



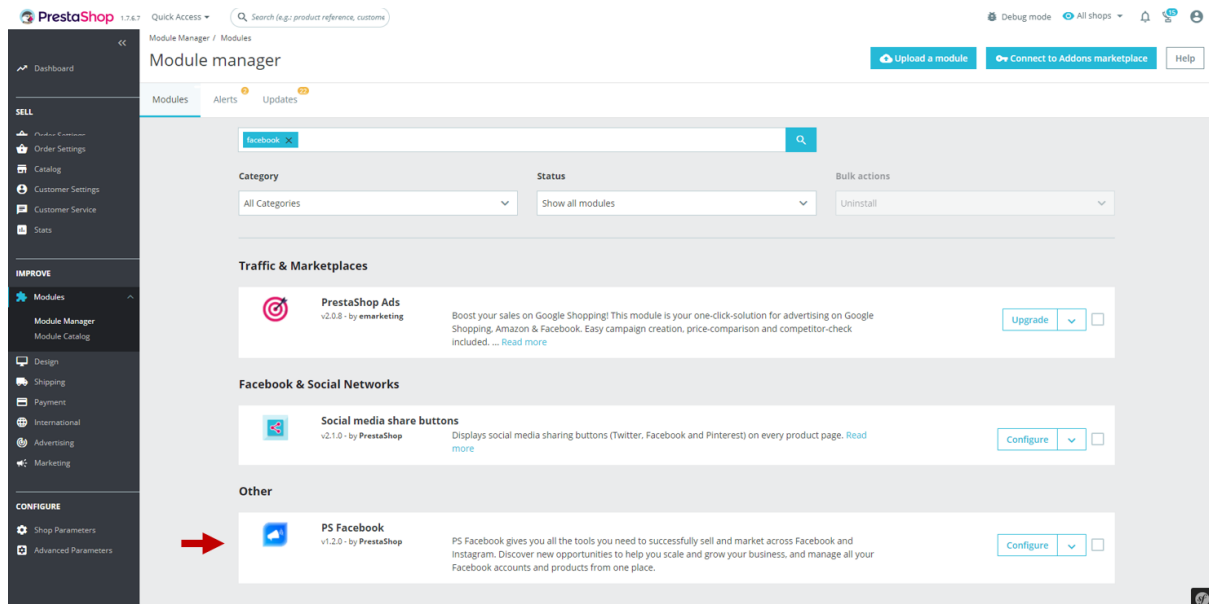
User Guide - PrestaShop Facebook

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Installation

New store

If you have just set up a new PrestaShop store, the PrestaShop Facebook module is pre-installed, accessible from your Module Manager page.



Existing store

If you wish to benefit from PrestaShop Facebook on an existing store, you will first need to install the PrestaShop Facebook module, available for free on the PrestaShop Addons marketplace.

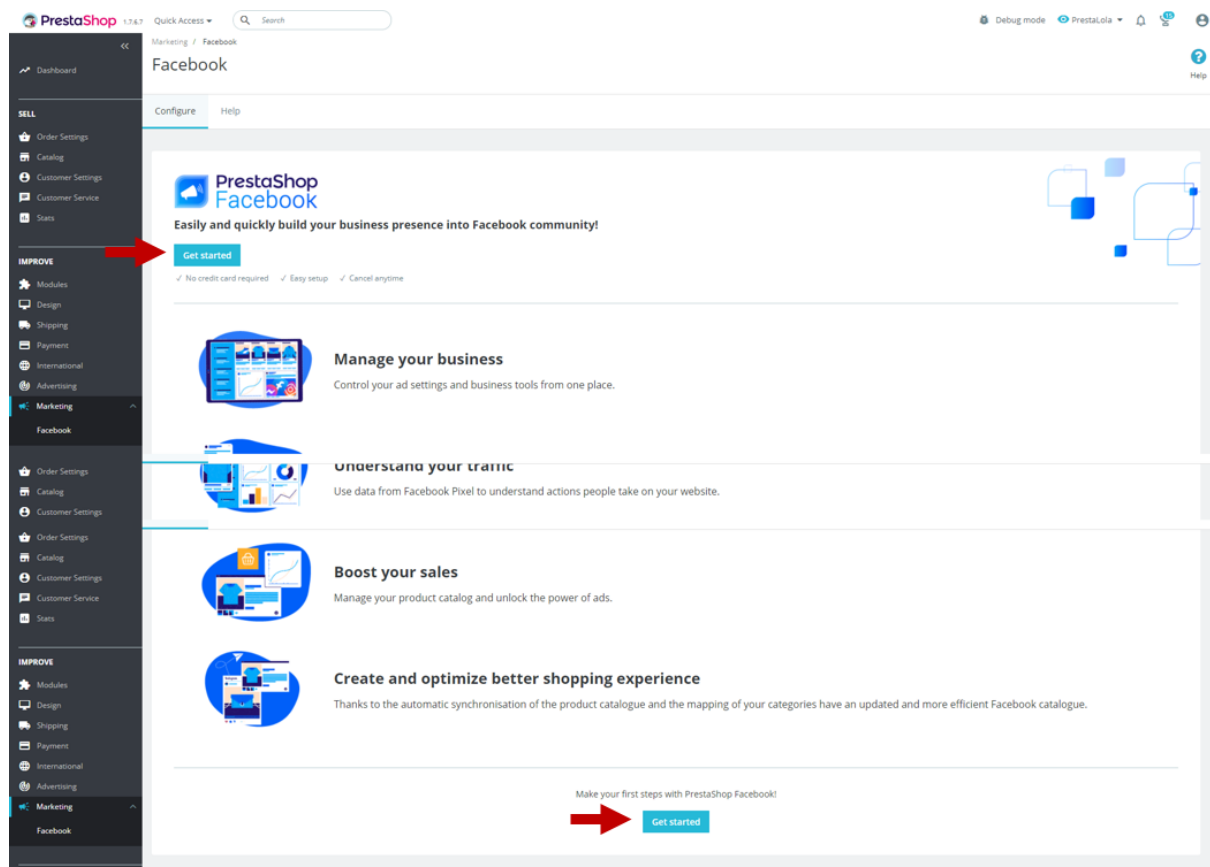
Once the module is installed, the PrestaShop Facebook configuration will be proposed to you.

Configuration

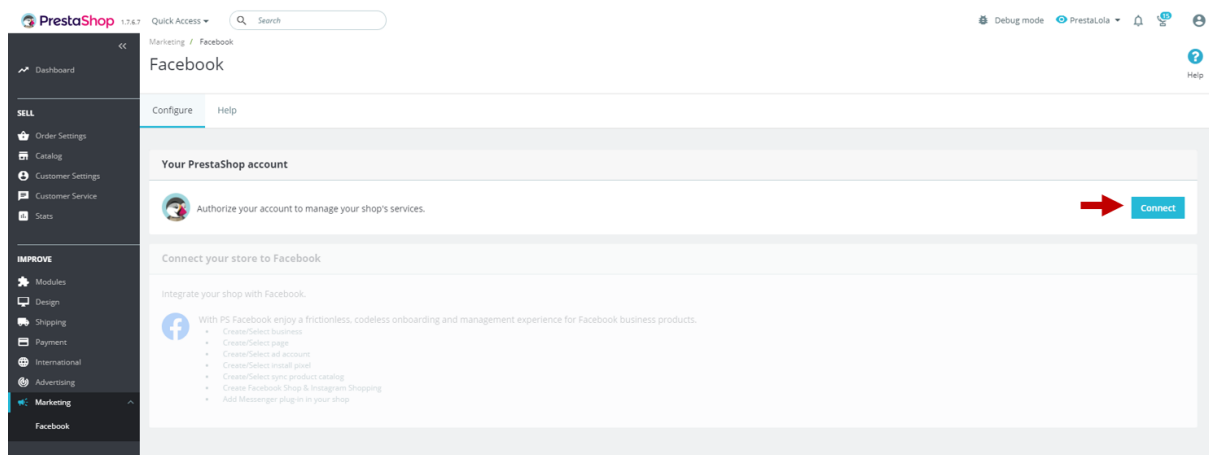
Login to your PrestaShop account

To activate your PrestaShop Facebook service, you must first log in with a PrestaShop Account. This same account will also allow you to log in and activate other Prestashop services later on, such as Prestashop Checkout or PrestaShop Metrics for example.

To start the configuration, click on the "Start" button.



Next, you will be prompted to log into your PrestaShop account by clicking on the login button.



A window will open to let you create your account or log in with your login and password. However, you will need to have an employee administrator profile.

