

Facebook & Instagram Shopping - User Guide

by CedCommerce Products Documentation

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1. Facebook & Instagram Shopping - Overview

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

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

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

The prominent features of the App include:

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

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

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

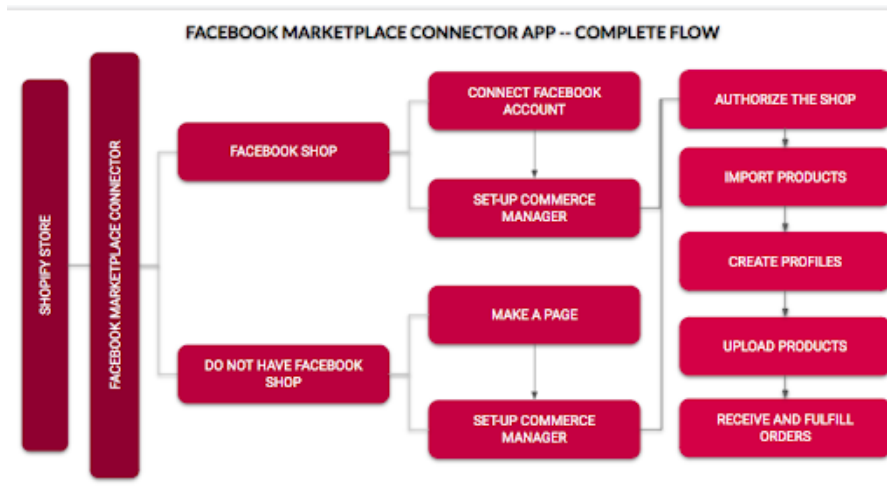
Checkout on Facebook and Instagram: Simplify your selling process by offering a checkout option. Checkout makes it quick, easy, and secure for people to buy products they find directly within the app.

In this Section.

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

1.1. How Does the App Work?

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



1.2. Facebook & Instagram Shopping Requirements

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

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

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

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

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

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

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

1.3. Permission and Page Roles Requirements

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

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

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

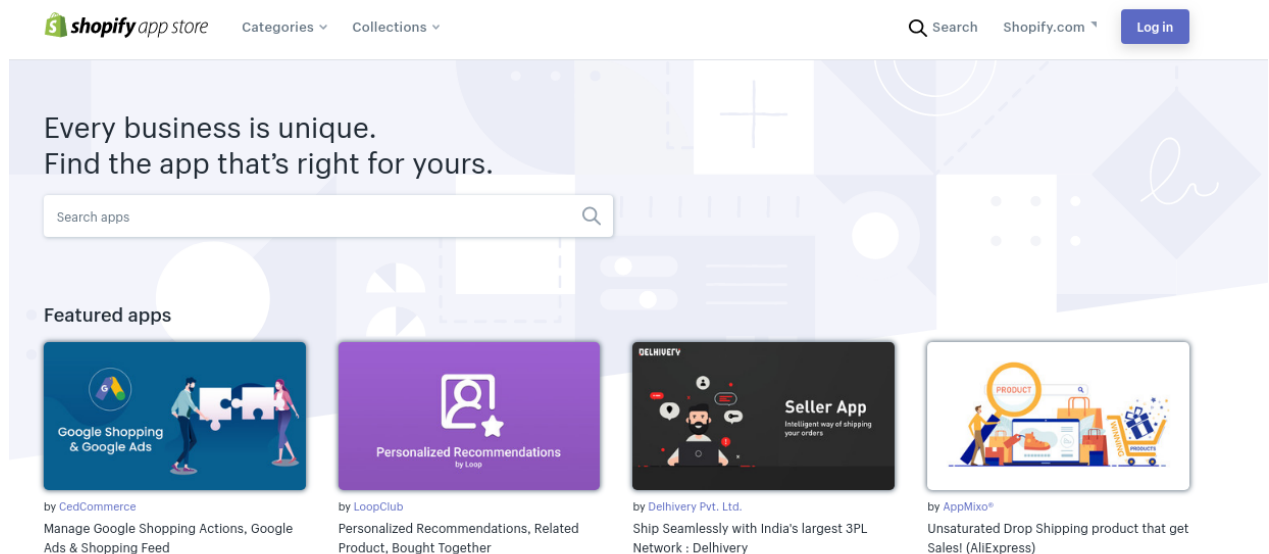
*Note: Only with the Admin role in the Page, you will be able to manage page roles and settings. There are 6 types of page roles, Being the “Editor” or “Moderator” of a page, you can only create content, moderate, analyze, and advertise on the Page.

1.4. Installation of Facebook & Instagram Shopping

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

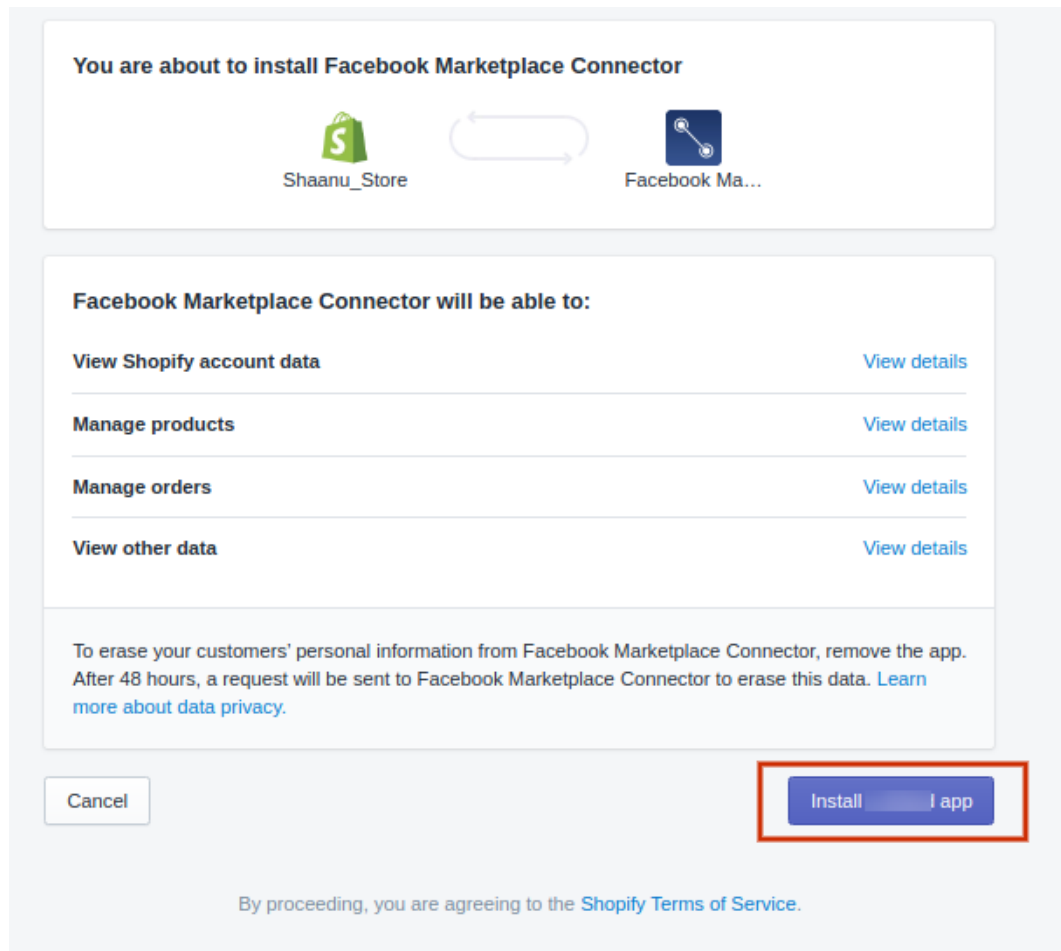
Here is the step by step procedure to install the App.

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



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

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



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

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

2. App Configuration to Facebook and Instagram

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

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

The steps of onboarding to Facebook and Instagram through Facebook & Instagram Shopping are:

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

Step 2: Select your Facebook Product Catalog: Choose the catalog in which you want to upload product(s).

Step 3: Configure Default Mapping of App and Product Import: Configure the default settings for Facebook and Instagram Shopping and automatically map with your Shopify store products and warehouse location.

Step 4: Attribute Mapping: Distribute your products into different attributes and enhance your catalog for shopping. Also, make it easier for people to shop from your profile by using various filters, and recommendations.

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

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

In this section

- Connect the App with the Facebook Account(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=connect-the-app-with-the-facebook-account>)
- Select the Facebook Product Catalog(<https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=step-2-select-your-facebook-product-catalog>)
- Configure Warehouse Mapping and Category Mapping(<https://docs.cedcommerce.com/cedcommerce/facebook-marketplace-connector-user-manual/?section=configure-default-mapping-and-product-import>)
- Attribute Mapping(<https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=attribute-mapping>)

2.1. Step 1: Connect the App with the Facebook Account

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

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

STEP 1 / 3

**Welcome!**

Please link your facebook account

By clicking on Connect You agree with our [terms and Condition](#)

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

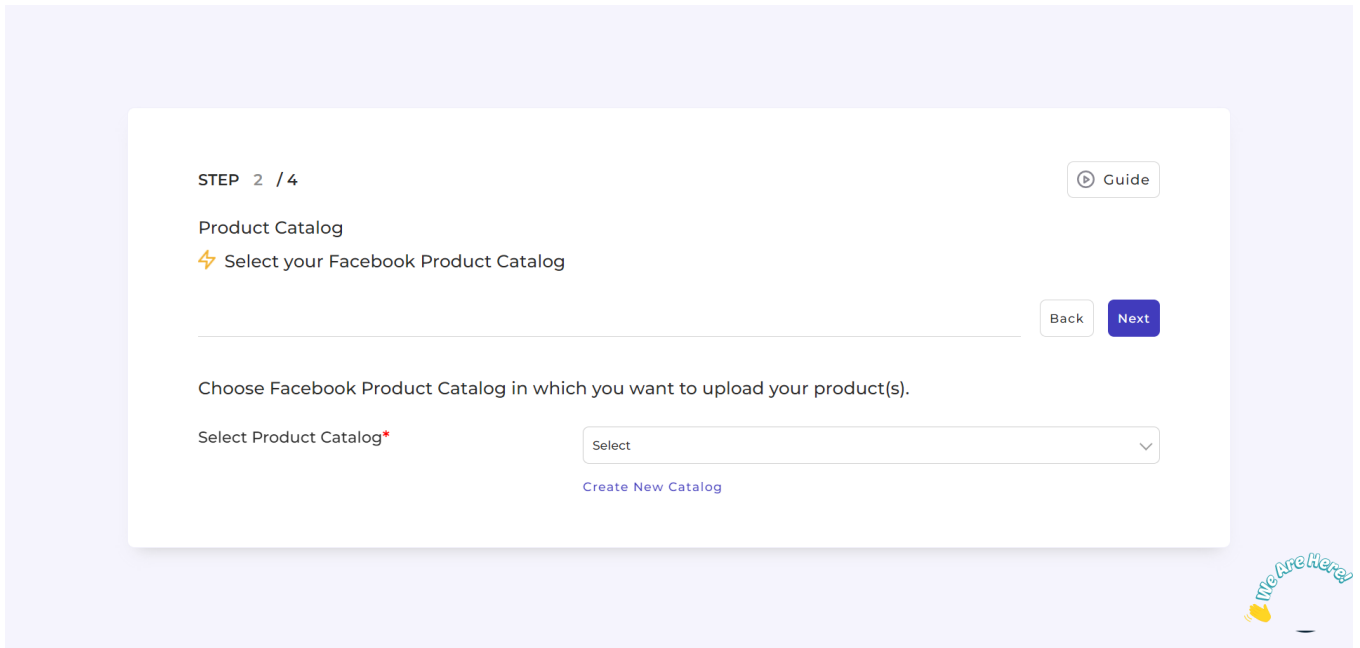
From there you can set up your Business Manager account, select your Facebook Page, select an Ad account, and Meta Pixel. You can also add your Instagram Business Profile.

Once you connect and provide the permissions to CedCommerce; you will be redirected to Facebook & Instagram Shopping app. From hereby, you can click on '**Next**' to progress with the next step of Warehouse and Category Mapping.

2.2. Step 2: Select your Facebook Product Catalog

A Facebook catalog is a container that has information about products that you wish to promote or sell on Facebook and Instagram.

Select the catalog in which you want to upload product(s). You can also create a fresh product catalog by clicking on **Create New Catalog**.



STEP 2 / 4 Guide

Product Catalog

⚡ Select your Facebook Product Catalog

Back Next

Choose Facebook Product Catalog in which you want to upload your product(s).

Select Product Catalog* Select ▼

[Create New Catalog](#)

We Are Here

2.3. Step 3: Warehouse Mapping and Category Mapping

Facebook Shops and Instagram Shopping default settings can be configured such that the app automatically maps your Shopify store products and warehouse location.

Category Mapping

Category Mapping allows you to select the product category in which you sell. It helps buyers to easily discover your product through different search filters.

From the dropdown menu select a suitable category for your product(s).

STEP 3 / 4 Guide

Warehouse Mapping & Category Mapping

⚡ Get started by adding your first category here.

Back Next

Product Category*
Kindly select a suitable product category

Animals & Pet Supplies/Live Animals

Shopify Warehouse*
Select at least one Shopify warehouse which contains the inventory of the products

☐ Kanpur

☒ kuch bhi

☐ Oberlo

Warehouse Mapping

With warehouse mapping, you can map your Shopify products' locations and manage your inventory between Facebook and Shopify store.

Checkmark the location you wish to map to manage your inventory from it.

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

2.4. Step 4: Attribute Mapping

With the **Attribute Mapping**, you can enhance your product catalog with additional product information like age, group, color, size, gender, etc., making it easier for the buyers to discover the product through search, filter, and recommendations.

Select the product attribute from the dropdown menu to enhance your catalog.

STEP 4 / 4 Guide

ATTRIBUTE MAPPING

⚡ Select at least one attribute from Recommended list

Back Finish Setup

RECOMMENDED

Facebook Attributes	Shopify Attributes/Values
Age Group The specific age group that your item is intended for.	Select
Brand Brand name, unique manufacturer part number (MPN), or Global Trade Item Number (GTIN) of the item.	Product Type Reset
Color Color of item. Use one or more words to describe the color, not a hex code. Sample value: Royal Blue.	Select
Gender The specific gender that your item is intended for.	Select
Material The primary material(s) of your item.	Select
Size Size as it appears on the label. Includes generic sizes, such as Small and One Size. Includes numeric sizes, such as 2, 4. Sample Values: Small, Medium, Large, '2', 4, 6, One Size.	Select
Pattern The recurring design, pattern, or motif on your item.	Select
Style Style(s) of the item. Sample Values: Maxi, Boyfriend, Braided.	Select

OPTIONAL

Note: You need to add a minimum of three product attributes.

3. Introduction to Facebook Business Extension (FBE)

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

Benefits of Facebook Business Extensions

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

3.1. Onboarding to Facebook Business Extension (FBE)

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

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

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

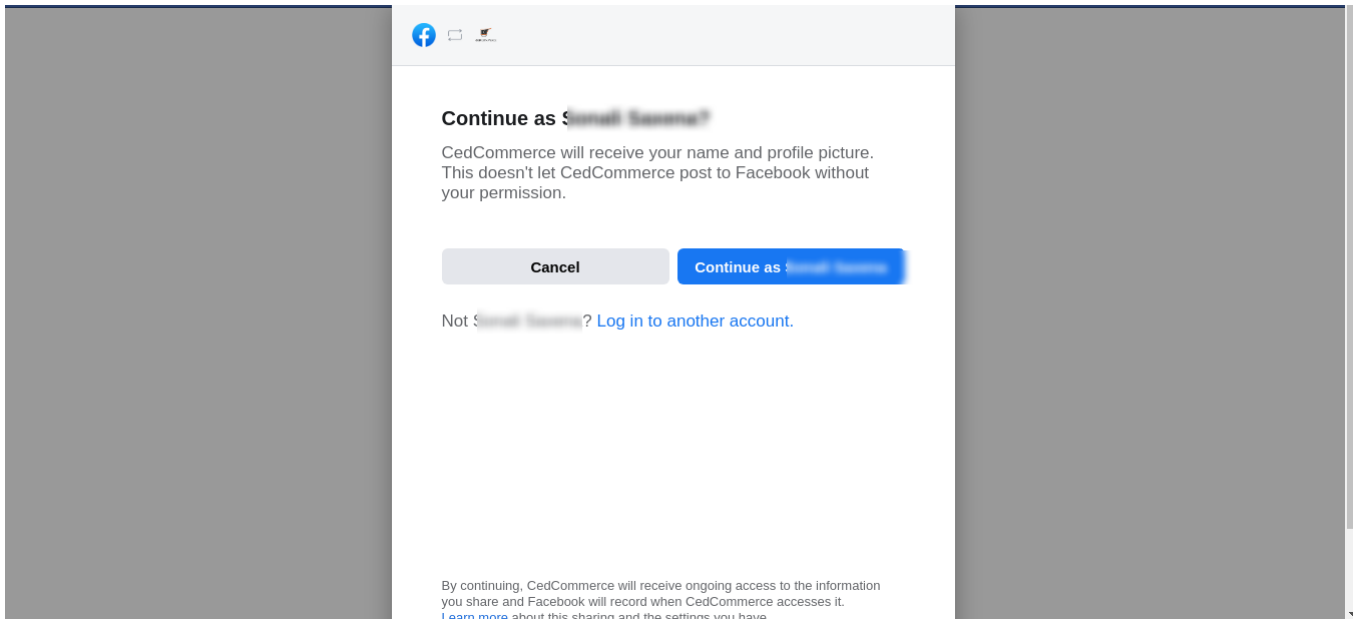
*Note: Make sure that you have given permission to CedCommerce from your Facebook Account to manage pages, business, and Catalog.

In this section:

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

3.1.1. Connect Facebook account with CedCommerce

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



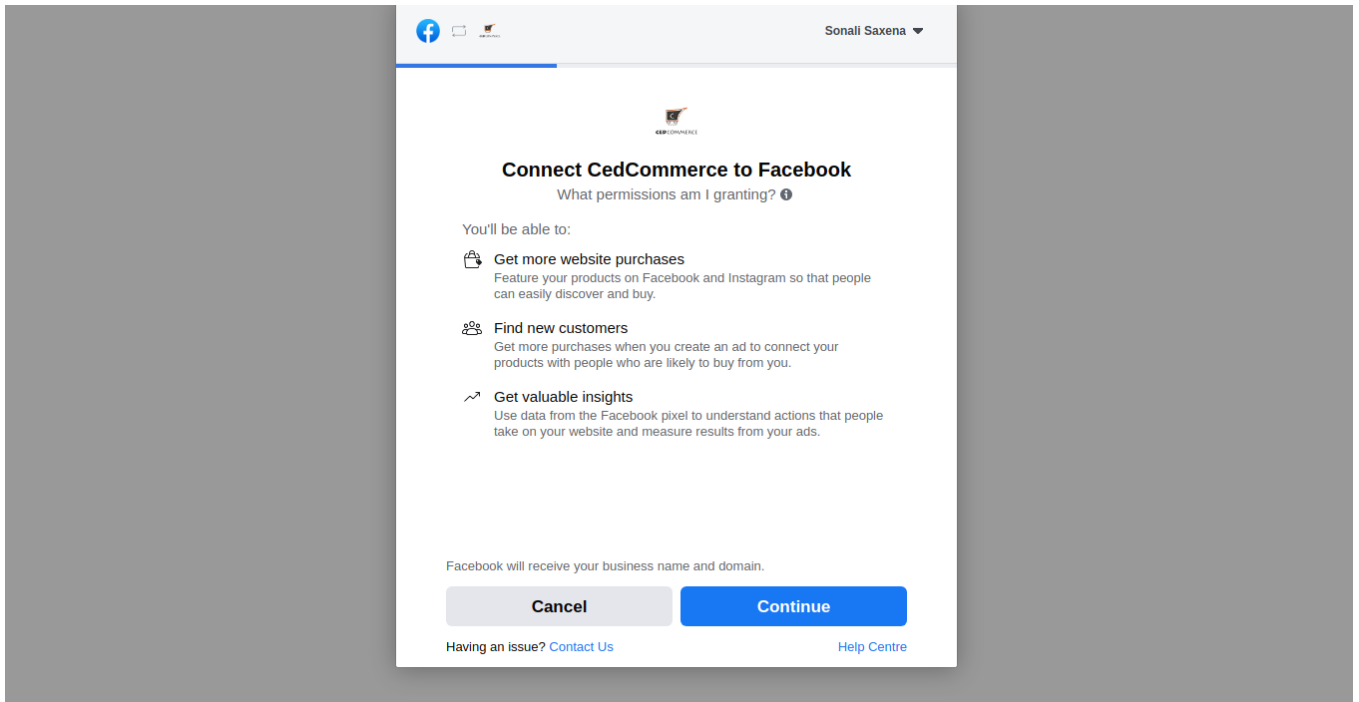
This step helps CedCommerce keep a note of your business activity.

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

3.1.2. Connect CedCommerce to Facebook

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

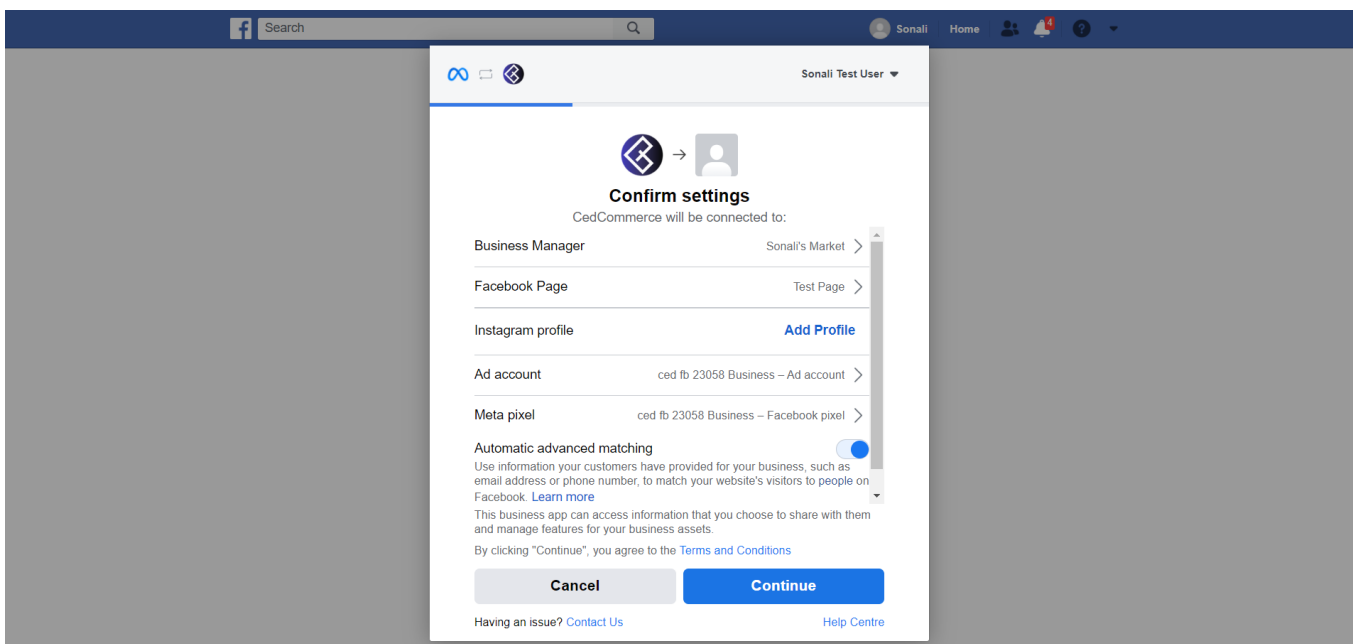
- **Get more website purchases:** Feature your products on Facebook and Instagram so that people can easily find your products from your profile or through Search and Explore.
- **Find new customers:** Leverage Facebook and Instagram ads to get access to a wider set of audiences and increase your product visibility.
- **Get valuable insights:** Use data from Facebook pixel to get to know how your customers are interacting with your products and measure the results from your end.



