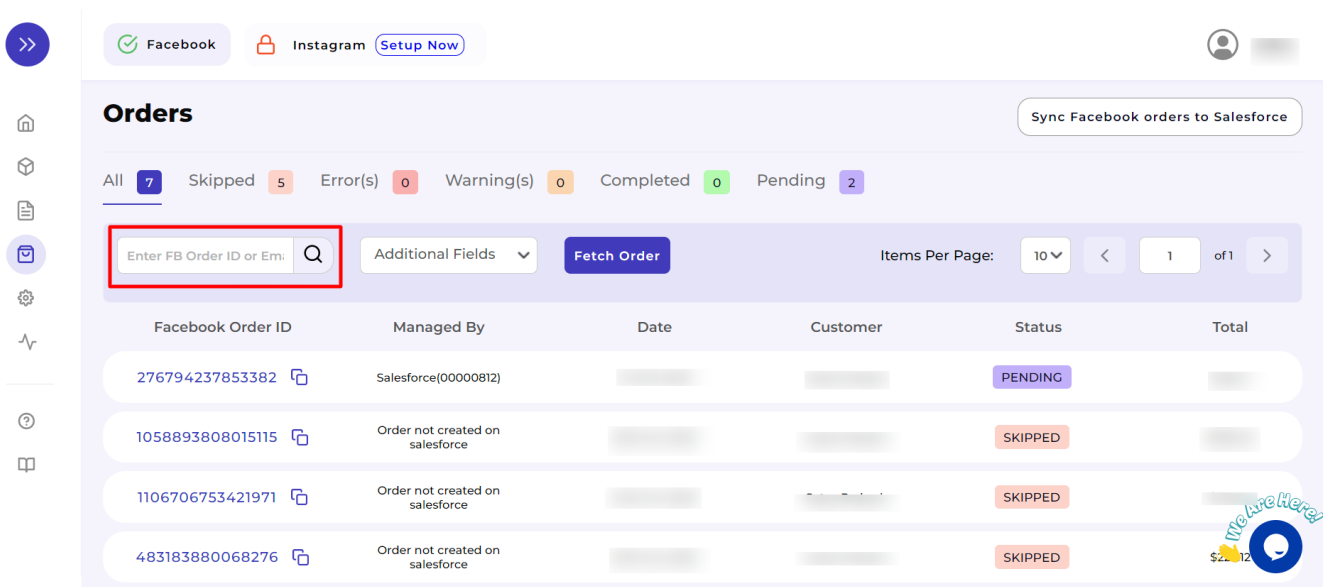
Facebook Order ID	Managed By	Date	Customer	Status	Total
642298190412617	Salesforce(00001904)	23rd Feb, 2022	Sonali Saxena	PENDING	\$22.74
271429438423252	Salesforce(00001905)	15th Feb, 2022	Pawan Singh	PENDING	\$545.48
476526084087714	Salesforce(00001906)	15th Feb, 2022	Sonali Saxena	PENDING	\$54.14
458799922449194	Order not created on salesforce	15th Feb, 2022	Sonali Saxena	SKIPPED	\$273.17

Below we have listed all the statuses alongside their definition:

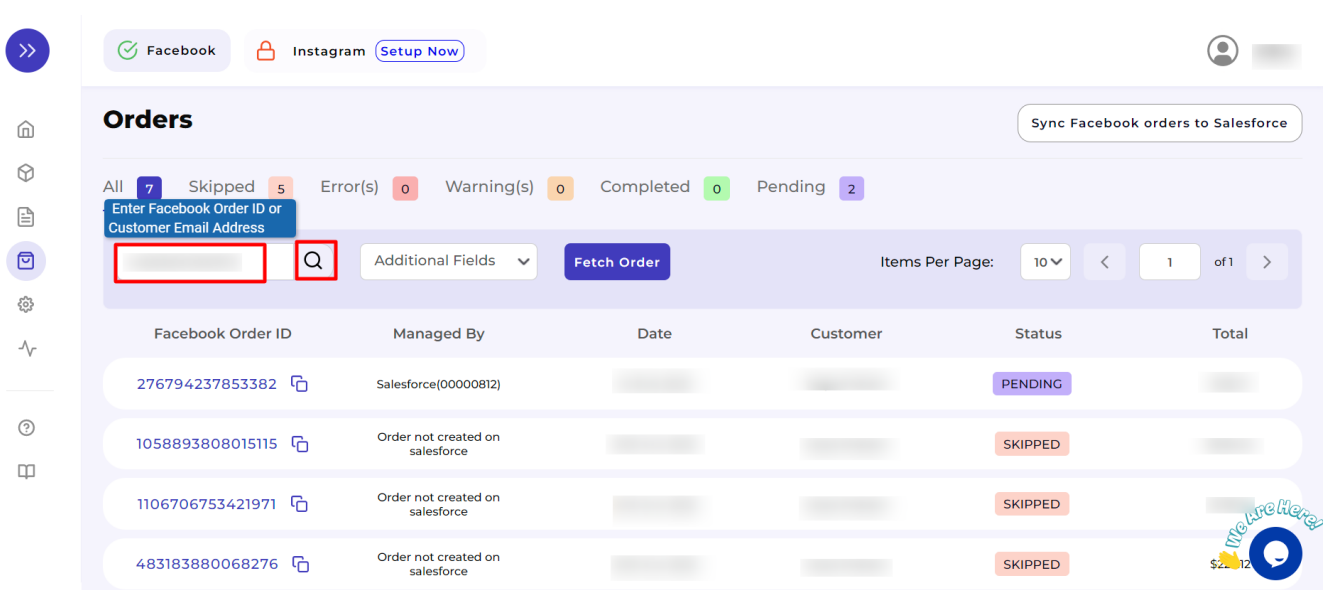
- **All:** Total no. of orders received.
- **Pending:** Total no. of orders pending to be fulfilled.
- **Skipped:** Total no. of orders skipped due to Product ID mismatch that needs to be mapped.
- **Error(s):** Total no. of orders with error(s) that need to be corrected.
- **Warning(s):** Total no. of orders with the warning that needs to be corrected.
- **Completed:** Total no. of orders fulfilled.

7.3. How to search for orders?

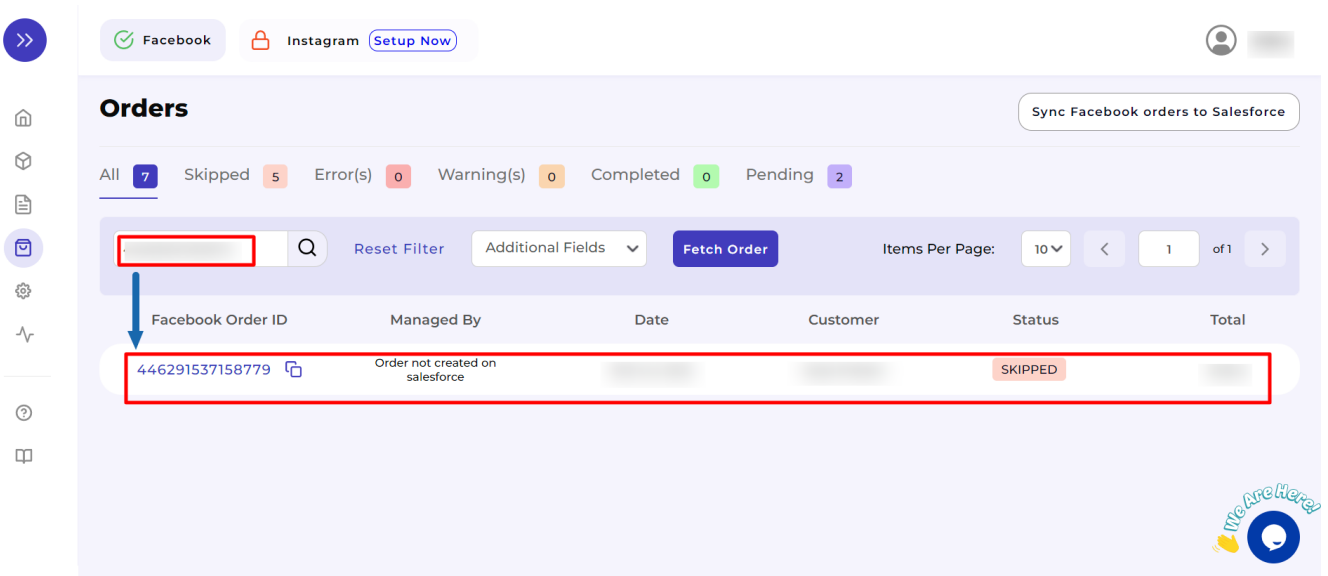
For this you need to enter the **Facebook Order ID** or **Customer Email address** in the search box as displayed below:



For your better understanding, we have illustrated the same through *an example*:

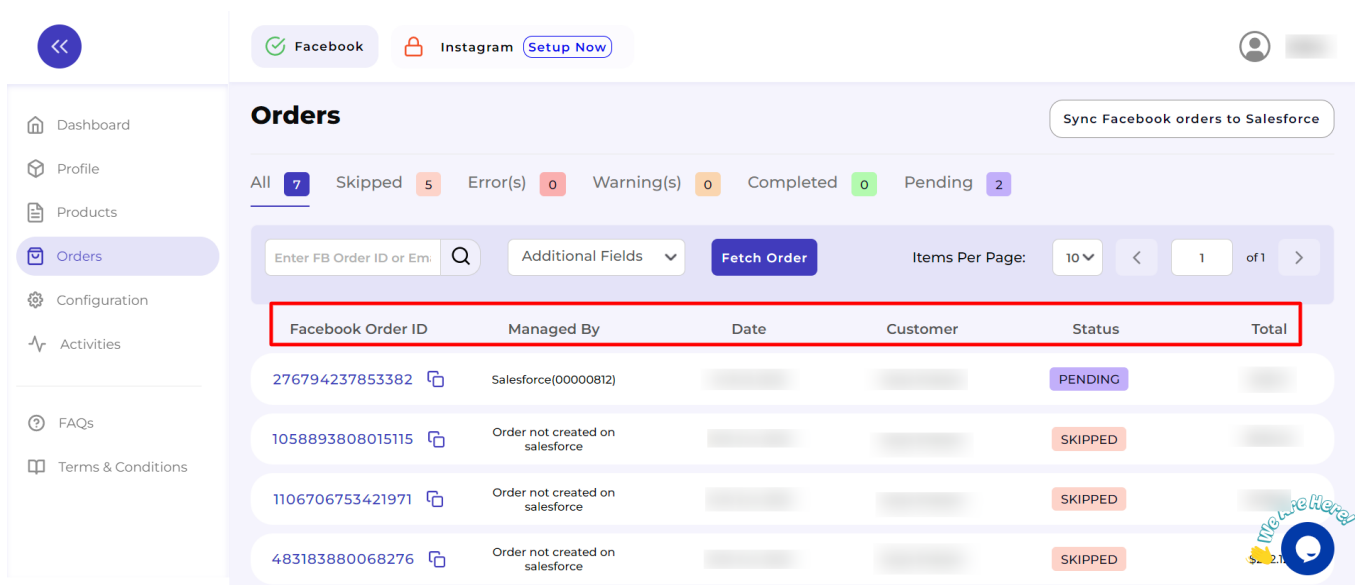


Once the app will complete its search operation, would reflect the result as displayed in the below screenshot.



7.4. What are the order fields?

The order fields are the *report heads* that give you a summary of the orders received from Facebook Commerce Surfaces so far.



- **Facebook Order ID:** It is the unique order ID for the orders placed through Facebook Commerce Platforms.
- **Managed By:** It indicates where the particular order is managed. If the order is created on Salesforce Store, it displays as “Salesforce(ID)”, else it reflects as “Order not created on Salesforce”, and thereafter you have to accordingly perform the operation as per the *Order status*.
- **Date:** It shows the date of order created.
- **Customer:** It shows the customer’s name who has placed the order.
- **Status:** It shows the real-time status of the order received.
- **Total:** It shows the total amount of the order placed.

7.5. What are the additional fields?

For a more refined order search, we have provided **Email and Items** as the **Additional Fields** in the app.

The screenshot shows the 'Orders' section of the app. At the top, there are tabs for 'Facebook' and 'Instagram' with a 'Setup Now' button. Below the tabs, there's a 'Sync Facebook orders to Salesforce' button. The main area displays a summary of order counts: All (7), Skipped (5), Error(s) (0), Warning(s) (0), Completed (0), and Pending (2). A search bar is present with a search icon and a 'Fetch Order' button. Below the search bar, there's a dropdown menu for 'Additional Fields' and a button labeled 'With All Additional Fields'. The table below has the following columns: Facebook Order ID, Managed By, Date, Customer, Email, Status, Items, and Total. The table contains several rows of order data, with the first row highlighted in red.

Facebook Order ID	Managed By	Date	Customer	Email	Status	Items	Total
276794237853382	Salesforce(00000902)				PENDING	1	
1058893808015115	Order not created on salesforce				SKIPPED	3	
1106706753421971	Order not created on salesforce				SKIPPED	1	
483183880068276	Order not created on salesforce				SKIPPED	1	
4890272627662117	Order not created on salesforce				PENDING	1	
629772988293562	Order not created on salesforce				SKIPPED	1	
446291537158779	Order not created on salesforce				SKIPPED	1	

These **Additional Fields** are available adjacent to the search box as shown below:

The screenshot shows the 'Orders' section of the Facebook & Instagram Shopping interface. At the top, there are tabs for 'Facebook' and 'Instagram' with a 'Setup Now' button. Below this, the 'Orders' title is displayed along with a 'Sync Facebook orders to Salesforce' button. A summary bar shows: All 7, Skipped 5, Error(s) 0, Warning(s) 0, Completed 0, Pending 2. A search bar contains 'Enter FB Order ID or Em:'. To its right is the 'Additional Fields' dropdown menu, which is highlighted with a red box. Further right is a 'Fetch Order' button and a pagination control showing 'Items Per Page: 10', '1 of 1'. Below this is a table with columns: Facebook Order ID, Managed By, Date, Customer, Status, and Total. The table contains four rows of data. The first row has a Facebook Order ID of 276794237853382, Managed By Salesforce(00000812), and Status PENDING. The other three rows have Status SKIPPED and a note 'Order not created on salesforce'. A watermark 'We Are Here!' is visible in the bottom right corner.

Click on the *dropdown* to add these fields to the report displayed. You can add both of them or any one of these fields as per your preference.

This screenshot is similar to the previous one, showing the 'Orders' section. The 'Additional Fields' dropdown menu is highlighted with a red box and is open, showing two options: 'Items' and 'Email', both of which are selected with radio buttons. The rest of the interface, including the search bar, 'Fetch Order' button, and the table of orders, remains the same as in the previous screenshot. The watermark 'We Are Here!' is also present in the bottom right corner.

We have illustrated the same through a *sample* as displayed in the consecutive screenshots.

- If you simply add “**Items**” to the report.

