

# Facebook Product Catalogs Configuration Instructions

Facebook Product Catalogs can be configured in few simple steps. We will guide through each step in this document. First open your Admin Panel and go to System > Configuration and in the left menu, click on Facebook Pixel Product Catalogs.

## General Configuration

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:

1) The first thing you need to do is to generate a CSV file containing the 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 Catalogs**

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	<p style="color: #e67e22;">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.</p> <p>▲ 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.</p>	[WEBSITE]
Export all products	<p>Yes <input type="button" value="v"/></p> <p>▲ Choose YES to export all products (attribute 'Use for Facebook Product Catalog' will be ignored). Click 'Save Config' before exporting again.</p>	[WEBSITE]
Extra attributes	<p><input type="text"/></p> <p>▲ 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.</p>	[WEBSITE]
Export Product Catalog	<p style="text-align: center;"><input type="button" value="Export Now"/></p> <p>▲ It seems that you have more than one website configured on your Magento installation. Please select the website from which you need to export the product catalog (dropdown menu in the left site of this screen).</p>	[WEBSITE]

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. In addition to link, a timestamp indicating the last export time will be generated.

Product Catalog URL <a href="http://dev.local/magento/media/facebock_productcatalog/products_base.csv">http://dev.local/magento/media/facebock_productcatalog/products_base.csv</a> <a href="#">Download the .csv file</a> <small>▲ 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.</small>	Last Export Time Mar 30, 2017 at 9:39PM <small>▲ The last time that the product catalog file was generated.</small>
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**Configuring the extension to export all products or only selected ones:**

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”.

The screenshot shows the Magento admin interface for configuring a product's Facebook Product Catalog settings. On the left is a sidebar menu with categories like 'Product Information', 'Inventory', and 'Facebook Product Catalog'. The main content area is titled 'Nokia 2016 (Default)' and contains the following settings:

- Use for Facebook Product Catalog:** A dropdown menu set to 'Yes'. A tooltip below it reads: "Set to 'Yes' if you want to export this product to your Facebook product catalog."
- Facebook Product Description:** A text area containing the text: "This is the description for Nokia phone. This description will only work for Facebook." A tooltip below it reads: "If you want to use a different description for this product on Facebook, use this field to enter a custom product description."

## 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.

The screenshot shows a web interface for configuring a product category. The 'General Information' tab is active. The 'Name' field is 'Smartphones'. The 'Is Active' field is 'Yes'. The 'URL Key' is 'smartphones'. The 'Description' field is empty. The 'Image' field is 'Choose File'. The 'Page Title' and 'Meta Keywords' fields are empty. The 'Meta Description' field is empty. The 'Include in Navigation Menu' field is 'Yes'. The 'Google Product Taxonomy' field is highlighted with a red box and contains the path 'Electronics > Communications > Telephony > Mobile Phones'. Below the path, there is a small note: 'If you are using Google product taxonomy, enter the taxonomy for your category here. Learn more here.'

### Configuring the extension to export additional attributes:

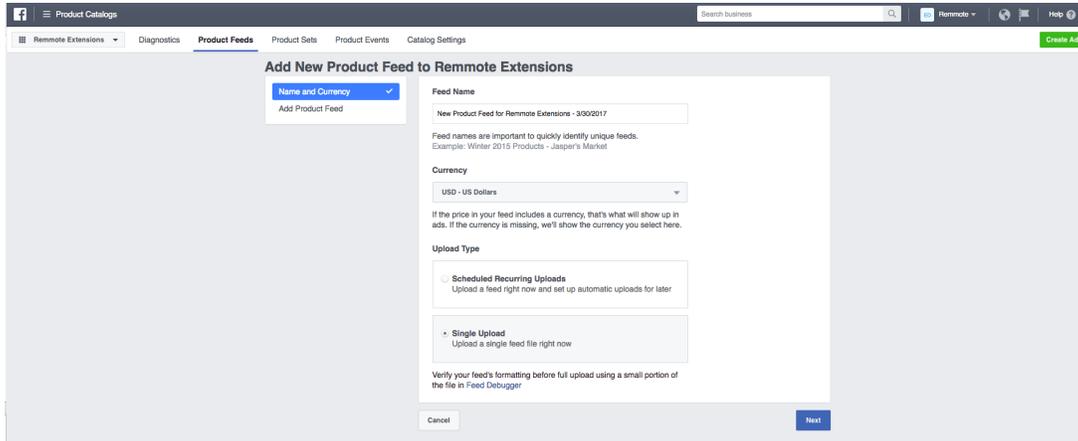
The extension is configured to export the fields: *“id, title, google\_product\_category, description, link, image\_link, condition, availability, price, sale\_price, brand, color”*. In addition to these fields, it is possible to export extra product attributes by including them in the extension configuration. 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.

Extra attributes

**weight, meta\_description, msrp**

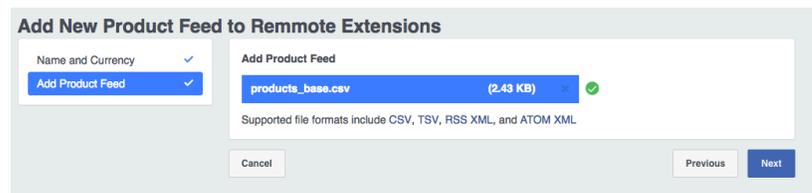
- ▲ Include extra attributes that you want to export. Separate each attribute by commas. (Example: weight, meta\_description, msrp). This is a Beta feature, If your CSV file is empty or you are getting any error, just set this field to empty.

