

Facebook Native Integration for Magento 2 Guide

by CedCommerce Products Documentation

1. Overview	3
2. Installation of Extension	3
3. Configuration Settings	3
4. Manage Account	6
5. Manage Product Listings	9
6. Manage Feed	11
7. How to Upload CSV on Catalog(FB)	13
8. Knowledge Base	22

1. Overview

For the sellers of Magento 2, CedCommerce is providing a new and inventive extension- **Facebook Native Integration for Magento 2**. This extension facilitates the Magento 2 Sellers to advertise their product on the Facebook page.

With this easy to manage solution, the seller can easily handle their products on the Facebook page through its Magento 2 store and they can also advertise their products as a sponsored product.

This solution allows users to experience:

- Changes made in the details of the product are reflected on Facebook Page.
- It's an easy process of advertising products on Facebook Page.
- At the time of checkout, the user gets redirected to its site.

Functionalities of Extension:-

- Bulk Product Upload
- Easy to manage the product
- Products can be easily promoted on the Facebook page
- Automated redirection to the store page during the checkout

2. Installation of Extension

To install the extension,

- Upload and Extract the FbNative package and Integrator file inside the `<magento-root>/app/code/Ced/` directory and run the below command from magento root.

```
php -dmemory_limit=5G bin/magento setup:upgrade
php -dmemory_limit=5G bin/magento setup:di:compile
php -dmemory_limit=5G bin/magento setup:static-content:deploy -f
php -dmemory_limit=5G bin/magento index:reindex
php -dmemory_limit=5G bin/magento cache:clean
php -dmemory_limit=5G bin/magento cache:flush
```

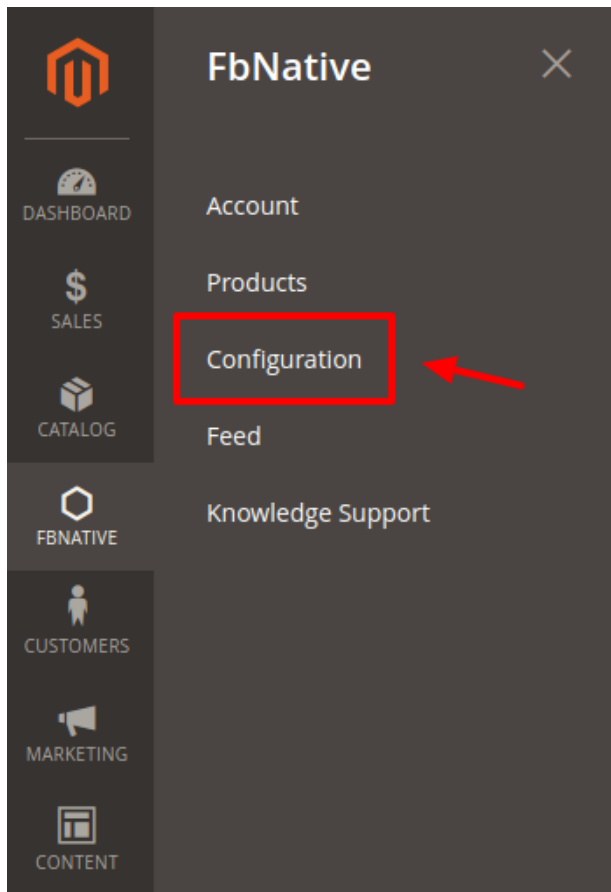
3. Configuration Settings

Once you have installed the Facebook Native integration for Magento in your Admin Panel, you need to complete the

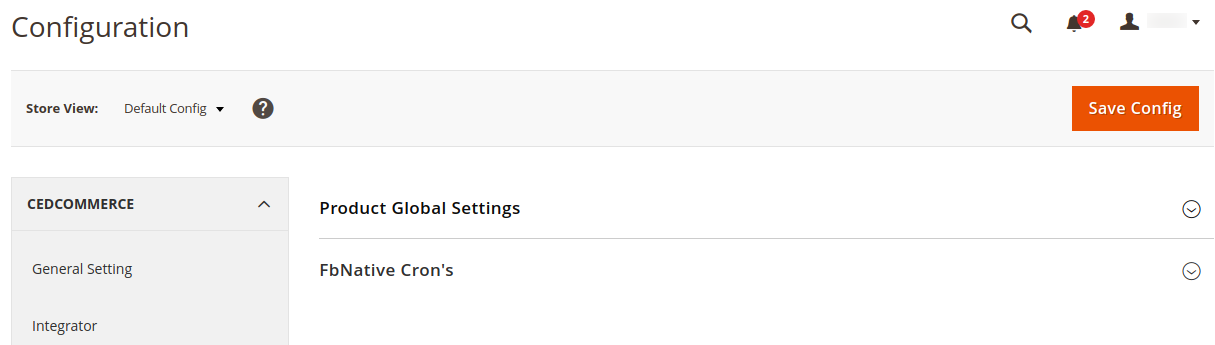
Configuration process as shown in this section of the guide.