Facebook Instagram [Setup Now](#)

Orders

Sync Facebook orders to Salesforce

All **7** Skipped **5** Error(s) **0** Warning(s) **0** Completed **0** Pending **2**

Enter FB Order ID or Em: Items Per Page: 10

Additional Fields: Items Email

Facebook Order ID	Date	Customer	Status	Items	Total
276794237853382		Salesforce(00000812)	PENDING	1	
1058893808015115		Order not created on salesforce	SKIPPED	3	
1106706753421971		Order not created on salesforce	SKIPPED	1	
483183880068276		Order not created on salesforce	SKIPPED	1	
4890272627662117		Order not created on salesforce	PENDING	1	

- If you only add “Email” to the report.

Facebook Instagram [Setup Now](#)

Orders

Sync Facebook orders to Salesforce

All **7** Skipped **5** Error(s) **0** Warning(s) **0** Completed **0** Pending **2**

Enter FB Order ID or Em: Items Per Page: 10

Additional Fields: Items Email

Facebook Order ID	Date	Customer	Email	Status	Total
276794237853382		Salesforce(00000812)		PENDING	
1058893808015115		Order not created on salesforce		SKIPPED	
1106706753421971		Order not created on salesforce		SKIPPED	
483183880068276		Order not created on salesforce		SKIPPED	
4890272627662117		Order not created on salesforce		PENDING	

- All the Additional Fields for a day-end quick summary.

The screenshot shows the 'Orders' section of the app. At the top, there are buttons for 'Facebook' and 'Instagram Setup Now'. Below that, a summary shows: All 7, Skipped 5, Error(s) 0, Warning(s) 0, Completed 0, Pending 2. A search bar is present with the text 'Enter FB Order ID or Em:' and a 'Fetch Order' button. Below the search bar, there is a table with columns: Facebook Order ID, Main Item (with a dropdown menu showing 'Email' selected), Date, Customer, Email, Status, and Total. The 'Email' column is highlighted with a red box. The table contains five rows with various statuses like 'PENDING' and 'SKIPPED'.

Facebook Order ID	Main Item	Date	Customer	Email	Status	Total
276794237853382	Salesforce(00000812)				PENDING	
1058893808015115	Order not created on salesforce				SKIPPED	
1106706753421971	Order not created on salesforce				SKIPPED	
483183880068276	Order not created on salesforce				SKIPPED	
4890272627662117	Order not created on salesforce				PENDING	

7.6. How to fetch orders?

You have to fetch an order when that particular order does not get synced in the app from Facebook Commerce Platforms.

It usually occurs due to server/network issues that sometimes delay syncing between the app and Facebook Commerce Platforms.

To cope with the same, we have provided this feature where you just need to copy your Facebook Order ID to fetch the order and create that order on your Salesforce Store.

Below we have explained the same step by step.

- Click on the **“Fetch Order”** button as shown below:

The screenshot shows the 'Orders' section of a management dashboard. At the top, there are tabs for 'Facebook' and 'Instagram' with a 'Setup Now' button. Below the tabs, the word 'Orders' is displayed, followed by a button 'Sync Facebook orders to Salesforce'. A summary bar shows: All 7, Skipped 5, Error(s) 0, Warning(s) 0, Completed 0, Pending 2. Below this is a search bar with the text 'Enter FB Order ID or Em:' and a magnifying glass icon. To the right of the search bar is a dropdown menu labeled 'Additional Fields' and a blue button labeled 'Fetch Order' which is highlighted with a red box. Further right are 'Items Per Page' controls set to 10, and pagination controls showing '1 of 1'. Below these controls is a table with the following columns: Facebook Order ID, Managed By, Date, Customer, Status, and Total. The table contains four rows of data:

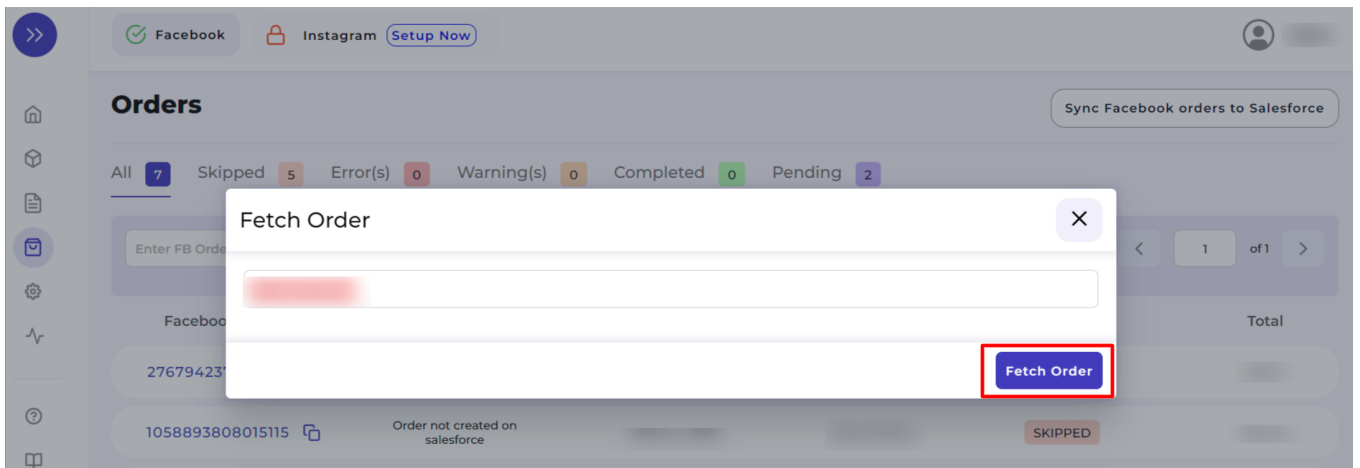
Facebook Order ID	Managed By	Date	Customer	Status	Total
276794237853382	Salesforce(00000812)			PENDING	
1058893808015115	Order not created on salesforce			SKIPPED	
1106706753421971	Order not created on salesforce			SKIPPED	
483183880068276	Order not created on salesforce			SKIPPED	

- Enter the Facebook Order ID over here.

This screenshot is identical to the one above, showing the 'Orders' management interface with the 'Fetch Order' button highlighted in red.