- To create an account, enter your email address, indicate the password of your choice, read and accept the terms and conditions of use and then click on continue.
- To log in with your existing account, click on Log In and enter your login details.

The screenshot shows the 'Create your PrestaShop account' form. It has a dark blue background. The form includes fields for 'Email address' and 'Password', a 'Create account' button, and links for 'Already have an account? Sign in' and 'Back to PrestaShop Account'. There is also a language selector for 'English'.

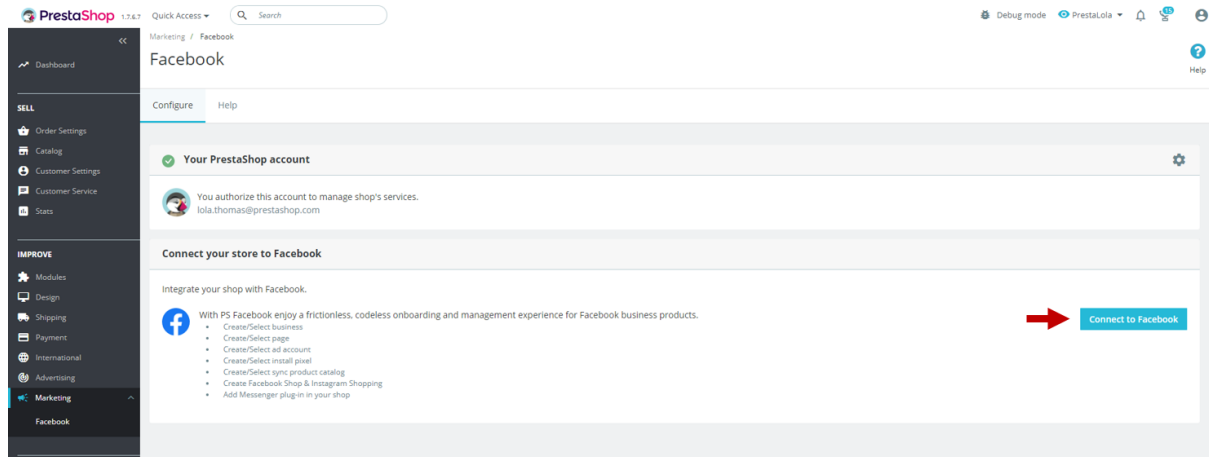
The screenshot shows the 'Sign in to your account' form. It has a white background. The form includes fields for 'Email address' and 'Password', a 'Sign in' button, a 'Sign In with Google' button, and links for 'Create a new account', 'Forgot your password?', and 'Back to PrestaShop Account'. There is also a language selector for 'English'.

Once this step is completed, your store is successfully linked to your PrestaShop merchant account to enjoy your new services. You are then automatically redirected to the PrestaShop Facebook configuration page. Your PrestaShop Account is now connected, the second step of login is now available.

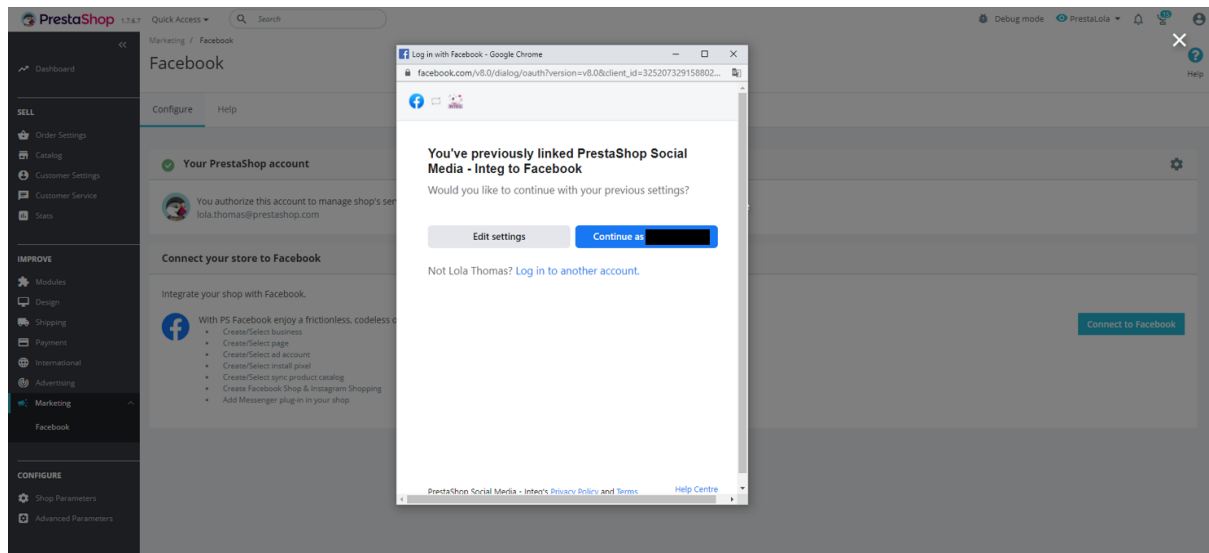
Facebook Business Extension

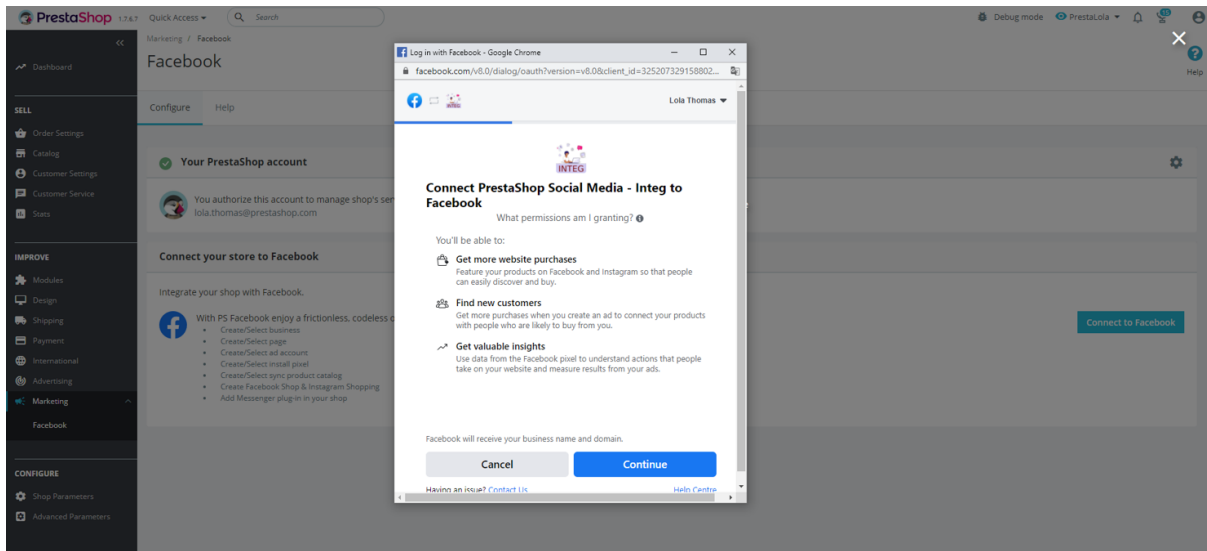
This second step of configuration allows you to connect your store to your Facebook accounts to benefit from the features of PrestaShop Facebook.

Click on the “Connect to Facebook” button and you will be redirected to a Facebook authentication window.

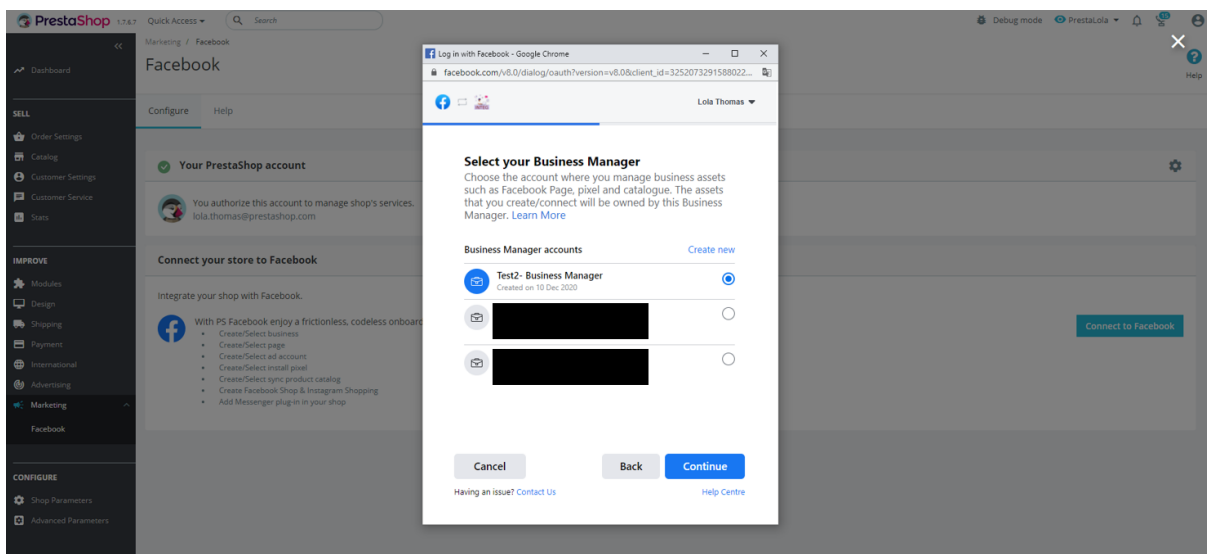


First, on the Facebook Business Extension login interface, choose the Facebook account you want to associate with your store. Click Continue to allow access to your account.