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

3.1.3. Confirm Settings for CedCommerce

The next step after connecting CedCommerce to Facebook is to provide details for the Business Manager account, connect the Facebook page with CedCommerce, add an Ad Account, and connect Meta Pixel to the website. You can also add your Instagram business profile.



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

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

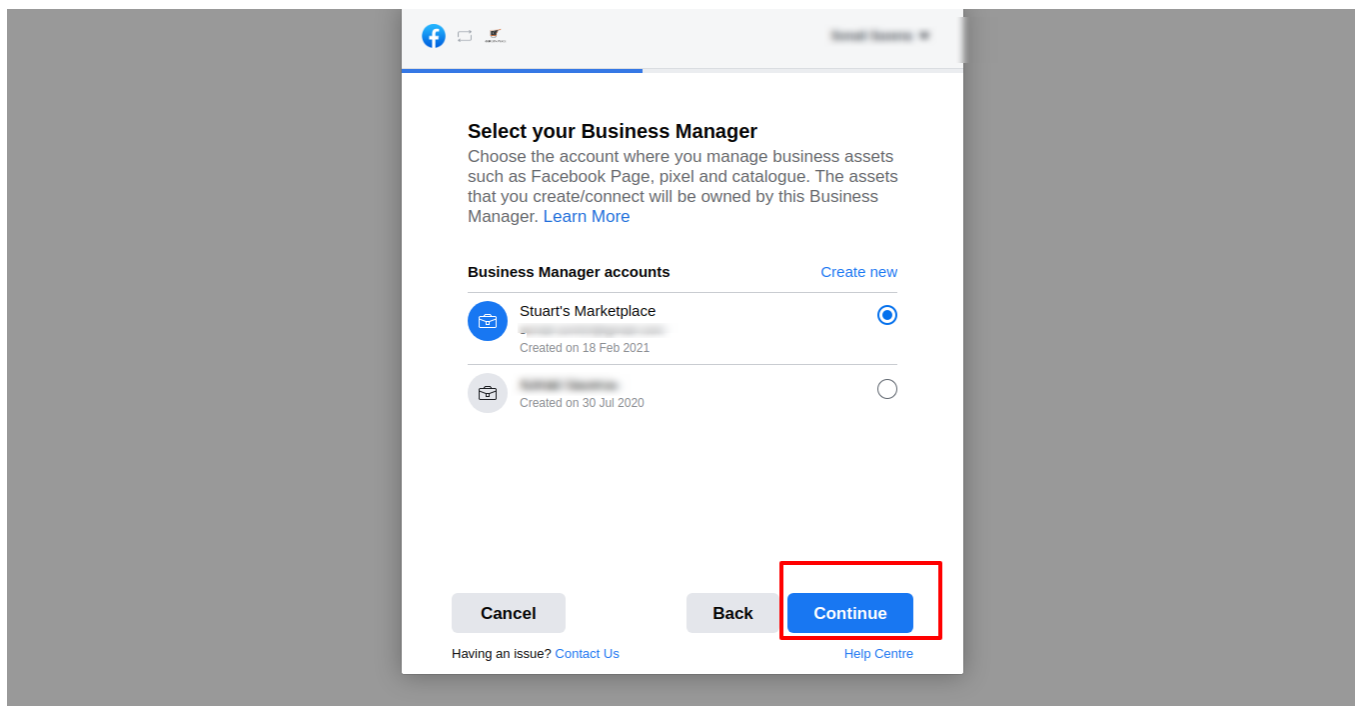
In this section:

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

3.1.3.1. Connect the Business Manager account

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

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



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

Shops on Facebook, and Instagram profile.

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

In this section;

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

3.1.3.1.1. How to create a new Business Manager account

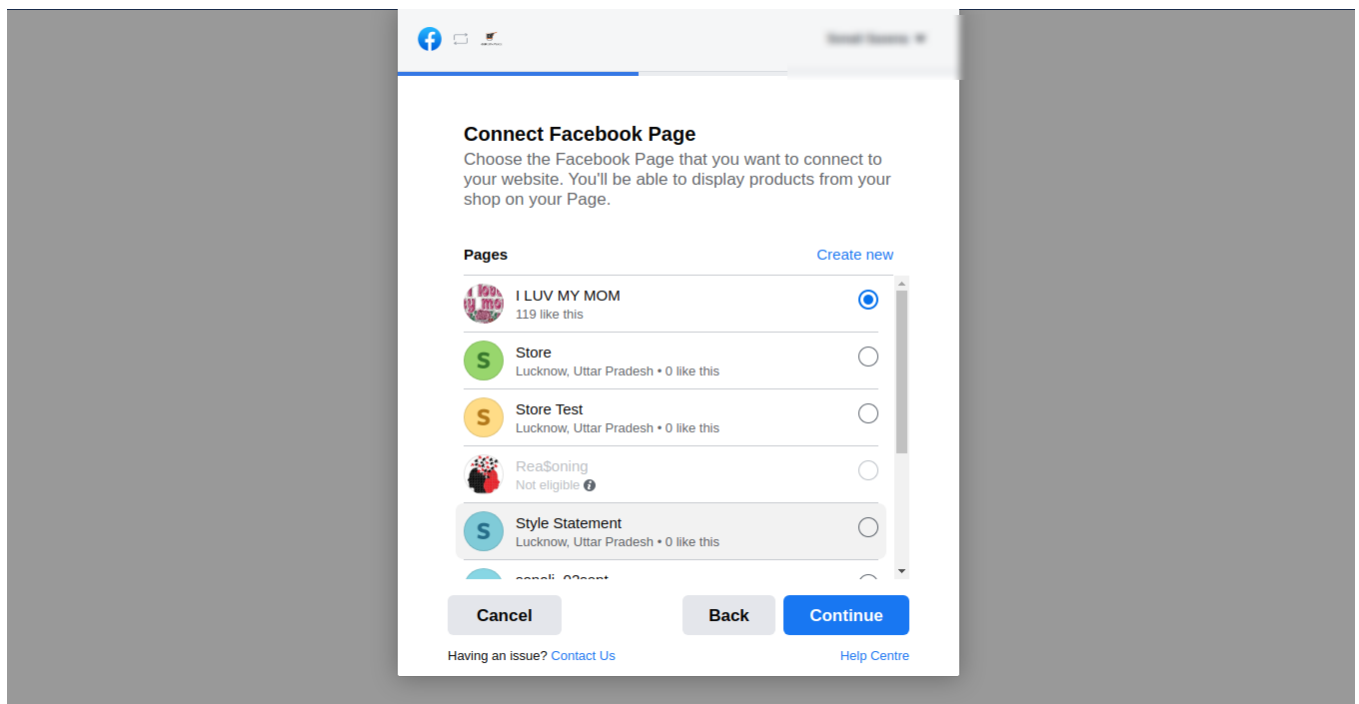
To create a Business Manager Account, you need to:

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

3.1.3.2. Connect the Facebook Page

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

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



In this section;

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

3.1.3.2.1. How to connect a new Facebook Page

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

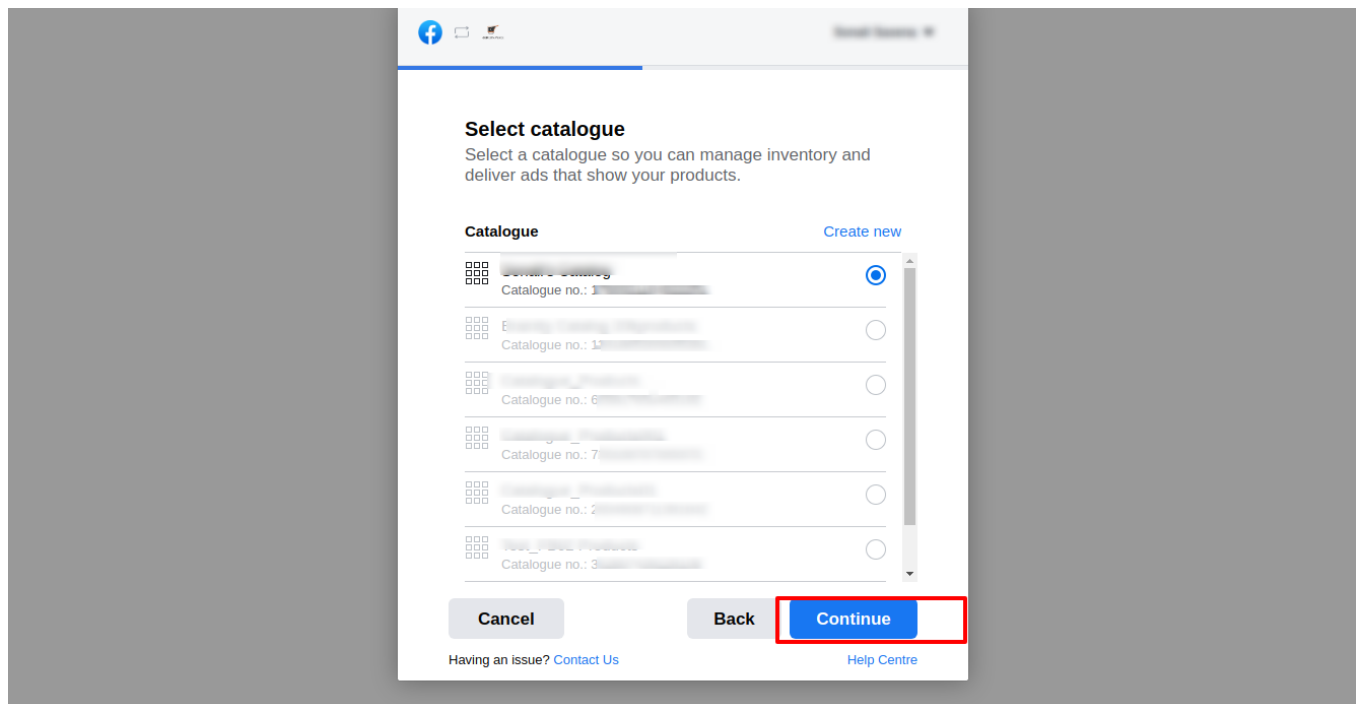
You can create a new page for your Facebook account in two ways:

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

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

3.1.3.3. Connect the Facebook product catalog with the app

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



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

In this section;

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

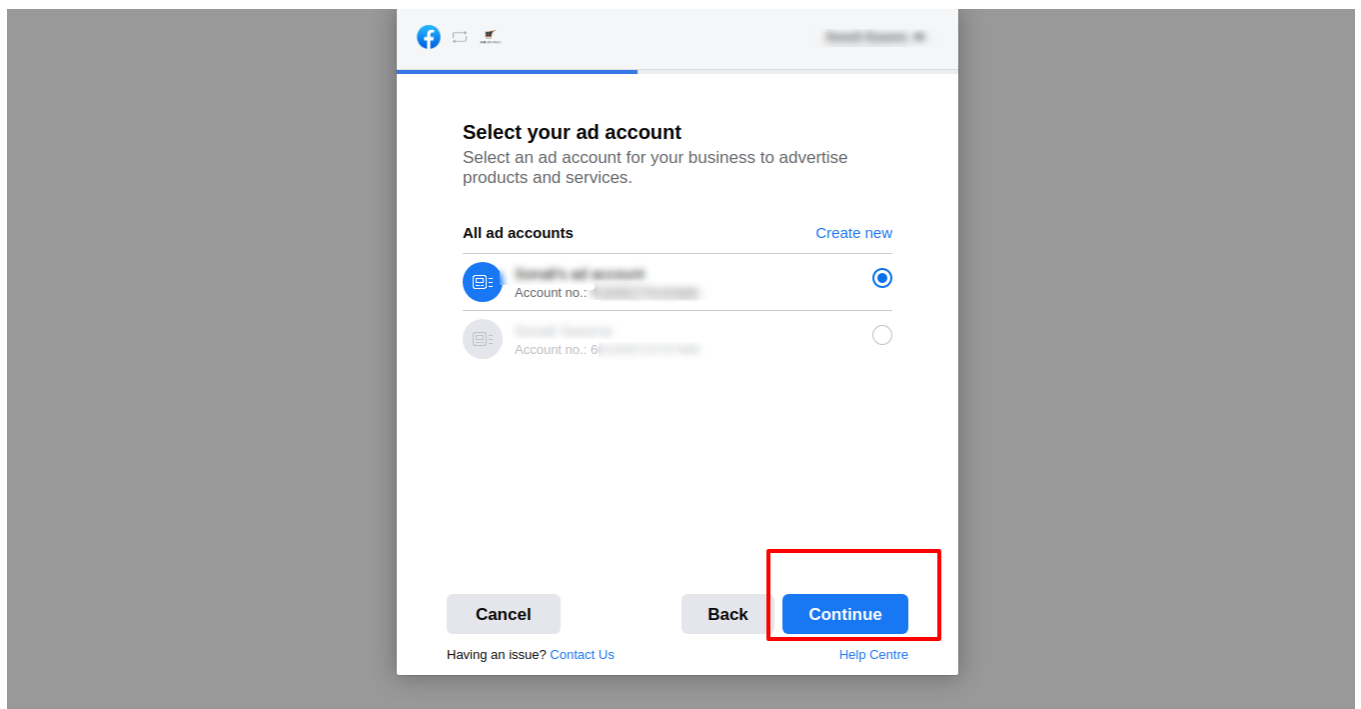
3.1.3.3.1. How to create a new Facebook product catalog

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

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

3.1.3.4. Select an ad account to connect with the website

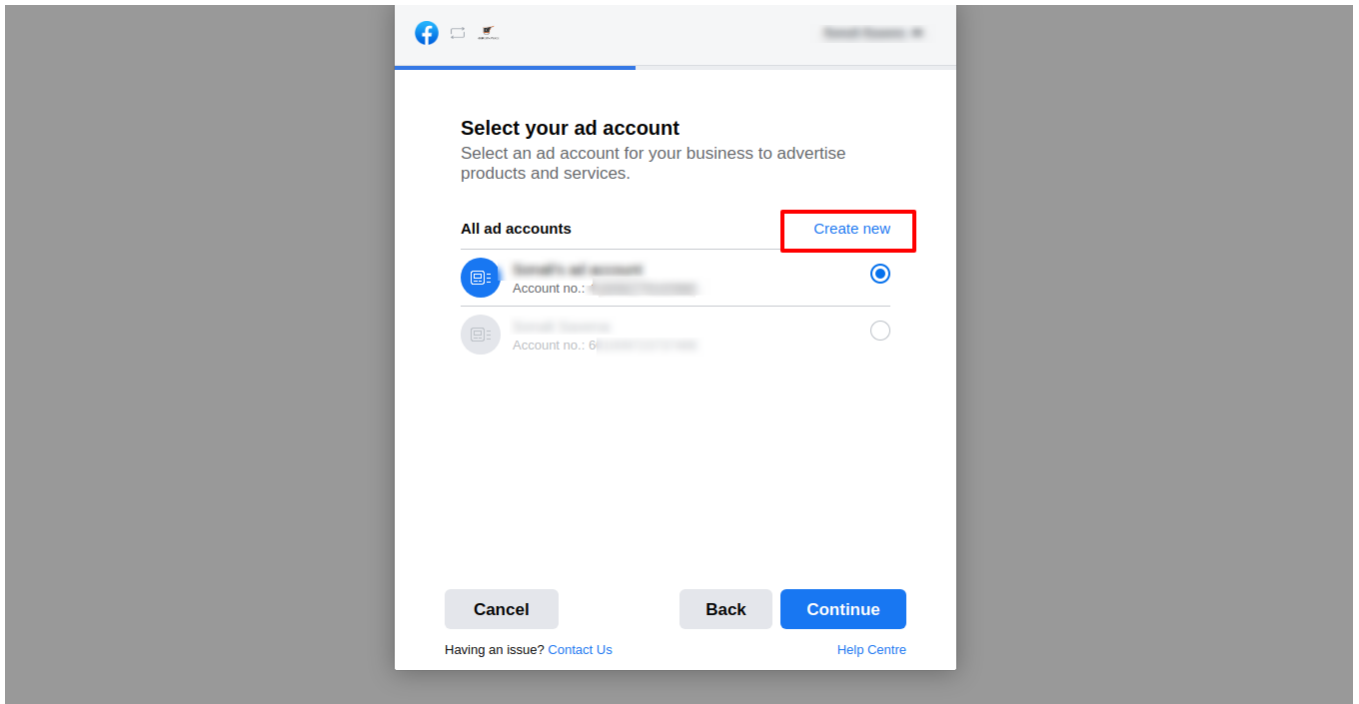
Selecting an ad account helps you run ads and promote your products and services to a more targeted set of audiences.



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

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

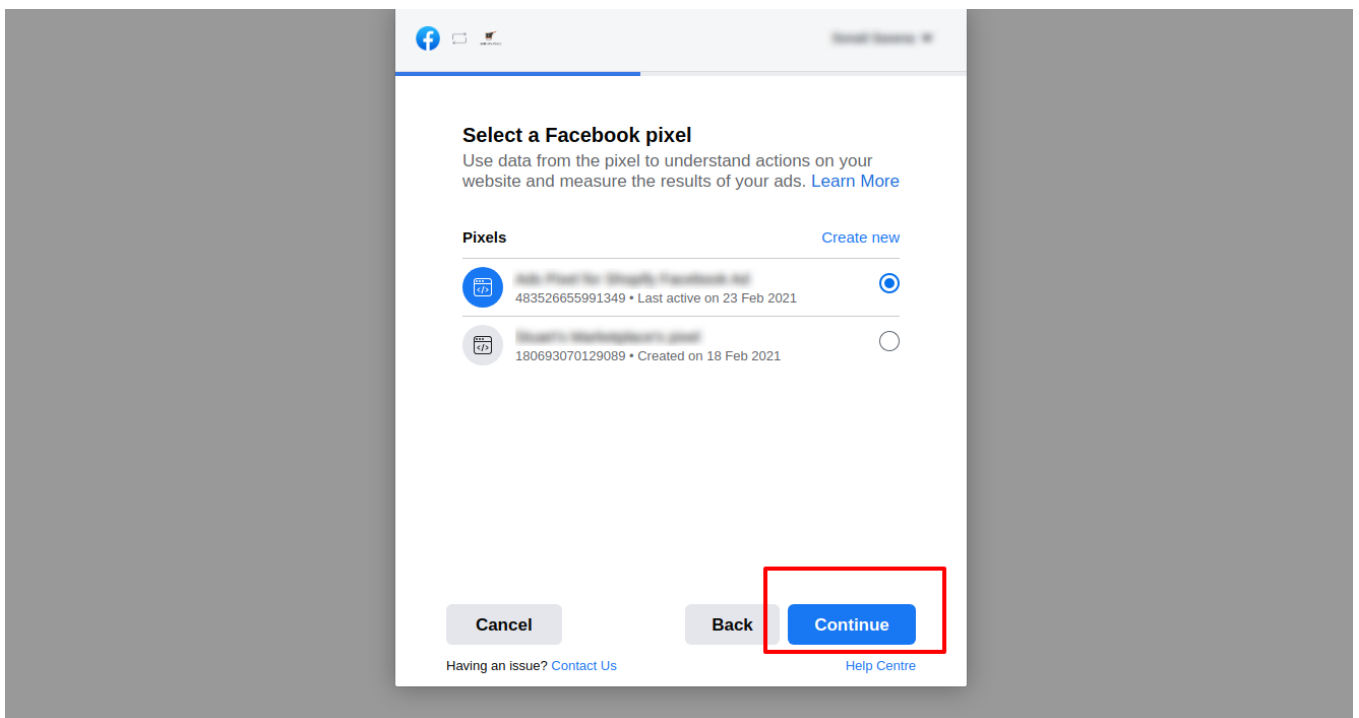
In case you want to create a new Ad account, you can;



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

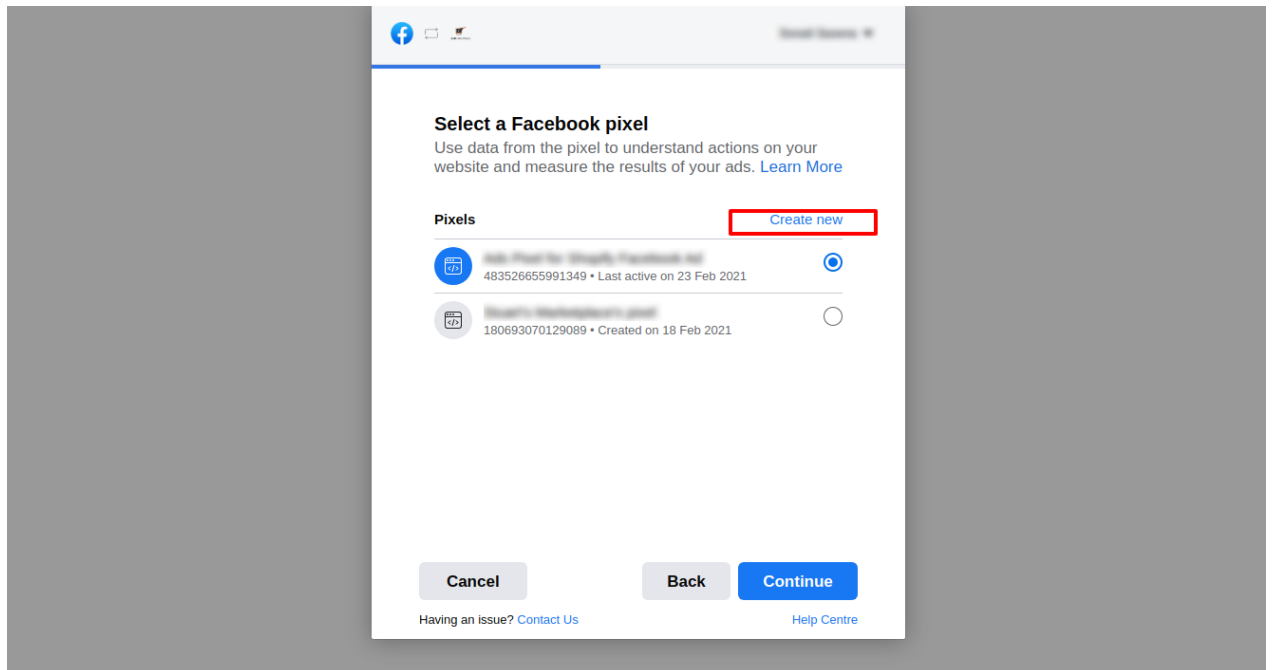
3.1.3.5. Select the Facebook pixel to connect with the website.