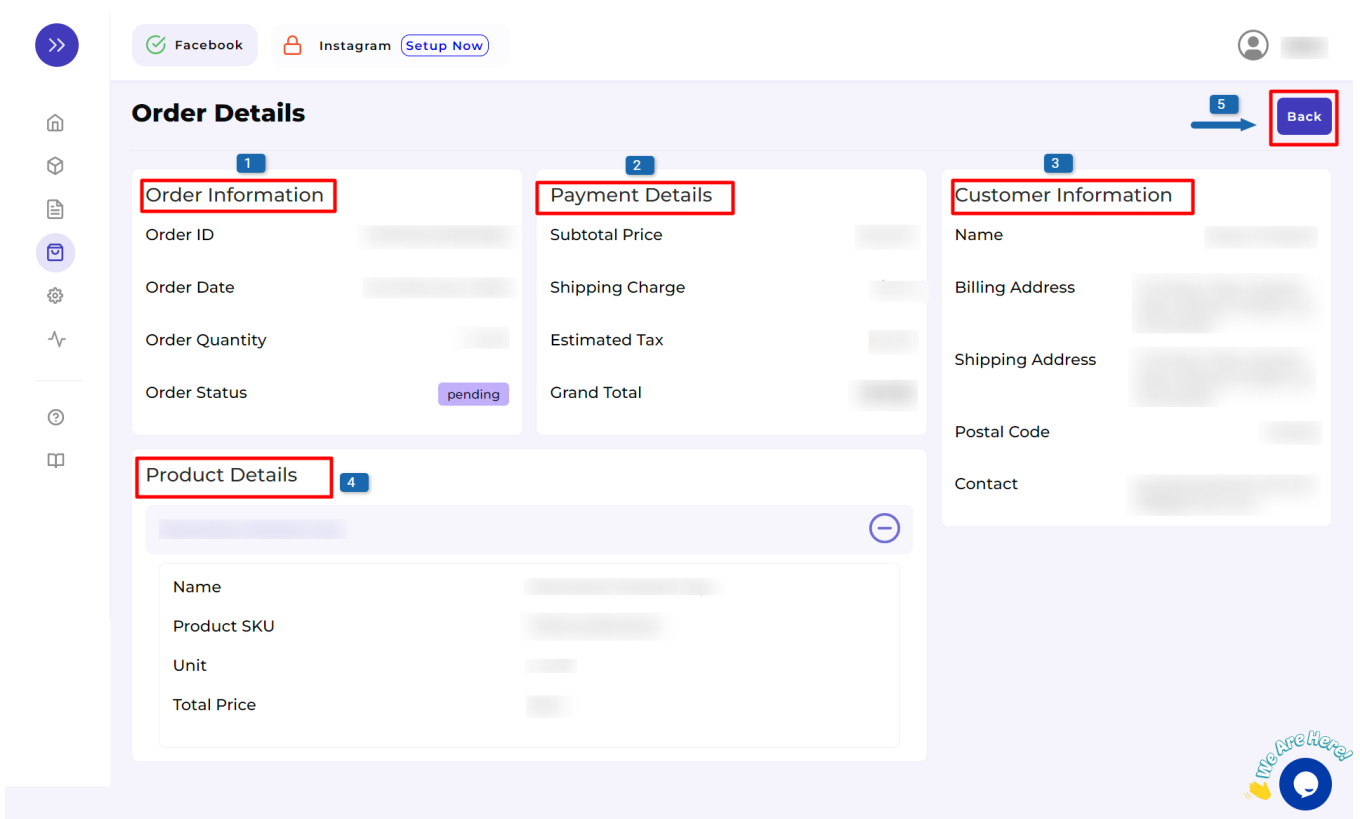
This screenshot shows the same 'Orders' management interface, but with a modal dialog box open. The dialog box is titled 'Fetch Order' and has a close button (X) in the top right corner. Inside the dialog, there is a text input field with the placeholder text 'Enter Order ID', which is highlighted with a red box. A blue 'Fetch Order' button is located at the bottom right of the dialog box.

- Submit the Order ID by clicking on the button “**Fetch Order**”.



7.7. What is displayed under Order Details?

The *Order Details* tab furnishes the following:



- **Order Information** – The unique Order ID, the date of the order created, the total quantity, and the current status of the order.
- **Payment Details** – The price of the order placed, the shipping charges applicable, the estimated tax as per the product ordered, and hence, the total price value paid by the customer.
- **Customer Information** – Customer Name, the billing address, the shipping address along with the postal code, and email address as contact information.
- **Product Details** – The name of the product ordered, inventory detail as SKU, total units ordered, and the total price.

7.8. How to map skipped orders?

The *skipped orders* are those that need to be managed and fulfilled from the merchant end. Such type of condition arises when the order placed for the product(s) is:

- unavailable on the Salesforce Store,
- deleted from Salesforce Store but is available on the Facebook Catalogue, or
- directly created on the Facebook Catalogue & is not synced to Salesforce Store.

For these skipped orders, you need to *map it with the similar kind of new product available in your Salesforce Store*.

Let's show you how to practically do it.

- Please refer to the screenshot below displaying an **order which is not created on Salesforce Store** and thus, flagged as **Skipped**.

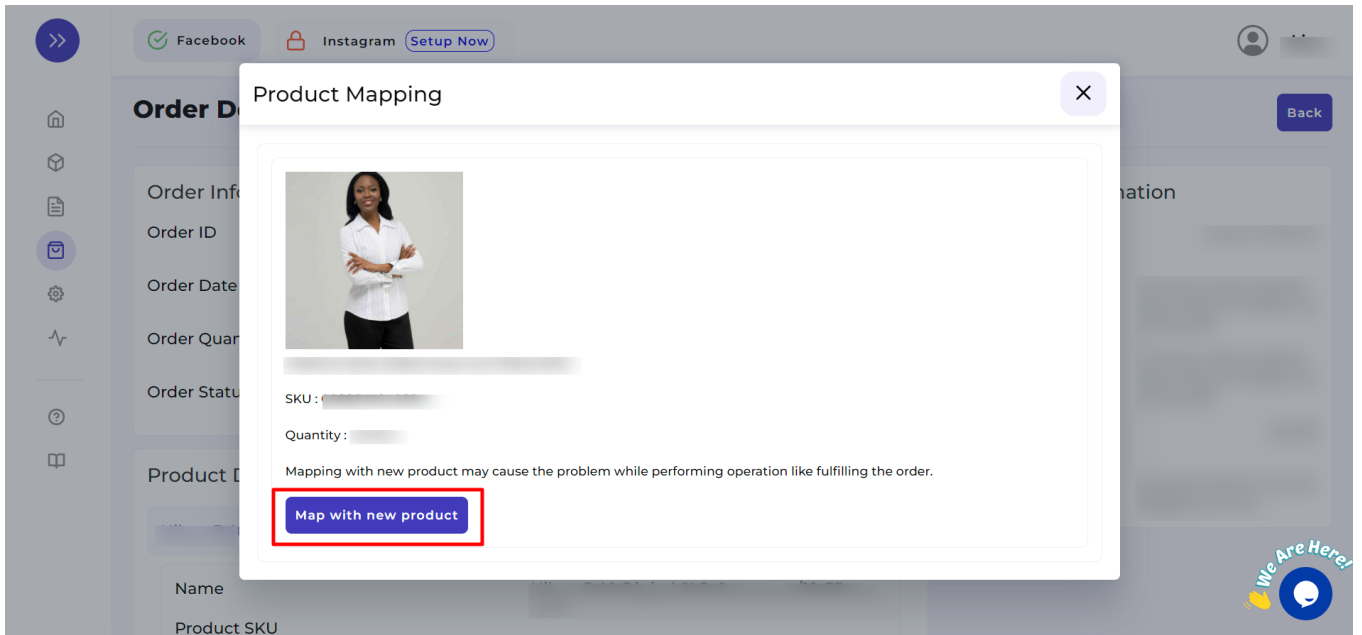
The screenshot shows the Facebook Orders management interface. At the top, there are tabs for Facebook and Instagram, with a 'Setup Now' button for Instagram. Below the tabs, the 'Orders' section is displayed, featuring a 'Sync Facebook orders to Salesforce' button. The interface includes a filter bar with counts for All (7), Skipped (5), Error(s) (0), Warning(s) (0), Completed (0), and Pending (2). A search bar is present with the text 'Enter FB Order ID or Em:' and a 'Fetch Order' button. The main area contains a table of orders with columns for Facebook Order ID, Managed By, Date, Customer, Status, and Total. The order with ID 1058893808015115 is highlighted with a red box, and its status is 'SKIPPED' with a blue arrow pointing to the text 'Order not created on salesforce'.