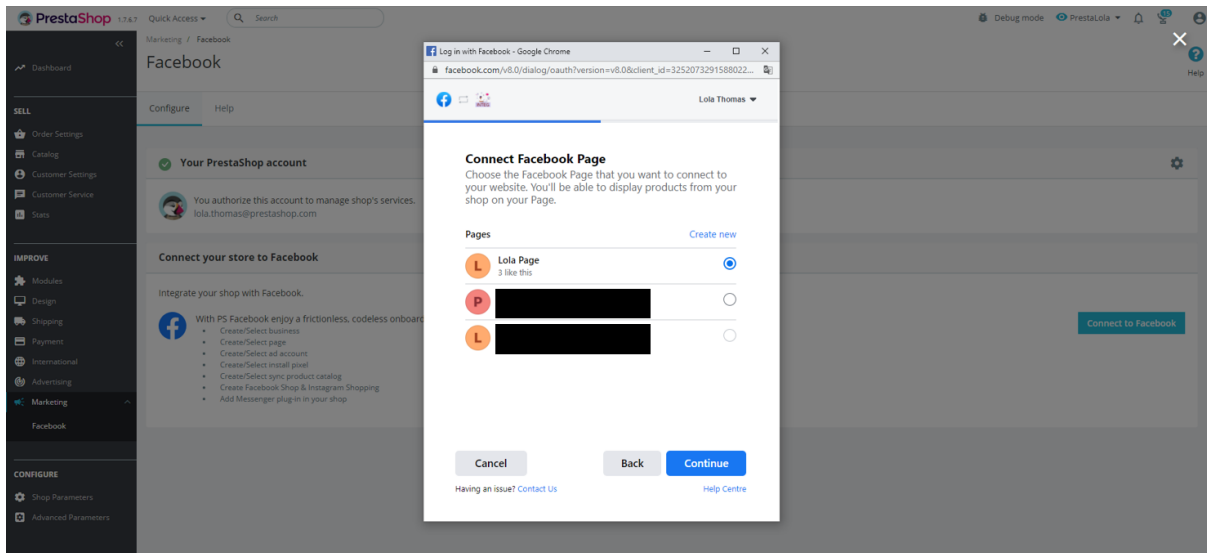




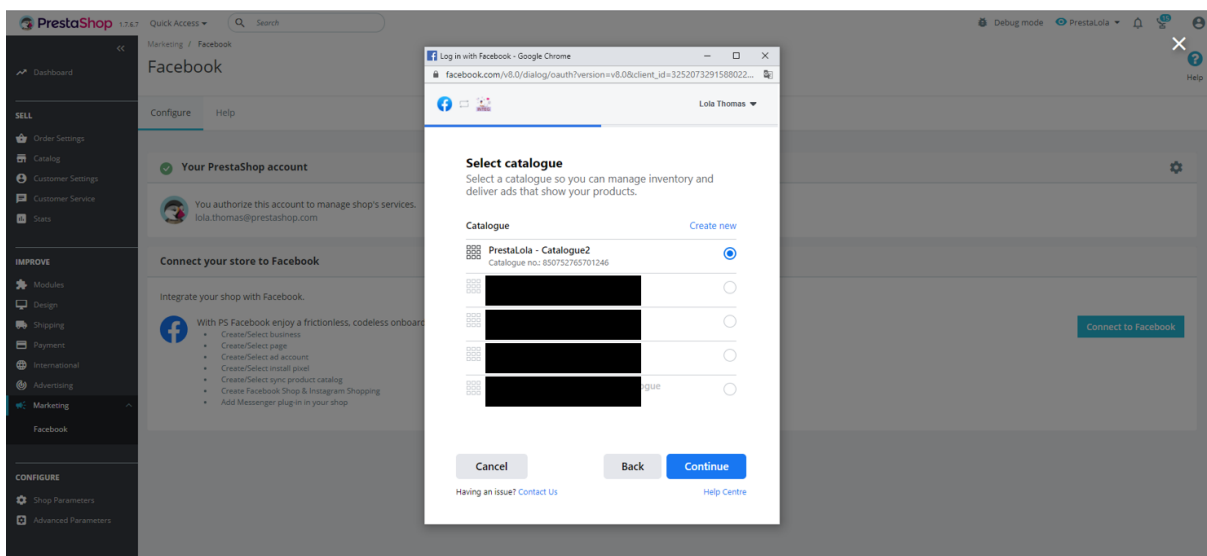
Once logged in, Facebook automatically recognizes your Business Manager accounts. These are accounts from which you manage your Facebook Page, your catalog and your Pixel. Choose the account you want to associate to your store or create a new account by clicking Create.



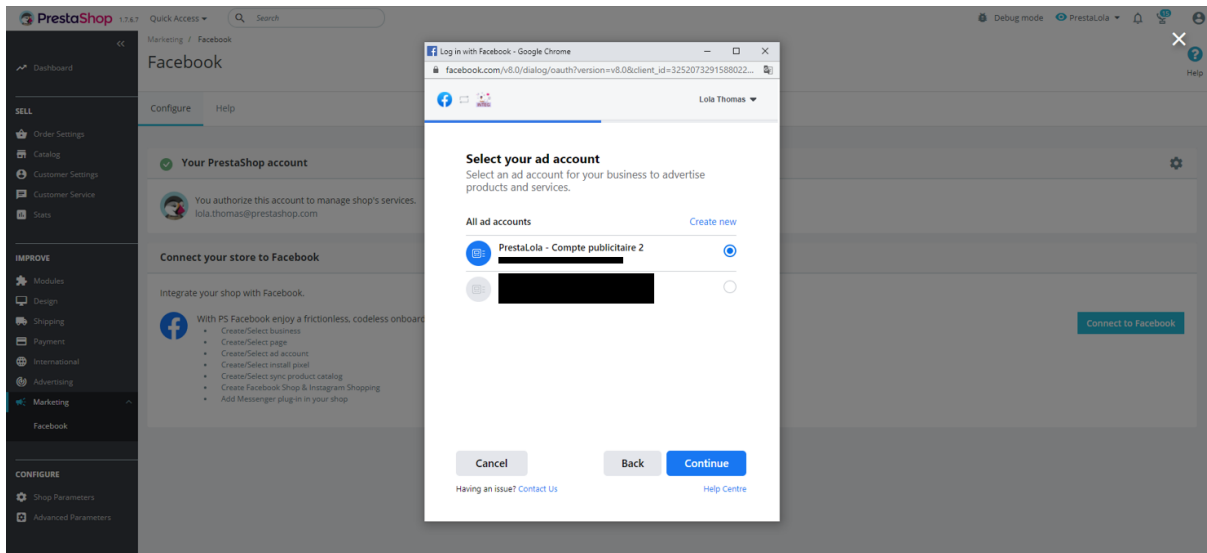
Now select the Facebook page you want to associate with your PrestaShop store. It is on this page that you will present your products to the billion Facebook and Instagram users. If you don't have a Facebook page for your store yet, create a new page by clicking on Create new.