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



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

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



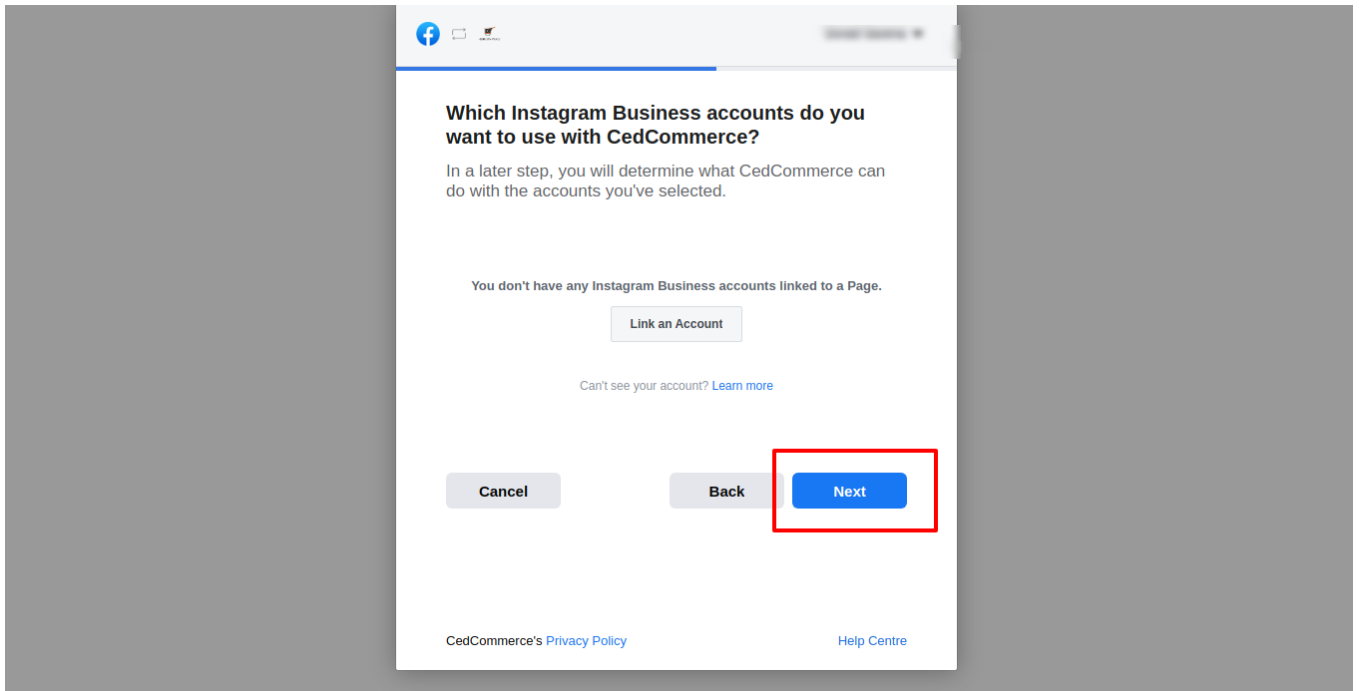
- You can create a new Facebook Pixel by clicking on '**Create new.**'

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

3.1.4. Connect to Instagram Shopping

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

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

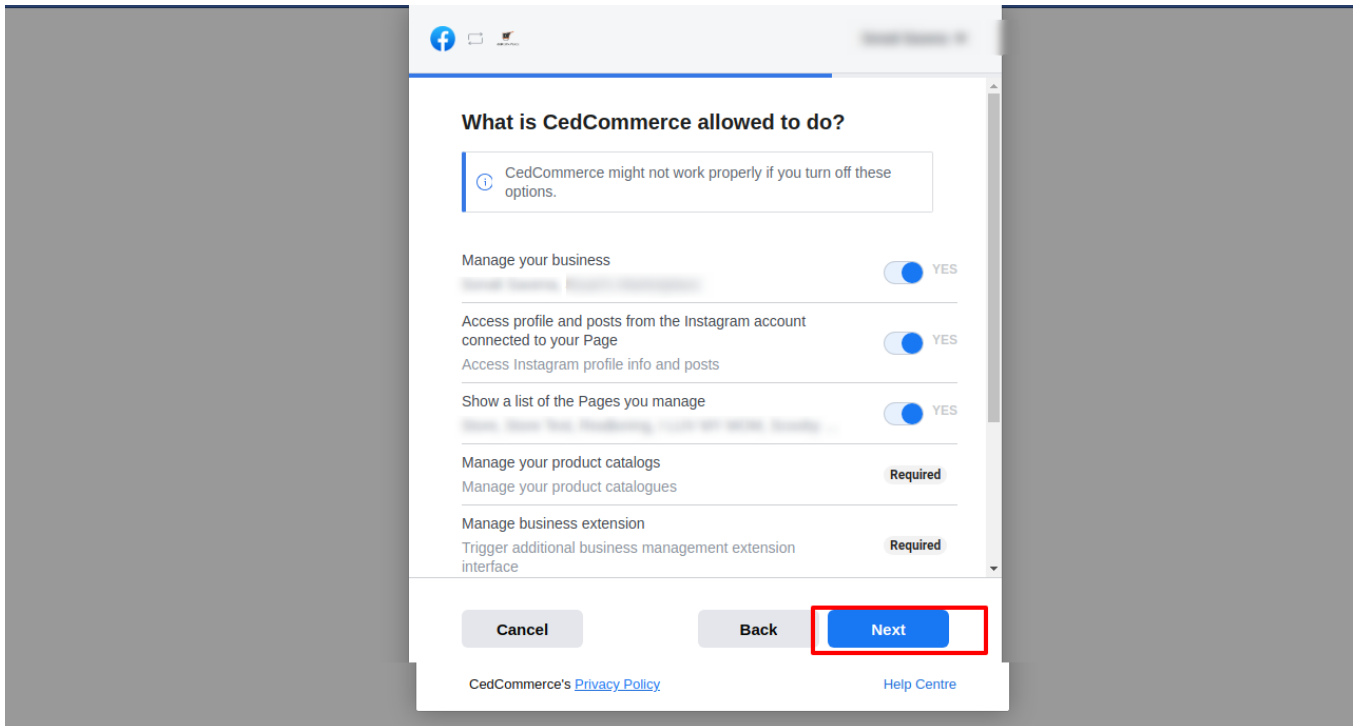


Note: You need to connect your Instagram Business account with Facebook and CedCommerce.

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

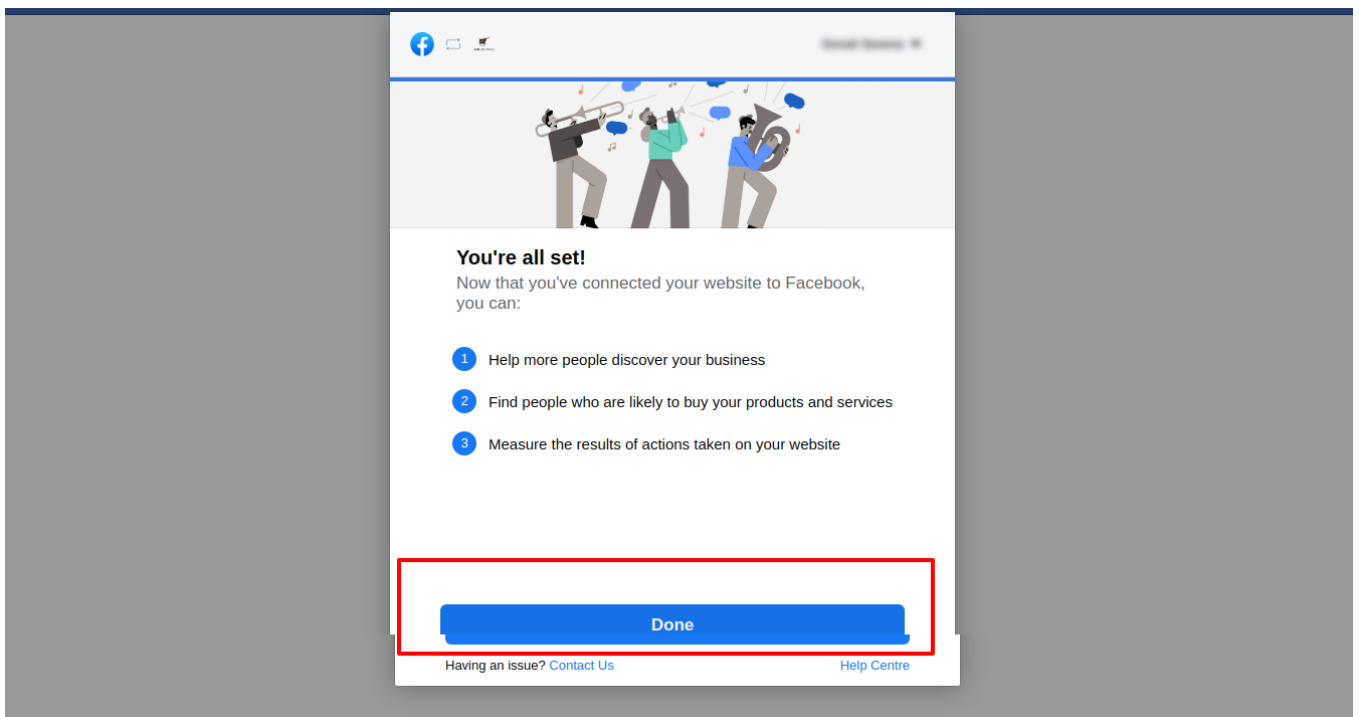
3.1.5. Allow Permissions to CedCommerce

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



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

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



Click **Done** to move ahead.

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

4. Dashboard of the App

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

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

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

In this section:

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

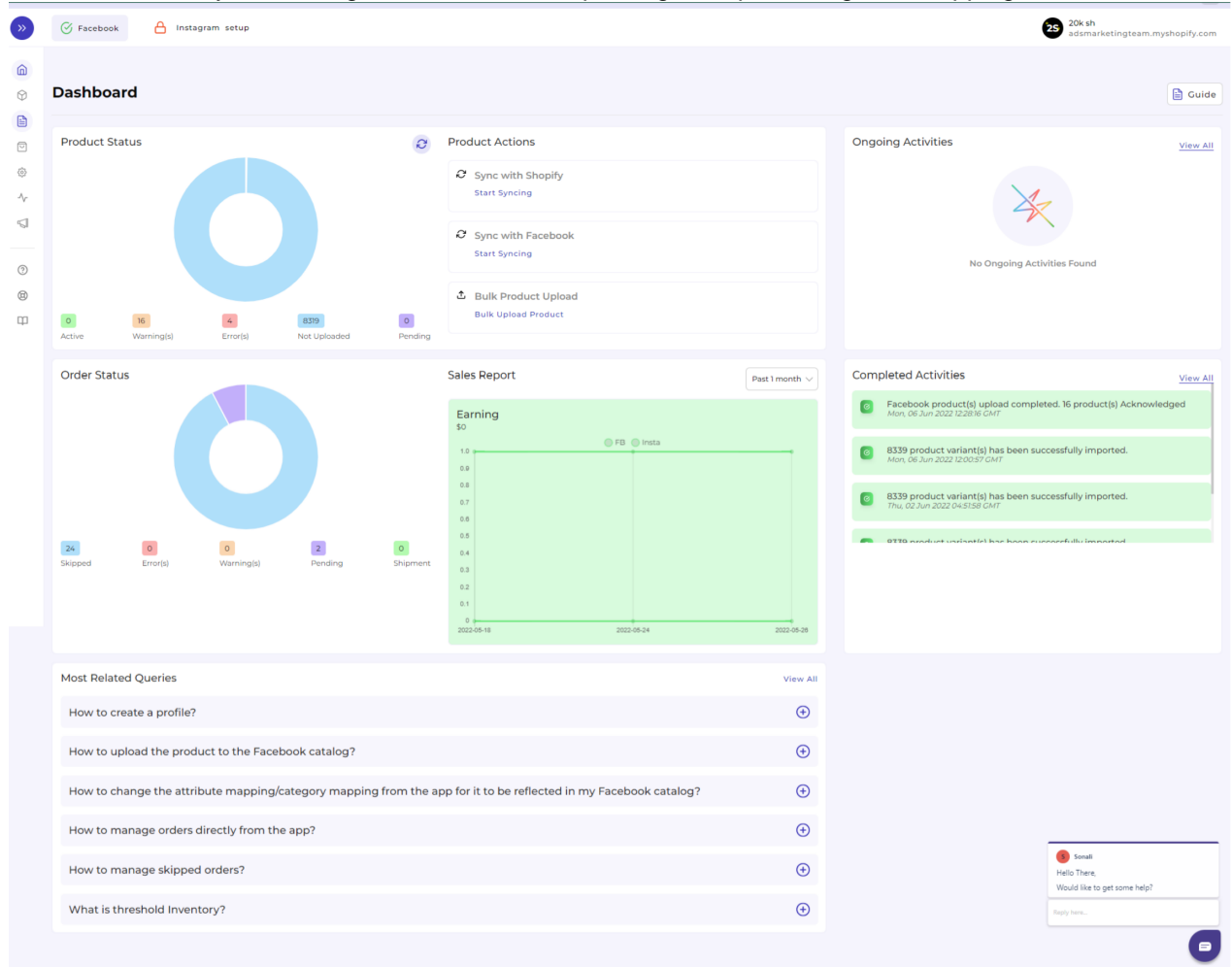
4.1. Dashboard Tab of the App

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

The dashboard displays:

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

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



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

4.2. Profile Tab

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

Profile							Guide
Create Profile							Items Per Page: 5 < > 1/2
Profile ID	Profile Name	Query	Items	Category	Source	Actions	
59599	12	(title %LIKE% 12)	193	Apparel & Accessories/Clothing Accessories/Baby & Toddler Clothing Accessories/Baby & Toddler Gloves & Mittens	Shopify	⋮	
68622	m,	(sku == 4536)	0	Apparel & Accessories/Clothing/Outerwear	Shopify	⋮	
68625	asdfghjk	(title %LIKE% ab)	0	Apparel & Accessories/Clothing/Baby & Toddler Clothing/Baby One-Pieces	Shopify	⋮	
68875	Ankit's profile	(title %LIKE% 1)	2699	Apparel & Accessories/Clothing	Shopify	⋮	
73925	AI	(title == 12)	0	Apparel & Accessories/Clothing	Shopify	⋮	

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

In this section

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

4.2.1. How to Create a Profile?

To create a profile on the App, follow these steps:

- i. Click on the **“Create Profile”**

Profile							Guide
Create Profile							Items Per Page: 5 < > 1/2
Profile ID	Profile Name	Query	Items	Category	Source	Actions	
59	12	(title %LIKE% 12)	193	Apparel & Accessories/Clothing Accessories/Baby & Toddler Clothing Accessories/Baby & Toddler Gloves & Mittens	Shopify	⋮	
68	m,	(sku == 4536)	0	Apparel & Accessories/Clothing/Outerwear	Shopify	⋮	
68	asdfghjk	(title %LIKE% ab)	0	Apparel & Accessories/Clothing/Baby & Toddler Clothing/Baby One-Pieces	Shopify	⋮	
68	Ankit's profile	(title %LIKE% 1)	2699	Apparel & Accessories/Clothing	Shopify	⋮	
73	AI	(title == 12)	0	Apparel & Accessories/Clothing	Shopify	⋮	

- ii. In Step ? select Product Source. Enter the **“Profile Name”** and select **“Product Imported From”**. And click **“Next”**.

- iii. In Step 2, select the **“Product Category”** and specify the location of the Warehouse.
- iv. Enter the required information for your profile like **“Attributes”, “Operator”, “Value”** for your profile.
- v. As you complete the default mapping for your profile, the next window will allow you to complete the **Attribute Mapping** for your products. Select all the applicable attributes from the options available in the drop-down list. Click the **“Next”** button to save the selection.

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

Create Profile

STEP 3/3

Attribute Mapping

RECOMMENDED

Facebook Attributes	Shopify Attributes/Values
Age Group The specific age group that your item is intended for.	all ages Reset
Brand Brand name, unique manufacturer part number (MPN), or Global Trade Item Number (GTIN) of the item.	Select
Color Color of item. Use one or more words to describe the color, not a hex code. Sample value: Royal Blue.	Select
Gender The specific gender that your item is intended for.	Select
Material The primary material(s) of your item.	Select
Size Size as it appears on the label. Includes generic sizes, such as Small and One Size. Includes numeric sizes, such as 2, 4. Sample Values: Small, Medium, Large, 2', 4', 6, One Size.	Select
Pattern The recurring design, pattern, or motif on your item.	Select
Style Style(s) of the item. Sample Values: Maxi, Boyfriend, Braided.	Select

OPTIONAL

Back Finish

- vii. Now that you have saved the profile, it will start appearing in the **“Profile”** tab of the app. Now you can view your profile by clicking on **View Profile**.

Profile

Create Profile Items Per Page: 5 < > 1/2

Profile ID	Profile Name	Query	Items	Category	Source	Actions
59599	12	(title %LIKE% 12)	193	Apparel & Accessories/Clothing Accessories/Baby & Toddler Clothing Accessories/Baby & Toddler Gloves & Mittens	Shopify	⋮
68622	m,	(sku == 4536)	0	Apparel & Accessories/Clothing/Outerwear	Shopify	⋮
68625	asdfghjk	(title %LIKE% ab)	0	Apparel & Accessories/Clothing/Baby & Toddler Clothing/Baby One-Pieces	Shopify	⋮
68875	Ankit's profile	(title %LIKE% 1)	2699	Apparel & Accessories/Clothing	Shopify	⋮
73925	AI	(title == 12)	0	Apparel & Accessories/Clothing	Shopify	⋮

View
Edit
Delete

- viii. As soon as you click on the option, the following screen will appear. Where you can view all your profile details like:

- i. Profile details
- ii. Attributes mapped
- iii. Warehouse mapped.

12

Back Edit Profile

Profile Details

Target
Facebook
Query
(Site: 12, 12)

Source
shopify
Category
Apparel & Accessories/Clothing Accessories/Baby & Toddler Clothing Accessories/Baby & Toddler Clothes & Mittens

Attribute Mapped

Color
color

Mapped Shopify Warehouse

1706 West 39th Street

Facebook Settings

Fillup all your required info related to facebook

Price Update
None

Products

Search by Title and ID Q Additional Fields

Items Per Page: 50 < > 15

	Image	ID	Name	Quantity	Source	SKU	Price
<input type="checkbox"/>		4148822027029	1254	608	shopify	skn12345	4552
<input type="checkbox"/>		4148822068827	1255	618	shopify	skn12346	4553
<input type="checkbox"/>		4148822023667	1256	619	shopify	skn12347	4554

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

4.3. Manage Products Tab

The Manage product section provides all the information regarding your products. It keeps records of all products, and their status and reflects notifications. The Product tab is divided into two sub-tabs: Shopify products & Additional Products.

- **Shopify Products:** The Shopify Products tab lists all the products from the Shopify store. The Shopify products are first imported on the Facebook and Instagram Shopping App and then uploaded on Facebook commerce platforms.
- **Uncataloged Products:** The Uncataloged Products tab lists all the products from other sources. In this tab, all those products will appear that have been directly created on Facebook platforms. These products can be further mapped with Shopify.

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

Facebook Instagram setup 25 20k sh adsmarketingteam.myshopify.com

Product Bulk Upload Product Sync With Facebook Sync With Shopify Guide

All 8339 Error 4 Pending 0 Not Uploaded 8319 Warning 16 Finished 0

Enter title or source ID Additional Fields More Filters Items Per Page: 20 1/417

Showing 1 to 20 of 8339 products.

	ID	Image	Title	SKU	Status	Quantity
<input type="checkbox"/>	41488320037059		1254	akk12345	Warning	608
<input type="checkbox"/>	41488320069827		1255	akk12346	Warning	618
<input type="checkbox"/>	41488320233667		1256	akk12347	Warning	619
<input type="checkbox"/>	41488320430275		1257	akk12348	Warning	620
<input type="checkbox"/>	41488320495811		1258	akk12349	Warning	621
<input type="checkbox"/>	41488320528579		1259	akk12350	Warning	622
<input type="checkbox"/>	41488320594115		1260	akk12351	Warning	623
<input type="checkbox"/>	41488320659651		1261	akk12352	Warning	624
<input type="checkbox"/>	41488320692419		1262	akk12353	Warning	625
<input type="checkbox"/>	41488321478851		1263	akk12354	Warning	626
<input type="checkbox"/>	41488321642691		1267	akk12358	Warning	630
<input type="checkbox"/>	41488321872067		1268	akk12359	Warning	631
<input type="checkbox"/>	41488321904835		1269	akk12360	Warning	632
<input type="checkbox"/>	41488321970371		1270	akk12361	Warning	633
<input type="checkbox"/>	41488322166979		1271	akk12362	Warning	634
<input type="checkbox"/>	41488322199747		1272	akk12363	Error	635
<input type="checkbox"/>	41488322232515		1273	akk12364	Error	636
<input type="checkbox"/>	41488322265283		1274	akk12365	Error	637
<input type="checkbox"/>	41488322298051		1275	akk12366	Warning	638
<input type="checkbox"/>	41488322330819		1276	akk12367	Error	639

In this section

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

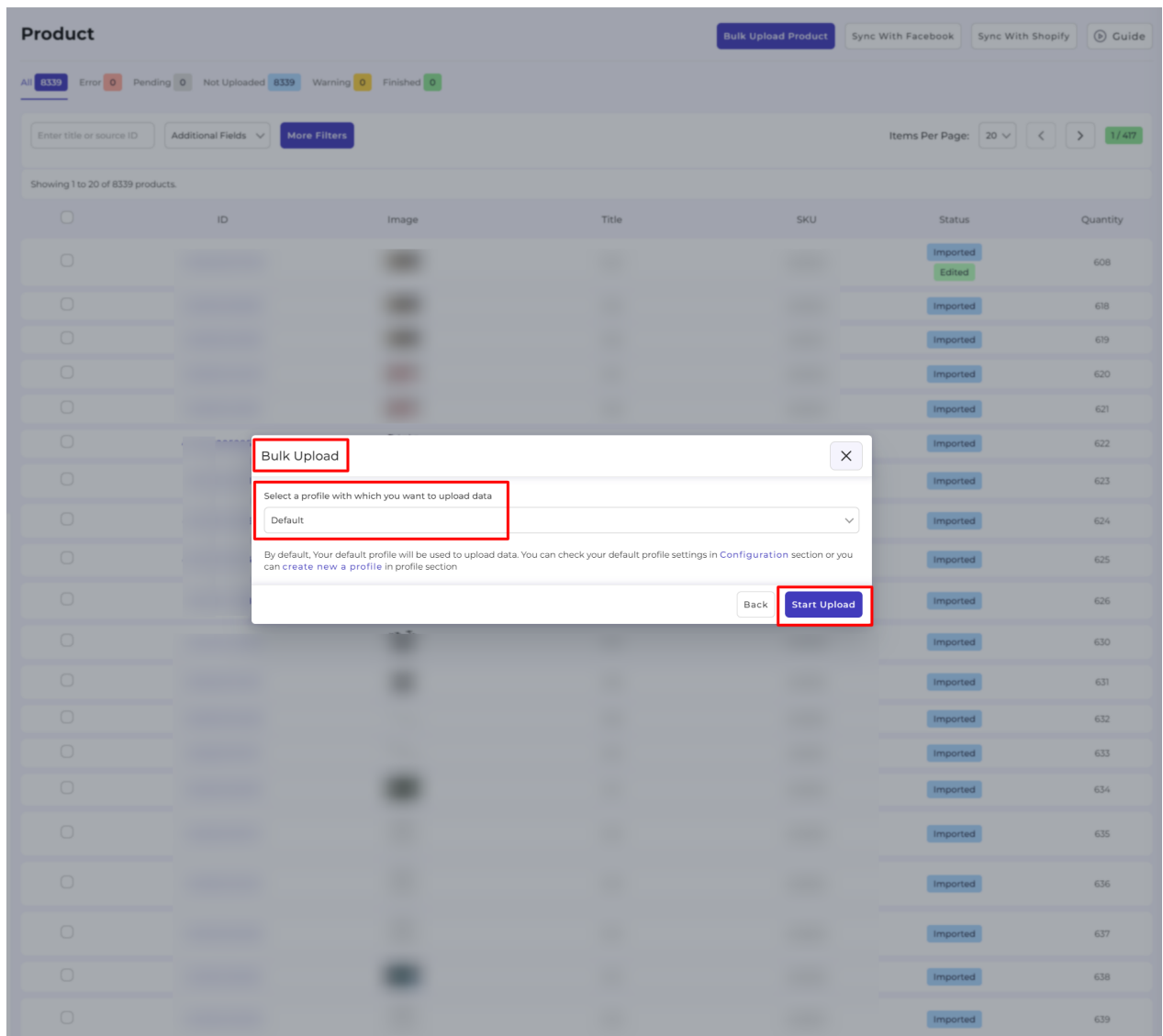
- Adding Supplementary Feeds(<https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=adding-supplementary-feeds>)