Facebook Order ID	Managed By	Date	Customer	Status	Total
276794237853382	Salesforce(00000902)			PENDING	
1058893808015115	Order not created on salesforce			SKIPPED	
1106706753421971	Order not created on salesforce			SKIPPED	
483183880068276	Order not created on salesforce			SKIPPED	
4890272627662117	Order not created on salesforce			PENDING	

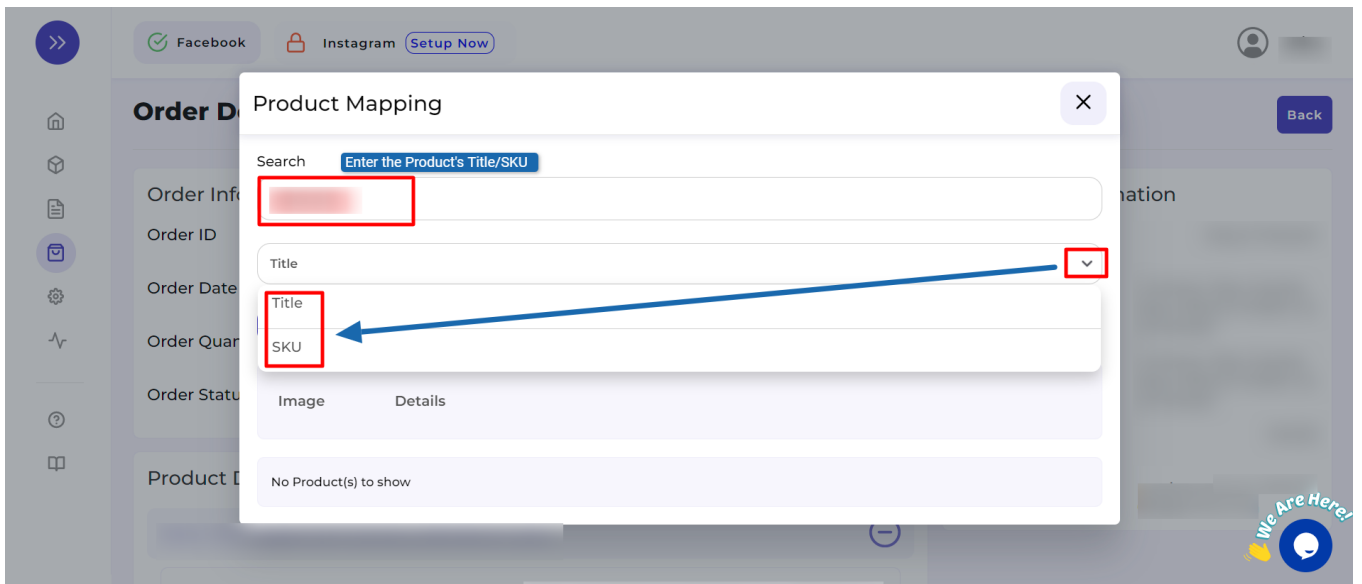
- Now, you need to **click on that particular Order ID** and after that, you will be **redirected to its Order Details Page**.
- Scroll down below to **Product Details** and Click on the button **“Map it”**.

The screenshot displays the 'Order Details' page. At the top, there are navigation options for 'Facebook' and 'Instagram Setup Now'. The page is organized into three main sections: 'Order Information', 'Payment Details', and 'Customer Information'. The 'Order Information' section shows the Order ID, Order Date, Order Quantity, and Order Status (skipped). The 'Payment Details' section shows Subtotal Price, Shipping Charge, Estimated Tax, and Grand Total. The 'Customer Information' section shows Name, Billing Address, Shipping Address, Postal Code, and Contact. Below these sections is the 'Product Details' section, which includes a list of fields: Name, Product SKU, Unit, and Total Price. A 'Map It' button is highlighted with a red box at the bottom right of the Product Details section. A 'Back' button is located in the top right corner. A 'We Are Here!' logo is visible in the bottom right corner.

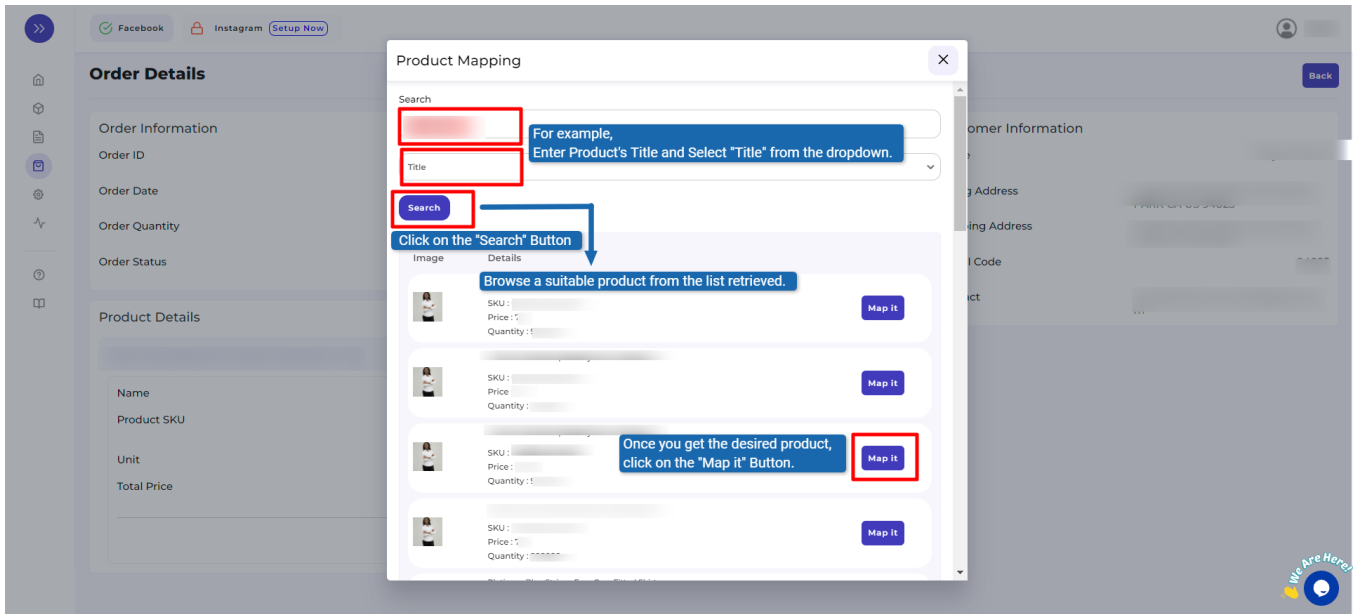
- A window of **Product Mapping** will appear in front of you. Here, you need to click on the button **“Map with new product”**.



- Next, you have to **search** for a similar kind of product through its **Title or SKU**. If you are searching for a product with the help of its Title, select “Title” from the dropdown menu. Similarly, if you are searching through SKU, select “SKU” in the dropdown.

