Facebook Pixel for Remarketing for Magento 2

Facebook Pixel for Remarketing can be configured in few simple steps. We will guide through each step in this document.

Installation Instructions

Manual Installation (Zip File)

1) It is always a good practice to make a backup of your Magento installation before installing any extension.

2) Extract the content of the zip file and upload it to your Magento root installation folder. In case you are asked to merge or replace any files, choose to MERGE the files.

3) Open your command line terminal, go to your Magento root directory and run the following commands to enable the module:
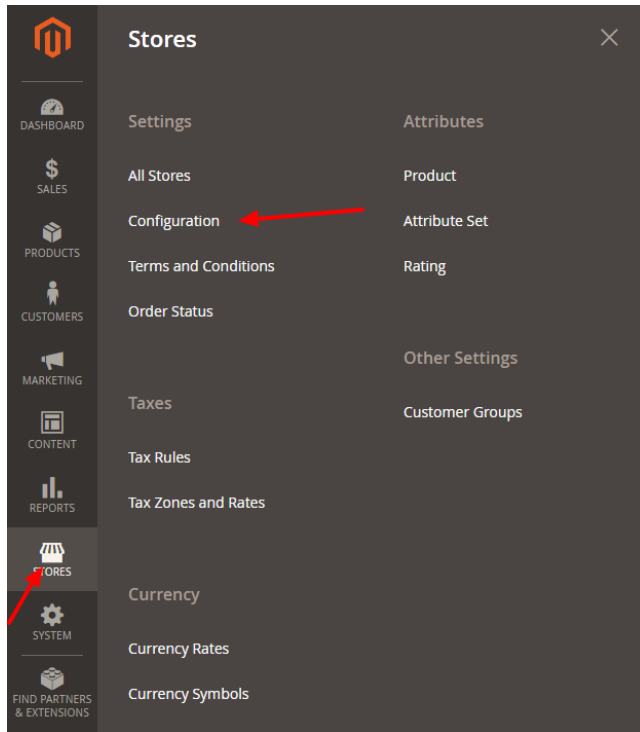
```
php bin/magento module:enable Remmote_Facebookpixelremarketing
php bin/magento setup:upgrade
```

2.1 If your Magento installation is in production or default mode, you might need to run the following command in order to generate the static files for your current installation (Learn more in http://alanstorm.com/magento-2-frontend-files-serving)
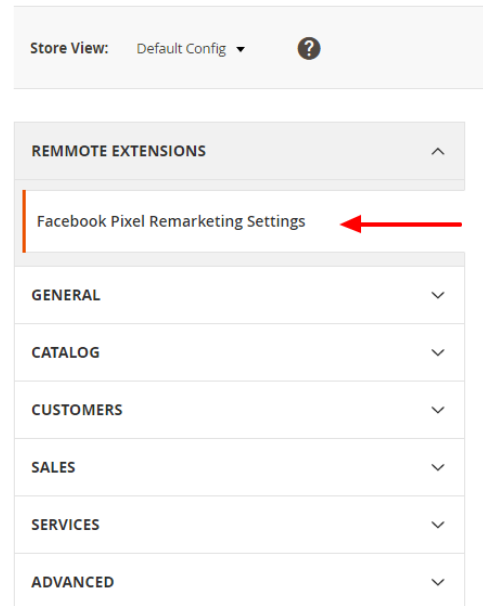
```
php bin/magento setup:static-content:deploy
```

Configuration Instructions

First, open your Admin Panel and go to **Stores** in the left menu. After that go to **Settings > Configuration.** Inside the configuration page, click on Facebook Pixel Remarketing Settings:
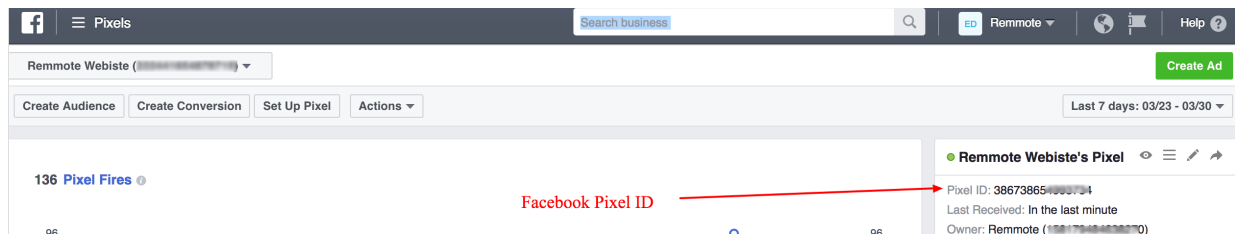
REMMOTE