To Complete the Configuration:

1. Go to the **Magento Admin Panel**.
2. On the top navigation bar, you can see the **FBNative**.
3. Take the cursor to it and the menu will appear to you as shown in the image below:



4. Click on **Configuration** and the new page opens up as shown below:



5. Click on the **Product Global Settings**, the section is expanded as shown below:

Product Global Settings



Please set the global settings for Facebook

Out Of Stock Product [global]

Include Out Of Stock Product in Datafeed

FbNative Product Price [global]






Select to send a different product price to Facebook.com

Product Mapping [global]

Facebook Attribute Code	Magento Attribute Code	Action
<input type="text" value="Brand"/>	<input type="text" value="product_brand"/>	
<input type="button" value="Add Rule"/>		

6. Under **Product Global Settings**, do the following steps:

- In the Out of Stock Product, select Yes if you want to add the out of stock products in the datafeed.
- Go to **FbNative Product Price**. In the Product Price list select the following options:
 - **Select the Default Magento Price**, if you want to keep the price the same on Facebook as Magento.
 - **Increase by Fixed Price:** If selected, then the Modify by Fix Price field appears.
 - **Increase by Fixed Percentage:** If selected, then the Modify by Percentage Price field appears.
 Enter the numeric value to increase the price of the FbNative product by the entered value % of Magento 2 price.
 For Example,
 Magento 2 price + 5% of Magento 2 price.
 Magento 2 Price = 100
 Select Increase By Fixed Percentage option
 Modify by Percentage Price = 5
 $100 + 5\% \text{ of } 100 = 100 + 5 = 105$
 Thus, FbNative Product Price = 105
 - **Decrease by Fixed Price:** If selected, then the Modify by Fix Price field appears.
 - **Decrease by Fixed Percentage:** If selected, then the Modify by Percentage Price field appears.
 Enter the numeric value to decrease the price of the FbNative product price by the entered value % of Magento 2 price
 For Example,
 Magento 2 price – 5% of Magento 2 price.
 Magento 2 Price = 100
 Select Decrease By Fixed Percentage option
 Modify by Fix Price = 5
 $100 - 5\% \text{ of } 100 = 100 - 5 = 95$
 Thus, FbNative Product Price = 95
- You can **map your Magento attributes with Facebook attributes**, as given in the below picture.

Product Mapping <small>[global]</small>		
Facebook Attribute Code	Magento Attribute Code	Action
Name ▼	name ▼	
Title ▼	meta_title ▼	
Conditio ▼	condition ▼	
Google F ▼	category_ids ▼	
GTIN ▼	sku ▼	
Add Rule		

7. In the **FbNative Cron's Section**,

- Cron's would help you to auto-synchronize your Product data to Facebook for certain periods of time.
- Click **Enable** to activate the Product Cron.
- Click **Disable** to deactivate the Product Cron.

FbNative Cron's



Product Cron
[global]

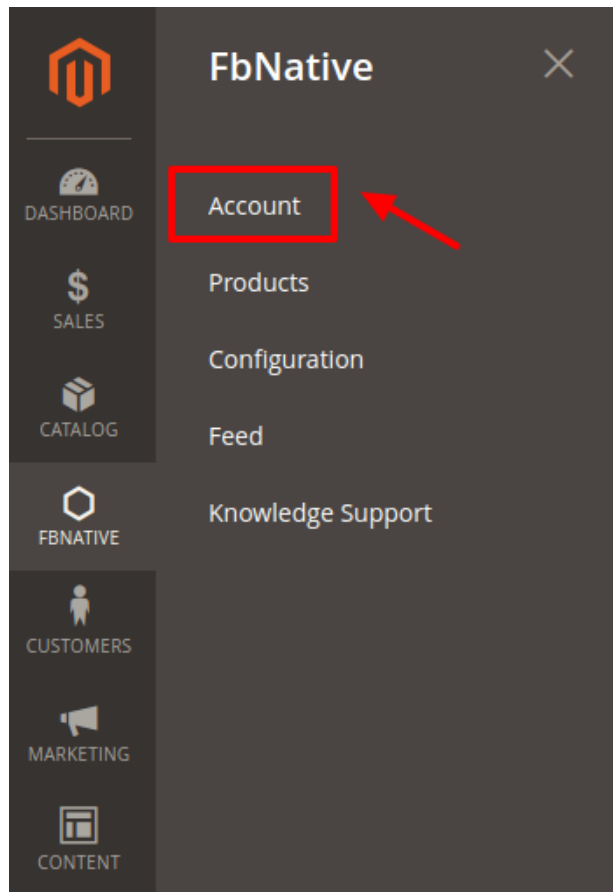
Enable ▼

Product Fetch Cron

4. Manage Account

To add a new account,

1. Go to the **Magento 2 Admin** Panel.
2. On the top navigation bar, you can see the **FBNative**
A menu appears as shown in the following figure:



3. Click on the **Account** section

The page appears as shown in the following figure:

Manage Facebook Stores 🔍 1 👤 admin ▼

[Add Account](#)

Filters
👁 Default View ▼
⚙ Columns ▼

Actions ▼
4 records found
20 ▼ per page
< 1 of 1 >

ID	Data Feed Url	Shop Page Name	Account Status	Magento Store	Actions
8	http://localhost/fresh/pub/media/ced_fbnative/test3.csv	test3	Enabled	Default Store View	✎
9	http://localhost/fresh/pub/media/ced_fbnative/sample.csv	sample	Enabled	Default Store View	✎
10	http://localhost/fresh/pub/media/ced_fbnative/sample12.csv	sample12	Enabled	Default Store View	✎
11	http://localhost/fresh/pub/media/ced_fbnative/demop.csv	demop	Enabled	Default Store View	✎

4. Click the **Add New Account**.

The **Add New Account** page appears as shown in the following figure:

New Account

cedcommerce

[← Back](#)
[Reset](#)
[Save](#)

ACCOUNT INFORMATION

Account Information

Account Information

Shop Page Name *

To Identify the Account

Account Status * Disabled

Account Store * Default Store View

5. In the right panel, under **Account Information**, do the following steps:

- In the **Shop Page Name** box, enter a shop page name.
Note: Please use only letters (a-z), numbers (0-9) or underscore(_) in this field, the first character should be a letter.
- In the **Account Status** box, select Active to enable the status of the shop.
- In the **Account Store** tab, select **Default Store View** to enable the store view.

