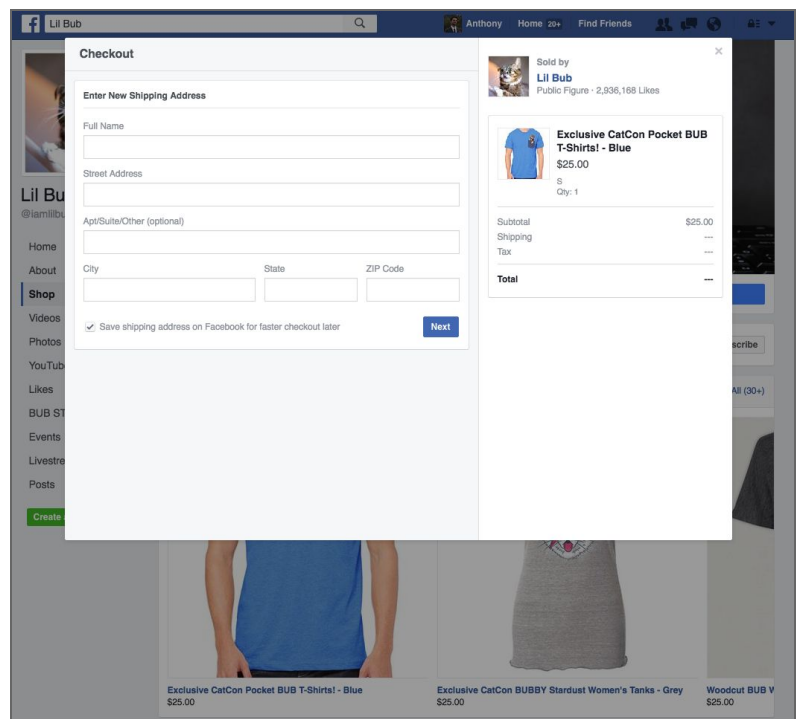


Facebook Shop Checkout Beta Launch Guide

Facebook Shop Checkout is a new feature allowing BigCommerce merchants to add a native checkout experience directly within their Facebook Shop. This launch guide outlines the current product solution and provides beta testers with steps to enable Checkout on their existing Facebook Shop.

THINGS TO KNOW ABOUT FACEBOOK SHOP CHECKOUT

- BigCommerce Facebook Checkout will **enable a checkout page on the Facebook Shop listings for all eligible products.**
- **Items with non-standard options, like customized products, are not supported on Facebook Shop Checkout.** Therefore these items will display a message to shoppers prompting them checkout on your BigCommerce store.
- **Facebook Shop Checkout is currently only available within the United States.** Therefore Facebook users viewing your Facebook Shop from outside of the US will continue to see a “Checkout on Website” button on your Shop listings, directing them to checkout on your BigCommerce store.
- At this time, Facebook Shop Checkout does not support a shopping cart. Therefore **Facebook shoppers can only purchase one product, or multiple units of a single product, per Facebook Shop Checkout order.**