4.3.1. How to Upload Products in Bulk?

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

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

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



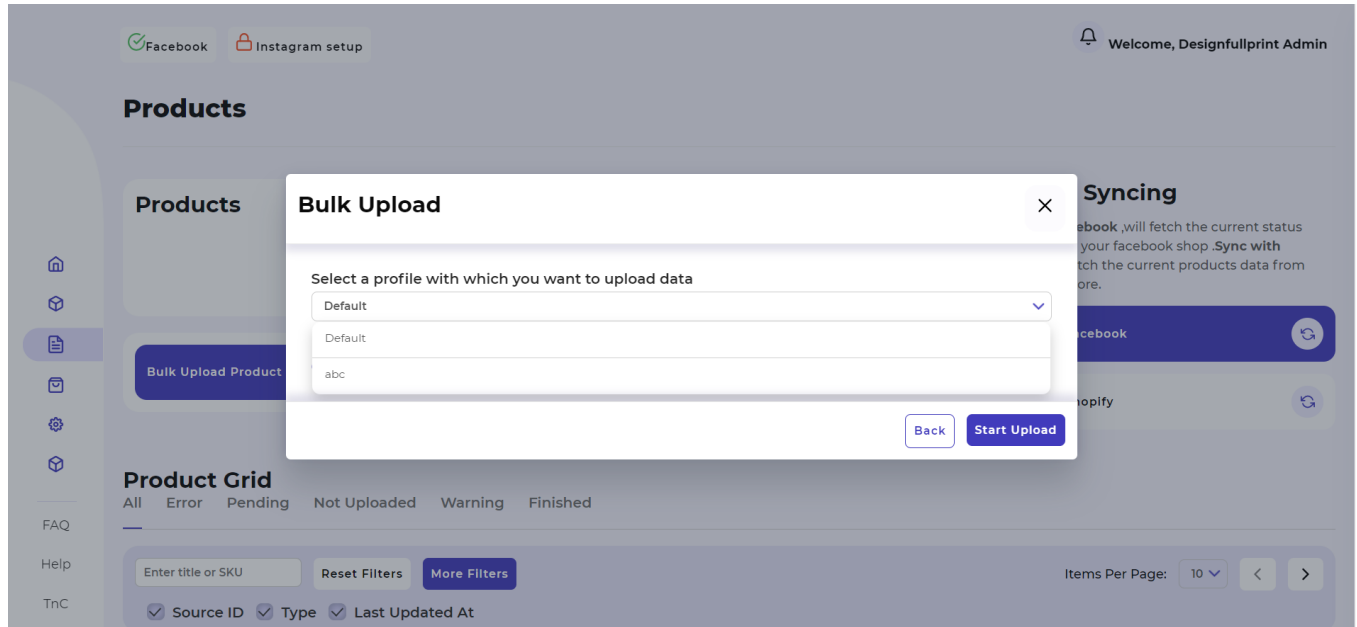
This is the “By default” setting of the App.

4.3.2. How to Upload Products Based on Profile?

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

To upload the products:

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



4.3.3. How to Upload Selective Products?

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

In order to upload selected products, follow these steps:

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

Facebook Instagram setup 25 20k sh adsmarketingteam.myshopify.com

Product

Bulk Upload Product Sync With Facebook Sync With Shopify Guide

All 8339 Error 21 Pending 172 Not Uploaded 8146 Warning 0 Finished 0

Enter title or source ID Additional Fields More Filters Items Per Page: 20 1/477

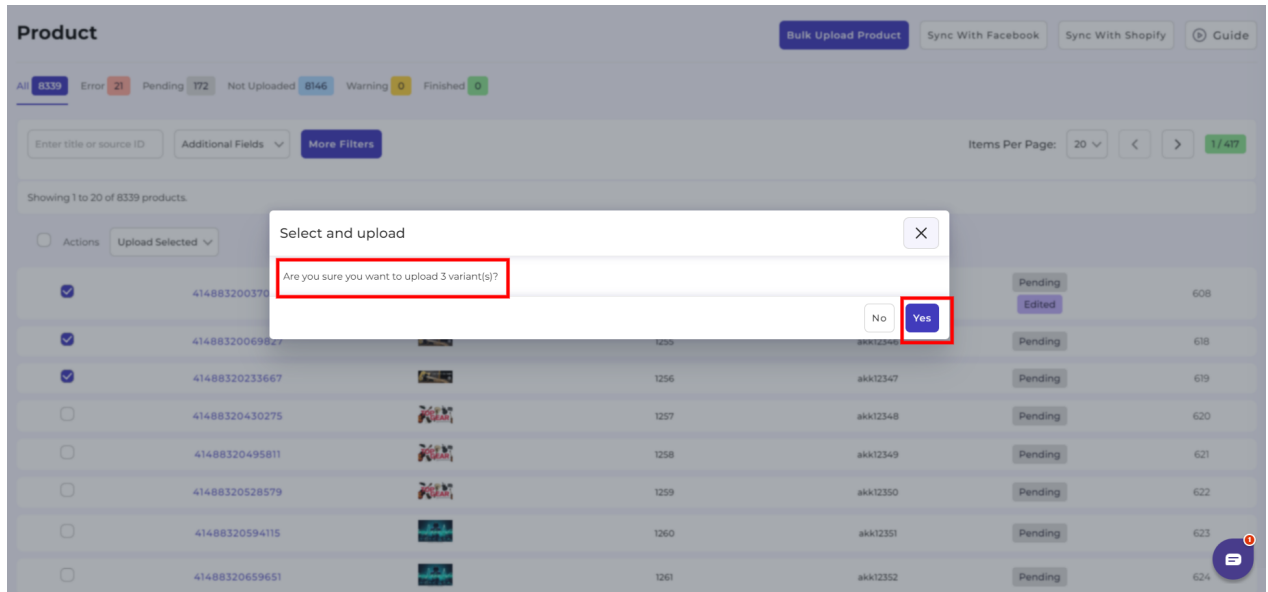
Showing 1 to 20 of 8339 products.

Actions Select

Upload Selected Delete Selected

<input checked="" type="checkbox"/>	41488320037059		1254	akk12345	Pending Edited	608
<input type="checkbox"/>	41488320069827		1255	akk12346	Pending	618
<input type="checkbox"/>	41488320233667		1256	akk12347	Pending	619
<input type="checkbox"/>	41488320430275		1257	akk12348	Pending	620
<input type="checkbox"/>	41488320495811		1258	akk12349	Pending	621
<input type="checkbox"/>	41488320528579		1259	akk12350	Pending	622
<input type="checkbox"/>	41488320594115		1260	akk12351	Pending	623
<input type="checkbox"/>	41488320659651		1261	akk12352	Pending	624
<input type="checkbox"/>	41488320692419		1262	akk12353	Pending	625
<input type="checkbox"/>	41488321478851		1263	akk12354	Pending	626
<input type="checkbox"/>	41488321642691		1267	akk12358	Pending	630
<input type="checkbox"/>	41488321872067		1268	akk12359	Pending	631
<input type="checkbox"/>	41488321904835		1269	akk12360	Pending	632
<input type="checkbox"/>	41488321970371		1270	akk12361	Pending	633
<input type="checkbox"/>	41488322166979		1271	akk12362	Pending	634
<input type="checkbox"/>	41488322199747		1272	akk12363	Error	635
<input type="checkbox"/>	41488322232515		1273	akk12364	Error	636
<input type="checkbox"/>	41488322265283		1274	akk12365	Error	637
<input type="checkbox"/>	41488322298051		1275	akk12366	Pending	638
<input type="checkbox"/>	41488322330819		1276	akk12367	Error	639

3. A window will show the selected product information namely, the number of products, main product, and SKU. Click **“Start Upload”** to start uploading the products.



4.3.4. Adding Supplementary Feeds

With the new feature enhancement in the App, you can now add supplementary feeds to your product catalog. This allows you to make your listing richer in terms of product information, and would also help buyers find what they are looking for when they make a search.

When you provide a supplementary feed for your product, it nourishes the pre-existing information. Consequently, allowing the buyer to filter their search on a micro level. Additionally, it also refines the results that are displayed in the search, by filtering out the products that do not match the search query.

In this section:

- What is Supplementary Feed? (<https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=what-is-supplementary-feed-2>)
- How to Add Supplementary Feed? (<https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=how-to-add-supplementary-feed>)
- Steps to Add a Supplementary Feed (<https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=steps-to-add-a-supplementary-feed>)

4.3.4.1. What is Supplementary Feed?

[Quoting from Facebook]

Supplementary Feeds supplement the product information provided by another data feed in the Commerce Manager. They can add or update certain fields for existing items but can't create new items or delete items.

Adding a supplementary feed in your catalog allows you to provide more attributes to your products. Consequently, it will help buyers to get more information about the product. Not only that, it allows you to provide attributes that are product specific, which in turn helps in enhancing the filter results.

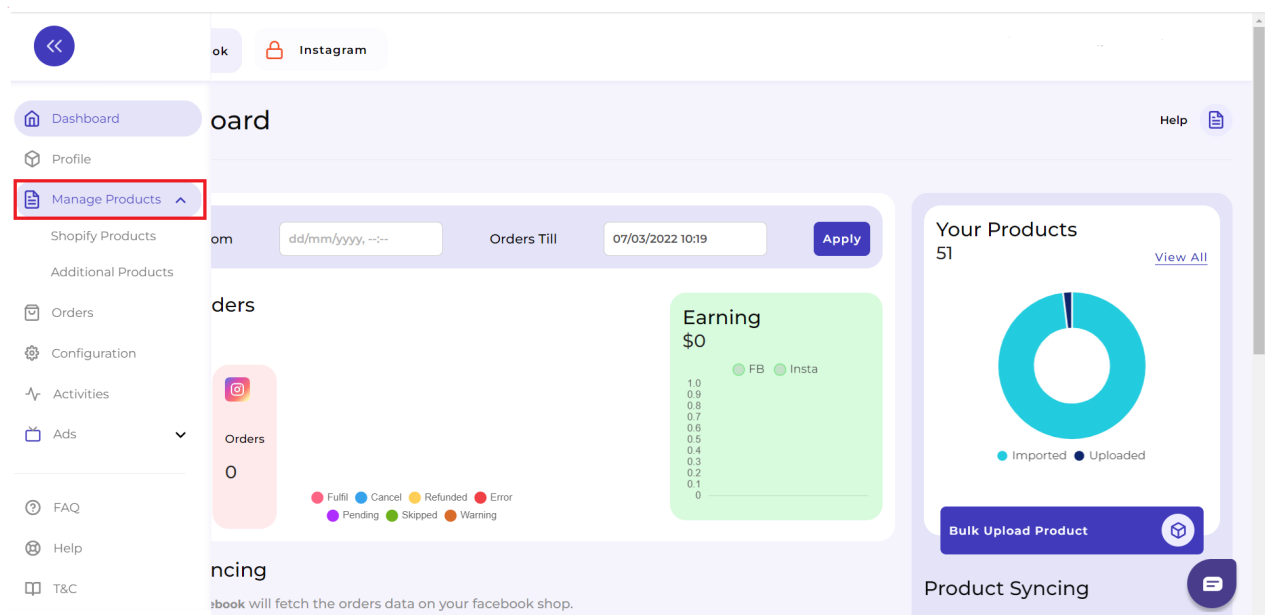
Supplementary feeds only enhance the richness of the existing information, without altering any pre-existing information such as the Title, Content ID, Availability, Price, or Quantity.

Under the “Manage Products” tab of the panel, your products will now appear in two categories, namely: Shopify Products and Uncataloged Products. The Supplementary feeds are added into the Uncataloged products category.

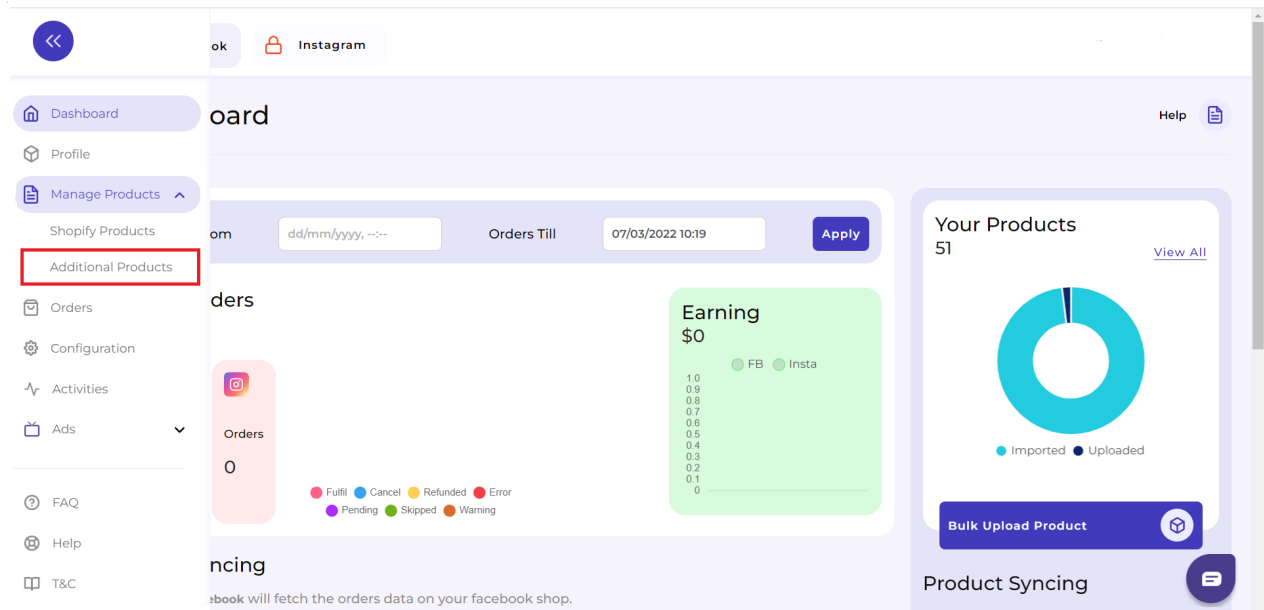
4.3.4.2. Steps to Add a Supplementary Feed

Now that you have understood what supplementary feed is, let us now go through the steps to add a supplementary feed.

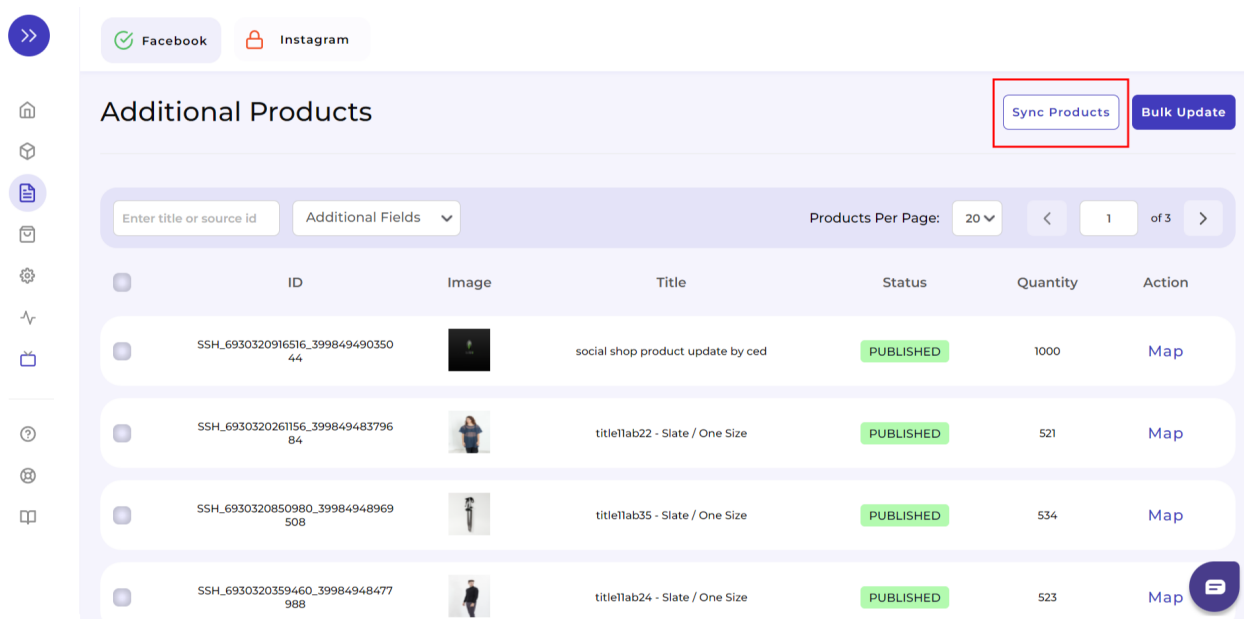
- Open the Facebook and Instagram Shopping App, and go to the dashboard and click on “**Manage Products**” from the panel on the left-hand side.



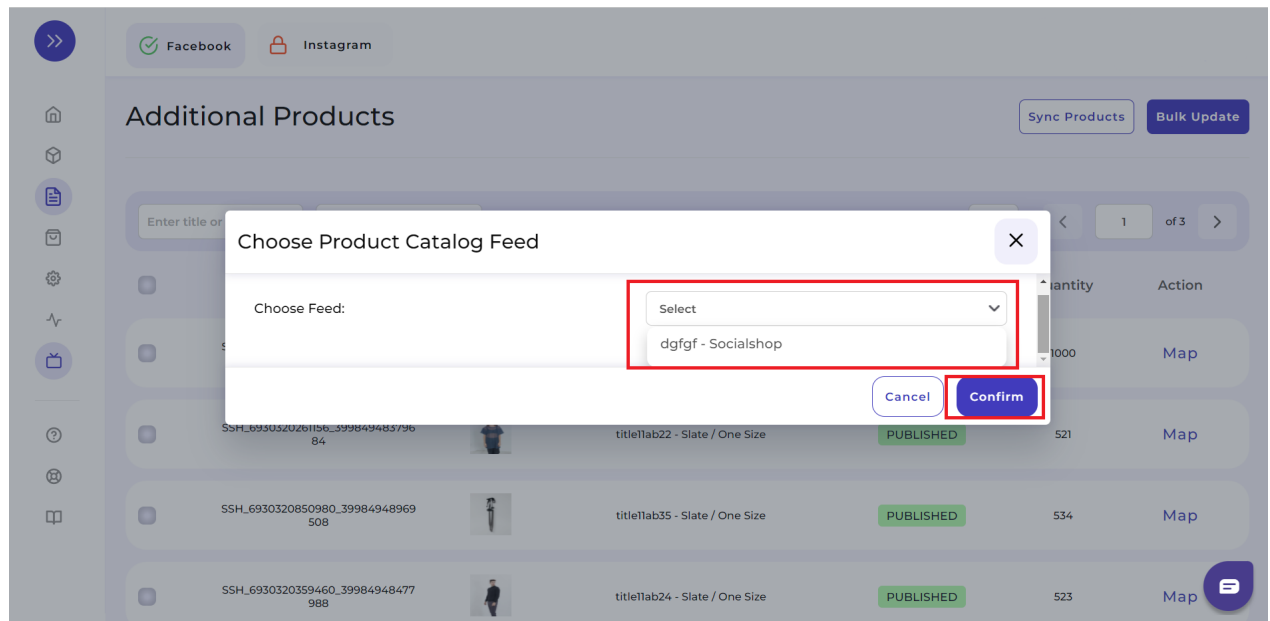
- The drop-down panel will show you two product options: Shopify Products and Additional Products. From the drop-down, click on the “**Additional Products.**”



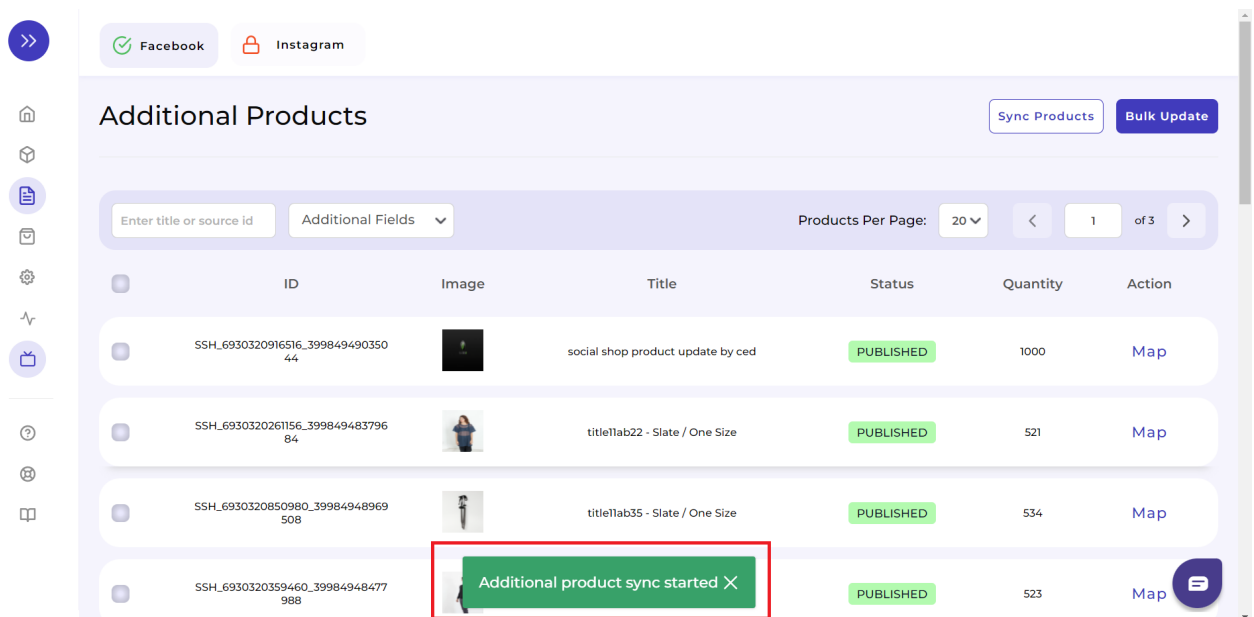
- When you select **“Additional Products,”** an empty panel will appear on the app window. Select **“Sync Products”** from the upper right-hand side.