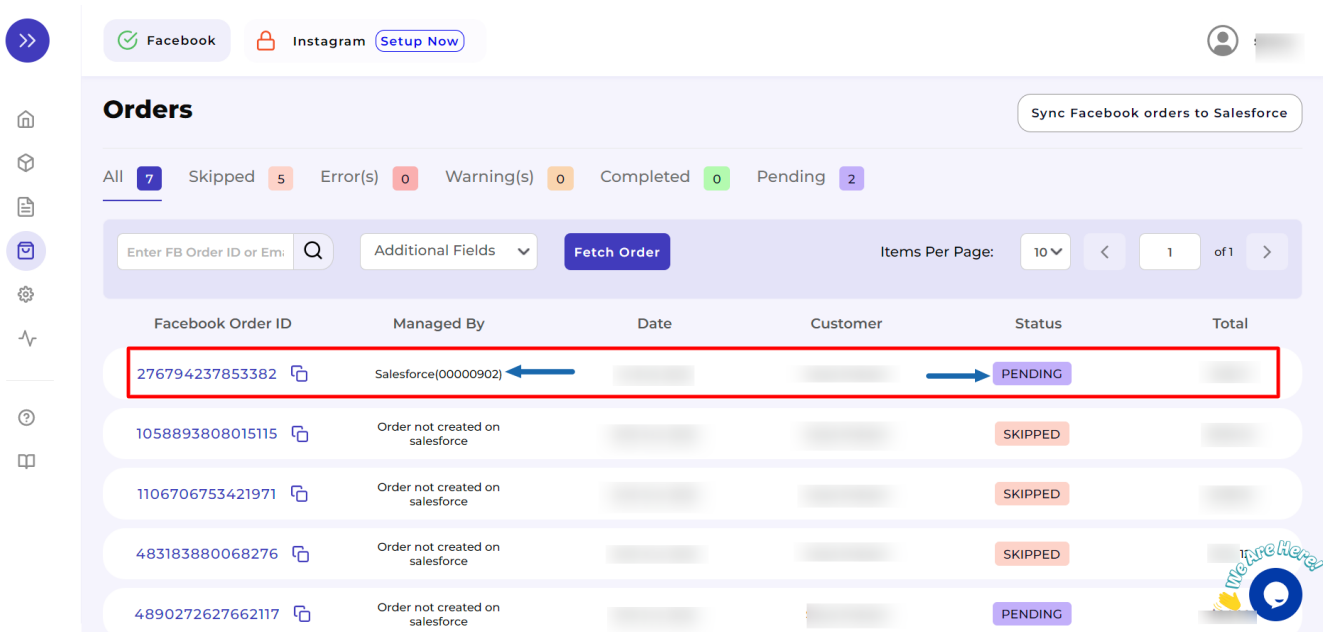


- For your convenience, we have explained it through a sample as shown below:



7.9. How to manage pending orders?

The *pending orders* are those that need to be fulfilled from your end i.e. from the merchant side. Also, the product ordered is available both on Salesforce Store as well as the app.



For such types of orders, the app automatically acknowledges the order from Facebook Commerce Platforms and creates it on Salesforce Store.

8. Configurations Tab

Configuration Tab furnishes the below mentioned merchant details:

- Username and Email ID that you used to register with CedCommerce API
- Facebook and Instagram Shop Set-Up
- Category and Attribute Mapped
- Facebook Settings
- Salesforce Settings
- Reset Facebook Business Manager Account Connected and Facebook Page

For a seamless and clear user experience, the tab is divided into four divisions:

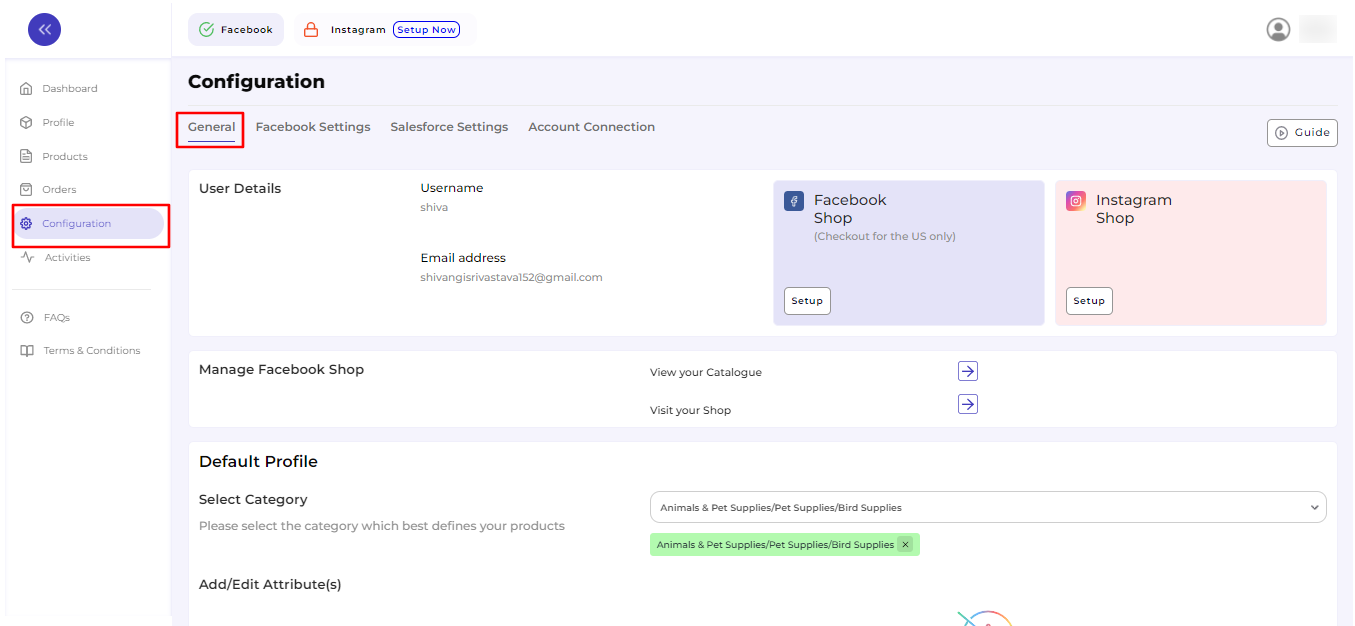
- [General Settings](#)
- [Facebook Settings](#)
- [Salesforce Settings](#)
- [Account Connection](#)

8.1. General Settings

Here you can manage –

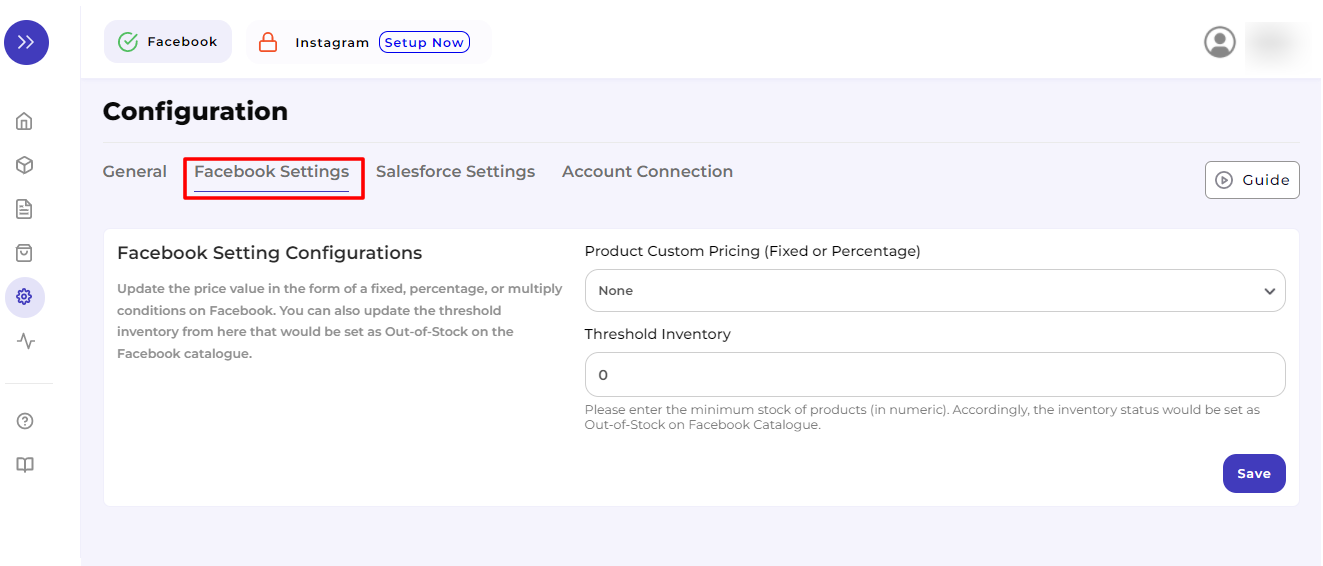
- Your user details – username and email ID
- Connected Facebook and (or) Instagram Shops
- Can View your Shops and Product Catalogue
- Current category and corresponding attributes mapped.
- Changes – any updations

Make sure to click on the “**Save**” button in case of any changes made.