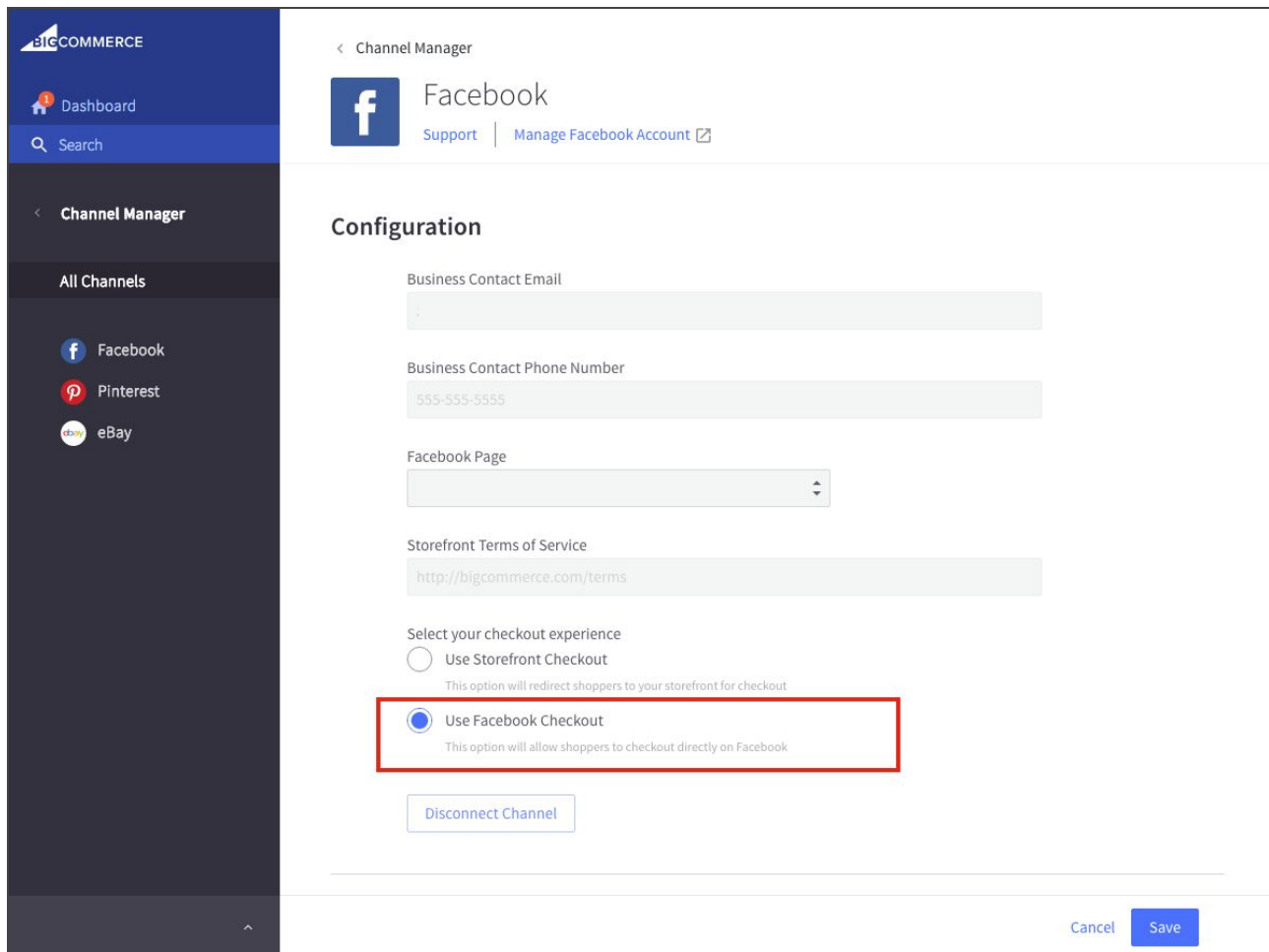


REQUIREMENTS FOR FACEBOOK SHOP CHECKOUT

- **Facebook Shop Checkout is currently only available to US Facebook users.** For international merchants, US shipping and a default currency of USD is required to enable Checkout within the BigCommerce Facebook Channel.
- Currently **merchants must meet the following conditions** to sell directly through Facebook Shop Checkout:
 - Sell in a currency of US Dollar (USD) and have enabled shipping to the United States
 - Currently using PayPal powered by Braintree as their store's payment gateway
 - Able to reply to consistently customer service inquiries within 72 hours from customers on Facebook
 - Orders from Facebook Checkout must ship within 5-7 business days

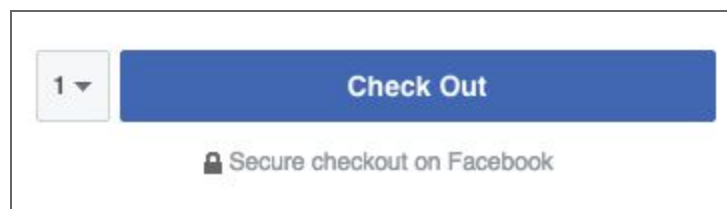
ENABLING FACEBOOK SHOP ON YOUR FACEBOOK CHANNEL

1. Within your Store's control panel navigation select Channel Manager
2. Choose Facebook
3. Within the Facebook channel select the "Use Facebook Checkout" option
4. Click "Save" within the lower right hand of the Facebook channel settings screen
5. **Please confirm with BigCommerce once you have saved these settings**