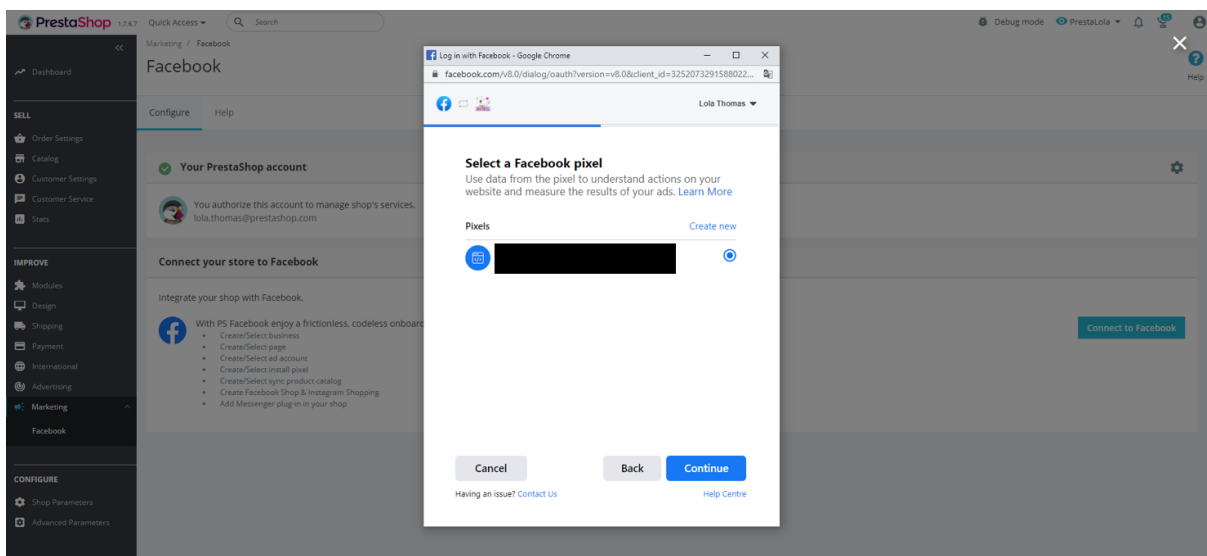
Then, select the catalog you wish to associate with your PrestaShop store. It is from this catalog that you will be able to publish your products. To create a new catalog, click on Create new.



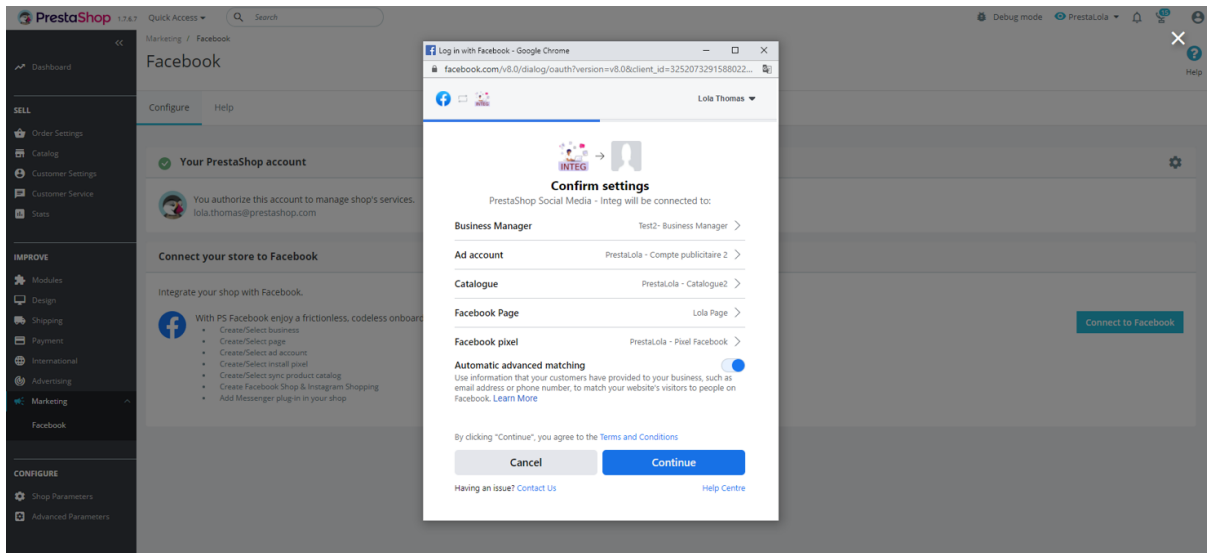
It's time to select your Facebook Ads account. This account will allow you to create and distribute advertising campaigns. If you don't have a Facebook Ads account yet, create a new account by clicking on Create new.



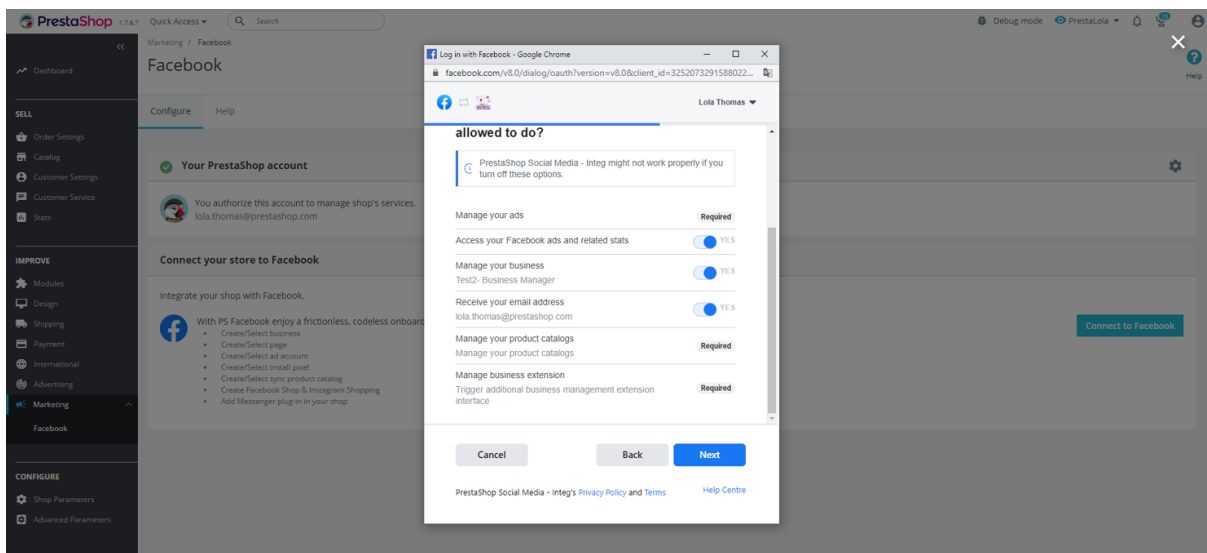
Finally, select your Facebook Pixel. Pixel is the tool that allows you to analyze the actions of visitors on your e-shop in order to create more personalized audiences for your ads. If you don't have a Facebook Pixel yet, create a new one by clicking on Create new.



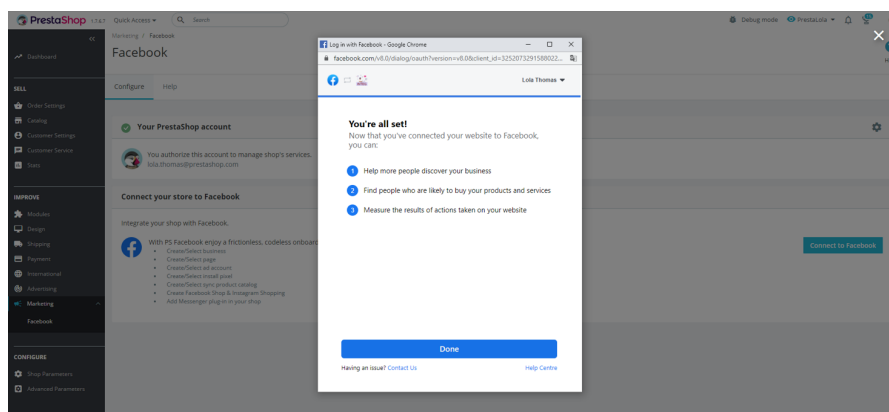
Then check your information and confirm your settings by clicking on Continue.



Allow PrestaShop Facebook to connect to your information so that the module works optimally. Click Continue to complete the configuration.