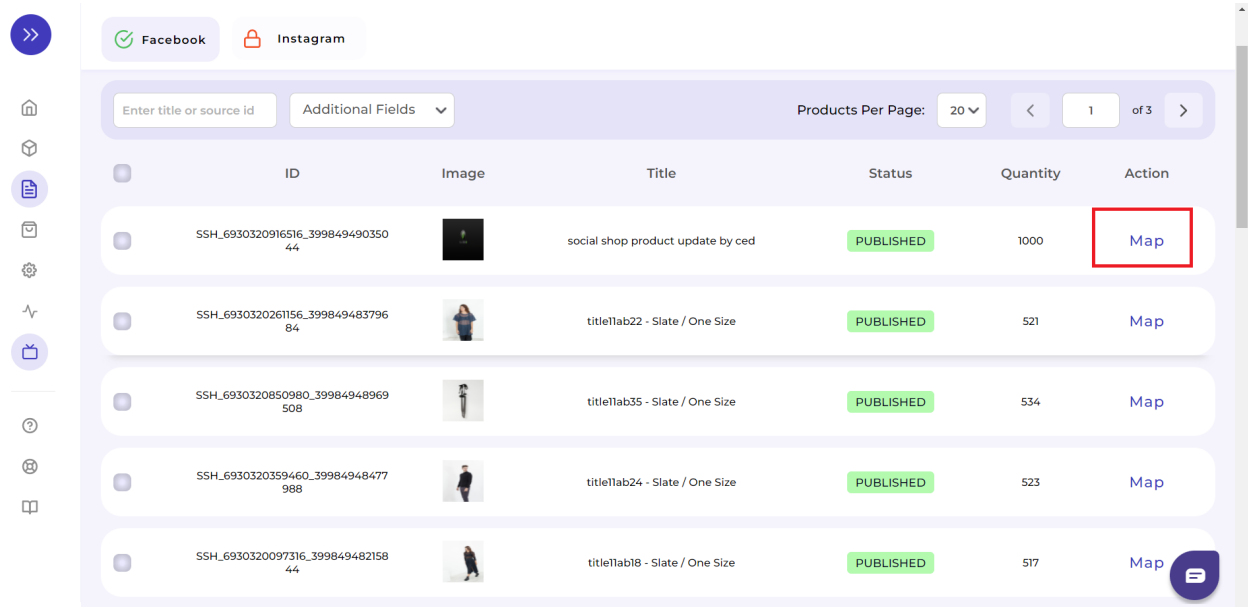
- A pop-up stating **“Choose Product Catalog Feed”** will appear.
- From the **“Choose Feed”** drop-down menu, select the **“Feed”** from where you want to sync the product. After selecting the required feed, click **“Confirm.”**



- A green pop-up box “Additional product sync started” will appear.



- Now, select the item for which you want to provide additional information. Click on the “Map” button below the Action tab. A “Map Attributes” window will appear.

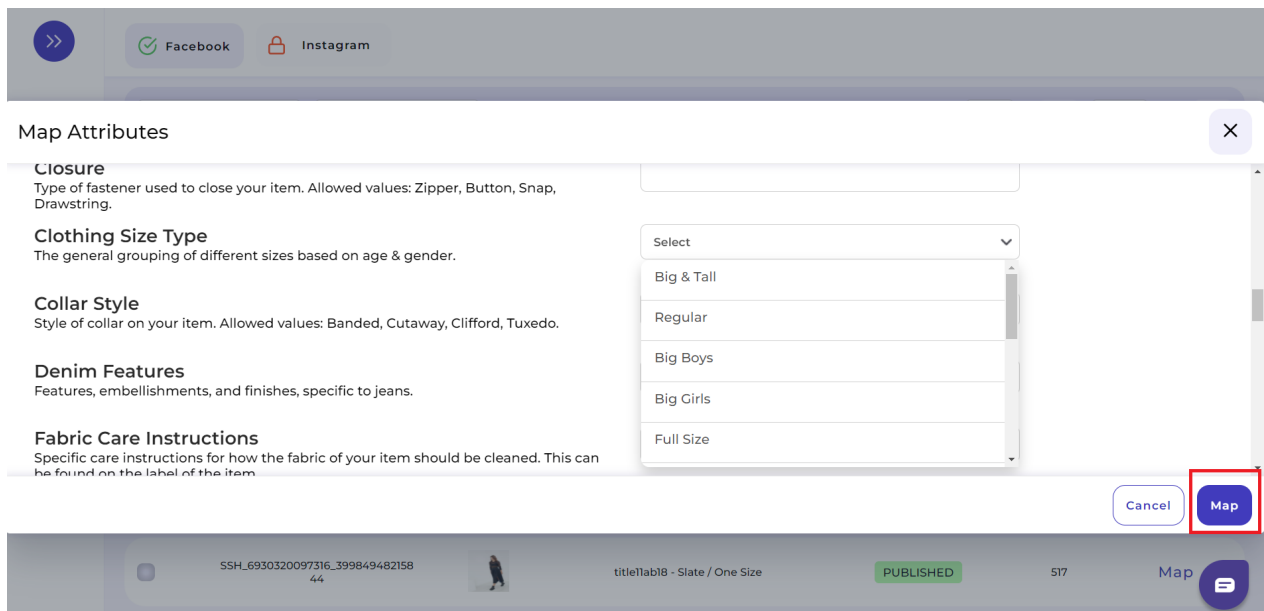


ID	Image	Title	Status	Quantity	Action
SSH_6930320916516_39984949035044		social shop product update by ced	PUBLISHED	1000	Map
SSH_6930320261156_39984948379684		titlelab22 - Slate / One Size	PUBLISHED	521	Map
SSH_6930320850980_39984948969508		titlelab35 - Slate / One Size	PUBLISHED	534	Map
SSH_6930320359460_39984948477988		titlelab24 - Slate / One Size	PUBLISHED	523	Map
SSH_6930320097316_39984948215844		titlelab18 - Slate / One Size	PUBLISHED	517	Map

Note: The Category of the product will be Pre-assigned. You have already defined the required product category during the onboarding process. However, you can update the category if necessary.

A list appears from where you can add additional attributes.

- From the list of “**Recommended Attributes**,” you can choose to fill the attributes you want to include.
- Once you have filled in all the details, click on the “**Map**” button.



Map Attributes

Closure
Type of fastener used to close your item. Allowed values: Zipper, Button, Snap, Drawstring.

Clothing Size Type
The general grouping of different sizes based on age & gender.

Collar Style
Style of collar on your item. Allowed values: Banded, Cutaway, Clifford, Tuxedo.

Denim Features
Features, embellishments, and finishes, specific to jeans.

Fabric Care Instructions
Specific care instructions for how the fabric of your item should be cleaned. This can be found on the label of the item.

Select

- Big & Tall
- Regular
- Big Boys
- Big Girls
- Full Size

Cancel Map

- A green pop-up box “**Attribute mapping saved successfully**” will appear.

The screenshot shows the 'Additional Products' section with a table of products. A green pop-up box at the bottom of the table indicates that attribute mapping was saved successfully.

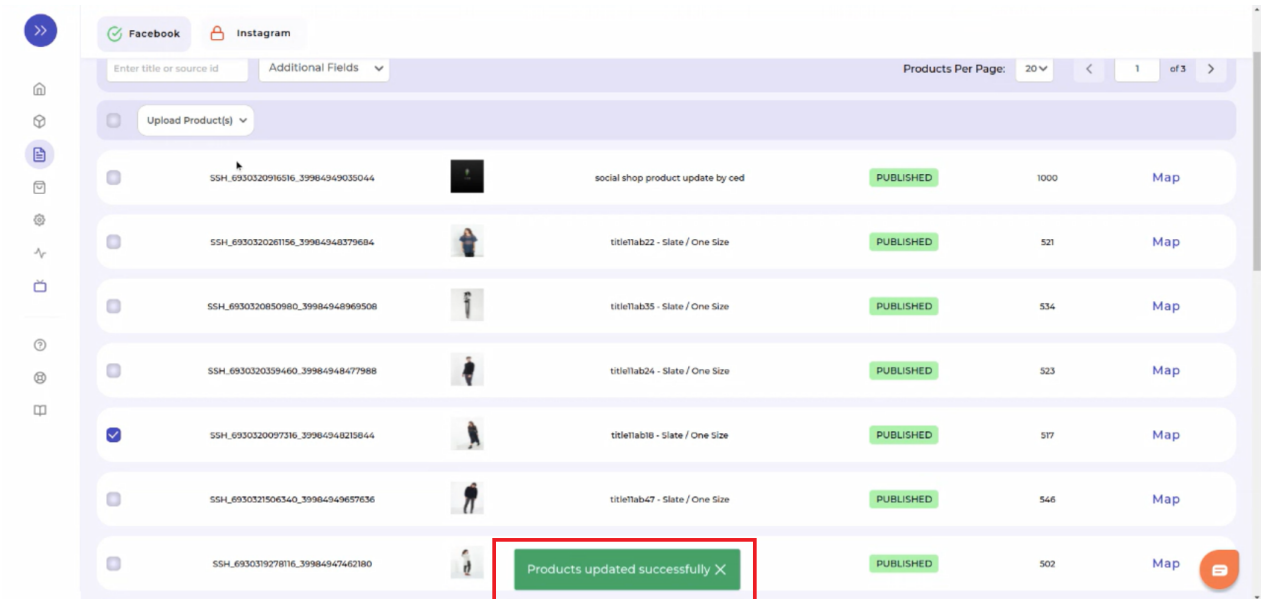
ID	Image	Title	Status	Quantity	Action
SSH_6930320916516_39984949035044		social shop product update by ced	PUBLISHED	1000	Map
SSH_6930320261156_39984948379684		title11ab22 - Slate / One Size	PUBLISHED	521	Map
SSH_6930320850980_39984948969508		title11ab35 - Slate / One Size	PUBLISHED	534	Map
SSH_6930320359460_39984948477988		title11ab24 - Slate / One Size	PUBLISHED	523	Map

- Now select the item again for which you have recently added attributes. Head to the top left-hand side, click on **Choose Action** and select **“Upload Product.”**

The screenshot shows the 'Additional Products' section with a table of products. A red box highlights the 'Choose Action' dropdown menu, which is open, showing the 'Update Product(s)' option.

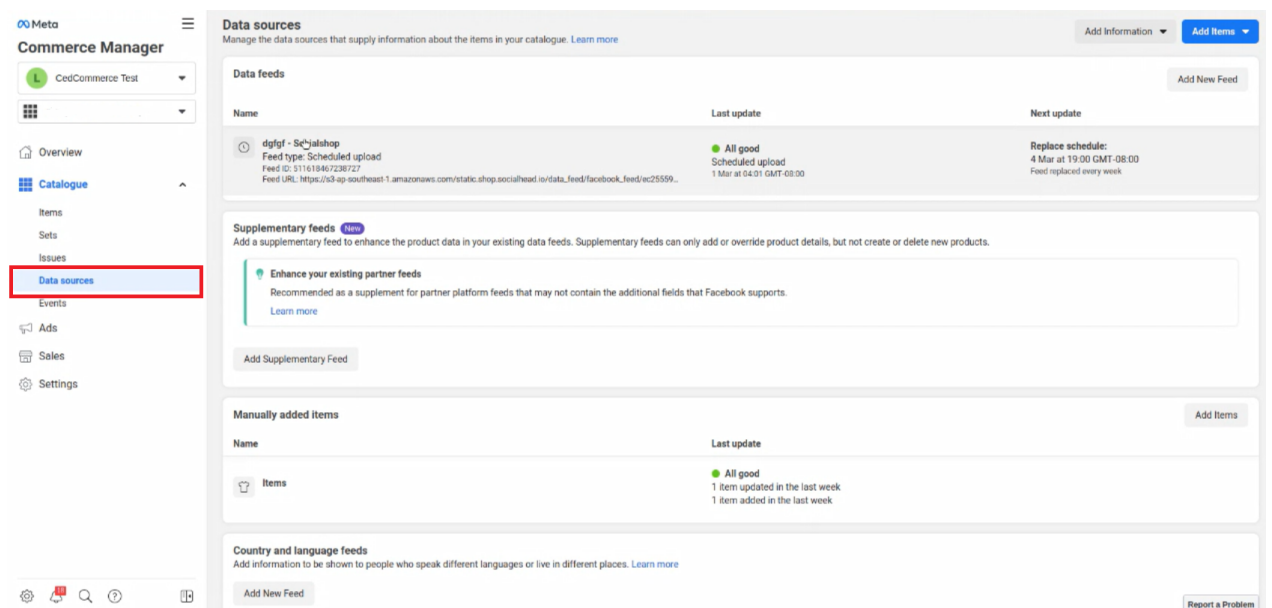
ID	Image	Title	Status	Quantity	Action
SSH_6930320916516_39984949035044		social shop product update by ced	PUBLISHED	1000	Map
SSH_6930320261156_39984948379684		title11ab22 - Slate / One Size	PUBLISHED	521	Map
SSH_6930320850980_39984948969508		title11ab35 - Slate / One Size	PUBLISHED	534	Map
SSH_6930320359460_39984948477988		title11ab24 - Slate / One Size	PUBLISHED	523	Map

- A green pop-up box **“Product Updated successfully”** will appear.



You can check your supplementary feed update by following the step below:

- Go to **“Facebook Commerce Manager”** and click on **“Data Source.”** Under Data Feeds, you’ll see, Supplementary Feeds.



- Through this panel, you can track the progress of your **“Feed Uploading.”**

Data sources
Manage the data sources that supply information about the items in your catalogue. [Learn more](#)

Data feeds
Add a new feed

Name	Last update	Next update
digfgf - Socialshop Feed type: Scheduled upload Feed ID: 511618467238727 Feed URL: https://s3-ap-southeast-1.amazonaws.com/static.shop.socialhead.io/data_feed/facebook_feed/ec25559...	All good Scheduled upload 1 Mar at 04:01 GMT-08:00	Replace schedule: 4 Mar at 19:00 GMT-08:00 Feed replaced every week

Supplementary feeds [New](#)
Add a supplementary feed to enhance the product data in your existing data feeds. Supplementary feeds can only add or override product details, but not create or delete new products. [Add Supplementary Feed](#)

Enhance your existing partner feeds
Recommended as a supplement for partner platform feeds that may not contain the additional fields that Facebook supports. [Learn more](#)

Name	Last update	Next update
CedCommerce Supplementary feed Feed type: Scheduled upload Feed ID: 431021748270132 Feed URL: https://apconnect.salemex.com/fuploadsupplementary/2346/906/7965488/511618467238727.csv	Feed uploading	

Manually added items [Add items](#)

Name	Last update
Items	All good 1 item updated in the last week 1 item added in the last week

Country and language feeds [Report a Problem](#)

- Once the Feed is uploaded successfully, go back to the items list on Facebook Commerce Manager.
- Select the item for which you updated the Supplementary feed. Click on **“View More”** Feeds.

Items
View and manage all of the items in your catalogue. You can quickly find specific items using search or filters. [Learn More](#)

1 Item 1 Variant [Filters](#)

[Archive](#) [Delete](#) [Advertise Set](#)

title11ab18 - Slate / One Size
Content ID: SSH_6930320097316_39984948215844 [Edit item](#) [Create Variant](#)

Details **Media** **Channels**

Product type
women's scarves

Website link
<https://meraj-test-store.myshopify.com/products/product28?variant=39984948215844>

Description
Update 11151

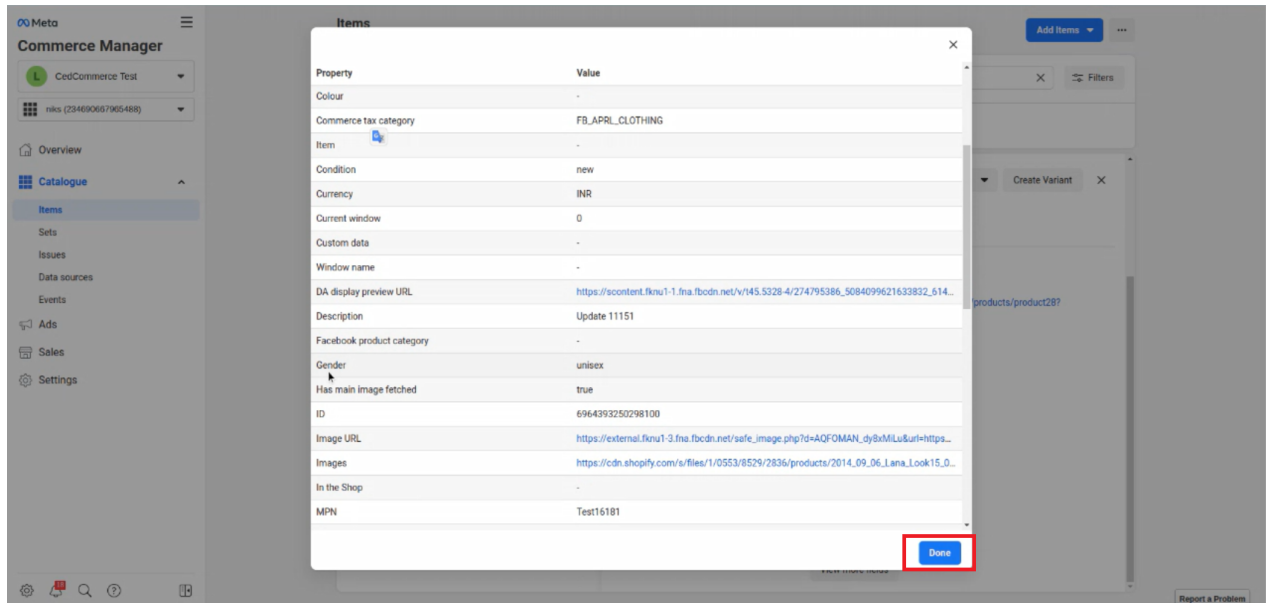
Availability
In stock

Item group ID
6930320097316

QR code

[View more fields](#)

- A Feed window will appear, with all the product related details. Check if all the updated attributes are visible.
- Once all the changes appear on the list, choose the **“Done”** option.



Once you complete all the steps, the Supplementary feed will be successfully updated without leaving the app.

In this section:

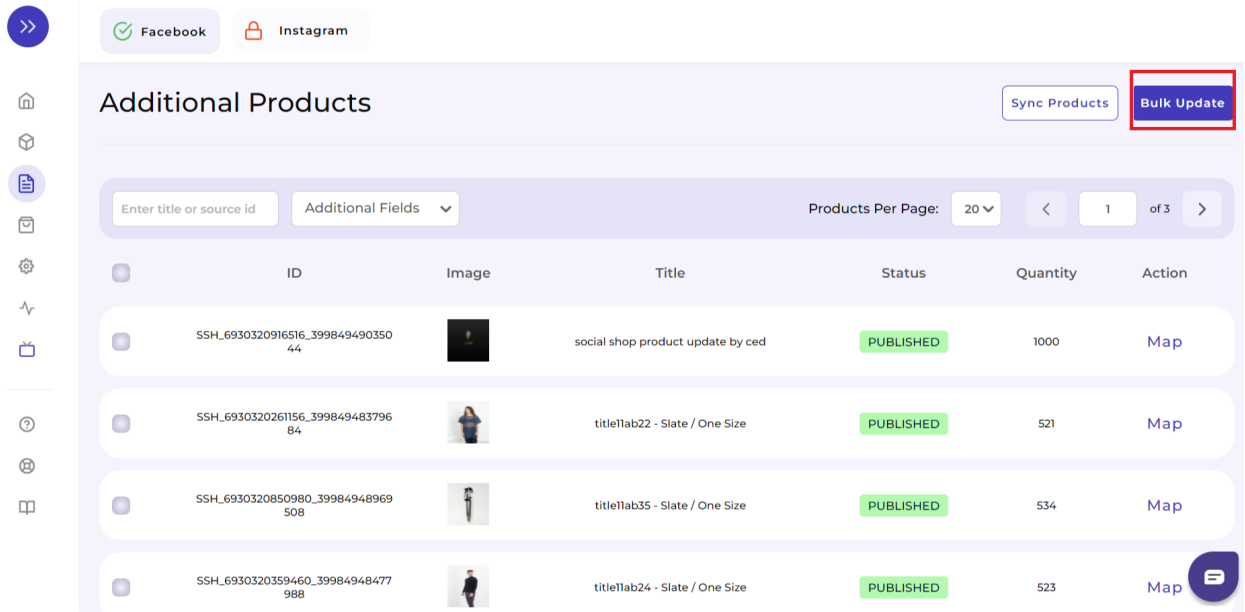
- How to Update Products in Bulk (<https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=how-to-update-products-in-bulk>)

4.3.4.2.1. How to Update Products in Bulk

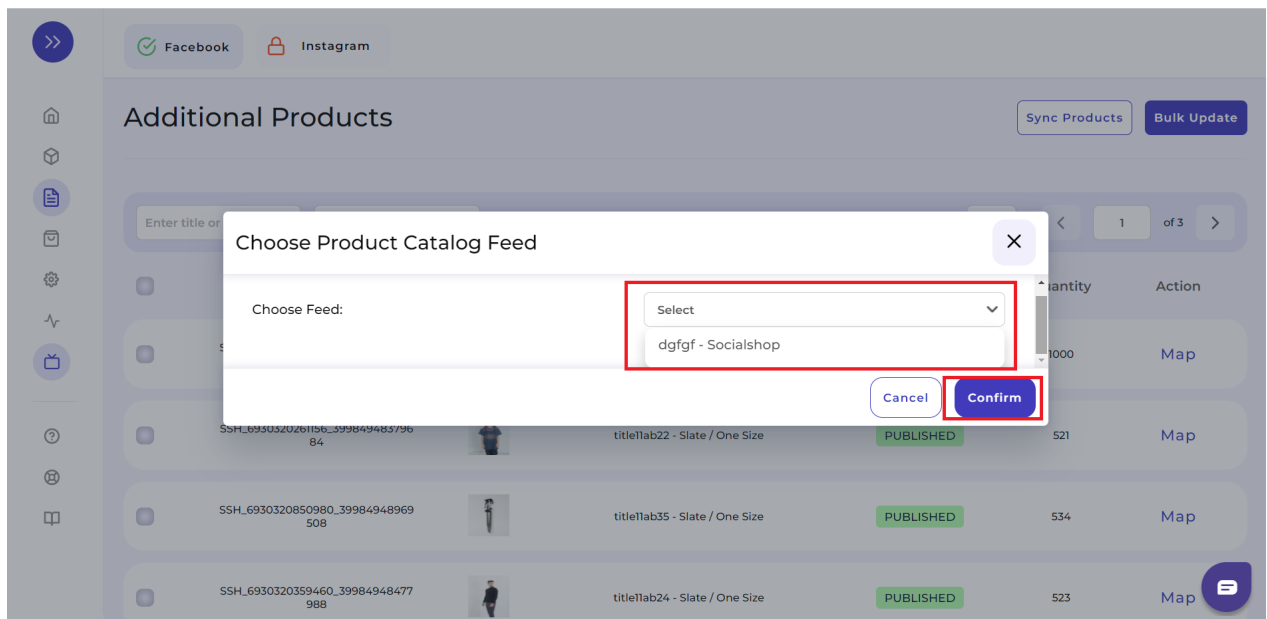
One of the essential features of the **Facebook and Instagram Shopping App** is the **“Bulk Update”**. It allows you to update the products in your feed in bulk, instead of manually updating each product information individually. Therefore, let us see how to update the products in bulk.