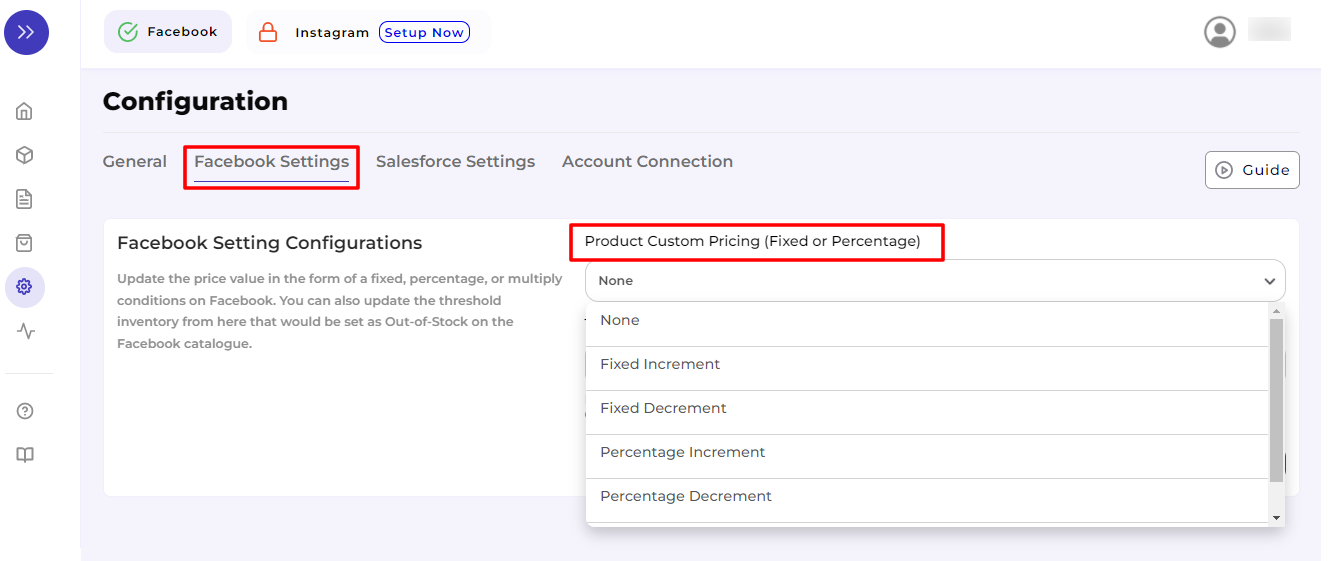
8.2. Facebook Settings

In Facebook Setting Configurations, you can manage **Price Update** and **Threshold Inventory** as explained in the below steps:

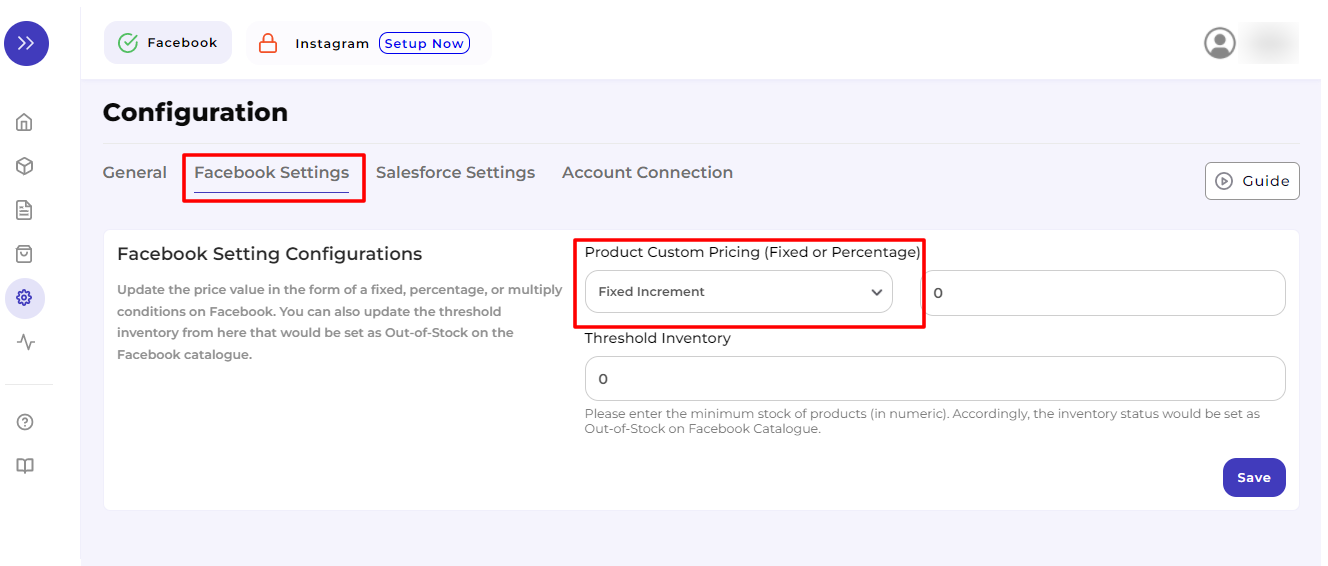


Step 1

Select **“Price Update”** from the dropdown options – Fixed Increment, Fixed Decrement, Percent Increment, Percentage Decrement, and Multiply.



For a better understanding of it, we have attached a sample below:



Step 2

Enter the **value** of the price to be updated.

The screenshot shows the 'Configuration' page with the 'Facebook Settings' tab selected. Under 'Facebook Setting Configurations', there is a description: 'Update the price value in the form of a fixed, percentage, or multiply conditions on Facebook. You can also update the threshold inventory from here that would be set as Out-of-Stock on the Facebook catalogue.' To the right, under 'Product Custom Pricing (Fixed or Percentage)', a dropdown menu is set to 'Fixed Increment' and a text input field contains the value '10'. Below this, the 'Threshold Inventory' section has a text input field containing '0' and a note: 'Please enter the minimum stock of products (in numeric). Accordingly, the inventory status would be set as Out-of-Stock on Facebook Catalogue.' A 'Save' button is located at the bottom right.

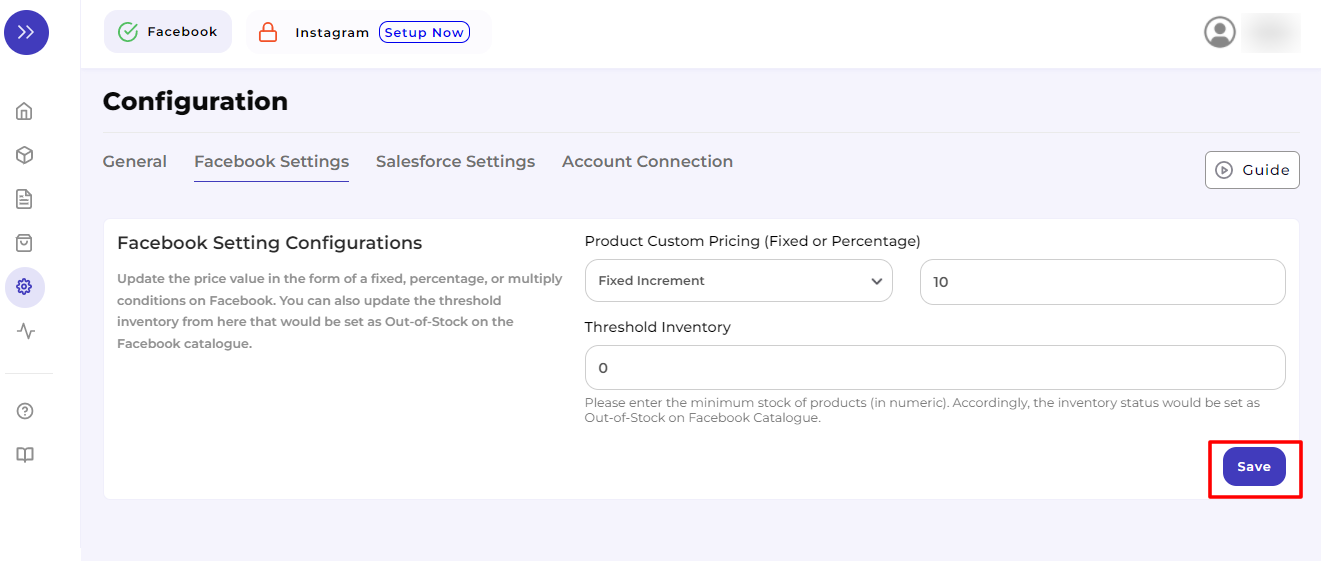
Step 3

Enter the **minimum Threshold Inventory**. By assigning the threshold value, you trigger product inventory on Facebook & Instagram Shops as **out-of-stock**.