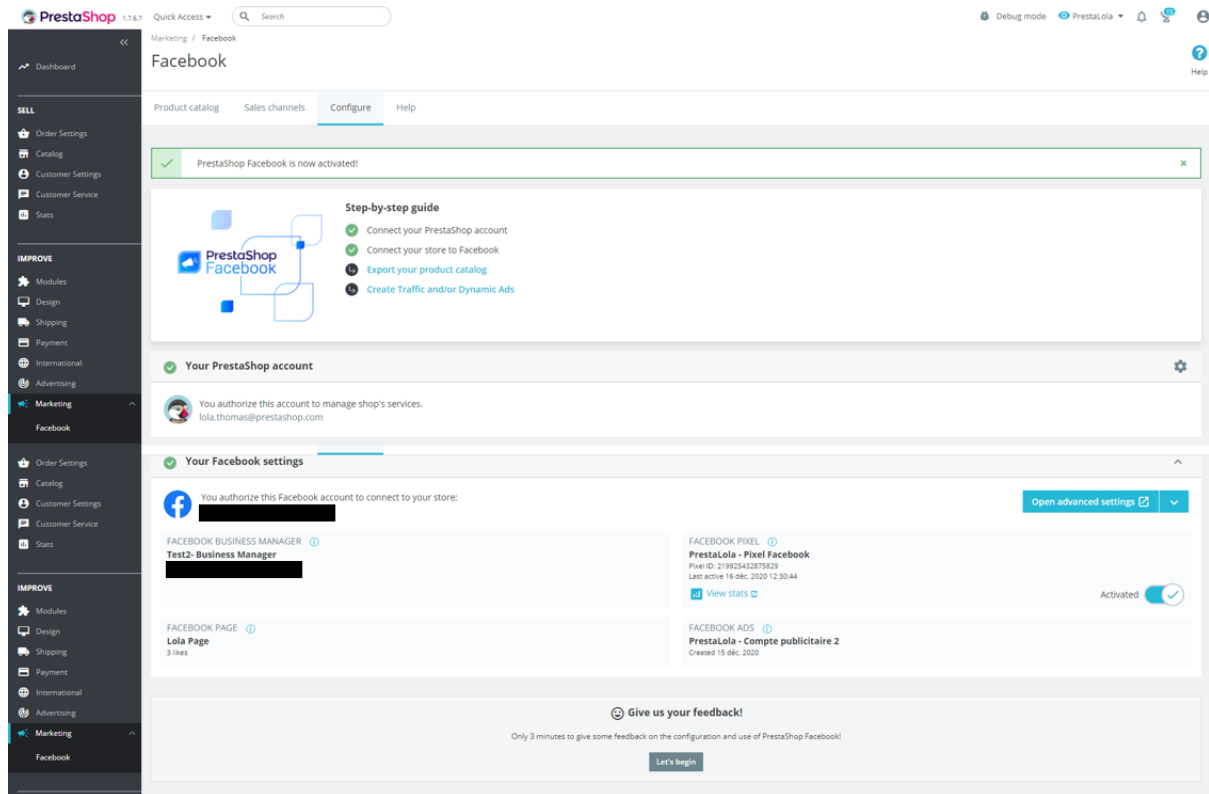


Here we go! All your Facebook accounts are connected to your PrestaShop store. PrestaShop Facebook is now configured and operational.



Settings modifications

You are then redirected to the PrestaShop Facebook configuration page where you can find the information of your Facebook account associated with your store, giving you the possibility to disconnect it or change your account if needed. You will also notice that new tabs appear: Sales Channels and Product Catalog.



If you want to change your Facebook settings, you can click on the multiple button that allows you to do several actions:

- Open Advanced Settings which opens, in another tab, the Facebook Business Extension home page.
- Restart onboarding that displays the Facebook login pop-in
- Logout which, on click, displays a pop-up confirming that you are logged out of Facebook. If you confirm then you are redirected to the previous step.



Pixel Facebook et l'API Conversions

Once your configuration is complete, you can see that your Pixel is automatically implemented in your shop. You can activate or deactivate it at any time from your Configuration page by clicking on the switch button.

The Pixel, installed in your shop, will track the following events:

- AddToCart: when a product is added to the cart.
- AddToWishlist: when a product is added to the wish list.
- CompleteRegistration: when a registration form is filled in.
- Contact: when a person gets in contact with the merchant via a contact form.
- CustomizeProduct: when a person customizes a product or chooses a variation of a product (example: another colour)
- InitiateCheckout: when people start the payment procedure before they have completed it.
- PageView: These are the default pixel-tracking page visits.
- Purchase: when a purchase is made or a payment process is completed.
- Search: when a search takes place.
- ViewContent: a visit to a web page that interests you (e.g. a product page or landing page).

PrestaShop Facebook also activates the Conversions API at the same time as Pixel for full visibility and more reliable data sharing. The Conversions API tracks the same events as Pixel but from the server, rather than through the browser.

You can check that Pixel and the Conversions API are working properly by clicking the View Statistics button. You will then be redirected to your Facebook Business Manager in the Event Manager section where you can see all the events traced back through Pixel and the Conversions API.



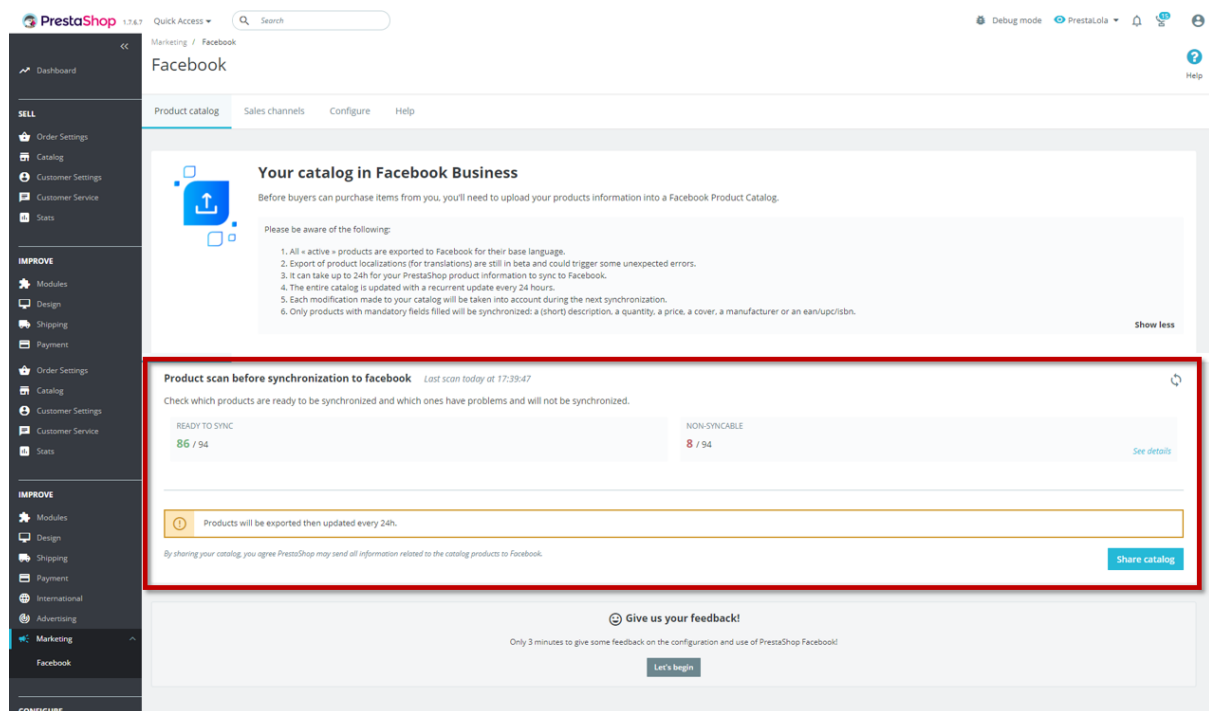
Having problems?

In case of problems or for any further information, please do not hesitate to contact us. A contact link to our direct support is available from the "Help" tab of the Prestashop Facebook module.

Tab - Product catalog

Export of the PrestaShop catalog

Pre-approval scan of the product catalog



Here you can view :

- the number of products from your PrestaShop catalog that are ready to be synchronised on the Facebook catalog at the next synchronisation
- the number of products that are not going to be synchronised at the next synchronisation

Why are some products not ready to be synchronised?

Thanks to PrestaShop Facebook a scan of the entire PrestaShop product catalog is made before synchronization to Facebook. Products having one or more of the fields listed below, empty, will not be synchronized on Facebook :

- a name,
- a (short) description,
- a quantity,
- a price,
- a link,
- a cover,
- a manufacturer or an ean/upc/isbn.

You can therefore see all the products with errors by clicking on *See details*. You then have the choice of being able to modify the products or not so that they can be exported to your Facebook catalog.

Your catalog in Facebook Business

Before buyers can purchase items from you, you'll need to upload your products information into a Facebook Product Catalog.

Please be aware of the following:

1. All « active » products are exported to Facebook for their base language.
2. Export of product localizations (for translations) are still in beta and could trigger some unexpected errors.

... [Show more](#)

Product scan before synchronization to facebook Last scan today at 17:38:39

Check which products are ready to be synchronized and which ones have problems and will not be synchronized.

READY TO SYNC
86 / 94

NON-SYNCABLE
8 / 94

[see details](#)

ⓘ Products will be exported then updated every 24h.