Once you have successfully synced all the products in the Additional Products screen. You have the feasibility to update all the products in bulk.

- To upload all the products in bulk, select the **“Bulk Update”** button on the top right corner.



- A pop-up stating **“Choose Product Catalog Feed”** will appear.
- From the **“Choose Feed”** drop-down menu, select the feed from where you want to upload the product. After selecting the required feed, click **“Confirm.”**



By clicking **“Confirm”** all your product categories and attributes will be updated in bulk using the Category and attribute provided during the app onboarding.

4.4. Order Tab

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

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

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

Order

Sync Facebook orders to Shopify Sync Shopify orders to Facebook Guide

All 26 Skipped 20 Error 0 Warning 0 Shipment 0 Pending 2 Canceled 0

Enter FB Order ID or Email Additional Fields Fetch Order

Items Per Page 10 < > 1/3

Order Id	Managed By	Date	Customer	Status	Total
		26th May,2022		SKIPPED	84.00\$
		24th May,2022		SKIPPED	84.00\$
		18th May,2022		SKIPPED	54.14\$
		30th Mar,2022		SKIPPED	56.37\$
		23rd Feb,2022		SKIPPED	22.74\$
		15th Feb,2022		SKIPPED	545.48\$
		15th Feb,2022		PENDING	54.14\$
		15th Feb,2022		SKIPPED	54.14\$
	Shopify	15th Feb,2022		SKIPPED	273.17\$
	Shopify	1st Feb,2022		SKIPPED	14.38\$

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

- **Reference Number:** This column explains the details of an order in the form of a Facebook Order ID through which the order has been placed.
- **Managed By:** This column shows who is managing that particular order. You can either manage the order through the App or by Shopify.
- **Date:** The Date column provides the date on which the product was uploaded.
- **Customer:** This column displays the name of the Customer who has ordered the product.
- **Status:** The status of the order is displayed that signifies whether the order is in a pending state, shipped, or canceled.
- **Total:** This is the amount that a buyer pays for an order displayed beside the Status.

When you click on the Order ID, you can view the complete information about the order. A view order window will appear, which will display the product details, order details, customer information, and payment details.

The screenshot displays the 'View Orders' screen. At the top, there are tabs for 'Facebook' and 'Instagram setup'. The main header includes 'View Orders' and a 'Back' button. Below the header, there are four buttons: 'Sync With Shopify', 'Acknowledge', 'Cancel', and 'Mark as Fulfilled'. The order details are organized into three main sections: 'Order Information', 'Payment Details', and 'Customer Information'. The 'Order Information' section shows the Order ID, Order Date (26th May, 2022), and Product Name (Platinum Blue Stripes Easy Care Fitted Shirt). The 'Payment Details' section shows the Subtotal Price (\$84.00), Estimated Tax (\$8.00), and Total (\$92). The 'Customer Information' section shows the Name and Email. Below these sections, there is a 'Product Details' section showing the Name, Product SKU, Quantity (1 unit), Source Id, and Price/Unit (\$75). A 'Map It' button is located at the bottom of the 'Product Details' section.

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

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

Besides, this, you can also view:

- Buyer's details
- Order details
- Listing items

In this section:

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

4.4.1. How to map skipped orders

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

Order

Sync Facebook orders to Shopify

Sync Shopify orders to Facebook

Guide

All26Skipped20Error0Warning0Shipment0Pending2Canceled0

Enter FB Order ID or Em

Additional Fields

Fetch Order

Items Per Page10<>1/3

Order Id	Managed By	Date	Customer	Status	Total
1034	Order not created on shopify	26th May,2022		SKIPPED	84.00\$
295	Order not created on shopify	24th May,2022		SKIPPED	84.00\$
107	Order not created on shopify	18th May,2022		SKIPPED	54.14\$
11	Order not created on shopify	30th Mar,2022		SKIPPED	56.37\$
6	Order not created on shopify	23rd Feb,2022		SKIPPED	22.74\$
2	Shopify(44)	15th Feb,2022		SKIPPED	545.48\$
9	Shopify(44)	15th Feb,2022		PENDING	54.14\$

This type of situation arises when:

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

View Orders

Order Information

Order ID

Order Date

Product Name

26th May,2022

Platinum Blue Stripes Easy Care Fitted Shirt

Payment Details

Subtotal Price

Estimated Tax

Total

\$ 84.00

\$ 8.00

\$ 92

Customer Information

Name

Email

Product Details

Name

Product SKU

Quantity

Source Id

Price/Unit

Platinum Blue Stripes Easy Care Fitted Shirt

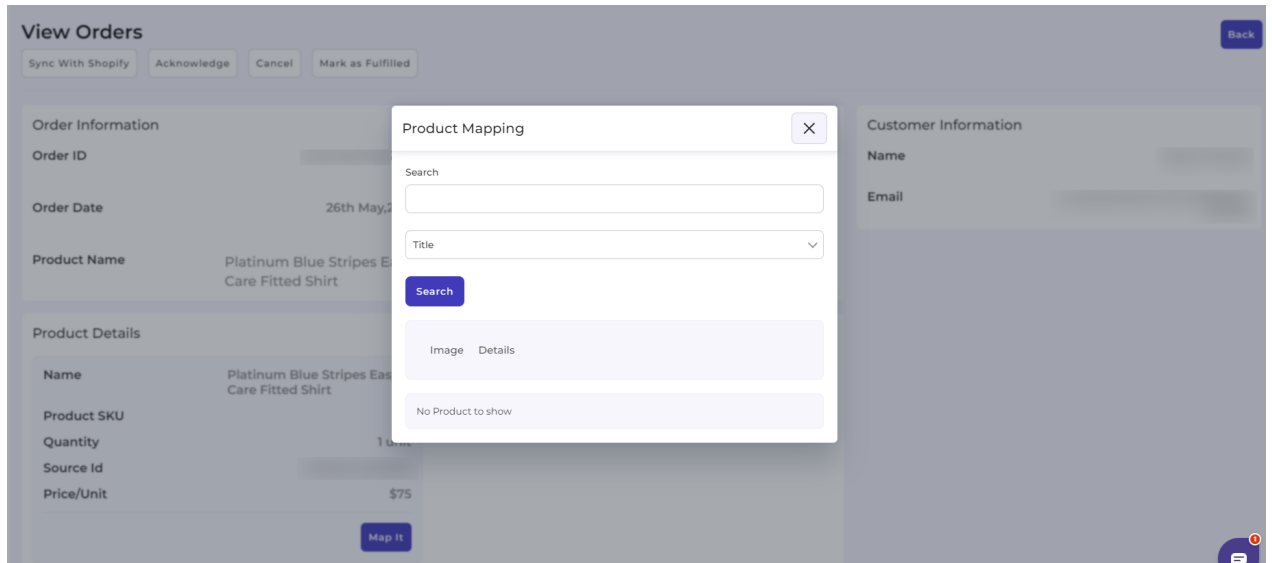
-

1 unit

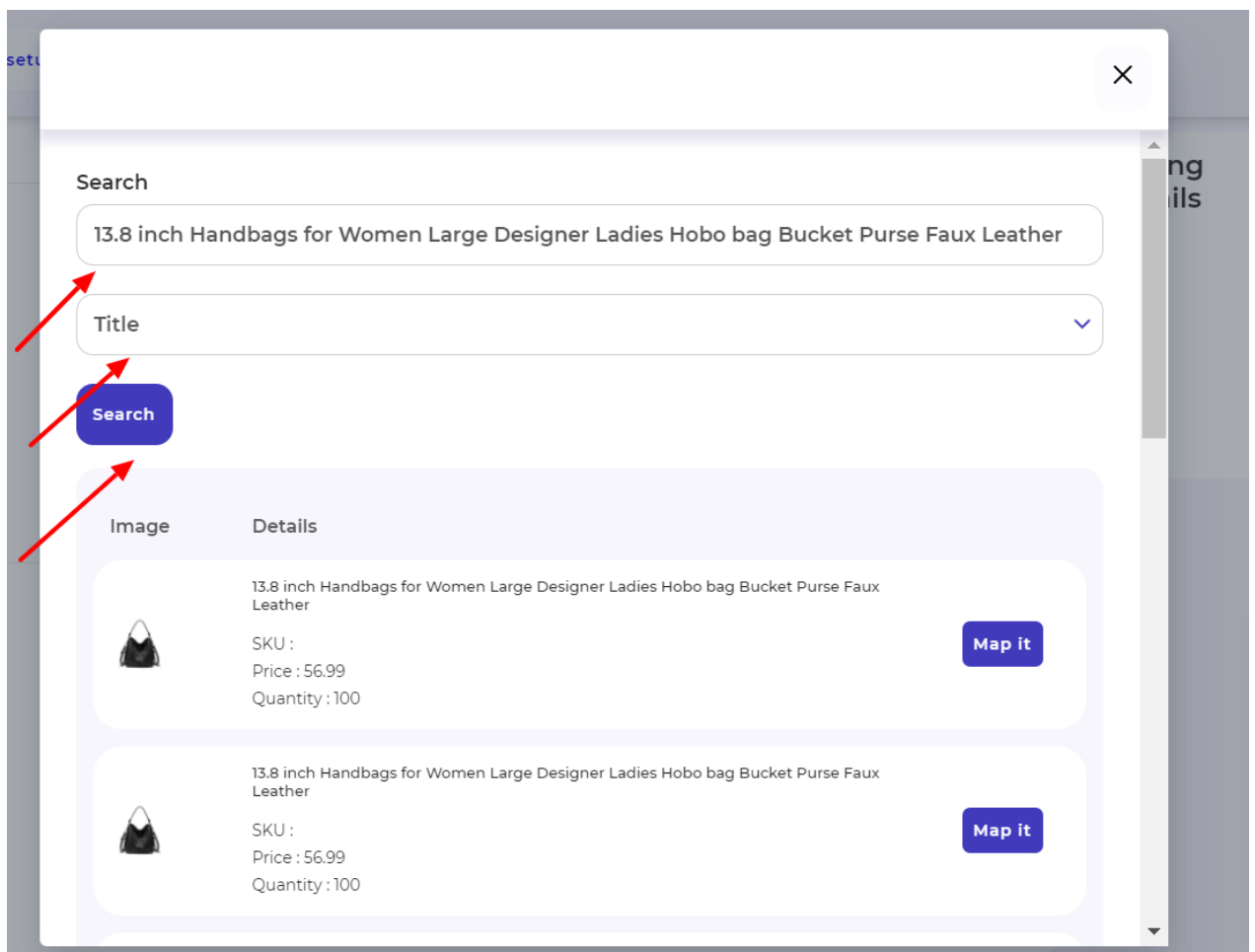
\$75

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

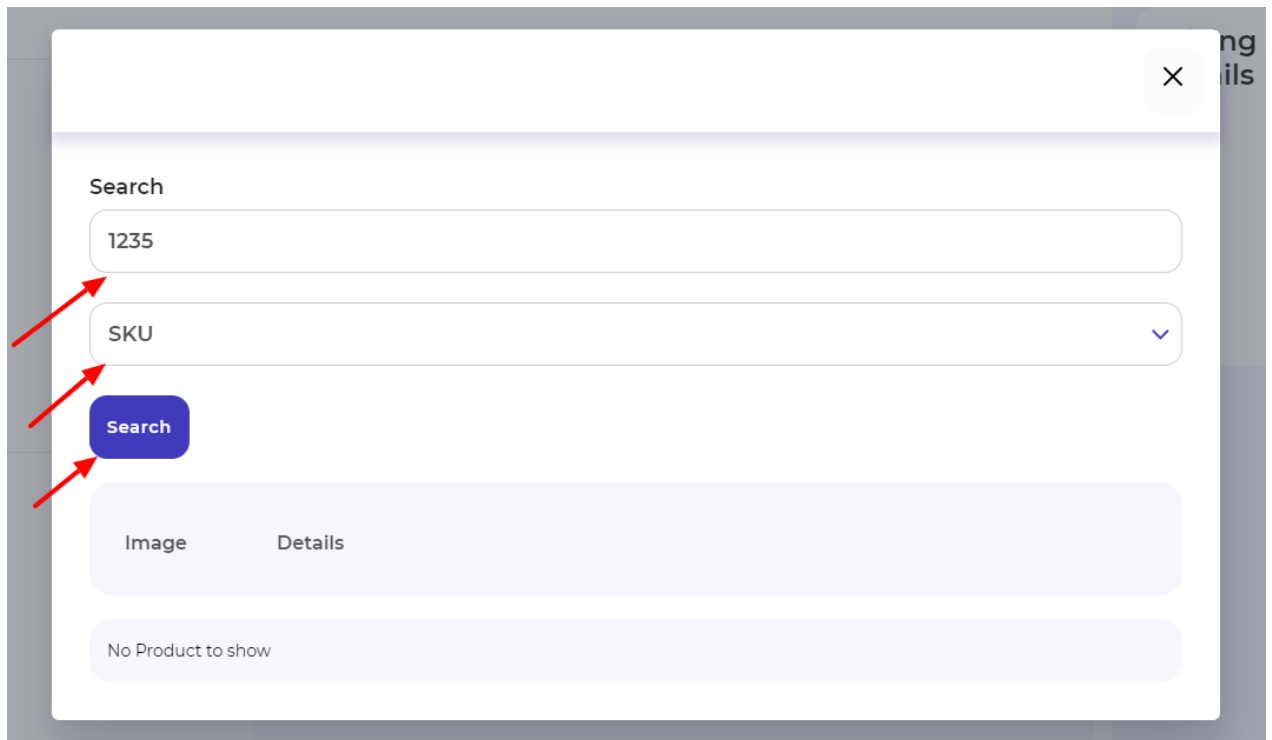
- Find a product from the Product section of the app through which you want to map the order.



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



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



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

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

4.4.2. How to manage directly on Facebook

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

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

View Orders

Sync With Shopify **Acknowledge** Cancel Mark as Fulfilled Back

Order Information		Payment Details		Customer Information	
Order ID	[Redacted]	Subtotal Price	\$ 84.00	Name	[Redacted]
Order Date	[Redacted]	Estimated Tax	\$ 8.00	Email	[Redacted]
Product Name	Platinum Blue Stripes Easy Care Fitted Shirt	Total	\$ 92		

Product Details

Name	Platinum Blue Stripes Easy Care Fitted Shirt
Product SKU	-
Quantity	1 unit
Source Id	[Redacted]
Price/Unit	\$75

Map It

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

4.4.3. How to manage orders directly from app

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

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

View Orders

Sync With Shopify **Acknowledge** Cancel Mark as Fulfilled Back

Order Information		Payment Details		Customer Information	
Order ID	[Redacted]	Subtotal Price	\$ 84.00	Name	[Redacted]
Order Date	24th May, 2022	Estimated Tax	\$ 8.00	Email	[Redacted]
Product Name	Platinum Blue Stripes Easy Care Fitted Shirt	Total	\$ 92		

Product Details

Name	Platinum Blue Stripes Easy Care Fitted Shirt
Product SKU	-
Quantity	1 unit
Source Id	[Redacted]
Price/Unit	\$75

- Click on **Mark as fulfilled**.

View Orders

Sync With Shopify Acknowledge Cancel **Mark as Fulfilled** Back

Order Information		Payment Details		Customer Information	
Order ID		Subtotal Price	\$ 84.00	Name	
Order Date	24th May, 2022	Estimated Tax	\$ 8.00	Email	
Product Name	Platinum Blue Stripes Easy Care Fitted Shirt	Total	\$ 92		

Product Details	
Name	Platinum Blue Stripes Easy Care Fitted Shirt
Product SKU	-
Quantity	1 unit
Source Id	
Price/Unit	\$75

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

View Orders

Sync With Shopify Acknowledge Cancel Mark as Fulfilled Back

Order Information		Payment Details		Customer Information	
Order ID	299865465694210	Subtotal Price	\$ 84.00	Name	Satya Prakash
Order Date		Estimated Tax	\$ 8.00	Email	p.satyaprakash.viet.2009@gmail.com
Product Name	Platinum Blue Stripes Easy Care Fitted Shirt				

Product Details	
Name	Platinum Blue Stripes Easy Care Fitted Shirt
Product SKU	-
Quantity	1 unit
Source Id	008884303989M
Price/Unit	\$75

Fulfill Order X

Tracking Number

Other

Back **Fulfill**

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

4.4.4. The order says unable to reserve inventory

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

Order Syncing

Sync with Facebook ,will fetch the orders data on your facebook shop.
Sync with Shopify ,will fetch orders status from your shopify store.

Sync Facebook orders to Shopify

Sync Shopify order to Facebook

Order History

[View All](#)

Ref. No	Managed By	Date	Customer	Status	Total	Items
269829994659911	Order not created on shopify	7th Mar,2021		ERROR	43.30\$	1
748692382702219	Order not created on shopify	10th Mar,2021		ERROR	303.10\$	1
957571391680968	Shopify(3762795544661)	27th Apr,2021		SHIPMENT	213.25\$	1

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

Order Syncing

Sync with Facebook ,will fetch the orders data on your facebook shop.
Sync with Shopify ,will fetch orders status from your shopify store.

Sync Facebook orders to Shopify

Sync Shopify order to Facebook

Order History

[View All](#)

Ref. No	Managed By	Date	Customer	Status	Total	Items
269829994659911	Order not created on shopify	7th Mar,2021	Anne Johnson	ERROR	43.30\$	1
748692382702219	Order not created on shopify	10th Mar,2021	Anne Johnson	ERROR	303.10\$	1
957571391680968	Shopify(3762795544661)	27th Apr,2021	Dawn Bruno	SHIPMENT	213.25\$	1

Product Syncing

Sync with Facebook , will fetch the products data on your facebook shop .
Sync with Shopify , will fetch the products status from your shopify store.

Sync Facebook products to Shopify

Sync Shopify products to Facebook

Recent Activities

- Facebook product Acknowledged
- Facebook product Acknowledged

Order Id: 269829994659911

Unable to reserve inventory

Solution:

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

4.4.5. How to manage pending orders

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

Order						Sync Facebook orders to Shopify	Sync Shopify orders to Facebook	Guide
<input type="text" value="Enter FB Order ID or Email"/> <input type="button" value="Additional Fields"/> <input type="button" value="Fetch Order"/>						Items Per Page 10 < > 1/3		
Order Id	Managed By	Date	Customer	Status	Total			
	Order not created on shopify	26th May,2022		SKIPPED	84.00\$			
	Order not created on shopify	24th May,2022		SKIPPED	84.00\$			
	Order not created on shopify	18th May,2022		SKIPPED	54.14\$			
	Order not created on shopify	30th Mar,2022		SKIPPED	56.37\$			
	Order not created on shopify	23rd Feb,2022		SKIPPED	22.74\$			
	Shopify()	15th Feb,2022		SKIPPED	545.48\$			
	Shopify()	15th Feb,2022		PENDING	54.14\$			
	Order not created on shopify	15th Feb,2022		PENDING	54.14\$			
	Shopify()	15th Feb,2022		SKIPPED	273.17\$			
	Shopify()	1st Feb,2022		SKIPPED	14.38\$			

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

4.5. Configuration Tab

The Configuration tab is further divided into four sub-tabs such as General, Facebook Settings, Account Connection, & Ads Settings. And displays all the information related to your profile like User Details, Default Profile, Facebook account and, Ads campaigns.

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

In this section

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

4.5.1. Manage your General Setting

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

Configuration [Guide](#)

[General](#) [Facebook Settings](#) [Account Connection](#) [Ads Settings](#)

User Details

User Name

Email

Warehouse Mapping

Selected Shopify Warehouse

View your Catalogue (Products for Test fb (10031001839823)) [View](#)

Visit your Shop (Test fb) [Visit](#)

Category Mapping

Default Category Selected: **Apparel & Accessories/Clothing**

Attribute Mapping

Default Profile's Attribute

Check the categories here, which has attribute(s)

RECOMMENDED [+](#)

OPTIONAL [+](#)

[Save](#)

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

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

- **Email address:** The email address you are logged in from.
- **Warehouse address:** The chosen address for your shop.
- **Status:** The current status of your account.
- **Catalog:** The attached catalog.
- **Shop:** The connected Facebook Shop
- **Commerce:** The Commerce Manager account.

The screenshot displays the 'Configuration' page for Facebook and Instagram shopping. The page is divided into several sections: 'User Details' (with fields for User Name and Email), 'Warehouse Mapping' (with a 'Selected Shopify Warehouse' dropdown), 'Category Mapping' (with a 'Default Category Selected' dropdown set to 'Apparel & Accessories/Clothing'), and 'Attribute Mapping' (with a 'Default Profile's Attribute' section showing 'RECOMMENDED' and 'OPTIONAL' attributes). A 'Save' button is located at the bottom right of the page.

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

4.5.1.1. Attribute Mapping

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

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

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

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

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

Configuration [Guide](#)

General Facebook Settings Account Connection Ads Settings

User Details

User Name

Email

Warehouse Mapping

Selected Shopify Warehouse View your Catalogue (Products for Test fb (100310018398823)) [View](#)

Visit your Shop (Test fb) [View](#)

Category Mapping

Default Category Selected: **Apparel & Accessories/Clothing**

Attribute Mapping

Default Profile's Attribute
Check the categories here, which has attribute(s)

[+](#)

[+](#)

[Save](#)

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

Configuration

General Facebook Settings Account Connection Ads Settings

User Details

User Name [Redacted]

Email [Redacted]

Facebook Checkout (For US only) Setup

Connect to Instagram Setup

Warehouse Mapping

Selected Shopify Warehouse [Redacted]

View your Catalogue (Products for Test fb (100310018398823))

Visit your Shop (Test fb)

Category Mapping

Default Category Selected: **Apparel & Accessories/Clothing**

Apparel & Accessories/Clothing

Attribute Mapping

Default Profile's Attribute

Check the categories here, which has attribute(s)

RECOMMENDED

Facebook Attributes	Shopify Attributes/Values
Age Group The specific age group that your item is intended for.	adult Reset
Brand Brand name, unique manufacturer part number (MPN), or Global Trade Item Number (GTIN) of the item.	Select
Color Color of item. Use one or more words to describe the color, not a hex code. Sample value: Royal Blue.	Select
Gender The specific gender that your item is intended for.	Select
Material The primary material(s) of your item.	Select
Size Size as it appears on the label. Includes generic sizes, such as Small and One Size. Includes numeric sizes, such as 2, 4. Sample Values: Small, Medium, Large, 2', 4', 6, One Size.	Select
Pattern The recurring design, pattern, or motif on your item.	Select
Style Style(s) of the item. Sample Values: Maxi, Boyfriend, Braided.	Select

OPTIONAL

Save

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

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

Configuration

General Facebook Settings Account Connection Ads Settings

User Details

User Name

Email

Facebook Checkout (For US only) Setup

Connect to Instagram Setup

Warehouse Mapping

Selected Shopify Warehouse

View your Catalogue (Products for Test fb (100310018398823))

Visit your Shop (Test fb)

Category Mapping

Default Category Selected: **Apparel & Accessories/Clothing**

Apparel & Accessories/Clothing

Attribute Mapping

Default Profile's Attribute

Check the categories here, which has attribute(s)

Facebook Attributes	Shopify Attributes/Values
Age Group The specific age group that your item is intended for.	adult Reset
Brand Brand name, unique manufacturer part number (MPN), or Global Trade Item Number (GTIN) of the item.	Select
Color Color of item. Use one or more words to describe the color, not a hex code. Sample value: Royal Blue.	Select
Gender The specific gender that your item is intended for.	Select
Material The primary material(s) of your item.	Select
Size Size as it appears on the label. Includes generic sizes, such as Small and One Size. Includes numeric sizes, such as 2, 4. Sample Values: Small, Medium, Large, 2', 4', 6, One Size.	Select
Pattern The recurring design, pattern, or motif on your item.	Select
Style Style(s) of the item. Sample Values: Maxi, Boyfriend, Braided.	Select

OPTIONAL

Save

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

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

4.5.2. Manage your Facebook Shop Setting

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

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

Configuration

General **Facebook Settings** Account Connection Ads Settings

Product Settings
Fillup all your required info related to facebook

Price Update
None

Product (INV/Price only) Auto Update
Disable
Any change in inventory or price of product will be automatically updated on facebook, If enabled

Product Auto Create
Disable
Only products(along with all variants) will be uploaded, individual variants won't be created on facebook

Product Auto Delete
Enable
Auto Product delete from facebook when deleted from shopify.