6. Once you successfully create an account it gets listed in the accounts menu as shown below:

Manage Facebook Stores

admin

[Add Account](#)

Actions		4 records found		Filters	Default View	Columns
				20	per page	1 of 1
<input type="checkbox"/>	ID	Data Feed Url	Shop Page Name	Account Status	Magento Store	Actions
<input type="checkbox"/>	8	http://localhost/fresh/pub/media/ced_fbnative/test3.csv	test3	Enabled	Default Store View	
<input type="checkbox"/>	9	http://localhost/fresh/pub/media/ced_fbnative/sample.csv	sample	Enabled	Default Store View	
<input type="checkbox"/>	10	http://localhost/fresh/pub/media/ced_fbnative/sample12.csv	sample12	Enabled	Default Store View	
<input type="checkbox"/>	11	http://localhost/fresh/pub/media/ced_fbnative/demop.csv	demop	Enabled	Default Store View	

7. The URL mentioned in the **data feed URL** section is to be filled on your Facebook seller panel.

26. Or you can schedule the upload at a later time:

Schedule Your Automatic Uploads
Select when you want to automatically upload products from this data feed URL.

Hourly **Daily** Weekly

At GMT+05:30 ▼

Enter Data Feed Name
Choose a name that will help you find this data feed file later.

← **Enter feed here**

Select Default Currency
Select the default currency for products in this data feed. This default currency will be used if the prices in your data feed file do not include an ISO currency code (for example: 10 USD instead of \$10 for American dollars). You can update the default currency at any time in feed settings.

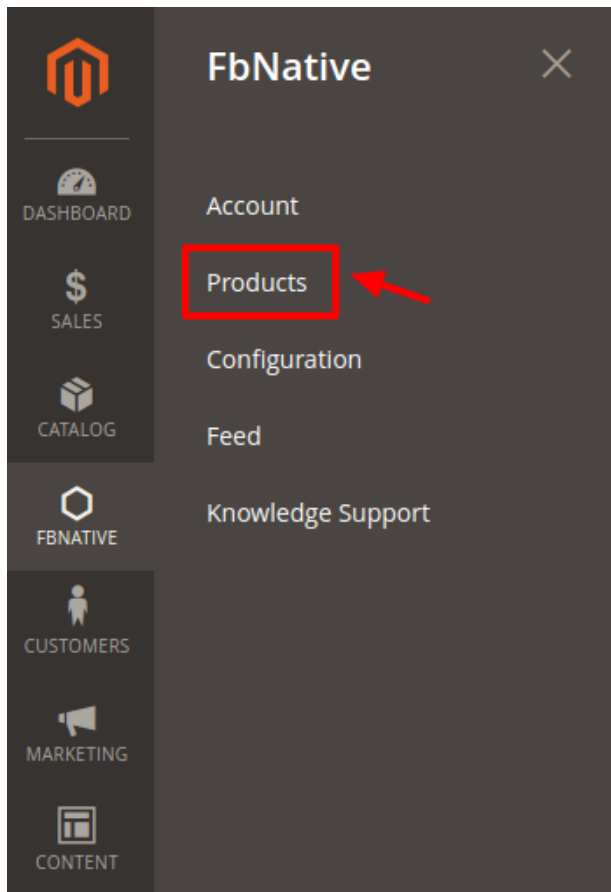
▼

8. Click on **Start Upload**.

5. Manage Product Listings

After the configuration is done, the seller needs to go to the Products to see the listing products on Facebook.

1. Go to the **Magento 2 Admin** Panel.
2. On the top navigation bar, you can see the **FBNative**.
A menu appears as shown in the following figure:



3. Click on the **Product** section

The page appears as shown in the following figure:

Manage Products

Export CSV

Actions18 records found

20

<

>

	ID	Thumbnail	Name	Is Facebook	Type	Attribute Set	SKU	Price	Visibility	Status	Websites	Action
<input type="checkbox"/>	10		Three Beyond Tangy Tangerine BTT 2.0 Peach Fusion 120 Tablets by Youngevity		Simple Product	Default	183696831647	\$235.61	Catalog, Search	Enabled	Main Website	Edit
<input type="checkbox"/>	9		Microsoft Dual Shock Xbox360 Remote Gamepad Bluetooth Wireless Joypad Controller-wireless Black		Simple Product	Default	392384491224-3	\$21.34	Not Visible Individually	Enabled	Main Website	Edit
<input type="checkbox"/>	8		Gears of War 3 -- Limited Edition (Microsoft Xbox 360, 2011) New		Simple Product	Default	401870820525	\$83.76	Catalog, Search	Enabled	Main Website	Edit
<input type="checkbox"/>	7		Mass Effect Trilogy Xbox 360 New Xbox 360, Xbox 360		Simple Product	Default	383129829584	\$48.27	Catalog, Search	Enabled	Main Website	Edit

Note: As soon as you create an account, an attribute is generated in the product listings section. The attribute(s) needs to be assigned for products mentioned in the single accounts.