By sharing your catalog, you agree PrestaShop may send all information related to the catalog products to Facebook.

[Share catalog](#)

PrestaShop 1.7.6.7 Quick Access Search

Marketing / Facebook

Facebook

Product catalog Sales channels Configure Help

Refresh

ⓘ This feature is still in beta.

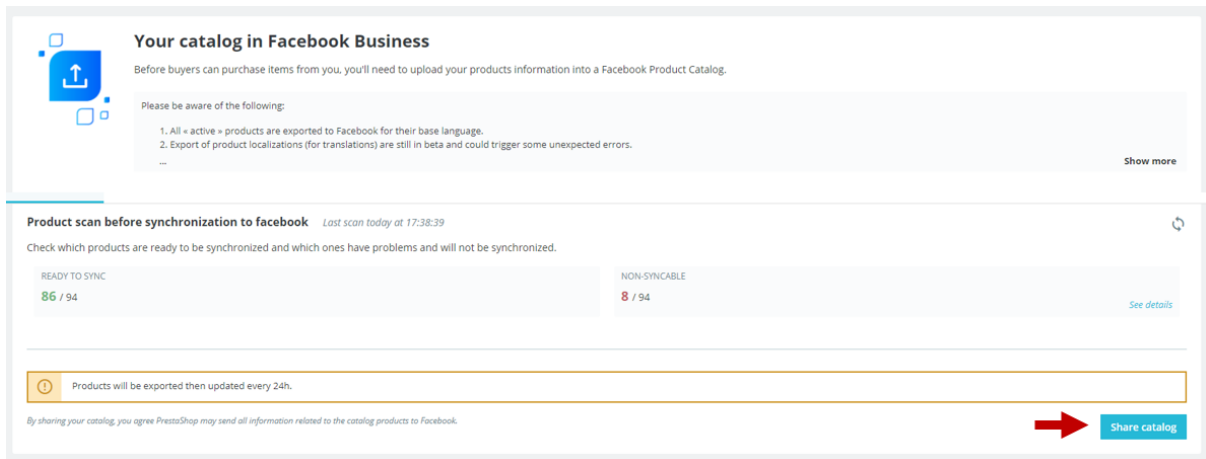
Name	LANG	COVER	DESC	BARCODE/BRAND	PRICE
Affiche encadrée Today is a good day	fr	✗	✓	✓	✓
Variant #21	fr	✗	✓	✓	✓
Variant #19	fr	✗	✓	✓	✓
Variant #20	gb	✗	✓	✓	✓
Variant #21	gb	✗	✓	✓	✓
Variant #19	gb	✗	✓	✓	✓
Pack Mug + Affiche encadrée	fr	✓	✓	✗	✓
Variant #	gb	✓	✓	✗	✓

All the modifications you make on these products will be taken into account during the next synchronisation. In order to check that the modifications have been taken into account, you can click on the *Refresh* button. Normally the product will change from "not synchronisable" to "ready to be synchronised" status.

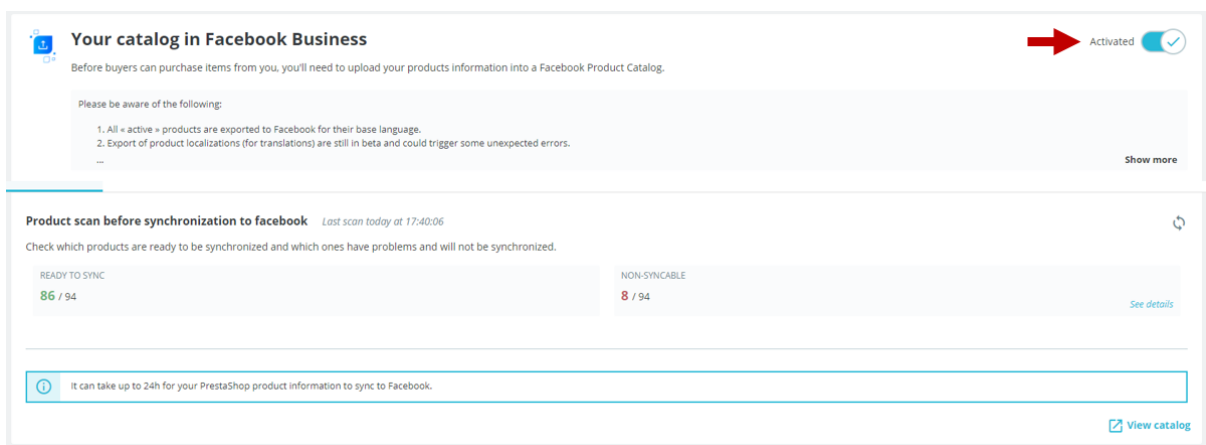
Export of your catalog on Facebook

Here we will explain how to start exporting your PrestaShop products to your Facebook catalog.

In the Product catalog tab you will find a block "Your catalog on Facebook Business". The interest is to allow you to export your PrestaShop products on Facebook Business in order to make them visible on the Facebook and Instagram platforms.

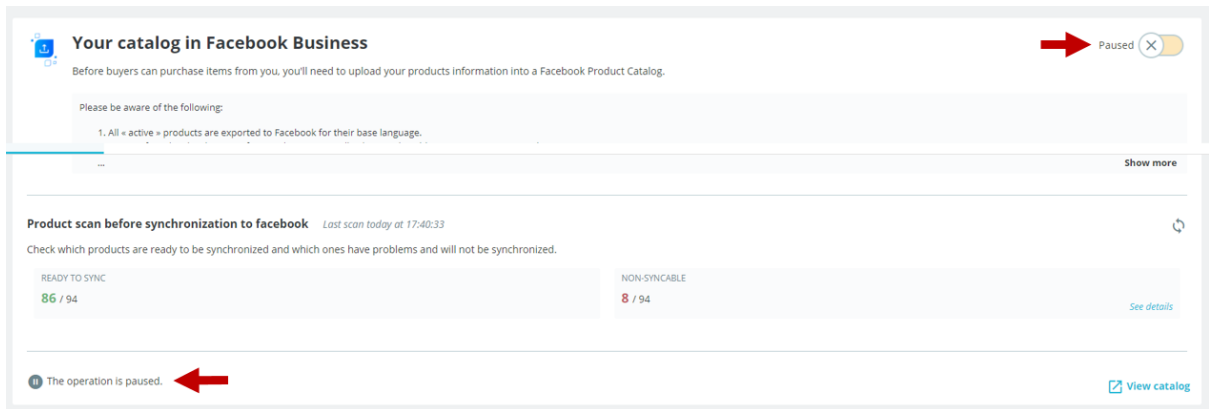
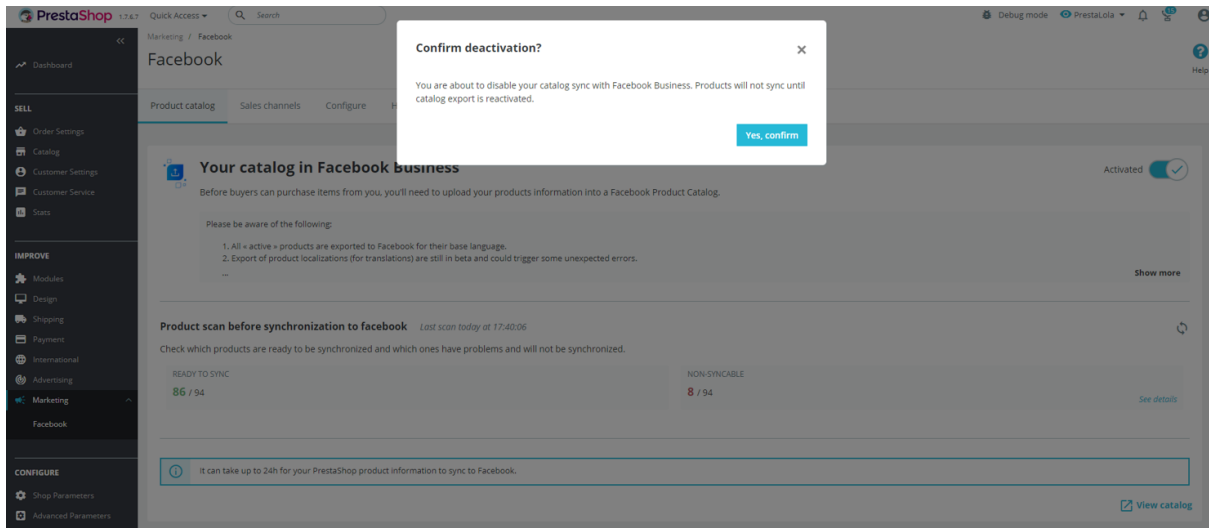


When you click on the "*Share my catalog*" button, you activate the catalog export feature on Facebook. This way all your "active" PrestaShop products will be sent to the Facebook catalog the day after you activate the export and you will see a switch button "On / Off" and a button "View Catalog".