Threshold Inventory
2
Minimum "2" threshold value is suggested.

Import Orders
New Orders
Import orders from facebook

Save

In this section

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

4.5.2.1. Manage Products-Options

Price Update

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

Product Auto Update

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

Product Auto-Create

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

Product Auto-Delete

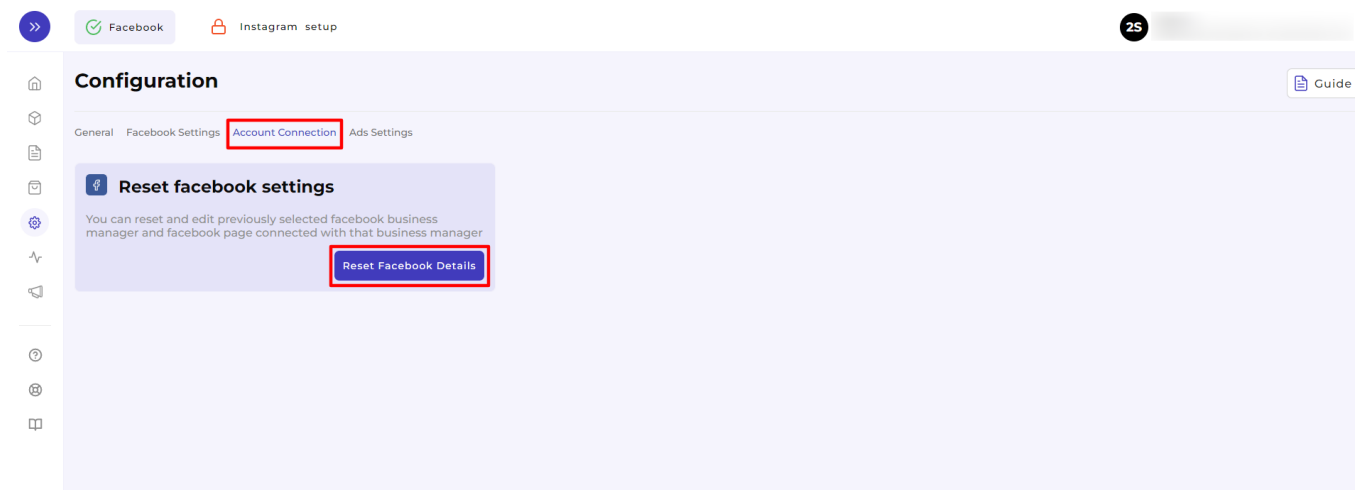
With this setting, the product would be automatically deleted from Facebook once it is deleted from Shopify.

Which field to update

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

4.5.3. Manage your Account Setting

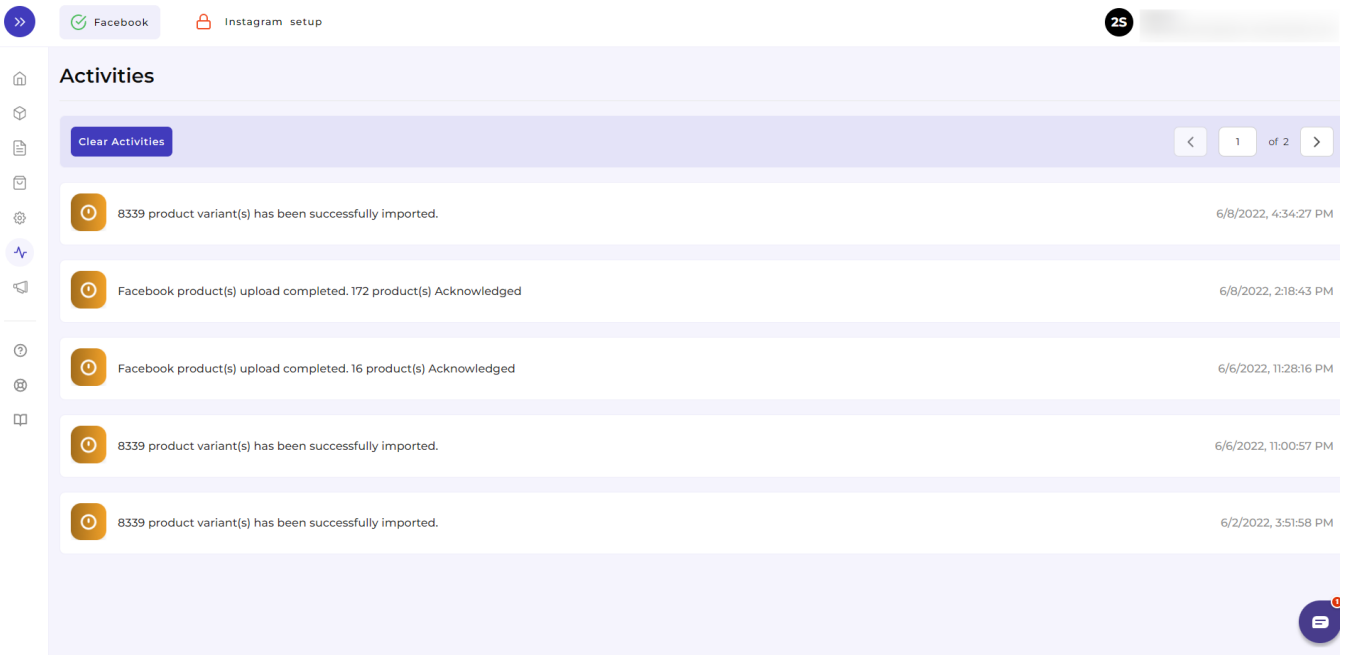
This tab shows the current Shopify store that is connected to your Facebook Shop.



In the event of any unprecedented error, you have an option to “**Uninstall FBE**”. Through this option you can reset and edit your previously selected Facebook Business Manager, Facebook page and catalog connected with the Business Manager account.

4.6. Activities Tab

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



The panel is divided into two sections:

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

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

5. Facebook Ads

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

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

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

In this section:

- Ads Analytics(<https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=ads-analytics-2>)
- Facebook Campaign(<https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=facebook-campaign-2>)

5.1. Ads analytics

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

In the tab, you can view the information according to each campaign. You have to enter your Campaign ID, AdSet ID, Ad's ID.

The result would be demonstrated in the form of a Worm chart and the Bar Graph.

You can view the:

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

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

5.2. Facebook Campaign

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

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

The screenshot displays the Facebook Campaigns management interface. At the top, there are tabs for 'Facebook' and 'Instagram setup'. Below the tabs, the 'Campaigns' section is visible, featuring buttons for 'Create Campaign', 'Sync Campaigns', and 'Open Ads Manager'. A search bar with 'Campaign ID or Name' and 'Additional Fields' is present, along with a 'More Filters' button. The 'Campaigns Per Page' is set to 2, and the current page is 1/7. The main table lists two campaigns:

Campaign Id	Campaign Name	Campaign Type	Total Budget	Status	Actions
120:	hghnj	Prospective	100000	<input checked="" type="checkbox"/>	
120:	new sat campaign	Prospective	111111095	<input checked="" type="checkbox"/>	

This section consists of:

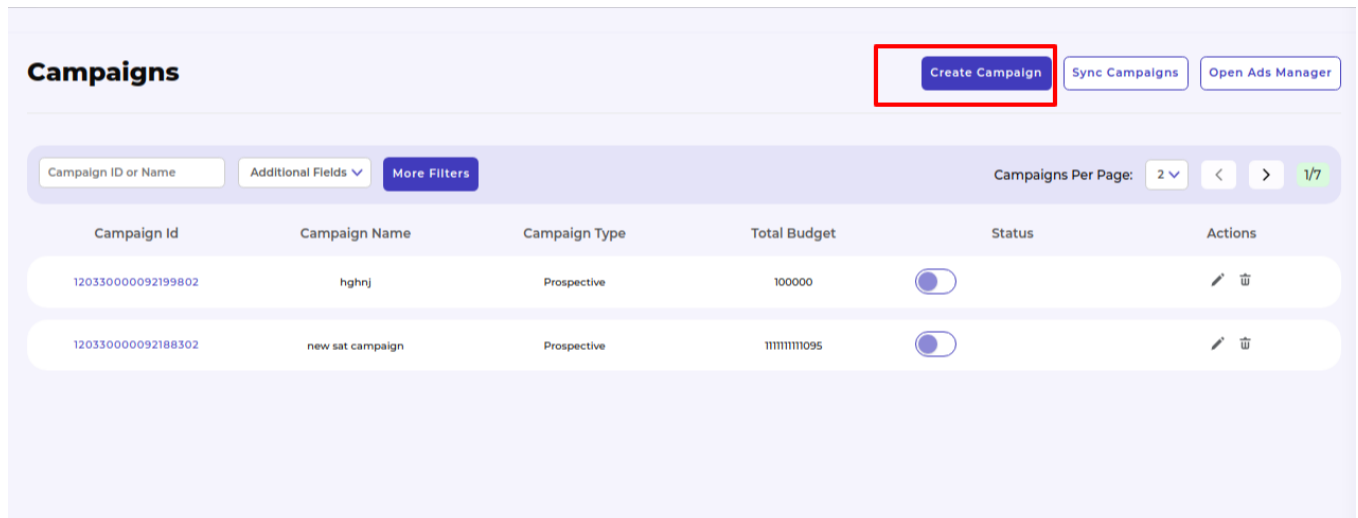
- **Campaign ID:** It is the ID on which your campaign runs or acts as a unique identifier.
- **Campaign name:** It is the name that you give to your campaign.
- **Campaign type:** It is the type of campaign you run (Eg: prospective or retargeting).
- **Total budget:** This is the total budget for the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

In this section

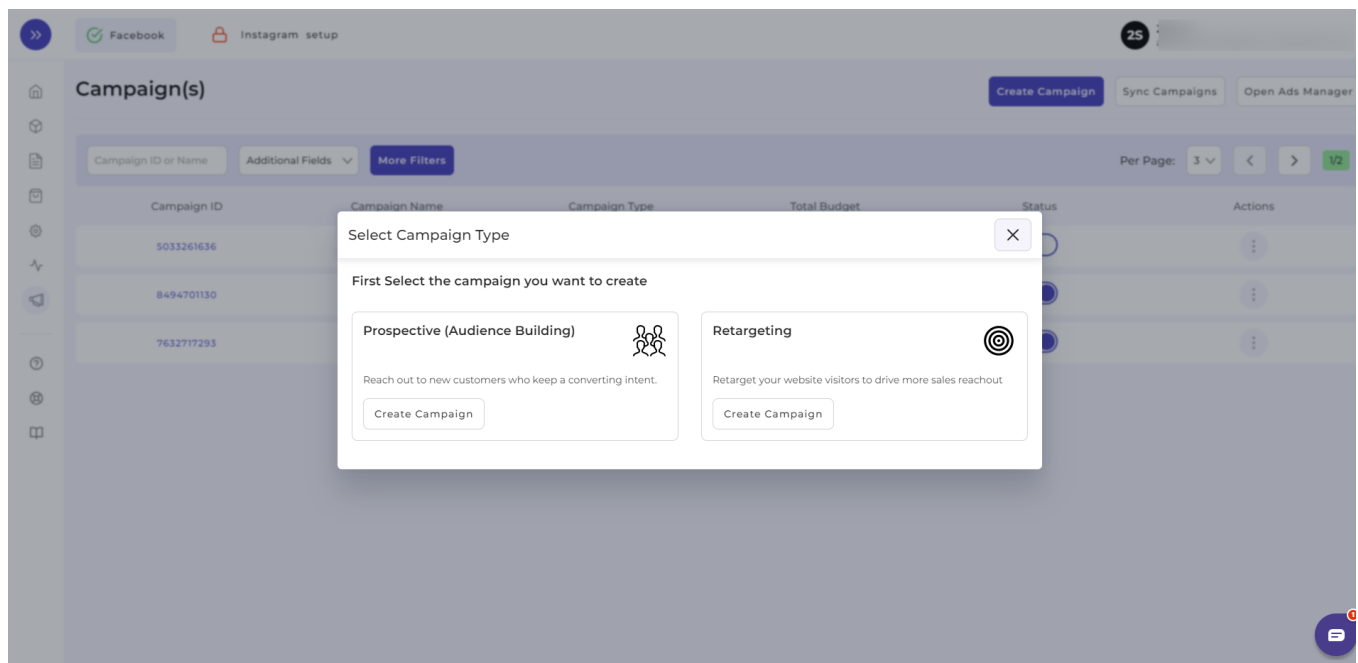
- How to Create a Campaign(<https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=how-to-create-a-campaign-2>)

5.2.1. How to create a campaign

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



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



In this section:

- Create a Prospective (Audience Building) campaign(<https://docs.cedcommerce.com/facebook/facebook->

marketplace-connector-user-manual/?section=create-a-prospective-audience-building-campaign-2)

- Create a Retargeting Campaign(<https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=create-a-retargeting-campaign-2>)

5.2.1.1. Create a Prospective (Audience Building) campaign

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

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

- Enter your **Campaign Name**.

Create Campaign Prospective

STEP 1/4

Campaign Name*

Campaign name should not be left blank

Select Budget Type*

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

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

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

Create Campaign Prospective

STEP 1/4



Campaign Name*

Enter Campaign Name

Campaign name should not be left blank

Select Budget Type*

--Choose Type--

Back

Next

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

Facebook

Instagram setup

Create Campaign Prospective

STEP 1/4



Campaign Name*

fsss

Campaign name should not be left blank

Select Budget Type*

Daily

Select Budget Amount*

USD

Minimum budget amount is \$20

Back

Next

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

- 65 / 79

- 66 / 79

Create Prospective Campaign

Ad Name*
Comfort apparels

Primary Text (Title)* ⓘ
Comfort wear

Call To Action (CTA)
Shop Now
Search
Shop Now
Sign Up
Buy Now
Learn More

Choose Image*
☒ Upload From Local ☐ Fetch Image Via Link

Preview Ad
Desktop Feed Standard
Preview

My page Name

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

Choose Ad Format

Carousel Ad
Single Image Ad
Carousel Ad

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

Create Prospective Campaign

STEP 4 / 4

Campaign Basic Details [edit]

Campaign Name	Budget Type	Campaign Budget
abcd	daily	USD 80

Ad Set Details [edit]

Selected Location(s)	Selected Interest(s)	Selected Behavior(s)
1. America, Limburg, Netherlands	1. Shopping Online - Clothes	1. Frequent travellers

Selected Demographic(s)	Gender	Age Range
1. Newlywed (1 year)	Male	13 - 65

Campaign Start Date	End Date
2022-06-08, 17:49	2022-06-11, 18:00

Ads [edit]

Title	Headline(s)	CTA
Comfort wear	Wear comfortable clothes while travelling	SHOP_NOW

Ad Format	Website URL(s)	URL Parameter(s)
single_img	www.abc.com	(NOT SELECTED)

Images	Description(s)
	Wear comfortable clothes while traveling.

Back Submit For Approval

Back Submit For Approval

5.2.1.2. Create a Retargeting Campaign

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

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

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

Create Retargeting Campaign

STEP 1/4

Campaign Details

Campaign Name*

Select Budget Type*

Enter Budget Amount* USD

The minimum budget for better ad performance is 10

Back Next

- The next step is to select your **Ad set name**. This is the name you provide for your ad.
- Next, select the **catalog set** then **the catalog**, and then proceed with an **event type**.

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

Create Retargeting Campaign

STEP 2/4

Adset Details

Choose Your Audience

Ad Set Name*

Select Pixel Event* ⓘ

Select Event Type

☐ Viewed/Added to cart but didn't purchase
Viewed or added products to cart from catalog set but didn't purchase

☐ Added to cart but didn't purchase
Added products to cart from catalog set but didn't purchase

☐ Custom Combination
Viewed or added products to cart from catalog set

Select Ad Set Start and End Date* ⓘ

Start Date

End Date

Back Next

In the **Event type**, you can select an option between:

Viewed/Added cart but didn't purchase: This type of event is for the customers who have Viewed or added products to the cart from the catalog set but didn't purchase.

Added to cart but didn't purchase: Added products to cart from catalog set but didn't purchase.

Custom Combination: Viewed or added products to cart from catalog set. You can add include and exclude multiple conditions in order to target your audience in a more appropriate way.

In select, you can choose the option of **View Content, Add to Cart, or Purchase**. Add the days from when you would want to retarget the customers. Similarly, you can add the dates from which you want to exclude the customers from your campaign.

☒ Custom Combination
 Viewed or added products to cart from catalog set

Include Audience Interactions

ViewContent ▾

In Last 14 Days

AddToCart ▾

In Last 14 Days

✕

Add Inclusion

Exclude Audience Interactions


Purchase ▾

In Last 14 Days

✕

Add Exclusion

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

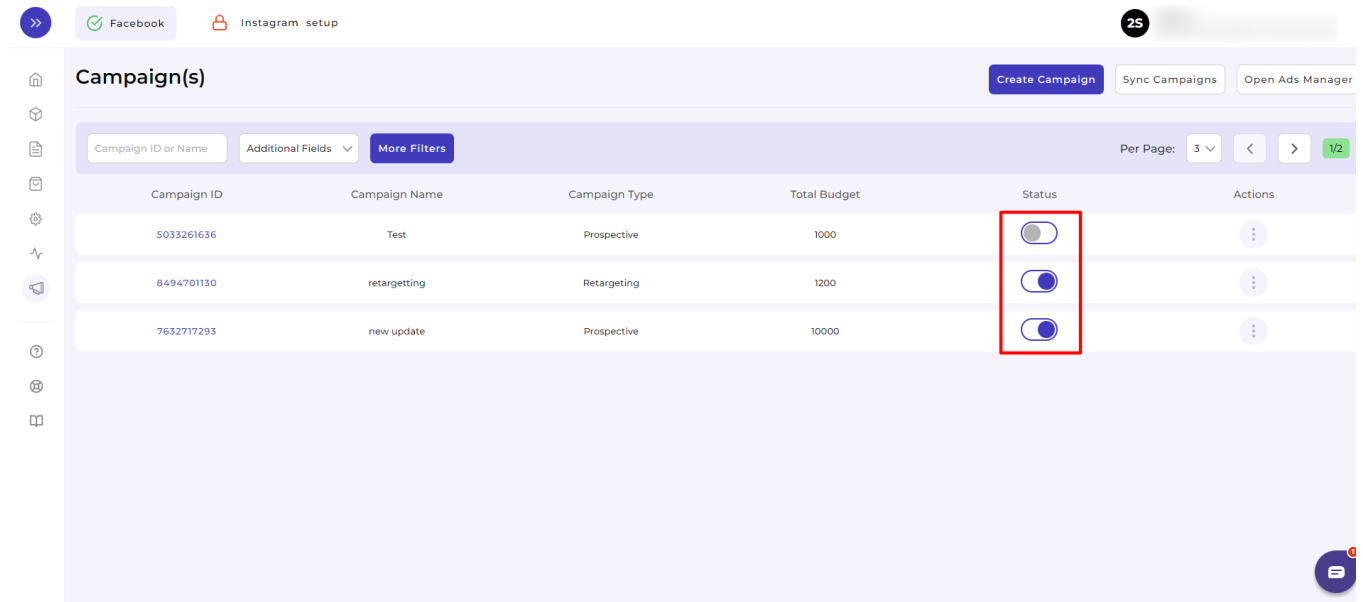
- 

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

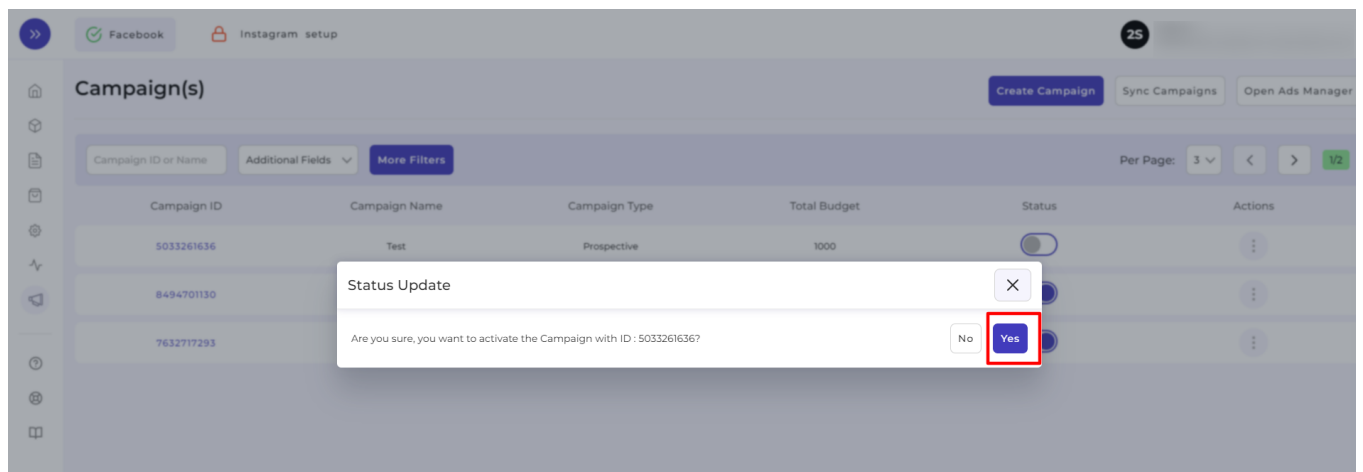
5.2.2. How to activate your campaign

You can view your campaign from the dashboard of the app.