4. Click on **Edit** under the **Actions** column of the products as shown in the image above.
A new window opens up containing all the details about the product.

isFacebook



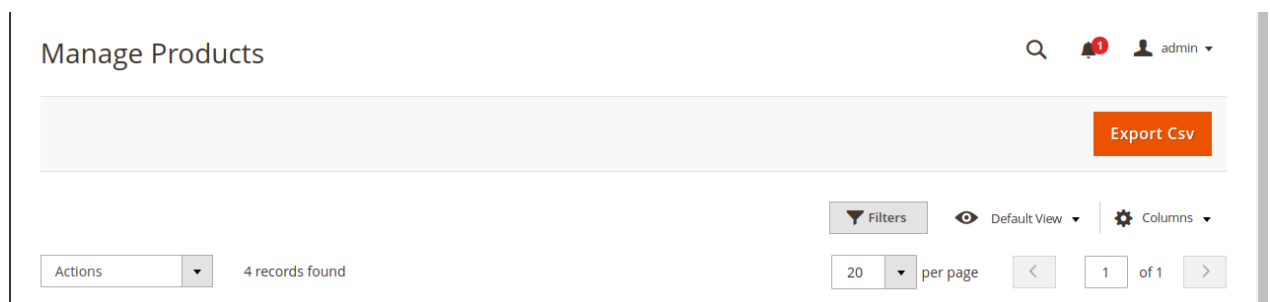
Condition
[global]
--Select Condition--

Brand
[global]

Facebook Redirect Url
[global]
--Select Redirect--

FbNative test store
[global]
☐ No

- You can choose the **condition** of the product you are selling from the drop-down menu in the condition.
 - Enter the **brand** of your product in the next menu.
 - **Choose the Facebook Redirect URL** as either cart page and shopping page from the drop-down menus. Based on your selection the user is redirected from the FB to either the cart page or the shopping page of your Magento Panel.
 - In case you did not select any of the options, the user will be redirected to the Product page.
 - Now below you must see all the Fb stores linked to your Magento panel. Select Yes on those stores from which you wish to include products.
 - **Save** the product after the changes have been made.
- Move back to the product listings.
5. On clicking on **Export CSV** you can generate the CSV of products with their status as given in the below image.

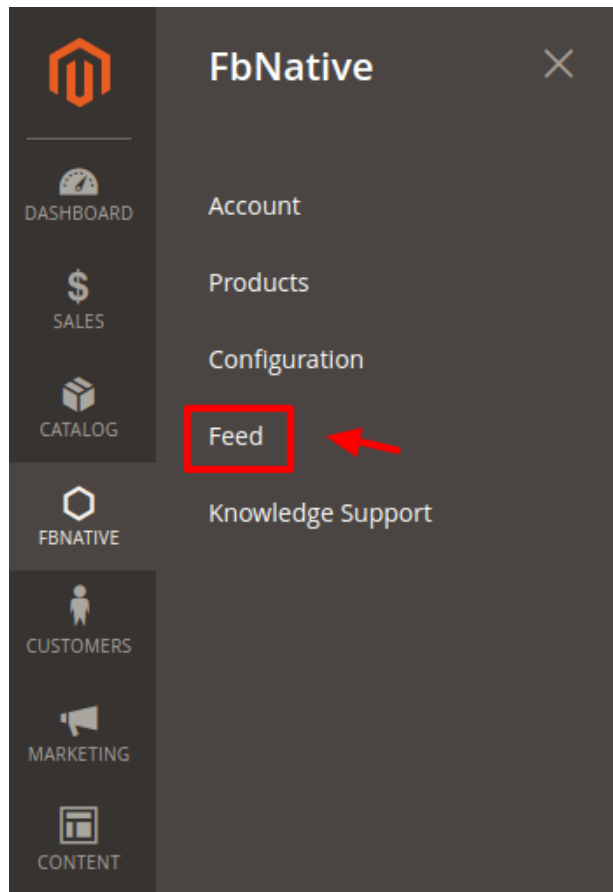


6. Manage Feed

In this section, users can check the feed which is generated and sent to FB. Users can also have access to all the information including the number of products in the feed, when it was last updated related, product ids, mode, sku, account, etc.

To Check Product Feed,

1. Go to the **Magento 2 Admin Panel**.
2. On the top navigation bar, you can see the **FBNative**
A menu appears as shown in the following figure:



3. Click **Feed** section

The page appears as shown in the following figure:

Manage Feeds

Search, Notifications (2), User Profile

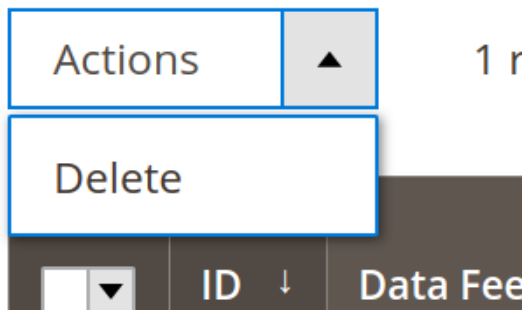
Filters, Default View, Columns

Actions, 1 records found, 20 per page, 1 of 1

	ID	Data Feed Url	Shop Page Name	Last Updated	Product Ids	Mode	Magento Store
<input type="checkbox"/>	1		desfs	2019-09-12 00:00:00	grant	Mannual	Default Store View

