



eCorner and ePages Integration and User Guide

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Contents

What is Facebook Shop?	3
Getting Your Products to Facebook.....	3
Getting Started at Facebook	3
Managing Facebook Shop and Catalogue.....	4
Add a product manually	4
Facebook Catalogue.....	4
Upload a Product Feed	5
Use Data Feeds	6
CSV File Template and File Settings.....	7
Creating the Data Feed in your Online Store	9
Using Google Shopping Feed	9
Feed URL.....	9
Creating an Own Portal Feed	10
Feed URL.....	10
Managing the Facebook Catalogue	12
Uploading the Data Feed file	12
View Products Available in the Catalogue	12
View the Products in your Facebook Shop	13
Buying Products on Facebook.....	13

What is Facebook Shop?

If you have a Facebook business Page, you can add a shop. You can use this section to list products you're selling and connect with more customers on Facebook.

While any business can have a shop, this feature best serves merchants, retail and e-commerce advertisers. We recommend it for businesses selling apparel, accessories (including bags and luggage), home furnishings and baby or kids' products. But other types of businesses can still use a shop to reach more people on Facebook.

You can find out more about Facebook Shops by going to the [Facebook Shop Information](#).

For an example go to the [eCorner Facebook Shop](#).

Getting Your Products to Facebook

In the past eCorner provided a Facebook add-on that created a shop on Facebook. The method that was used to connect your products to Facebook and has since been removed.

The best method is to use a data feed file from your online store that is updated daily automatically by the online shop system to your Facebook Shop. Once created the system will automatically update the data feed and Facebook will fetch the new data and update existing products or create new products. Products added to Facebook must be deleted manually in Facebook if deleted from your online store.

The information in this guide will go through the steps to add a new data feed which adds products to your Facebook catalogue.

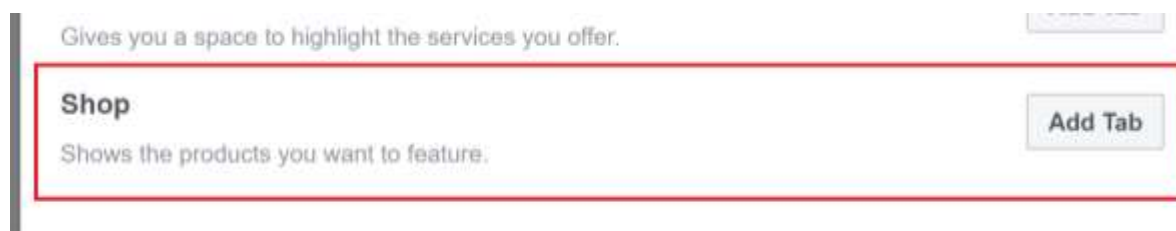
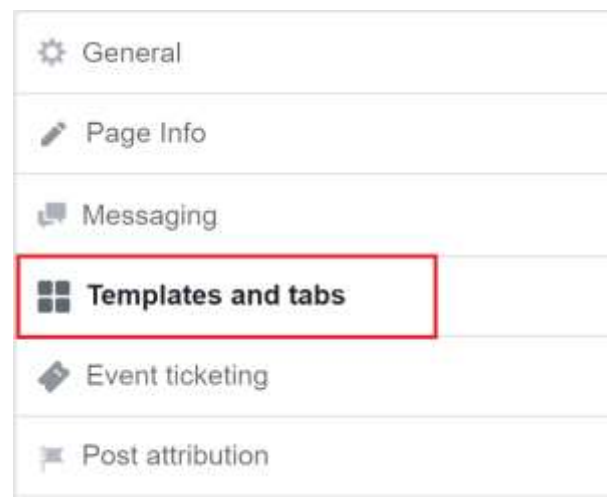
Getting Started at Facebook

You will need to add a shop tab at Facebook if one is not already setup.

Go to your **Business page >> Settings >> Templates and tabs**.

Then at the bottom you will see a link to **“Add a Tab”**

Select from the list available the **“Shop”** tab.



Managing Facebook Shop and Catalogue

Once you have added the Shop tab go to your business Facebook page and click on the Shop tab.