General Configuration

This section is used to configure your Facebook Pixel ID, to enable or disable the extension, and also to configure the checkbox "**Use Product ID instead Product SKU**" (It will be used on Facebook Pixel Events and Facebook Product Catalog).

You can find your Facebook Pixel ID in your Facebook Ads account.

After you have identified your Facebook Pixel, you can continue with the general configuration tab.
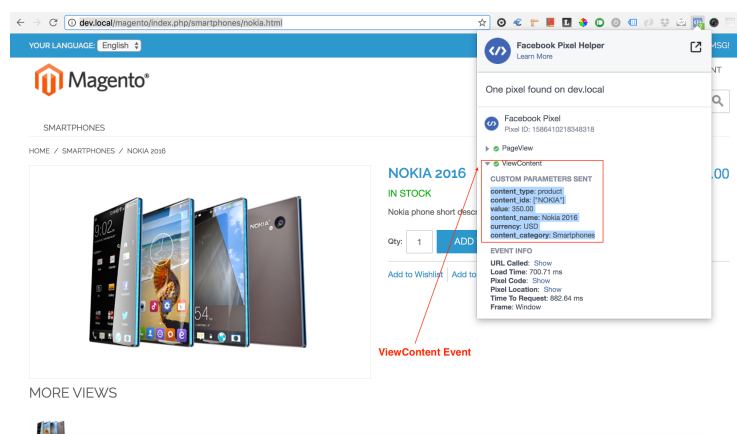
Facebook Pixel Events

After you have configured the extension with your Facebook Pixel ID, next step is to enable the events you want to track in your store. We recommend tracking all the events. If you are running Facebook Product Ads, the events "**ViewContent**", "**AddToCart**" and "**Purchase**" are required. Once you have enabled Facebook Pixel events, you will start receiving data in your Facebook Ads account. Allow few hours before you start seeing the stats in your account.

If you want to validate that the events are being tracked correctly, you can install the extension Facebook Pixel Helper in your Google Chrome browser. For example, if you want to validate that the event *ViewContent* is working, just go to the individual page of any product in your store and check if the Google Chrome Extension recognizes the *ViewContent* event:

Facebook Product Catalogs

If you are planning to run Facebook Dynamic Ads, first you need to upload the products you want to promote to your Facebook business account. You can easily upload your products to Facebook using this extension. If you still don't have a Facebook business account, you can create one here. Follow the next steps to configure your product catalogs:

Step 1

The first thing you need to do is to generate a CSV file containing a list of the products you want to upload. This CSV file will be generated following Facebook product catalogs specs. Before clicking the button "**Export Now**", make sure you have configured and saved the changes for the options *"Export all products"* and *"Extra attributes"*. You need to save the changes each time you update a configuration if you want to see the effects when clicking the button "**Export Now**". If you have more than one website in your store, select the right website in the left corner of the extension configuration view.

Facebook Product Catalog

This section will help you to configure product catalogs on Facebook. Only products with the attribute "Use for Facebook Product Catalog" set to YES will be exported.
If you want to export all the products and ignore this product attribute, set the option "Export all products" to YES and save the configurations.
You can learn more about Facebook Product Catalogs here.

Product Catalog URL

No product catalog found. Please configure the extension according to your preferred settings and click the button "Export Now" to generate your Product Catalog URL. [WEBSITE]

This is the URL of your product catalog. You can use this to access your product catalog or use it when you schedule dynamic product uploads on Facebook.