4. All the generated feeds are mentioned here with the relevant details.

5. To delete the feed, mark all the desired feed and click on **actions**.



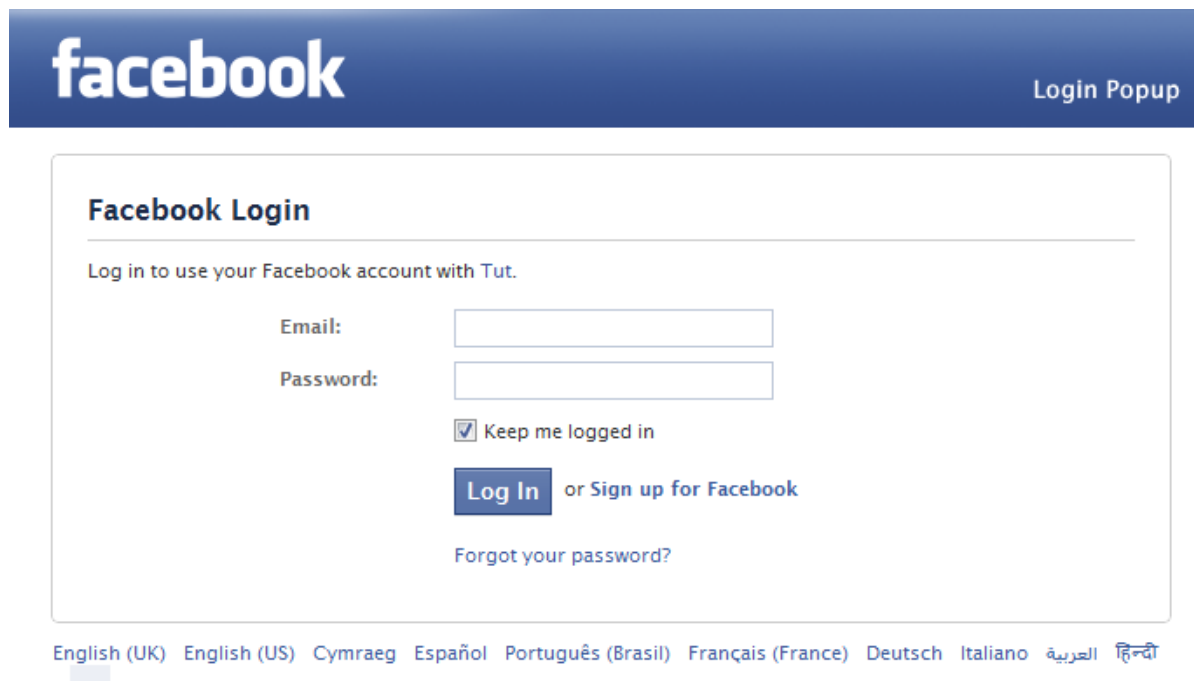
- Now click on the **delete** button.
The feeds will be deleted.

7. How to Upload CSV on Catalog(FB)

To start selling on FB shop you first need to upload CSV on the catalog.

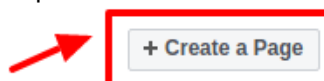
To Upload CSV,

- Go to Facebook.com([https://www.facebook.com/\(https://www.facebook.com/\)](https://www.facebook.com/(https://www.facebook.com/)))

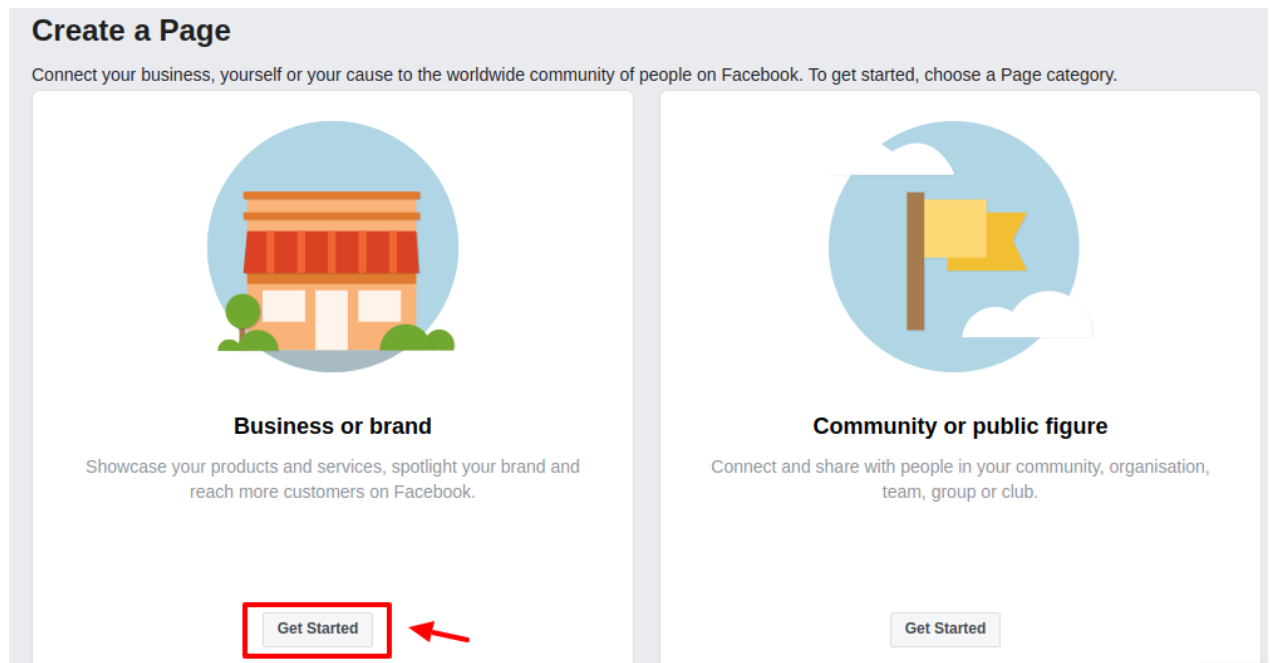


- Login** the Facebook Account you wish to associate with the shop.
- Now **Create a Shop Page** according to your requirements.