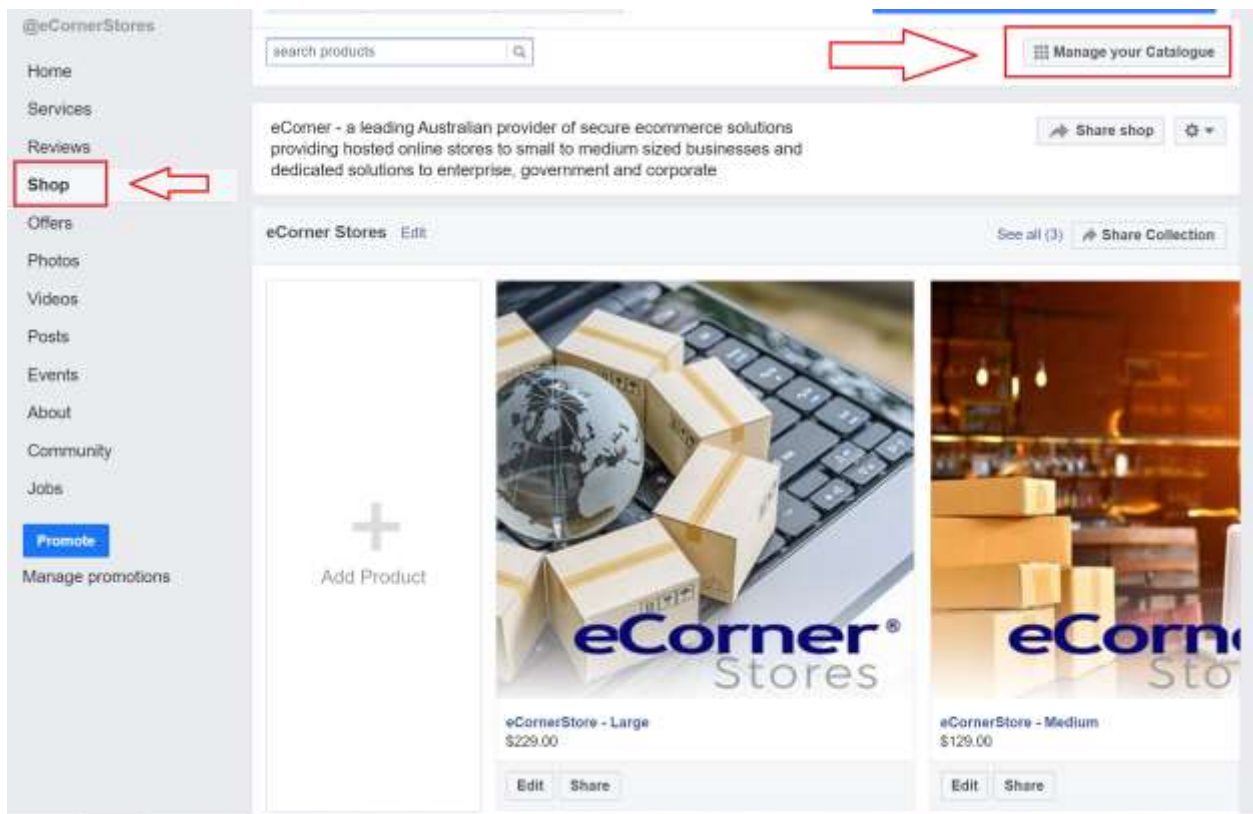
NOTE: In order to manage “Catalogues” you need to add one product manually to the Shop.

Add a product manually

1. On a computer, click the **Shop** tab on your Page. It's not currently possible to add products from a phone.
2. Click **Add Product**. You can add products into [collections](#) as well.
3. Add images or videos and a title for your product. We recommend using a short title and avoiding symbols (such as ! * \$?).
4. Add product details. Describe major features and list relevant information such as size, dimensions, care instructions, fitting charts and warranty information. Avoid including website links or company-specific information.
5. Add an inventory count. To add options such as size and colour for your product, click **Edit Options**.
6. Choose your delivery options, return policy and product category (if available).
7. Click **Save** when you've finished.