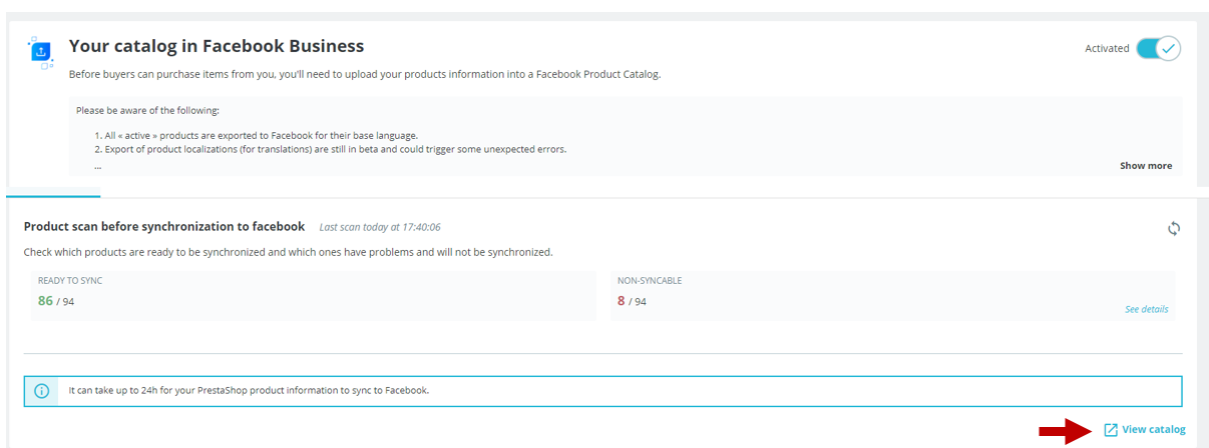


As soon as the export of the catalog is "Activated", then the catalog will be updated at 1 a.m. GTM time zone. So, if you make changes to product cards, or if new products are added to your catalog, you will have to wait until the next day to see the changes appear in your Facebook catalog.

You can deactivate and then reactivate the export feature of the catalog by clicking on the switch button. When you click a pop-in appears to confirm the deactivation.



You can also go to your Facebook catalog by clicking on "View catalog". Once you click, you will be redirected to the Catalog Manager in the Facebook Business Manager where your PrestaShop products will appear once the export is finalized.

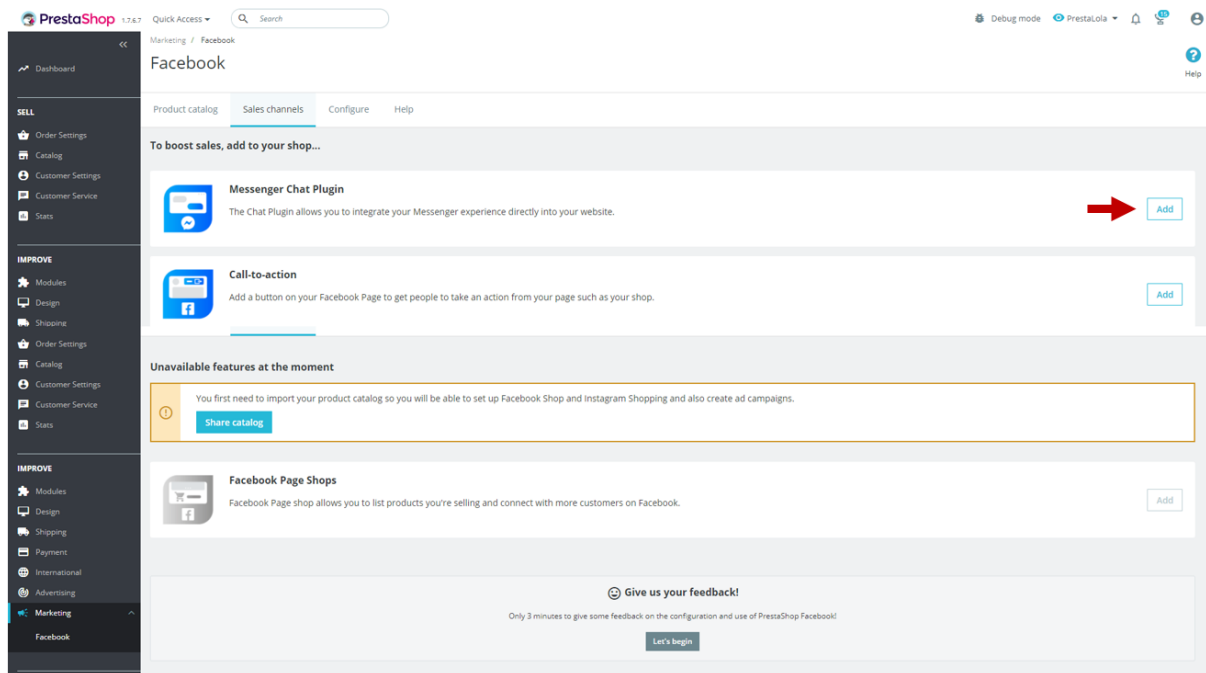


PrestaShop category mapping (Coming soon)

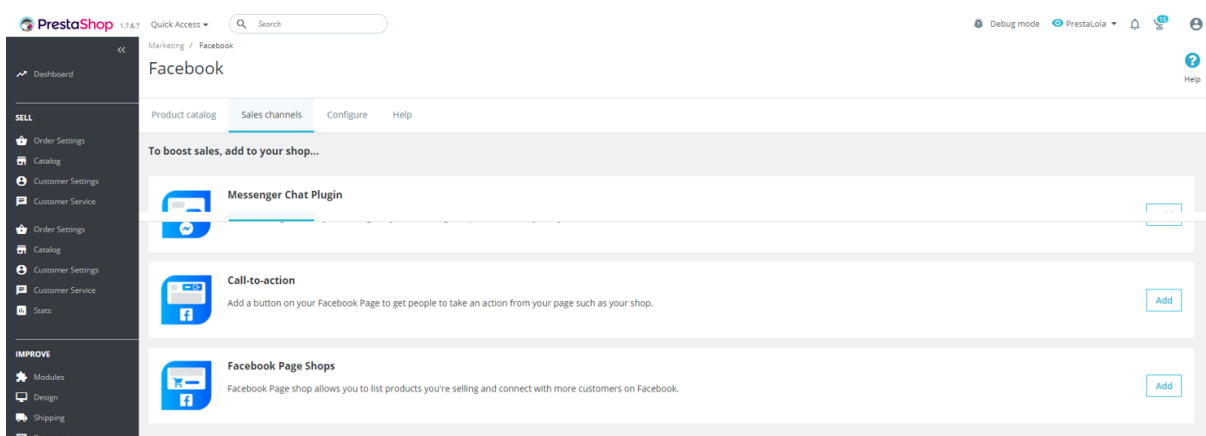
Tab - Sales channels

On the Sales Channels tab, configure additional features to enhance the shopping experience:

- Messenger Chat plug-in
- Call to action
- Facebook Shop



In the case of Facebook Shop, you must have previously exported your catalog before you can activate the feature.