Pages



4. You will be redirected to this page:









5. Enter the **name** and **category** and get started.

6. Now go to the **Product Page** by visiting [facebook.com/product\(https://www.facebook.com/products\(https://www.facebook.com/products\)](https://www.facebook.com/products))

7. The **catalog** is by default created in this section.

Catalogue Manager

Build and manage your inventory to unlock the power of ads on Facebook and Instagram.

All catalogues							Create Catalogue
Q Search catalogues							Delete catalogues
	Catalogue name ↑↓	Catalogue type ↑↓	Role given ⓘ	Shared with	Owned by ↑↓	Items ↑↓	Diagnostics
<input type="checkbox"/>	 - Mag... Catalogue no.: 4...	Product	No role assigned	Not shared Share		825 products	 All good
<input type="checkbox"/>	 - WooC... Catalogue no.: 30000005...	Product	No role assigned	Personal catalogue cannot be shared		48 products	 All good

8. Choose the **catalog** you wish to edit by clicking on its name on the list.

9. You will be redirected to **product data Source Page**.

The screenshot shows the Facebook Catalogue Manager interface. The top navigation bar includes 'Catalogues', a search bar, and user profile 'Alex'. The main navigation tabs are 'All catalogues', 'Products', 'Product sets', 'Product data sources' (selected), 'Event data sources', and 'Settings'. A green 'Create Ad' button is in the top right.

Product data sources

Data sources show where your catalogue information comes to Facebook from. You can upload your information from multiple sources at once.

All Data Sources Add Data Source

Search by Source Name or ID

Data Source Name	Source Type	Last Update	Status	Next Update
Products Feed ID: 2	Data Feed	10 Jan at 17:42 Scheduled upload https://www.fabninedesign.com/media/facebook_...	Feed failed to upload	11 Jan at 17:46 Scheduled every day

10. Click on the **data source** name of the product you wish to see.

11. Here you have all the information pertaining to the product.

The screenshot shows the details page for a data source in Facebook Catalogue Manager. The top navigation bar is the same as the previous screenshot.

Overview

Details and updates about this data feed

Number of products in this data feed **825**

Upload sessions

See a breakdown of the products that were added, updated or rejected in each upload session

NEXT UPLOAD
11 Jan at 17:46
Scheduled every day Upload Now

Last upload session

START TIME	RESULT
10 Jan at 17:42 Scheduled upload https://www.fabninedesign.com/med...	Upload session failed

No products were uploaded due to the following errors:

12. If you don't have a catalog then go to [facebook.com/product](https://www.facebook.com/product) (<https://www.facebook.com/products>). This page will show up and click on **create catalogs**:

The screenshot shows the Facebook Catalogue Manager 'Catalogue Manager' page. The top navigation bar includes 'Catalogues', a search bar, and user profile 'Alex'. The main navigation tabs are 'All catalogues', 'Products', 'Product sets', 'Product data sources', 'Event data sources', and 'Settings'. A green 'Create Ad' button is in the top right.

Catalogue Manager

Build and manage your inventory to unlock the power of ads on Facebook and Instagram.


All catalogues Create Catalogue Delete catalogues


Search catalogues


Catalogue name	Catalogue type	Role given	Shared with	Owned by	Items	Diagnostics


13. Now **choose the preferred category** for your business and click on **Next**.

Which category best describes your business?

**E-commerce**
Products sold online
☒ **Products**

**Travel**
Hotels and holiday properties, flights or destinations

**Property**
Rental properties and property listings

**Auto**
Different tiers of the auto market

Cancel

Next

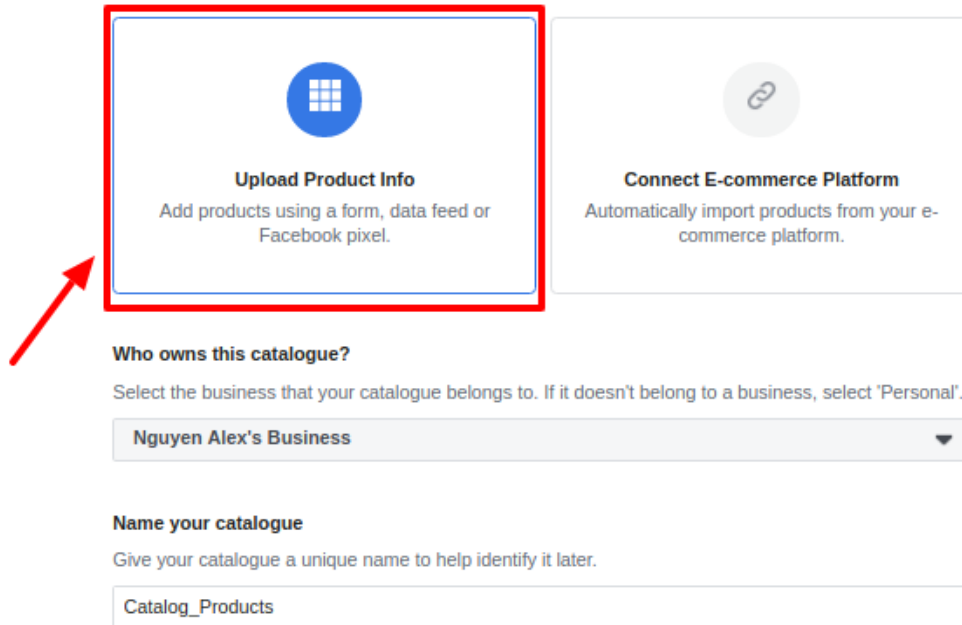
14. Now you will be redirected to a page – **Configure** your catalog category.