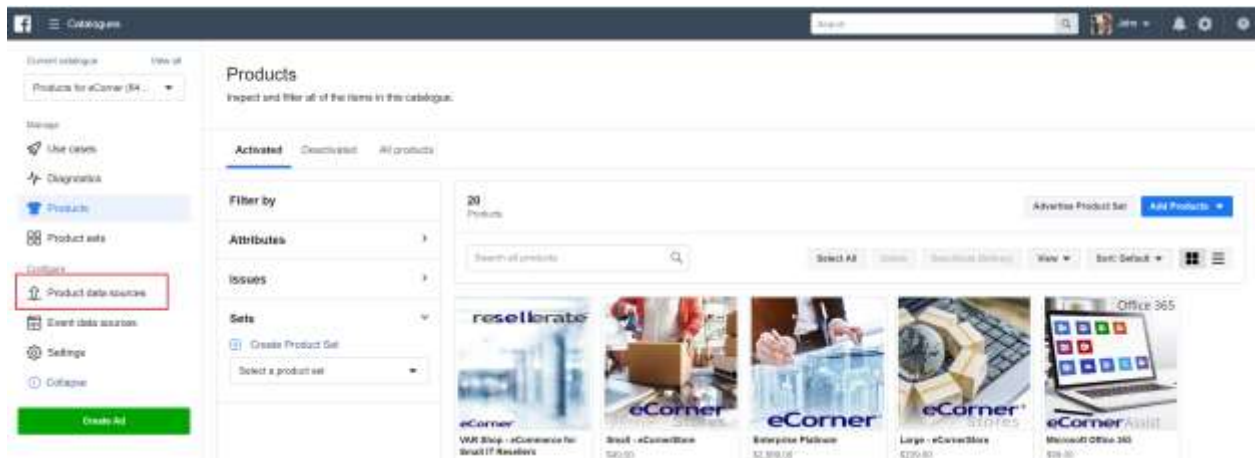
Facebook Catalogue

Click on the **“Manage your Catalogue”** button to go to the Catalogue Manager.



Upload a Product Feed

In the Facebook Catalogue manager click on the “Product Data Sources” link in the menu.



Use Data Feeds

Then select the “Use Data Feeds” method of creating and updating your products that will be in the Catalogue.

You can create multiple Data Feeds that may come from different sources.

The screenshot shows the Facebook Business Manager interface. On the left is a navigation sidebar with options like 'Use cases', 'Diagnostics', 'Products', and 'Product sets'. The main area is titled 'Product data sources' and contains a table of existing data sources. Below the table is a modal window titled 'Add Products to Your Catalog' with three options: 'Add Manually', 'Use Data Feeds', and 'Connect Facebook Pixels'. The 'Use Data Feeds' option is highlighted with a red box.

Product data sources table:

Data source name	Source type	Last update	Status	Next update
https://www.ecorner.com.au/ - E... Feed ID: 18388000802415	Data feed	19 Nov at 14:00 GMT+11:00 Method: upload (URL) https://www.ecorner.com.au/WebFeed/Items/1	All good	Repeat schedule: 22 November 14:00 GMT+11:00 File is re-uploaded every week
Universal /et - 11/16/2016 Feed ID: 420388071083433	Data feed	19 Nov at 13:00 GMT+11:00 Method: upload (file) Universal /et	All good	Upload feed file to update

Add Products to Your Catalog options:

- Add Manually:** Fill in a simple form for each product you want to add to your catalog. Recommended for less than 50 products or getting started with catalogs.
- Use Data Feeds:** Upload a data feed file containing product info to control which products are added to your catalog and when. Recommended for more than 50 products or running dynamic ads.
- Connect Facebook Pixels:** Use pixels (code installed on your website) to automatically update the products in your catalog each time someone visits them.

CSV File Template and File Settings

The file that is uploaded to Facebook can be in different formats. Files coming from your online store will be text (.txt) files commonly called CSV files. There is a handy template example that you can download from Facebook which will provide the necessary field headings.

Download CSV TemplateFollow Step-by-Step Guide

1. Add File Settings

Data source name
Choose a name that will help you find this data feed file later.