The screenshot shows the BigCommerce Channel Manager interface. On the left is a dark sidebar with navigation links: Dashboard, Search, Channel Manager (selected), and All Channels. Under All Channels, there are icons for Facebook, Pinterest, and eBay. The main content area is titled 'Channel Manager' and 'Facebook'. It includes links for 'Support' and 'Manage Facebook Account'. The 'Configuration' section contains several input fields: 'Business Contact Email', 'Business Contact Phone Number' (with the value '555-555-5555'), 'Facebook Page' (a dropdown menu), and 'Storefront Terms of Service' (with the value 'http://bigcommerce.com/terms'). Below these is a section titled 'Select your checkout experience' with two radio button options. The first option is 'Use Storefront Checkout' with the description 'This option will redirect shoppers to your storefront for checkout'. The second option, 'Use Facebook Checkout', is selected and highlighted with a red rectangular box; its description is 'This option will allow shoppers to checkout directly on Facebook'. Below the radio buttons is a 'Disconnect Channel' button. At the bottom right of the configuration area are 'Cancel' and 'Save' buttons.

6. Within a few minutes you should see your Facebook Shop listings now contain a "Check Out" button where a "Check Out on Website" button previously appeared (see below)



7. Clicking this "Check Out" button will initiate a Facebook Shop Checkout for the shopper

VIEWING YOUR FACEBOOK CHECKOUT ORDERS IN BIGCOMMERCE

- Orders generated from Facebook Shop and Facebook Shop Checkout will be listed with a Facebook logo in the Orders section of your BigCommerce store
- You can also **use the Custom View “Orders from Facebook Checkout” to view only your Facebook Checkout orders**

[Dashboard](#)

[Search](#)

Orders

[View](#)

[Add](#)

[Search](#)

[Export](#)

[Shipments](#)

[Return Request](#)

[Tracking Numbers](#)

[Gift Certificates](#)

View Orders

All Orders Awaiting Fulfillment Awaiting Payment Awaiting Shipment High Risk Pre-Orders More ▾

Custom Views

1 order matched your search criteria and is shown below.

Add

Export All

Choose an action ▾

Confirm

Filter by Keyword ×

Search

View 20 ▾

	Date ▾	Order ID	Customer	Status	Total	Action
<input type="checkbox"/>	5th Aug 2016			Awaiting Shipment ▾	\$30.94	...

Billing

[Copy](#)

United States

05 Aug 2016 15:20:22

Facebook Checkout

Credit Card

Shipping

[Copy](#)

United States

US Zone 8

Standard

\$5.99

N/A

Order

1 item

1 x Country Girl® CG Arrows Tie Dye Bag CG05102

[Ship Items](#)

Subtotal\$24.95

Shipping\$5.99

GRAND TOTAL\$30.94

View 20 ▾

Made with ♥ by the Bigcommerce team

Build scb (d26086a7ad073928e56908e6d549b128507bd63c 20160806025815)
Version 20160804183932

CUSTOMER EXPERIENCE ON FACEBOOK CHECKOUT

1. **“Check Out” button is displayed prominently on your page’s Facebook Shop listings**



2. **Shopper chooses product (or option) they wish to purchase and clicks “Checkout”**



3. **The Shopper is presented with a checkout form on Facebook.** If they have previously saved their payment information to Facebook they will not be prompted to enter this again, even if buying for the first time from merchant’s Facebook Shop.

Checkout

Enter New Shipping Address

Full Name

Street Address

Apt/Suite/Other (optional)