15. Select **Upload Product Info**.

Configure your catalogue settings

How do you want to add products to your catalogue?

If you use a supported e-commerce platform, connect your account to automatically import your products.



Upload Product Info
Add products using a form, data feed or Facebook pixel.

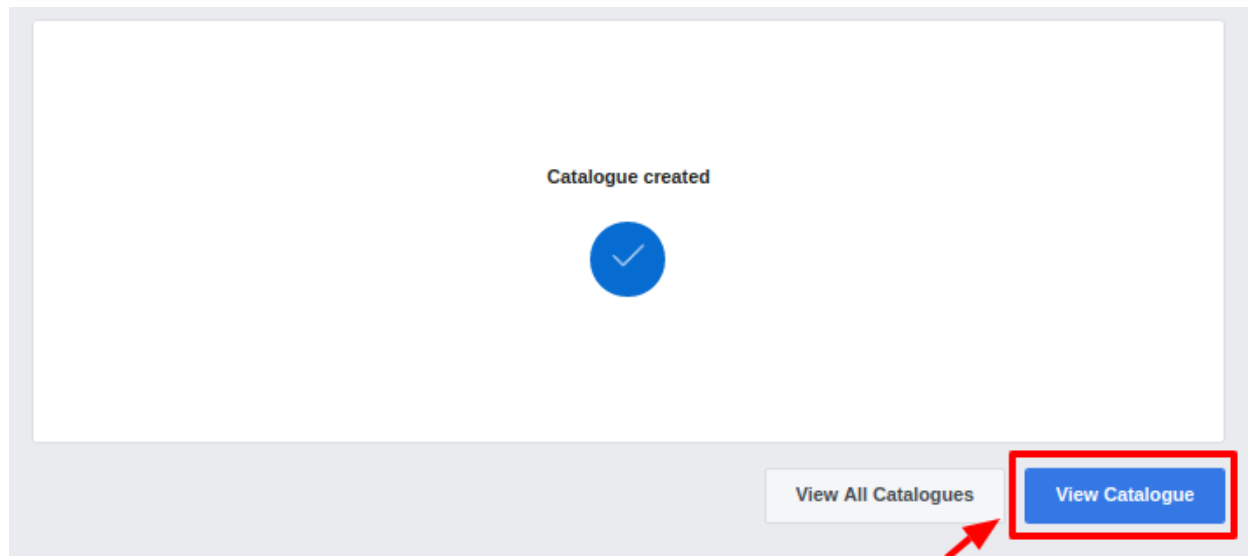
Connect E-commerce Platform
Automatically import products from your e-commerce platform.

Who owns this catalogue?
Select the business that your catalogue belongs to. If it doesn't belong to a business, select 'Personal'.
Nguyen Alex's Business

Name your catalogue
Give your catalogue a unique name to help identify it later.
Catalog_Products

16. Choose the **Category** and **Name** for your catalog and proceed.

17. A confirmation message will be shown stating a successful catalog creation.



18. Click on **view catalog**.

19. Now you will be redirected to this page.

All catalogues > Catalog_Products ▾ **Diagnostics** Products Product sets **Product data sources** Event data sources Settings [Create Ad](#)

Diagnostics

Check here for recommendations, issues, errors and suggested fixes to help you get the most out of your catalogue.

Ways to Use Your Catalog

You need to finish setting up your catalog to use these features.



Dynamic Ads

Reach people with personalized ads that are automatically created to include the products they've shown an interest in or are most likely to buy.

[Learn More](#)



Ads to Drive Traffic

Get more people to view products on your website or mobile app by creating an ad campaign with a traffic objective.



20. Click on **Product data sources**.

21. A new page will open. Now click on **Add Data Sources**.

All catalogues > Catalog_Products ▾ **Diagnostics** Products Product sets **Product data sources** Event data sources Settings [Create Ad](#)

Product data sources

Data sources show where your catalogue information comes to Facebook from. You can upload your information from multiple sources at once.

All Data Sources

🔍 Search by Source Name or ID


Data Source Name ↑↓	Source Type	Last Update ↑↓	Status	Next Update
No Data Sources found.				

[Add Data Source](#)

22. A page naming **Add Product** to your catalog opens up:

Add Products to Your Catalog


☐

**Add Manually**

Fill in a simple form for each product you want to add to your catalog. [Learn more](#)

Recommended for less than 50 products or getting started with catalogs.



☒

**Use Data Feeds**

Upload a data feed file containing product info to control which products are added to your catalog and when. [Learn more](#)

Recommended for more than 50 products or running dynamic ads.