Default currency
This default currency will be used if the prices in your file do not include an ISO currency code (for example, using \$10 for American dollars, instead of 10 USD). You can update the default currency at any time in your data source settings.

2. Select Upload Method

Set automatic file upload schedule
Recommended if your inventory changes regularly. You can set a schedule to automatically add inventory from a URL- hourly, daily or weekly.

Upload file manually
Recommended if your inventory rarely changes. You'll need to upload a data feed file any time you want to add, update or delete inventory info in your catalogue.

Complete the necessary fields:

- Data Source Name – will be auto completed but can be changed
- Default Currency – change to your online store currency
- Set automatic file upload schedule – select option.
- Complete the Data Feed URL information – the URL information is explained later in the document
- Set the Automatic File Upload Schedule
- Start Upload

3. Add Data Feed URL

Data feed URL

Enter your data feed URL with one of our supported URL types: http, https, ftp or sftp (e.g. "https://www.mywebsite.com/feed/feedJune112917.csv"). Note that this is different from the URL for your website, Facebook News Feed and Facebook Page shop.

Enter the URL from eCorner 

Please provide a URL for your feed.

Data feed URL login details (optional)

If your data feed URL is password protected, please enter your login details.

Username

Not required

Password

Not required

4. Set Automatic File Upload Schedule

Automatic upload schedule

Select when you want to automatically upload your inventory data from this URL.

- Hourly ————— Don't use
- Daily
- Weekly

At

 19:52

GMT+11:00 ▼

Automatically upload new versions (recommended)

Your data feed file will be uploaded whenever a new version is detected. This means that inventory information will be updated in your catalogue more often, not just following your scheduled uploads. [Learn more](#)



Cancel

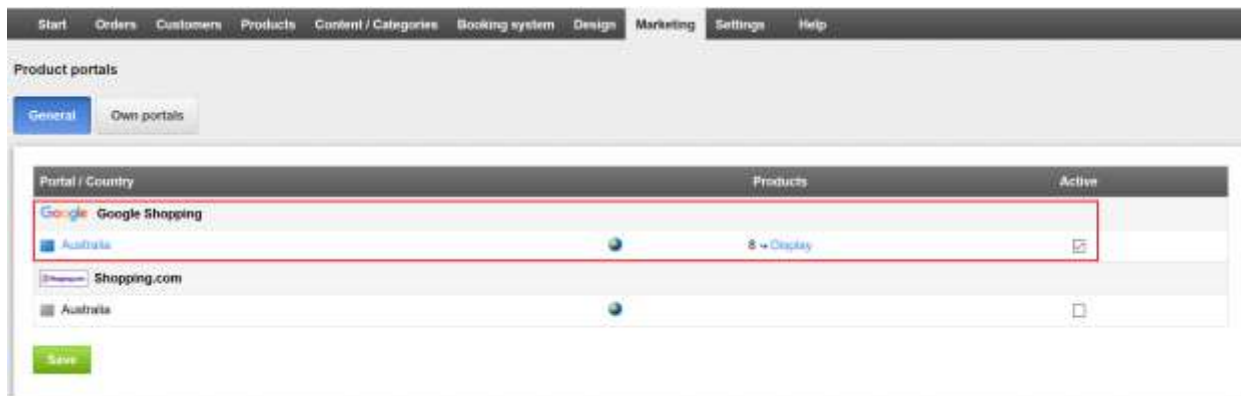
Start Upload

Creating the Data Feed in your Online Store

Using Google Shopping Feed

The Google Shopping feed is compatible with the Facebook catalogue file requirements and can be used to directly upload to the Facebook Catalogue.
To find the Google Shopping feed – go to:

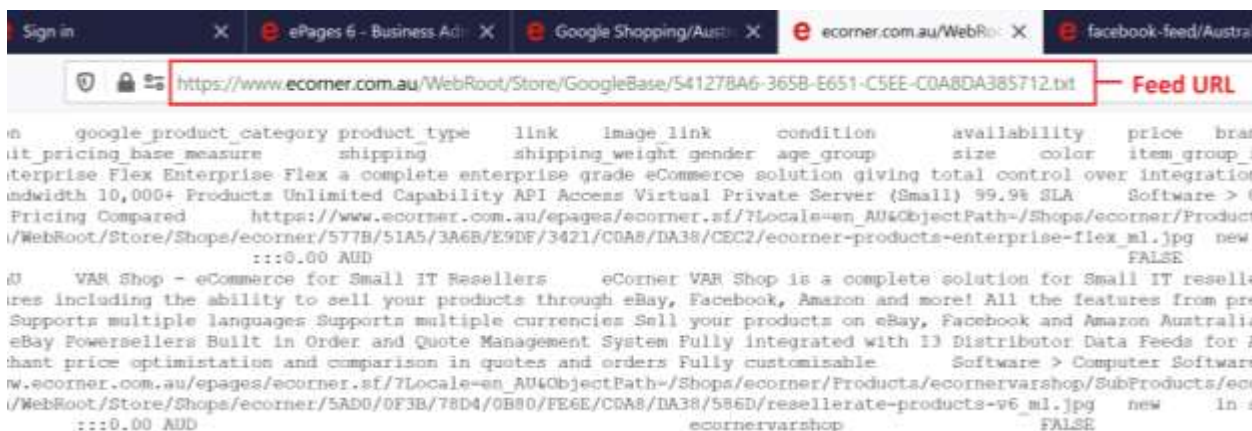
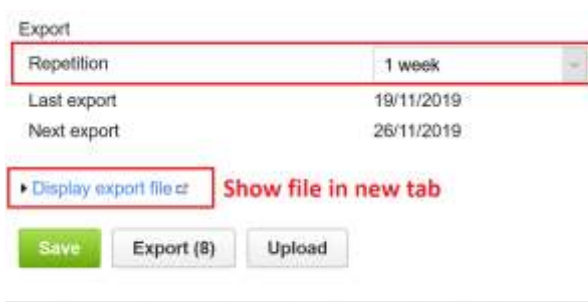
Marketing menu >> Product portals >> General >> Google Shopping.



Feed URL

Click on the link to Google Shopping Australia >> go the General tab

Then click on “Display export file” this will display the file in a new browser tab. Copy the URL from the browser window to enter as the feed file name in Facebook Catalogue.



Creating an Own Portal Feed

If you do not use Google Shopping then you can create your Own Portal feed for Facebook.

NOTE: Facebook requires certain fields including the Google Shopping Category. These will need to be added and populated as new product attributes and then the content added to each product.

Following is an example of the Own Product data feed attributes.

Product portals - Own portals - facebook-feed / Australia

General **Attributes** Products attribute evaluation

Specify the product attributes to be exported for facebook-feed:

- Select the appropriate attribute from the selection field below and assign the column names predetermined by facebook-feed.
- If you require an attribute that is not listed in the selection field, create it as product attribute for the standard product type. It will then appear in the selection field under "User-Defined Attributes". [Create attributes now](#)

Column name	Product attribute	Required	Maximum length	Sorting
<input type="checkbox"/> id	Product number	<input checked="" type="checkbox"/>		10
<input type="checkbox"/> title	Product name	<input checked="" type="checkbox"/>		20
<input type="checkbox"/> description	Product name	<input checked="" type="checkbox"/>		30
<input type="checkbox"/> availability	availability	<input checked="" type="checkbox"/>		40
<input type="checkbox"/> condition	condition	<input checked="" type="checkbox"/>		50
<input type="checkbox"/> price	List price	<input checked="" type="checkbox"/>		60
<input type="checkbox"/> link	URL	<input checked="" type="checkbox"/>		70
<input type="checkbox"/> image_link	Image URL of magnified view	<input checked="" type="checkbox"/>		80
<input type="checkbox"/> brand	Manufacturer	<input checked="" type="checkbox"/>		90
<input type="checkbox"/> google_product_category	Google_Product_Category	<input checked="" type="checkbox"/>		100
<input type="text" value="Name"/>	(Select entry)	<input type="checkbox"/>	Maximum length	9999

Save Delete

Feed URL

Once you have successfully created the Own Portal data feed file you can get the URL from the notes that are provided at the top of the General tab.