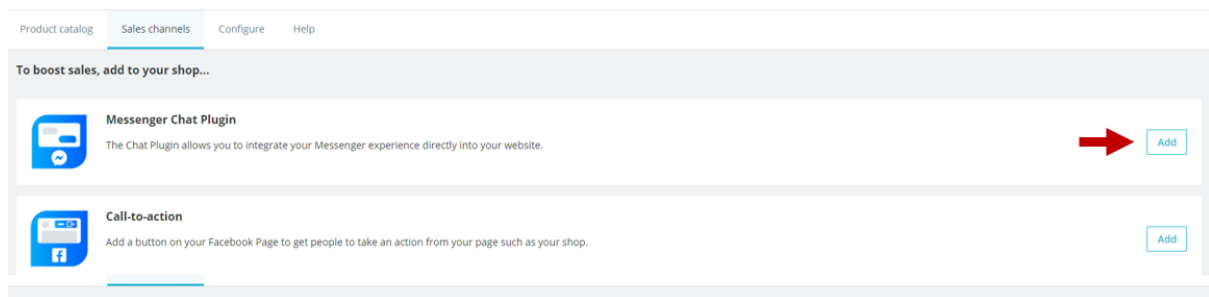


Messenger Chat Plugin

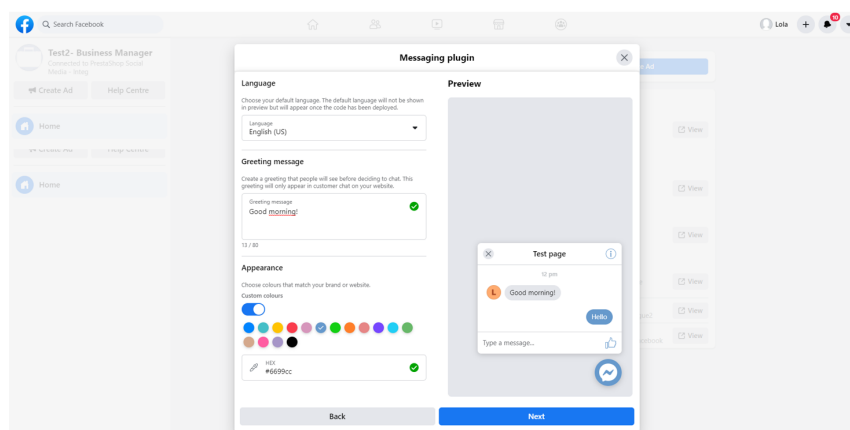
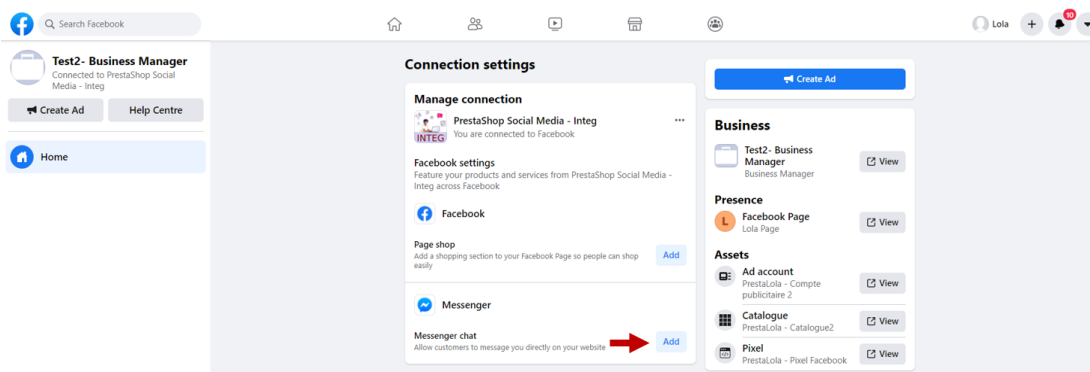
Add Messenger to your website so customers can ask questions about your products and services. Discussions started on your website can be continued in Messenger, allowing you to stay in touch with your customers.

You can choose from a number of different options, including live chats with your customers, automated responses or the creation of a personalised experience through third party developers.

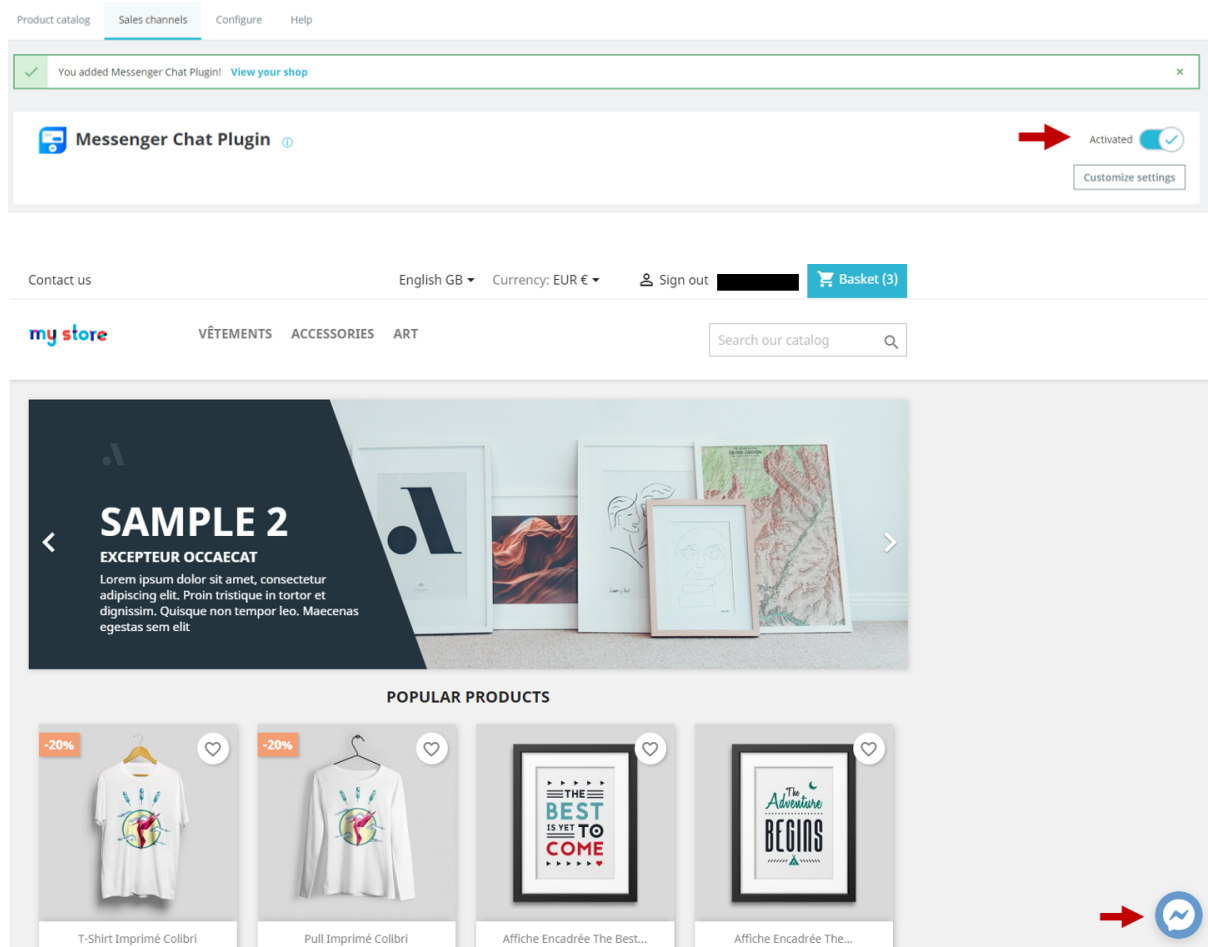
To activate Messenger, just click on the "Add" button.



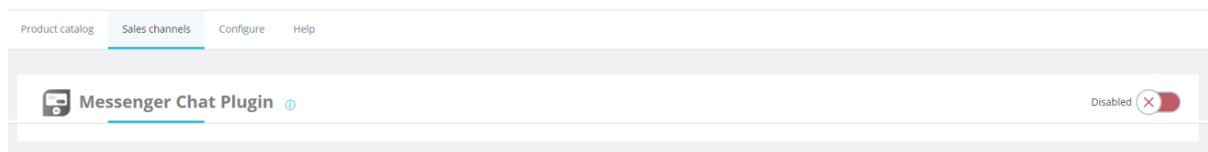
When you click, you will be redirected to Facebook Business Extension where you will find the Messenger feature you need to add. By clicking "Add" again on Facebook Business Extension, you will be able to configure your plug-in (introduction phrase, language, colour...).



Once Messenger is activated on my site, if I go back to the Sales Channels tab, the functionality is displayed as "Activated" and I can go to my site to check the display of the plug-in.



You can deactivate the feature by clicking on the switch button.



Facebook Page Shops

Facebook Page Shops allows you to add a Shop tab to your Facebook Page where all the products in your Facebook catalog will appear.

If you have not activated the export of your catalog you will not be able to activate Facebook Page Shops. So make sure you enable this feature beforehand.

Once you have activated the catalog export, you will be able to go back to the "Sales Channels" tab and click on "Add". When you click, you will be redirected to Facebook Business Extension where you can click on "Add".

You can deactivate this feature by clicking on the switch On/Off button.

Call to action on the Facebook page

The button on your Facebook page allows you to add a button, e.g. Buy Now, to your Facebook page that redirects to your site.

From the "Sales channels" tab, when you click on "Add", you are redirected to your Facebook page where I can add the call-to-action and the url of the site on which you want to redirect your community.

Help / Support

In the event of a problem or for any additional information, do not hesitate to consult our help section to find our FAQs and a contact link to the dedicated PrestaShop Facebook support.