PrestaShop Facebook

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GENERAL

What is Facebook Business Extension?

The **Facebook Business Extension** (FBE) is a pop-up solution that allows Facebook users to easily configure the **Facebook Pixel**, **Business Manager** and feature page, such as stores associated with pages, **Messenger** features, **Instagram** features, and more.

Can I use this module if the multistore feature is enabled?

No. This module is not multi-boutique compliant.
During configuration you will have to choose the shop you wish to configure. You can only configure one at a time. If you have already configured **PrestaShop Facebook** on one of your shops and you also configure it on a second shop, then you will be automatically disconnected from the first shop.

INSTALLATION

I don't see the Facebook tab in the menu after installing the Facebook PrestaShop module.

You need to refresh your back office after installing the module and you will see the **Marketing / Facebook menu** appear.

I can't install the PrestaShop Account module.

The **PrestaShop Account module** is automatically installed when you install **PrestaShop Facebook**. In some cases, the automatic installation may fail.
First, make sure to clear your browser's cache (see your browser's instructions. For **Chrome**: https://support.google.com/accounts/answer/32050). Otherwise, disconnect your back office from your **Addons account** and return to the **PrestaShop Facebook** configuration page.
The installation should now be done correctly.
On a **version 1.6.1**, in case of error, please install PrestaShop Account from your modules page.

If the problem persists, do not hesitate to contact us.

CONFIGURATION

What is the advantage of Prestashop Account and do I need to have an account to use your service?

Your **PrestaShop Account** allows you to easily activate and manage services on your PrestaShop store. To activate a service, such as **PS Facebook** or **PS Metrics** and **PS Checkout**, you will be asked to create your **PrestaShop Account** or to login to it and then associate your store to it.

By allowing your **PrestaShop account** to be linked to your store, you authorize it to subscribe to services, manage them and be billed. This account will be used for all services activated on your store.

Why can't I login to my PrestaShop Account?

Make sure to check that there is not another **PrestaShop Account** that is connected for another PrestaShop service: **Metrics** or **Checkout**. Only one account can be logged on the same store.

If an account has been used for **Metrics or Checkout**, you will have to reuse the same account when configuring **PrestaShop Facebook**.

Do I need to have a Facebook account to use this service?

When logging in to **Facebook Business Extension** you will be asked to log in to the **Facebook account** linked to your business page.

If you don't have a **Facebook account**, please make sure to create one beforehand. You will then be able to create your business page, **business manager account**, catalog, **Pixel** and **ad account** when you log in to **Facebook Business extension** from **PrestaShop Facebook**.

What happens if I uncheck the permissions I am asked for when I log in to Facebook?

In order to make **PrestaShop Facebook** work at its best, when logging in to **Facebook**, make sure that you do not disable permissions. Without these permissions, you will not be able to benefit from the module's key features such as your catalog export to **Facebook**.

Why do I get the following error message when I configure my module: *«An unknown error occurred during onboarding process. Please reload and try again.»* ?

This error is generic and can be caused by different occasions (an internal problem in your store, an unavailability of **PrestaShop** and/or **Facebook** servers...).
In most cases, the errors are sent back to us for processing.

Can the use of an ad blocker interfere with the configuration of PrestaShop Facebook?

The module needs to interact with **Facebook**, especially to open the login screen. An Ad Blocker or any other protection tool can prevent this window from opening, and thus cause the module to malfunction.

I have finalized the connection of my store to Facebook, can I re-start Facebook onboarding to change my settings?

It is possible to restart the connection of your store to **Facebook** by going to your Configuration tab, clicking on «**Modify the account settings**».

PIXEL

What should I do if the Facebook Pixel is already installed on my PrestaShop website?

If you already have the **Facebook Pixel** installed and you are running dynamic ads on **Facebook**, you do not need to use the **PrestaShop Facebook extension**. If you have installed the **Facebook Pixel** but not the dynamic ads, if you think you have misconfigured the **Facebook Pixel** and want to benefit from the conversion **API** (see details in the next question) or an automatic update of your catalog on **Facebook**, you need to use the **Facebook PrestaShop module**. Remember that you will need to manually remove the **Facebook Pixel code** from your website before you start, otherwise you will have two versions of your **Pixel** on your website.

If you delete your existing **Pixel** and start again with the **PrestaShop Facebook** module, we recommend that you pause your active campaigns first and reactivate them immediately. This way you will minimize the impact on your website.

What is the Conversions API and what is it used for?

Conversions API is one of our **Facebook Business Tools** that lets you share key web and offline events, or customer actions, directly from your servers to ours. **Conversions API** works with your **Facebook Pixel** to help improve the performance and measurement of your Facebook ad campaigns.

How to view events triggered by Pixel Facebook?

Once you've finished configuring **PS Facebook**, you can click the View Stats button in the **Pixel block of the Configuration page**, and you'll be redirected directly to your **Event Manager** in **Facebook Business**.

Why, despite a completed and successful configuration, I don't see any triggered events from Pixel Facebook?