In order to activate your campaign, you have to:

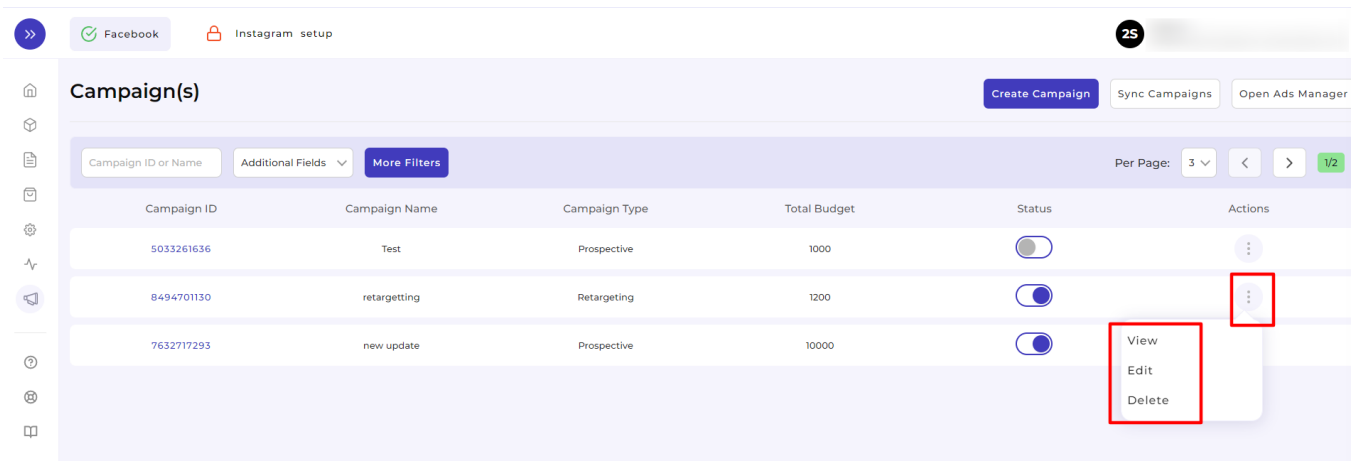


Click on the **Toggle button** and the following screen will appear.

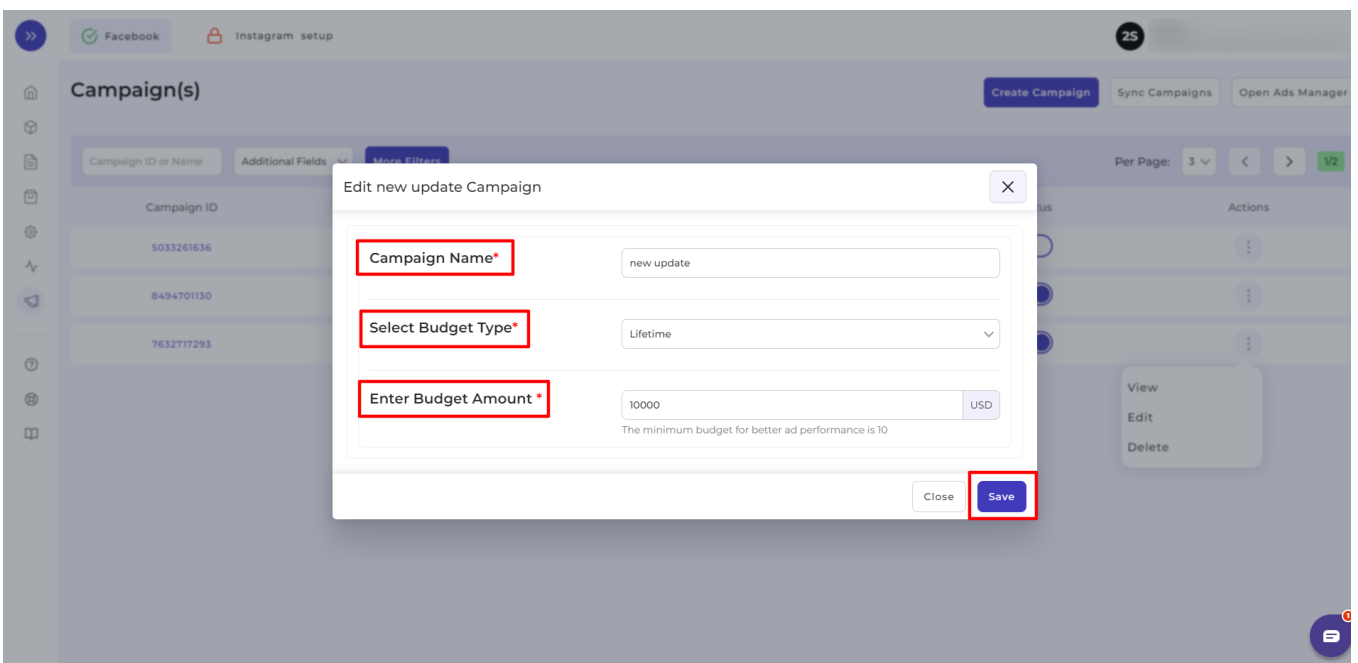


Click **Yes** to activate your campaign.

You can also edit the campaign information. To edit your campaign information, you have to click on the pen.



The screen will appear where you can edit your Campaign's basic information like the **Campaign name, budget, and Status of the Campaign.**



Once done, click on **Save** to update the changes.

5.3. Set up an Ad set

Ad sets are groups of ads that share settings for how, when, and where to run ads. The ad set option is used to choose audience characteristics like location, gender, and age. You can also create a budget, set a schedule, and choose your placements.

You can create more than one ad set within a campaign through the Facebook & Instagram Shopping app.

Once a campaign is created if the merchant wishes to create more than 1 ad set then he needs to follow the steps given below:

- Click on the **Campaign Id** in the Ad profile.

The screenshot shows the Facebook Campaign(s) management interface. At the top, there are tabs for 'Facebook' and 'Instagram setup'. Below the tabs, there are buttons for 'Create Campaign', 'Sync Campaigns', and 'Open Ads Manager'. A search bar with 'Campaign ID or Name' and 'Additional Fields' is present. The table below lists campaigns with columns: Campaign ID, Campaign Name, Campaign Type, Total Budget, Status, and Actions. The 'Campaign ID' column is highlighted with a red box, showing three entries: 5033261636, 8494701130, and 7632717293.

Campaign ID	Campaign Name	Campaign Type	Total Budget	Status	Actions
5033261636	Test	Prospective	1000	<input type="checkbox"/>	...
8494701130	retargeting	Retargeting	1200	<input checked="" type="checkbox"/>	...
7632717293	new update	Prospective	10000	<input checked="" type="checkbox"/>	...

- The Ad Set screen will appear,
- Click on '**Create Ad set**' on the right side of the screen.

The screenshot shows the Facebook Ad Set(s) management interface. At the top, there are tabs for 'Facebook' and 'Instagram setup'. Below the tabs, there are buttons for 'Back', 'Sync Adset Status', and 'Create Adset'. A search bar with 'Enter Adset ID or Name' and 'Additional Fields' is present. The table below lists ad sets with columns: Adset Id, Adset Name, Start Date, End Date, Status, and Actions. The 'Create Adset' button is highlighted with a red box.

Adset Id	Adset Name	Start Date	End Date	Status	Actions
6905960077	Test 123	2022-06-06 23:37	2022-06-08 23:39	<input type="checkbox"/>	...

- Once clicked, you will be redirected to **Step 2 of the Campaign Creation**. From this step, you can create an ad set for your business.

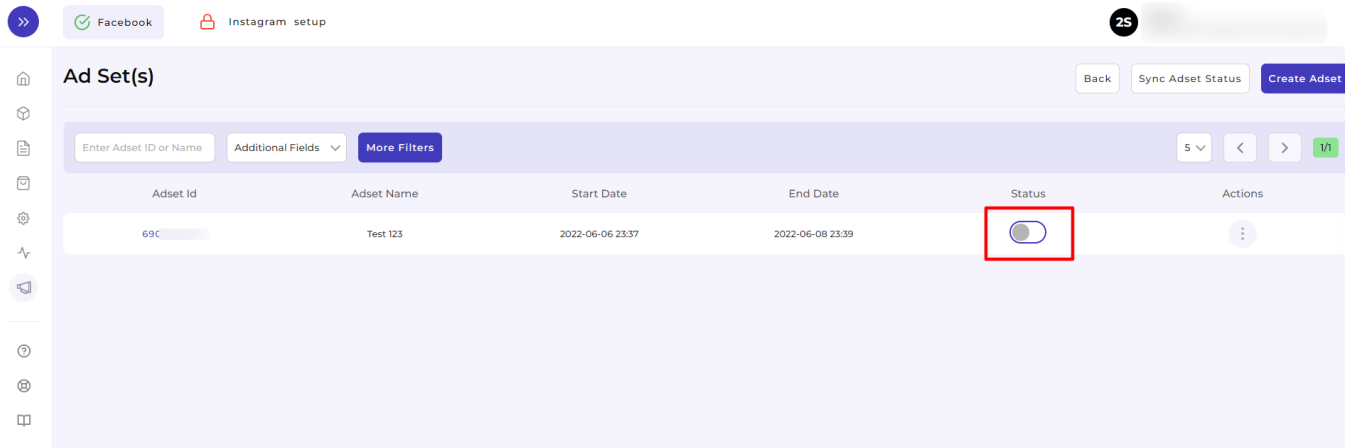
In this section:

- How to activate your ad set(<https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=how-to-activate-your-ad-level>)

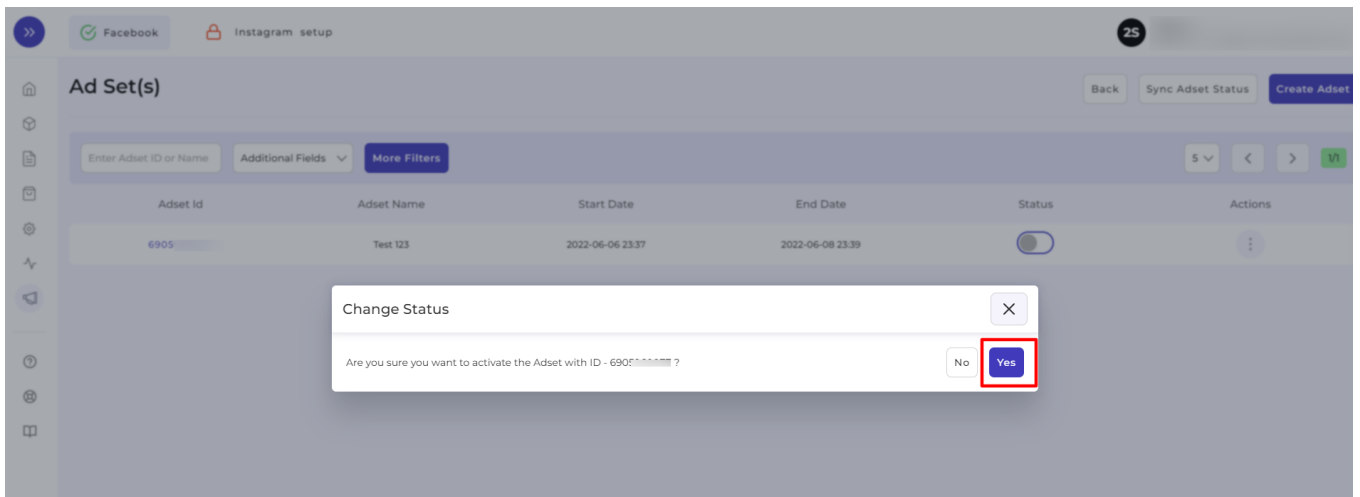
5.3.1. How to activate your ad set

You can view your ad set after clicking on a specific campaign.

In order to activate your desired ad set, you need to:



Click on the **Toggle button** and the following screen will appear.



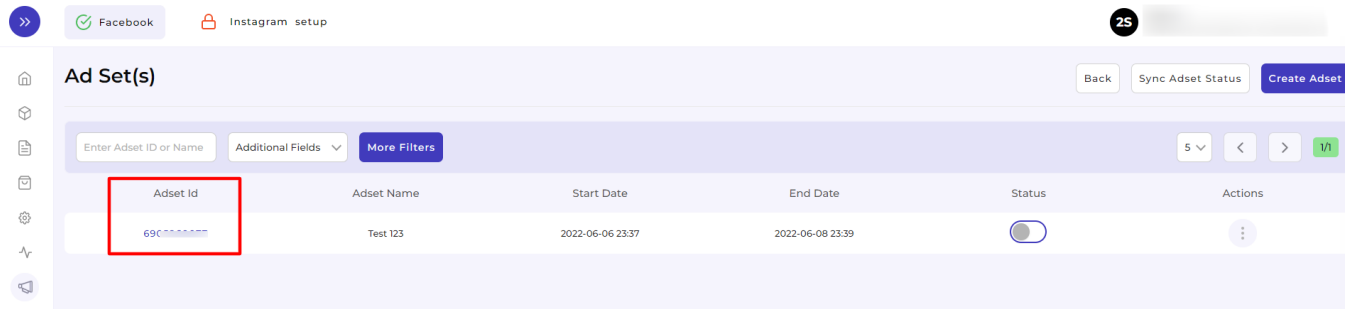
Click on **Yes** to activate your desired ad set.

5.4. Ads

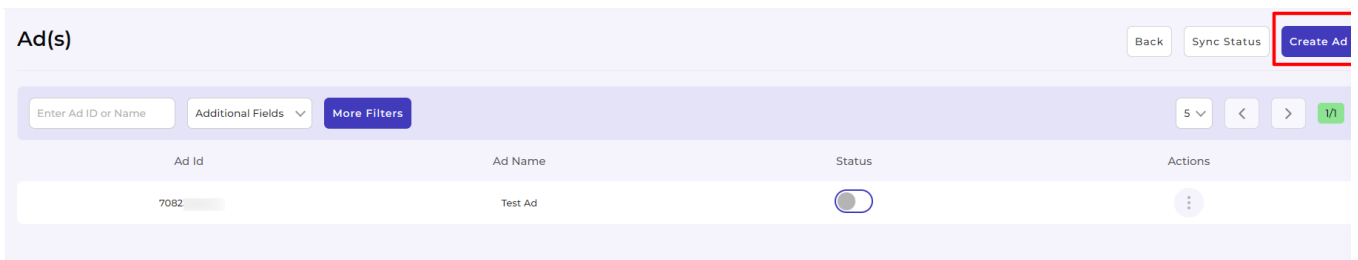
The Facebook ads offer eCommerce retailers extensive targeting options. Now, you can reach your potential customers not only through location, gender, and age but by interests, behaviors, life events, and much more. Also, you can promote your products and services by using Facebook advertising tools.

If you want to create more than one ad within your ad set, you can:

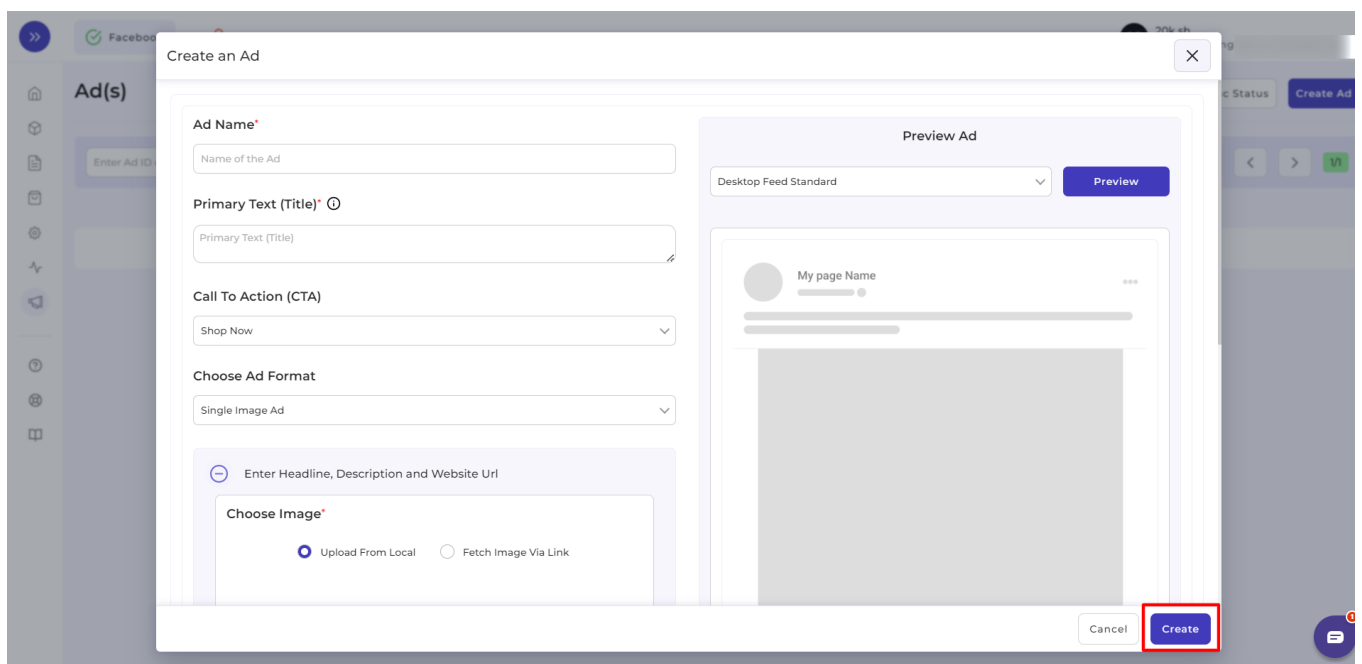
- Open the **Campaign tab** of the app panel.
- Go to the **Ad set** and select the **Ad set ID**.



- A screen will appear where all your Facebook ads will be visible.
- In order to create a new ad, click on the button '**Create Ad**' present on the right side of the screen.



- You will be redirected to **Step-3** of the campaign setup where you can create your ad.



Once filled in the information, click on the **Create** button.

In this section

- How to activate your ad(<https://docs.cedcommerce.com/facebook/facebook-marketplace-connector-user-manual/?section=how-to-activate-your-ad-level-3>)

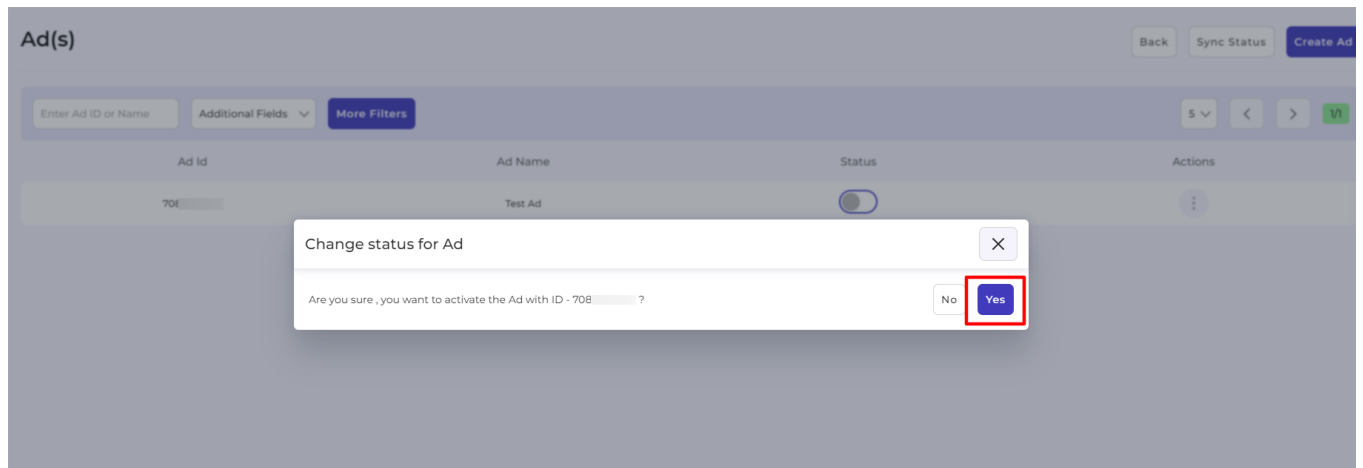
5.4.1. How to activate your ad level

To activate your desired ad, you need to:

Go to the **Campaign**, click on your desired **Ad set**, and select your preferred **Facebook ad**.



The following screen will appear. Click on the **Toggle Button** to activate your campaign.



Next, you will receive this instruction. Click **Yes** to enable your desired Facebook ad.

6. Frequently Asked Questions with Answers

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

- **I am not from the US, can I still sell on Facebook and Instagram Shopping with Checkout?**

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

- **How long does it take to get Facebook and Instagram Shopping approval?**

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

- **Why is my form approval rejected by Facebook?**

Ans: Facebook may reject your approval from selling on Facebook Shop due to certain conditions, some

of them are:

- You do not have the admin access for your page.
- You have a problem while configuring the payment details.
- You have the Facebook Ads Page with a Catalog.
- Your shop is in the “**Local Business**” category, change the same to “**Shopping and Retail**”
- **I have my Facebook Page, but it is not showing up in the App?**
Ans: You need to have the “Admin” access for the page. The App requires permission to view, and manage your page. Make sure you have given permission for access to CedCommerce.
 Check out this link: https://www.facebook.com/settings?tab=business_tool (https://www.facebook.com/settings?tab=business_tool)
 and click on the “CedCommerce” icon.
- **What is the difference between an Offsite Page and an Onsite Page?**
Ans: Offsite Page: All those Facebook pages/shops that surface the offsite checkout option, which means “Send seller a Message” option that lets the buyers send the seller a message or redirect to the website to make a purchase.
Onsite Page: All those Facebook pages/shops that feature a “Checkout on Facebook” option that facilitates the buyers to make the purchase within the App itself.
- **Will my products start reflecting on the Facebook Shop and Instagram Shopping after the approval?**
Ans: Soon after you get the approval, your products will pass through the manual quality check conducted by Facebook and as it qualifies, it will start reflecting on Facebook Shop and Instagram Shopping.
- **How many shops can I have with one company and one bank account?**
Ans: You can have only one Shop per bank account and per entity. Facebook doesn’t allow you to create more than one shop.
- **What is Facebook Business Extension (FBE)?**
Ans: Facebook Business Extension (FBE) makes it easy for businesses to list products and offer service appointments on Facebook and Instagram, find people likely to buy and book, and measure results. By integrating with Facebook Business Extension, you can unlock a broad suite of Facebook business tools for your customers in the eCommerce and services verticals—experiences such as Facebook Shops, Dynamic Ads, and other business tools available across Facebook family of apps.
- **I have mapped another warehouse location with the App, but now I have changed my location. What to do?**
Ans: You will have to do the remapping of your warehouse location. Contact us for the same.
- **What happens if the order is placed for an item that is not on my Shopify store?**
Ans: You have the option to either “Cancel” that order or you can “Map” the order with any available item in your store. Check out the “Order Panel” for more information.
- **Is it mandatory to create profiles before uploading the products to Facebook Shops?**
Ans: No, it is not necessary to make a profile while uploading your products. You can “bulk upload” your products directly on Facebook or you can do it by creating profiles or alternatively selecting the products one-by-one.
- **What are the ways to discover the products with the checkout option on Facebook & Instagram Shopping?**
Ans: There are two ways to discover products enabled with checkout on Facebook & Instagram Shopping:
 - **Through Search:** Only the seller can search through the shop name.
 - **Through Browse:** Products will be available in the usual manner on Facebook and Instagram.
- **What are the catalog field requirements on the Facebook Shops? Why do my products have this issue?**
Ans: The Facebook Shops only allows the Catalog fields that are required on Shops, these requirements can be found here: <https://developers.facebook.com/docs/commerce-platform/catalog/fields#model> (<https://developers.facebook.com/docs/commerce-platform/catalog/fields#model>)
- **Why is my order reflecting pending state? What should I do?**
Ans: The orders will be reflecting to be at the “pending” stage when the order is acknowledged and has

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