**Catalog**

The catalog is a place where you list your items Facebook catalog is used for Ecommerce. We bring products from the website to the Facebook catalog to enlist so that we can use them for the Facebook shop, Instagram Shop, or Ads (DPAs) Dynamic Product Ads.

FB Shop

Ads(DPAs)

IG Shop

FB Catalog

Website

Now we only discuss how to bring products from the website to the Facebook Catalog.

**How to create a Facebook Catalog and manually add products to it:-**

IN Business settings, come to data sources and click on catalogs. After that click on Add and then click Create a New Catalog. Give your catalog name and select your type. Click on Create Catalogues. After that select the user to whom you want to give access. Ignore the pixel from here we will discuss later how to connect the pixel with the catalog. After the creation of the Facebook catalog click on open in a commerce manager

**Adding one item:-**

After that click on catalogue and then items. When items open click on Add Items 2 options will show up Add multiple items and Add one item Select add one item. Give all the details.

**Adding products to catalog with a product data feed(WordPress, Shopify, google sheet, spreadsheet):-**

**Spreadsheet method: -**

Commerce Manager 🡪Catalogue 🡪Items🡪Add Items 🡪Add Multiple Items.

Then select data feed and then click on Download Template. Your download file extension should not be HTML. If this happens Cancel and go back to download csv file. In the CSV file delete all columns except the title, description, availability, condition, Price, link, and image brand.

Fill CSV file to get the image URL click on the Image address. To add products to the sheet, I should charge from 0.5 dollar to 1 dollar. After file the file save it. To upload the file come to the

catalog 🡪Data sources

Click on then click on the next then click on upload file then next and then select your currency and then upload.

**Google Sheet: -**

If your file is googled Sheets you will select Google Sheets and then paste the link. Google Sheets is better because it can automatically update data from a sheet.

**From Shopify:-**

IN Shopify go to

Apps 🡪 Customize your store

Here install an app named Flexify after installation, this app can upload up to 1000 products. Copy main Feed URL which is also called product data feed. Now come back in

**commerce Manager 🡪 catalog items**.

Here click on Add itemsthen click on Add Multiple Items then data feed then click on Scheduled Feed click on Next then paste your feed URL here do not give a password and username click next and then Next Upload.

**In WordPress:-**

Install a plugin named CTXFeed-woocommerce Product Feed Generator. After installation Activate it. It will work on woocommerce website you will see the option name CTXFeed click on it and then click on the new Feed. Then fill form at the bottom. In Template select Facebook catalog / Instagram. Give a file name and file type XML. After that click on update and Generate Feed. Copy the feed and paste it like Shopify. In Shopify we can do this with the help of Facebook click on Connect account fill in the form and it will automatically generate a catalogue, verify pixel and domain verify.

**Product Sets + Connection with Pixel: -**

To connect with Pixel, come to Commerce Manager 🡪 catalog and then click on settings. After clicking on Business assets and then click on Connect to tracking. After that select your pixel and on its switch and save. Our pixel will connect with this catalog. Some tie we need to divide products into sets. For

Commerce Manager 🡪catalogue 🡪Sets

Click create set then click on manually select items then select your items then click on Create. The pixel will be connected to the catalog.

**To Fix catalogue issues:-**

To fix the catalog issue, you must read the Facebook commerce policy. Google this policy and read it. All the products that we upload should be according to Facebook commerce policy. With knowing this policy you can solve catalog issues and earn from it.