City

State

ZIP Code

☒ Save shipping address on Facebook for faster checkout later

Next

Sold by
Country Girl
Clothing · 1,113,550 Likes

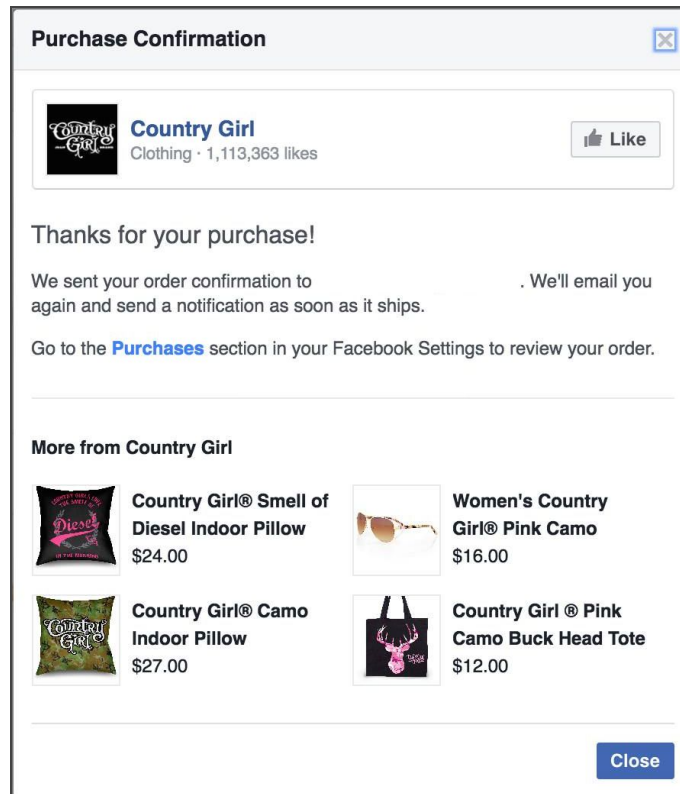
Women's Country Girl® Take me Fishing Tee
\$19.00
LG
Qty: 1

Subtotal
Shipping
Tax

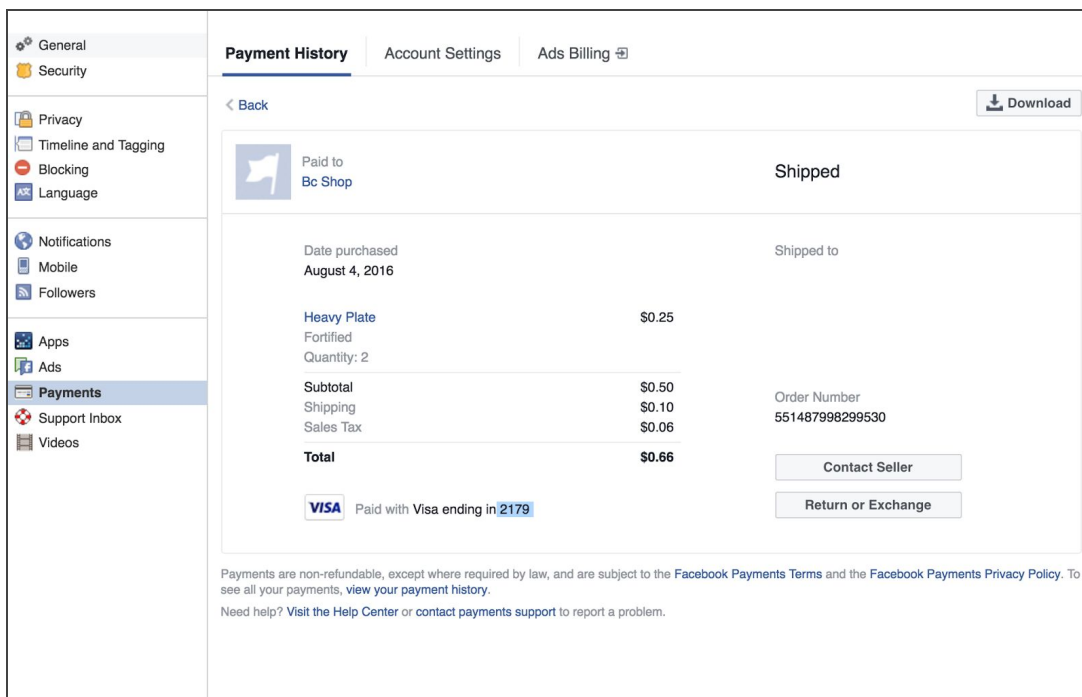
\$19.00

Total

4. After checkout is complete, the shopper is presented with a **Purchase Confirmation page on Facebook**




5. **The Shopper can see past orders within the Payments section within their Facebook settings.** This allows shoppers to review the status of their Shop Checkout orders and contact merchants with issues or returns.



6. If the Shopper chooses “Contact Seller” they will be prompted with a request form to contact your store . **These messages will be sent to the Business Contact Email address listed within your Facebook Channel in BigCommerce.** Facebook expects all merchants to reply to customer messages within 72 hours.

Contact Seller



Sold by

Country Girl

Clothing · 1,113,552 Likes

You can ask about an item for sale, a return, or anything else. Just enter a few details below and Country Girl will email you back.

What's your question?

Please select an option ▾

What's your email address?

Tell Country Girl what's going on:

Ask your question or explain your issue here. Provide as many details as possible.

Cancel

Send