This screenshot is identical to the previous one, but the 'Threshold Inventory' text input field, which contains the value '0', is highlighted with a red rectangular box to indicate the current step in the process.

Step 4

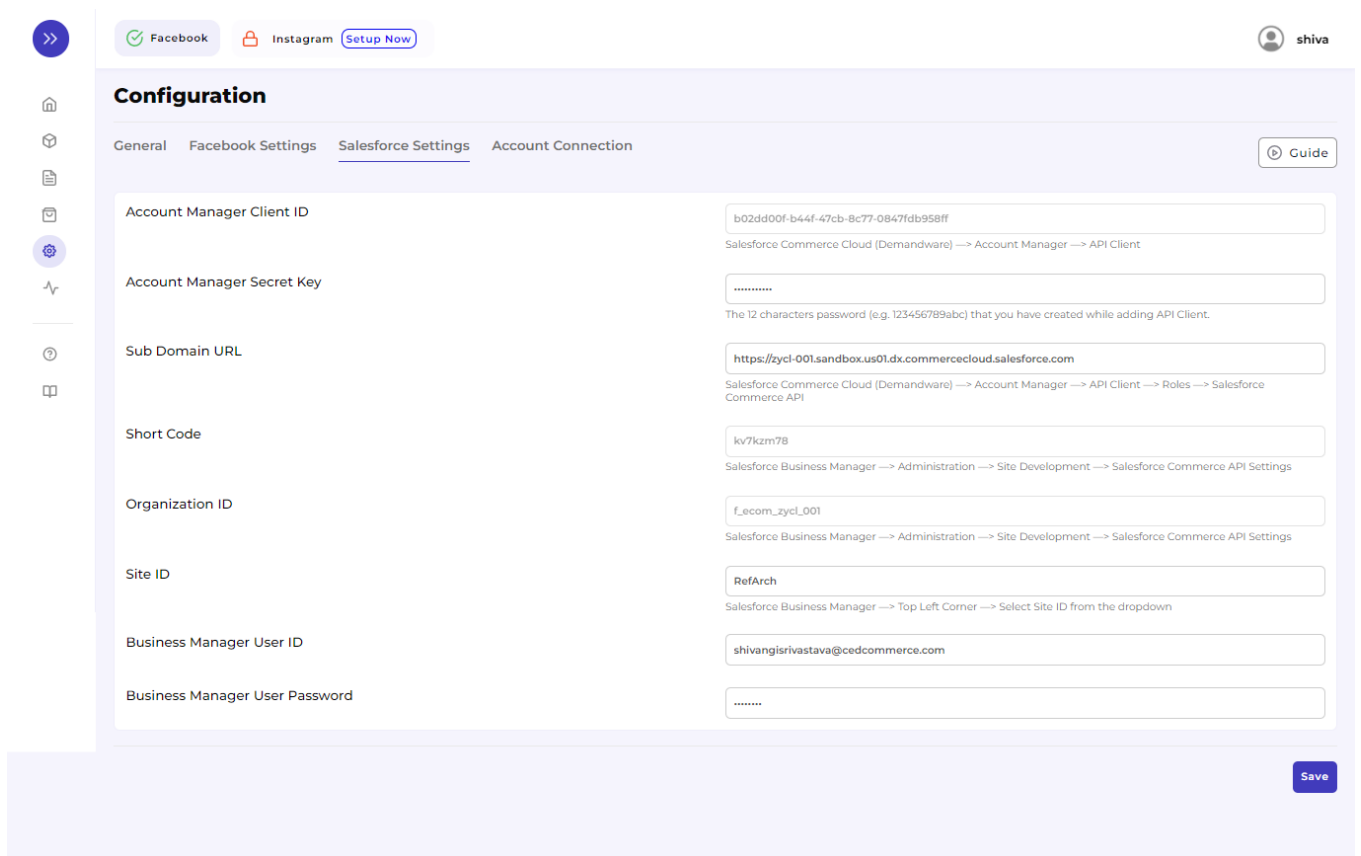
Check the details entered and click on **“Save.”**



After saving the Facebook Settings, you need to re-upload the products so that the changes made here reflect on your connected Facebook Catalogue.

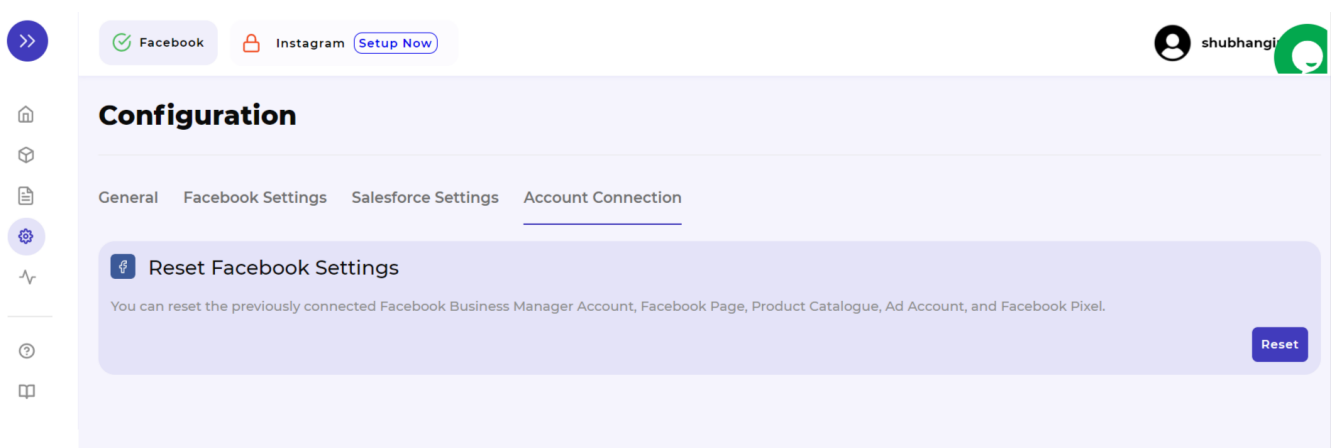
8.3. Salesforce Settings

Under this setting, you will get your Salesforce Commerce Account information that you registered during Onboarding Step 1 – Details Authorization.



8.4. Account Connection

In account connection, you can **reset the Facebook Settings** – Facebook Business Manager Account, Facebook Page, Product Catalogue, Ad Account, and Facebook Pixel connected during Onboarding Step 2 – Connect Facebook Account.



9. Activities Tab

The Activities tab updates about **the real-time progress of your ongoing and recent operations performed**, like product synchronization, importing or uploading of products, profile creation, changes made in product attributes, details, and status, etc.

We have attached a sample below to provide you with a clear understanding of it.