2) After you 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:

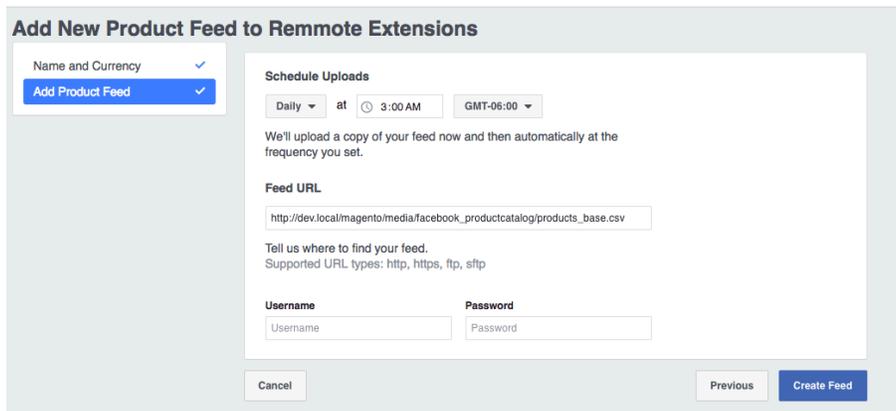
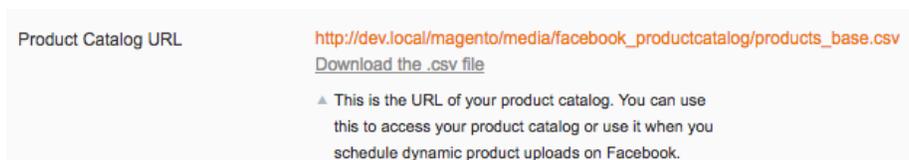
Click **Choose File** and select the CSV file you have downloaded in previous steps. Click **Next** and in the next view (Review your File), click **Create Feed** and wait until the process finish.



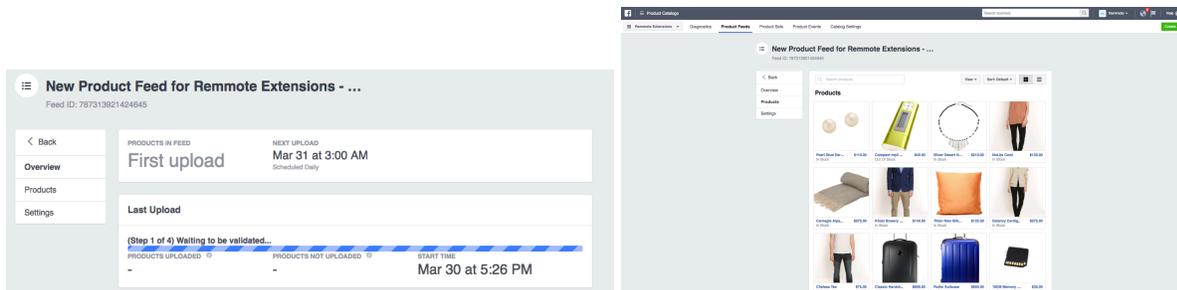
## Scheduled Recurring Uploads

If your product catalog changes quite often, we recommend using this option. Using recurring uploads will help you to have your product feeds up to date in Facebook. You also need to configure the recurring section in the extension to support this option.

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. Is better to have enough time between both processes. In the section **Feed URL**, use the URL that was generated in previous steps. Leave blank the fields **Username** and **Password** and click **Create Feed**. Wait until the process finish.

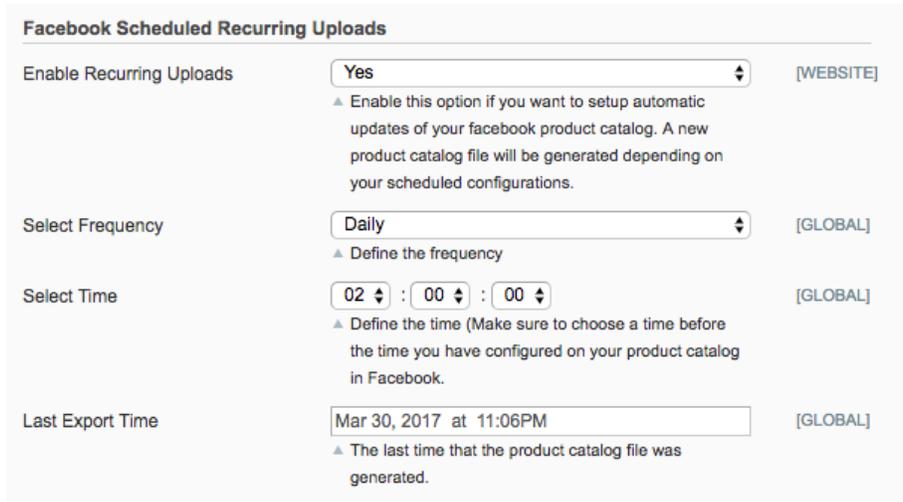


Once you are done, you should see something similar to this:



**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.



Facebook Scheduled Recurring Uploads		
Enable Recurring Uploads	Yes	[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	Mar 30, 2017 at 11:06PM	[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. There is useful Magento extension that you can use to check if your Cron is working correctly, you can find It [here](#). In addition, you can learn more about Magento Cron in this [link](#).

**You are done with extension configuration. If are having any questions or having difficulties configuring the extension, feel free to get in touch with us at [info@remmote.com](mailto: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!*