



User guide

Facebook Shop, Facebook Dynamic Ads and
Instagram Shop via CSV feed

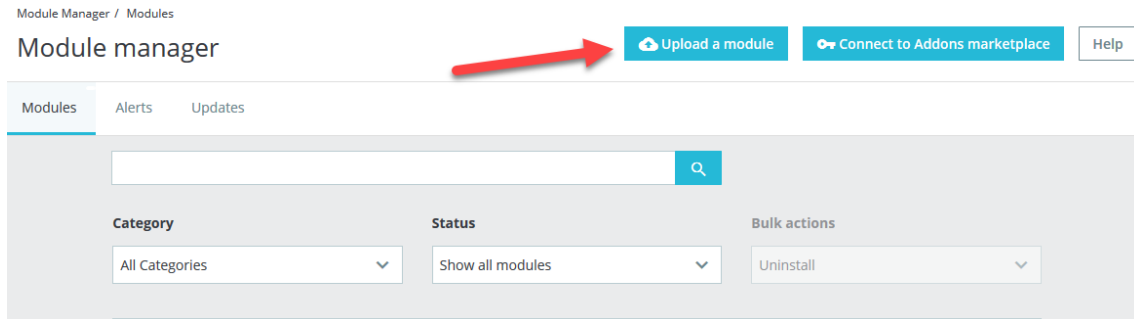
Prestashop 1.5 / 1.6 / 1.7 module

Content

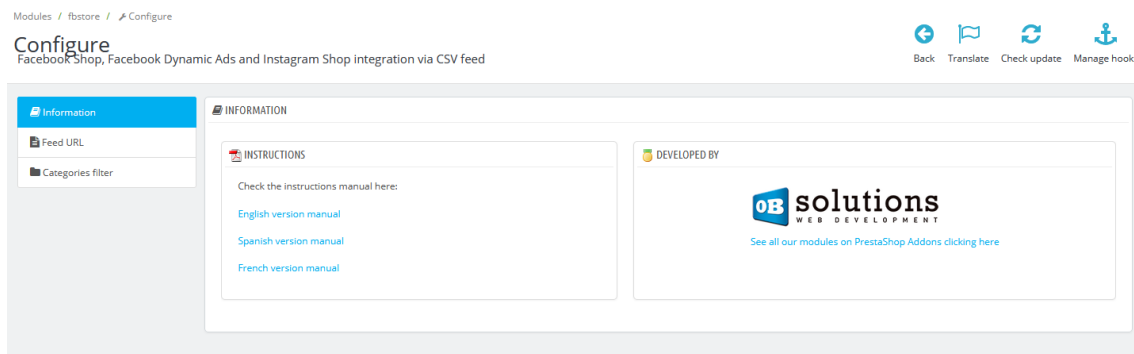
1. Installation.....	3
2. Module configuration.....	4
2.1. information	4
2.2. Feed URL.....	4
2.2.1. Catalog location.....	4
2.3. Category filter.....	5
2.4. Categories mapper	6
3. Facebook Business Settings.....	7
3.1. Create Facebook Business Manager account	7
3.2. Create catalog	7
3.3. Set up CSV data feed	11
3.4. Link catalog with Facebook Store.....	17
4. Our store on Facebook.....	21
5. Our store on Instagram	25
5.1. Requirements	25
5.2. Get started with Instagram Shopping	25
5.3. Connect a catalog to an Instagram business account	26
5.4. Tag products on Instagram Shopping.....	27
6. Catalog location by Language or Country	28

1. Installation

To install the module we must go to the Prestashop modules and services section, once there we will find the option "Upload a module". There we will upload the downloaded ZIP.



Once installed, click on "Configure" and go to this section.



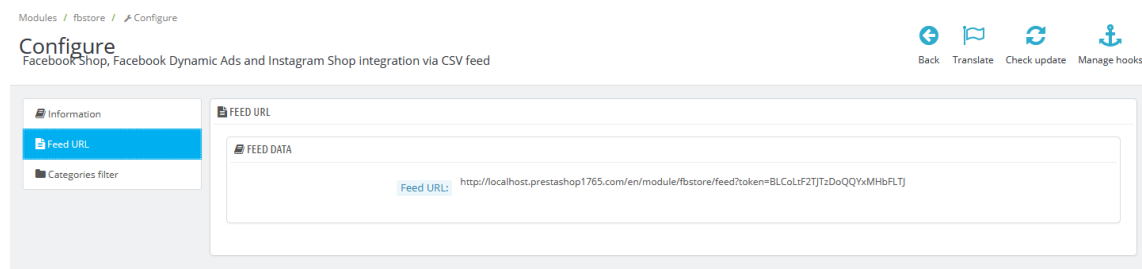
2. Module configuration

2.1. information

The Information tab contains the accesses to the module manuals in different languages as well as access to our complete catalog of modules in Prestashop Addons.