The first events may take more than a day to be displayed in the **Event Manager**. To confirm the correct **Pixel** configuration, you can use the **Event Tester** in the **Event Manager** on **Facebook**.

What events are triggered by Pixel Facebook?

AddToCart	track the addition of items to the shopping cart.
AddToWishlist	when a product is added to the wishlist.
CompleteRegistration	when a registration form is completed.
Contact	when a person gets in touch with the merchant via a contact form.
CustomizeProduct	when a person customizes a product or chooses a variation of a product (example: another color)
InitiateCheckout	when people start the payment process 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 is performed.
ViewContent	A visit to a web page that interests you (e.g. a product page or landing page).

What is Automatic Advanced Matching?

Advanced Matching is an option in your **pixel settings**. It allows the pixel to collect additional data and compare it with the **Facebook** user base to increase the probability of matching with the right user.

Specifically, if a logged-in visitor purchases a product (an event that is tracked by your pixel) but uses a browser or extension that prevents the pixel from loading, advanced matching allows Facebook to retrieve the user's information and have a greater chance of finding the person in the Facebook user base using the information entered in the form (e.g., first name, last name, email address, etc.)

What customer fields does Pixel track for Automatic Advanced Matching?

E-mail address, Gender, City, State, Postal code and country, First and last name, Phone number, Date of birth, External ID. You can view all the options in the Settings of your **Event Manager** (in your **Business Manager**).

SYNCING OF PRESTASHOP PRODUCTS TO FACEBOOK CATALOG

How does the module synchronize PrestaShop products with the Facebook catalog?

We use a daily generated and scheduled feed to synchronize PrestaShop products with the Facebook catalog.

I have just activated the catalogue export for the first time but my products do not appear in my Facebook catalogue.

Don't worry, it's perfectly normal. Your products will be exported to the Facebook catalogue at 1am GTM following the activation of the catalogue export. Go to your Facebook catalogue the next day to check if all your products have been exported.

I have made changes to my PrestaShop products (ex: updated product prices). Why are my changes not reflected in the Facebook catalog?

All changes made to one or more products will be updated on your Facebook catalog during the scheduled synchronization which is done daily.

How many product catalogs can I use with this setup?

You may only use 1 product catalog.

How many products can I have in my catalog?

There is no limit to the number of products.

Which products will be exported to my Facebook catalog?

All «active» PrestaShop products will be exported and updated to your Facebook catalog.

My changes are not reflected, what should I do?

Make sure that the product scan does not report any errors. Then wait 24 hours after the last modification to be sure that the synchronization has been pushed on Facebook. If there are still problems, please contact our customer service.

How is the module syncing PrestaShop product discount prices to Facebook catalog?

The module takes the Special prices of the PrestaShop products and sync them to Facebook catalog. If a date period is set, the discount will be for that date period. Otherwise, the discount will be treated as always-on discount.

Is it possible to choose to export a single product category?

No, you can only export your entire PrestaShop catalog to Facebook.

Why do I have duplicate products appearing in my Facebook catalog?

Check your data sources in your Catalog Manager. In order to avoid duplication, you should have only one data source: either your PrestaShop catalog if you have activated the export or your Pixel. If both are enabled, be sure to disable one.

What happens if I delete all my products directly from the Facebook catalogue? Is it during the next synchronisation, these products will be re-exported again?

Initially, only products that have been modified from your **PrestaShop back office** are synchronised on your **Facebook catalogue**. So, if you have deleted products from your **Facebook catalogue**, these products will not necessarily be re-exported.

To do so, you can go to **Product Catalog** tab and after exporting your products, go to the text block *«Please following...»* and click on the hyperlink below.

By clicking on this link, you make sure that at the next synchronization, you will have all your **PrestaShop products** that will be sent back to **Facebook**.

The export of the catalog and/or the synchronization of my product information does not work.

First of all, make sure that your **PrestaShop Account** module is up to date. Unfortunately, if the module is not up to date, you may have problems exporting or synchronizing your products. If you find that your **PrestaShop Account** module is up to date, please contact our customer service department so that they can solve your problem.

The prices of my products in the Facebook catalog are displayed net of VAT.

Very quickly, a feature will allow you to map your **PrestaShop categories** with **Google categories** which will allow you to apply the right taxes to your products and display them with all taxes included.

MESSENGER

Why doesn't Messenger Chat display on my site even though I have activated it?

The store domain must be allowed to display **Messenger**. To do so, it is necessary to enter it in the list of authorized sites when configuring **Messenger**.

Is it possible to configure business hours?

It is not possible to configure opening hours. By default the **Messenger chat** is displayed and available 24 hours a day, 7 days a week.

Why is it that the picto Messenger is positioned on the right-hand side of my site but when I click on it, the window opens on the left-hand side?

It is possible that your theme conflicts with the **Messenger plug-in code**. Don't hesitate to check if your css doesn't block the positioning of the **Messenger window**.

PrestaShop Facebook

Contact PrestaShop Facebook's dedicated Technical Support team at
support-facebook@prestashop.com

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for more information, please follow this link:
www.prestashop.com/en/prestashop-facebook

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