Export all products   Yes   [WEBSITE]

Select YES to export all products (attribute 'Use for Facebook Product Catalog' will be ignored). Click 'Save Config' before exporting again.

Export products Not Visible Individually   Yes   [WEBSITE]

Select YES if you also want to export products not visible individually. For example, child products of configurable products or products associated to grouped products.

Extra attributes   [WEBSITE]

Include extra attributes that you want to export. Separate each attribute by commas. (Example: weight, meta_description, msrp). This is a Beta feature, If your CSV file is empty or you are getting any error, just set this field to empty.

Include Tax in product prices   Yes   [WEBSITE]

If 'Yes', product prices are exported including tax.

Export Product Catalog   Export Now   [WEBSITE]

Click here to export your product catalog and generate the link to access your product catalog file.
You might need to reindex your products if your CSV file is empty.

When you click the button "**Export Now**", a new CSV file will be created and a public link to your product catalog will be generated. You can download the CSV file by clicking the link "Download the .csv file". The public link is useful when setting periodic uploads to Facebook. You will need this link later.

Configuring the extension to export all products or only selected ones (Optional):
It is possible to export only selected products. If you want to export only selected products, set the option "Export all products" to ***No*** and save the configurations. Second, go to the individual product you want to export and set the option "Use for Facebook Product Catalog" to ***Yes***. You can also set a different product description for the exported products. Finally, go back to the extension configuration and click the button "Export Now".

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Google Product Taxonomy

When exporting your products to Facebook, you can optionally include the google product taxonomy to which they belong. This information is added in the product categories and you need to do it manually.

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Configuring the extension to export additional attributes (Optional):
The extension is configured to export the fields: *"id, title, google_product_category, description, link, image_link, condition, availability, price, sale_price, brand, color"* (These are the default attributes required by Facebook). In addition to these fields, it is possible to export extra product attributes by including them in the extension configuration. You first need to create these attributes and assign them to your products. For example, if you want to export the additional attributes "weight", "meta_description" and "msrp" enter these attribute in the field "Extra attributes" and save the changes. This is a Beta feature, so if you are having any issues exporting your product catalog, just set this field to empty.
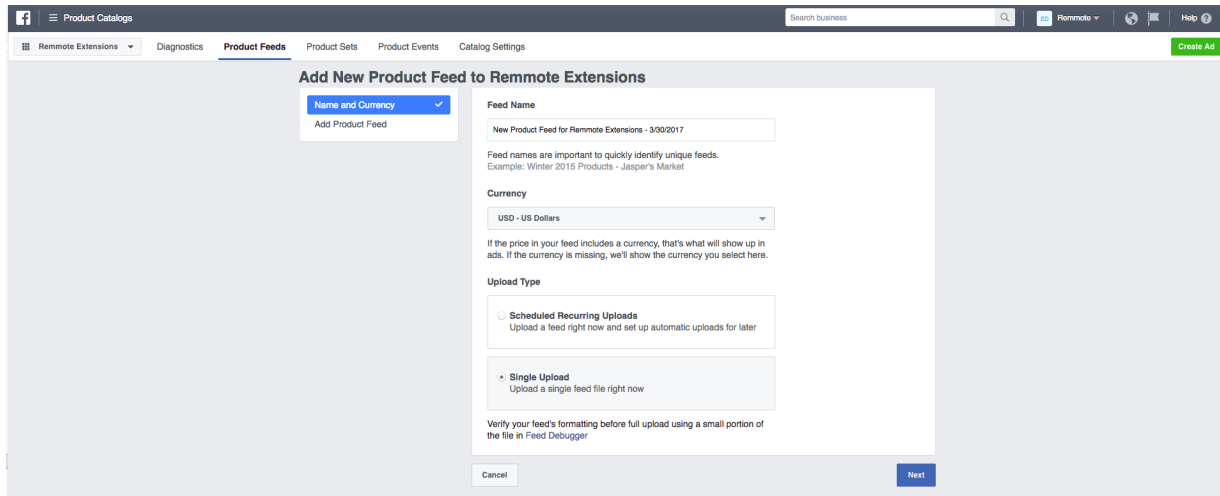