General

Attributes

Products

etracker evaluation

This is how to publish your products on facebook-feed:

1. Ask facebook-feed for the predefined export format.
2. Select the separators in the selection fields below.
3. On the "Attributes" page, select what product attributes need to be exported.
4. Click "Export" to create the export file.

Feed URL

<http://ecvm42m.ecornercloud.com/WebRoot/Store/Universal/5DD338A1-984F-5B74-3FB8-C0A8DA3828FD.txt>

Export all products Yes No

Export variation products individually Yes No

Delivery method * Free Delivery

Column separators comma (,)

Line separators (\n)

Quotation marks Double quotation marks(")

Always quote special characters Yes No

Export

Repetition Daily

Last export: 19/11/2019

Next export: 20/11/2019

Yes No

Yes No

Free Delivery

comma (,)

(\n)

Double quotation marks(")

Yes No

Managing the Facebook Catalogue

Uploading the Data Feed file

When the data file has been uploaded you can find information reading the number of products uploaded and any errors.

Overview
Details and updates about this data feed

Number of products in this data feed: ⓘ
0

Upload sessions
See a breakdown of the products that were added, updated or rejected in each upload session

NEXT UPLOAD
Replace schedule: 19 November 19:52 GMT+11:00
File is re-uploaded every day

[Upload Now](#)

Last upload session

START TIME	RESULT
19 Nov at 16:30 GMT+11:00 Manual upload (URL) https://www.ecomer.com.au/WebRo...	<ul style="list-style-type: none"> 8 products found in the file 0 products updated or added ⓘ 8 products rejected due to errors ⓘ 0 products removed ⓘ

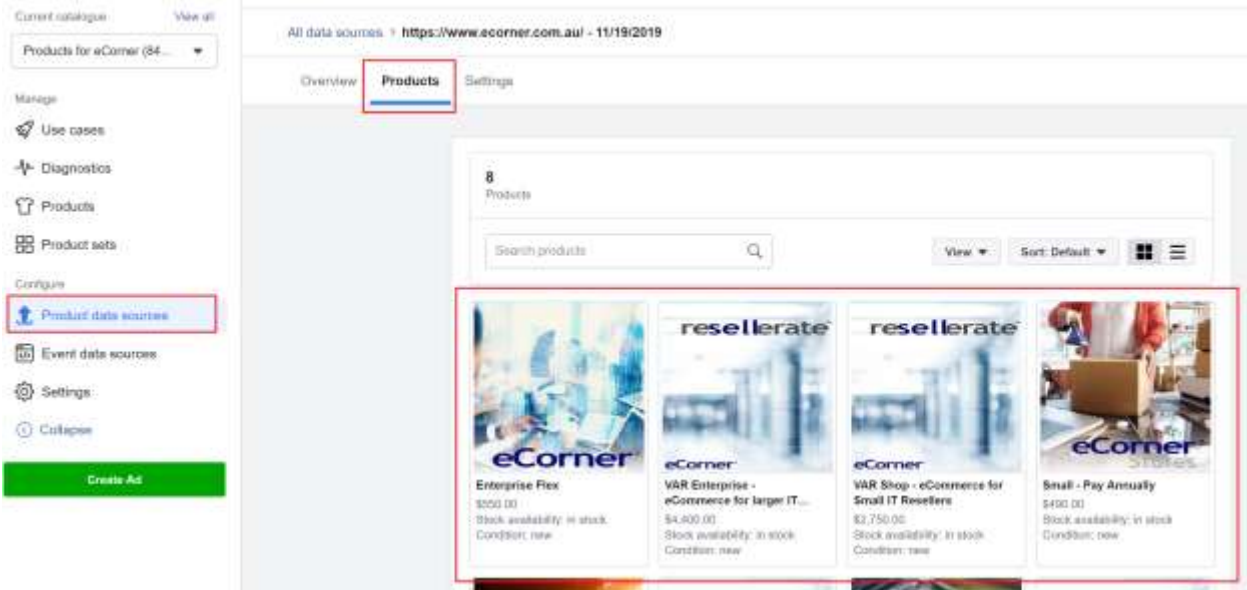
ⓘ Some products or properties were rejected due to the following:

▼ Products can't be added by multiple data feeds

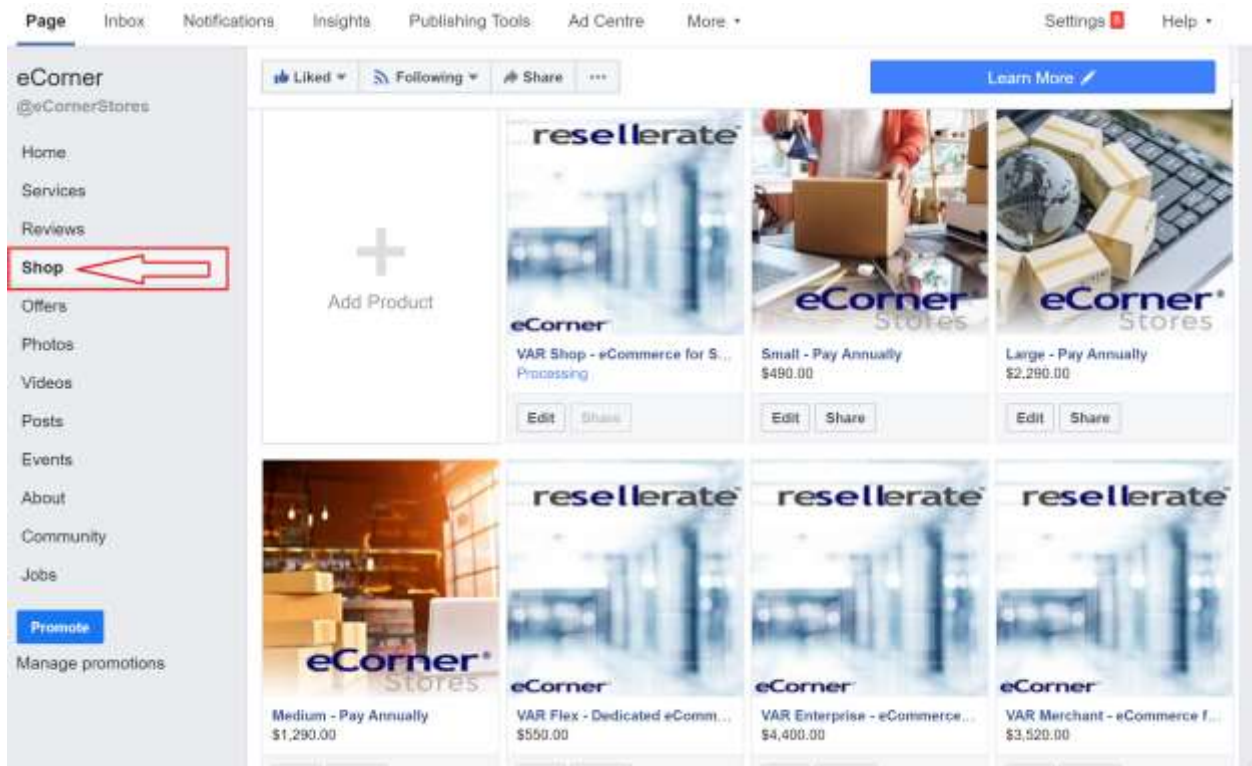
[Download Report](#)

View Products Available in the Catalogue

By looking at the Product Data Sources >> Products you will see all the products that have been successfully uploaded to Facebook. These can be added to Collections and also edited in Facebook.



View the Products in your Facebook Shop




Buying Products on Facebook

When your customer on Facebook clicks on a product it will be opened in a pop-up window with a link to the product in the “Check Out on Website” button.

Small - Pay Annually

Edit Share



Small - Pay Annually
eCorner
\$490.00

[Check Out on Website](#)

This will take you to www.ecorner.com.au

Product details
eCornerStore Small package gets your online business up and running with a secure storefront and access to extensive eCommerce features. Sell online a...
[Show more](#)

Like Comment

Write a comment...