☐

**Connect Facebook Pixels **

Use pixels (code installed on your website) to automatically update the products in your catalog each time someone visits them. [Learn more](#)

Recommended for more than 50 products that get updated hourly or daily.

23. You have 3 options. Choose “**Use data feeds**”.

24. Here you can select how you want to upload.



Add Products With Data Feeds

Upload a file or add a URL.

Need to set up a data feed?



[Download CSV Template](#)

[Follow Step-by-Step Guide](#)

You can also set up a data feed by using the Facebook Feed plugin on [Shopify](#), [WooCommerce](#), [BigCommerce](#) or [Magento](#)

How do you want to upload your data feed?



Upload Once

Recommended if your inventory rarely changes. You can upload a data feed file to update your inventory.



Set a Schedule

Recommended if your inventory regularly changes. You can set a schedule to automatically update your inventory from a feed URL.

25. You can **either upload once—**

Upload a Data Feed File

You can upload a data feed file in a supported format: [CSV](#), [TSV](#), [RSS](#) or [ATOM XML](#). File uploads are limited to file size of 100mb. For bigger files, upload your file to a secure server and set a schedule upload.

Drag and drop your file here or

You can upload a small portion of the data feed file to the [Feed debugger](#) to confirm that your products will be added to your catalogue.

Enter Data Feed Name

Choose a name that will help you find this data feed file later.

Select Default Currency

Select the default currency for products in this data feed. This default currency will be used if the prices in your data feed file do not include an ISO currency code (for example: 10 USD instead of \$10 for American dollars). You can update the default currency at any time in feed settings.

26. Or you can **schedule the upload** at a later time:

Schedule Your Automatic Uploads

Select when you want to automatically upload products from this data feed URL.

At

Enter Data Feed Name

Choose a name that will help you find this data feed file later.

Select Default Currency

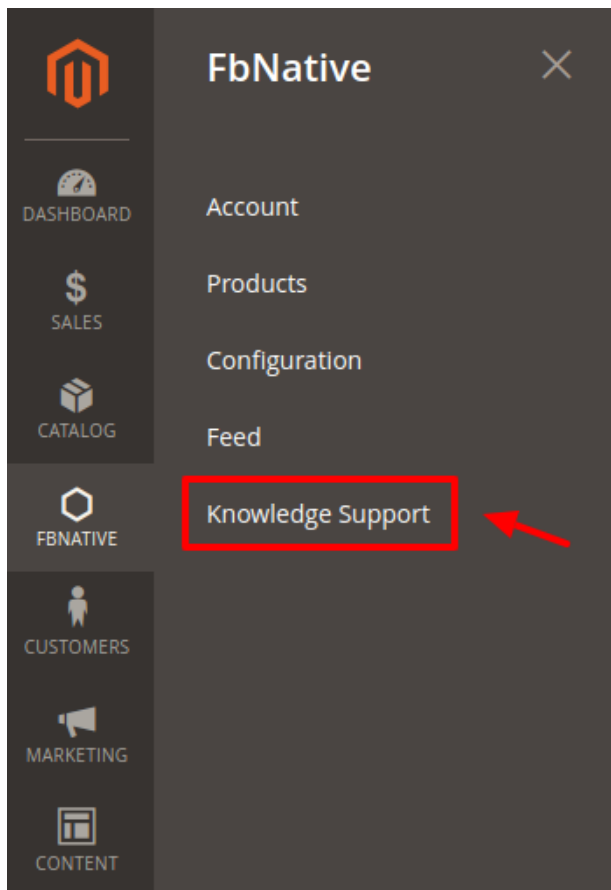
Select the default currency for products in this data feed. This default currency will be used if the prices in your data feed file do not include an ISO currency code (for example: 10 USD instead of \$10 for American dollars). You can update the default currency at any time in feed settings.

27. Click on **Start Upload** and you are good to go.

8. Knowledge Base

To view the **Help & Support** section,

1. Go to the **Magento 2 Admin** panel.
2. On the left navigation bar, click the **Fb Native Integration** menu.
The menu appears as shown below:

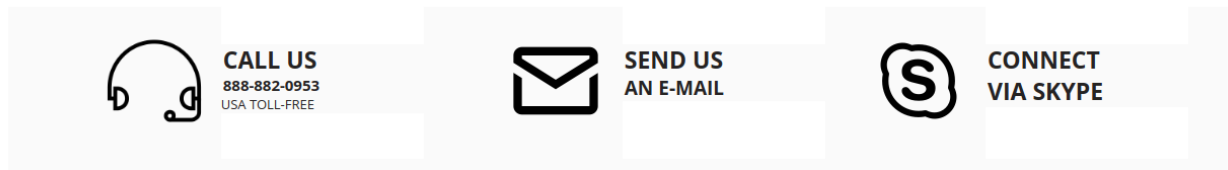


3. Click **Knowledge Support**.
The **Help & Support** page appears as shown in the following figure:

FbNative Knowledge Base



Quick Support



Cedcommerce Support



Facebook Products Page Url



4. The quick support menu is mentioned here and you can connect with us through any of the medium-**Call, Mail or via Skype.**
5. Click **CedCommerce Support** and the section will expand as:

Cedcommerce Support



[Facebook Shop Integration Knowledge base](#)

You can open the knowledge base by clicking on **Facebook Shop Integration Knowledge base.**

6. Click **Facebook Products Page URL** and you will be navigated to our product page.

Facebook Products Page Url



[Facebook Catalogue Page](#)