Step 2
After generating your CSV file, next step is to upload your product catalog to your Facebook business account. In your Facebook business account, go to Product Catalogs and Add a New Product Feed. Set your preferences and define whether you want to upload the CSV manually or schedule recurring uploads, then click Next.
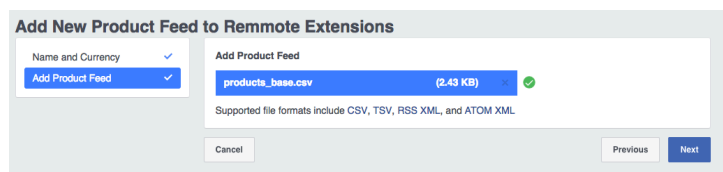

Single Uploads:
Click *Choose File* and select the CSV file you have downloaded in previous steps. Click **Next** and in the next view (Review your File), click **Create Feed** and wait until the process finish.

Recurring Uploads:
If your product catalog changes quite often, we recommend setting up recurring uploads so you can keep your product catalog in Facebook up to date. Our extension supports recurring uploads and you can configure recurring uploads in your store using the instructions below.

To begin using this feature, start by configuring the time that you want Facebook to import your product catalog. For example, if you want to import your products daily at 3am. Set this time in the section **Schedule Uploads.** If you configure Facebook at 3am, make sure to configure the extension to generate the CSV file every day at time to 2am. It is recommendable to have enough time between both processes. In the section **Feed URL,** use the URL that was generated in previous steps. Leave black the fields *Username* and *Password* and click **Create Feed**. Wait until the process finish.

Product Catalog URL
Admin
http://magento2.local:7777/pub/media/facebook_productcatalog/products_admin_admin.csv
Download the .csv file

This is the URL of your product catalog. You can use this to access your product catalog or use it when you schedule dynamic product uploads on Facebook.

Add New Product Feed to Remmote Extensions

| Name and Currency ✓ | **Schedule Uploads** |
| Add Product Feed ✓ | Daily ▼ at 🕐 3:00 AM GMT-06:00 ▼ |

We'll upload a copy of your feed now and then automatically at the frequency you set.

Feed URL

http://dev.local/magento/media/facebook_productcatalog/products_base.csv

Tell us where to find your feed.
Supported URL types: http, https, ftp, sftp

Username | **Password**
Username | Password

Cancel | Previous | **Create Feed**

Once you are done, you should something similar to this:

Configuring the extension to run recurring uploads:
In order to run Scheduled Recurring Uploads, you need to enable the option "Enable Recurring Uploads" in the extension. Schedule the time and frequency you want the extension to generate a new CSV file and save the configurations. For example, if you have scheduled Facebook to import your products at 3am, set 2am as the time for the extension to generate a new CSV file, this way Magento will have enough time to generate the new CSV file.

The field *Last Export Time* indicates the date and time that the product catalog file was generated. This field is updated both when exporting products manually or using the recurring option.

Facebook Scheduled Recurring Uploads

Enable Recurring Uploads No [WEBSITE]
Enable this option if you want to setup automatic updates of your facebook product catalog. A new product catalog file will be generated depending on your scheduled configurations.

Select Frequency Daily [GLOBAL]
Define the frequency

Select Time 02 : 00 : 00 [GLOBAL]
Define the time (Make sure to choose a time before the time you have configured on your product catalog in Facebook.

Last Export Time Aug 16, 2017 at 2:16AM [GLOBAL]
The last time that the product catalog file was generated.

Important:
This feature runs using Magento Cron System so make sure your Magento Cron is working correctly. Configuring the Magento Cron is a common task when setting up Magento stores. If you are not sure about this configuration, you can contact your system administrator or server provider to ask about this. Ycan learn more about Magento Cron in this link.

Notes:
Always Install Magento extensions in development environment first to avoid any issues in production environment.

You are done with extension configuration. If you are having any questions or having difficulties configuring the extension, feel free to get in touch with us at info@remmote.com. If you have any feedbacks to improve the extension, they are also very welcome!

From the Remmote team, we wish you happy sales!