2.2. Feed URL

In this tab we will find the URL to configure in our Facebook catalog (see following sections).



2.2.1. Catalog location

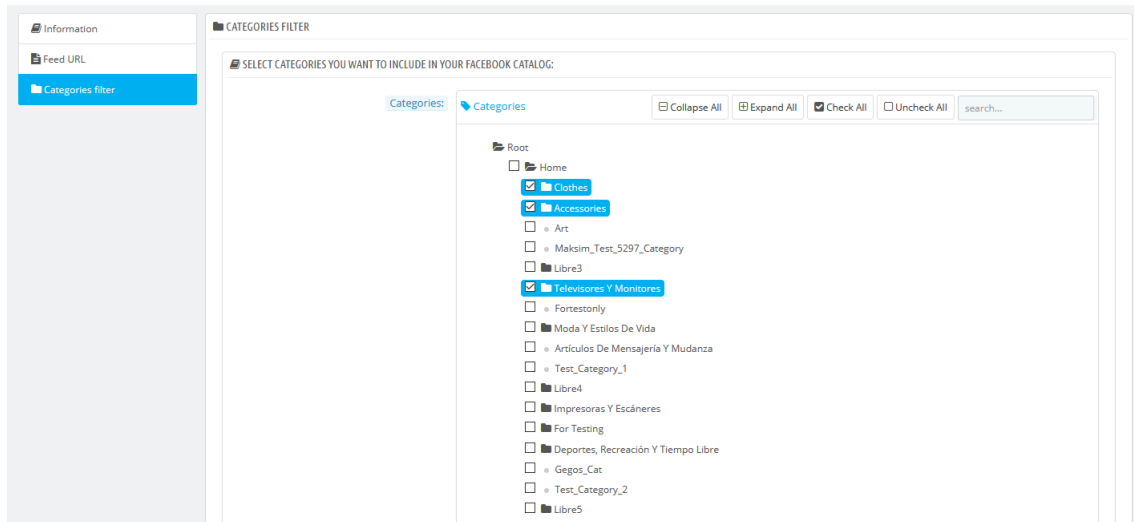
Facebook has an option that allows us to upload the data (name, description, etc.) for each language of our store. This configuration can be done by COUNTRY or LANGUAGE.

[Check section 6 of this manual for more details.](#)

2.3. Category filter

This functionality is only available from Prestashop 1.6 or higher

In this tab you can filter the product categories you want for your Facebook store. If you do not select any category, the module will send all active products.

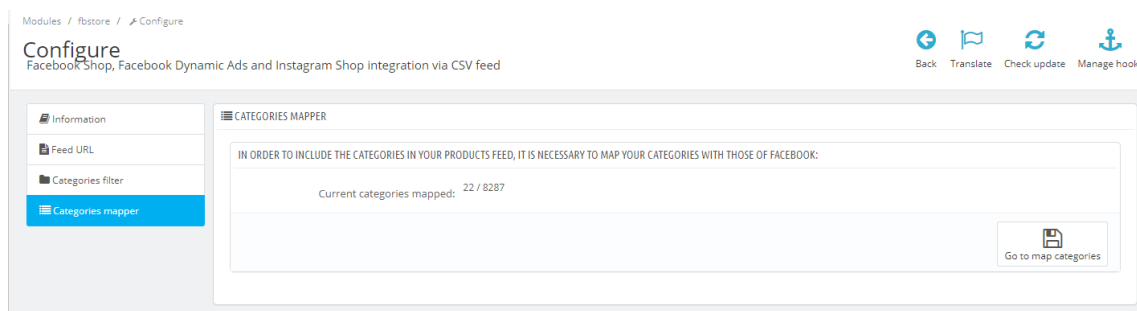


2.4. Categories mapper

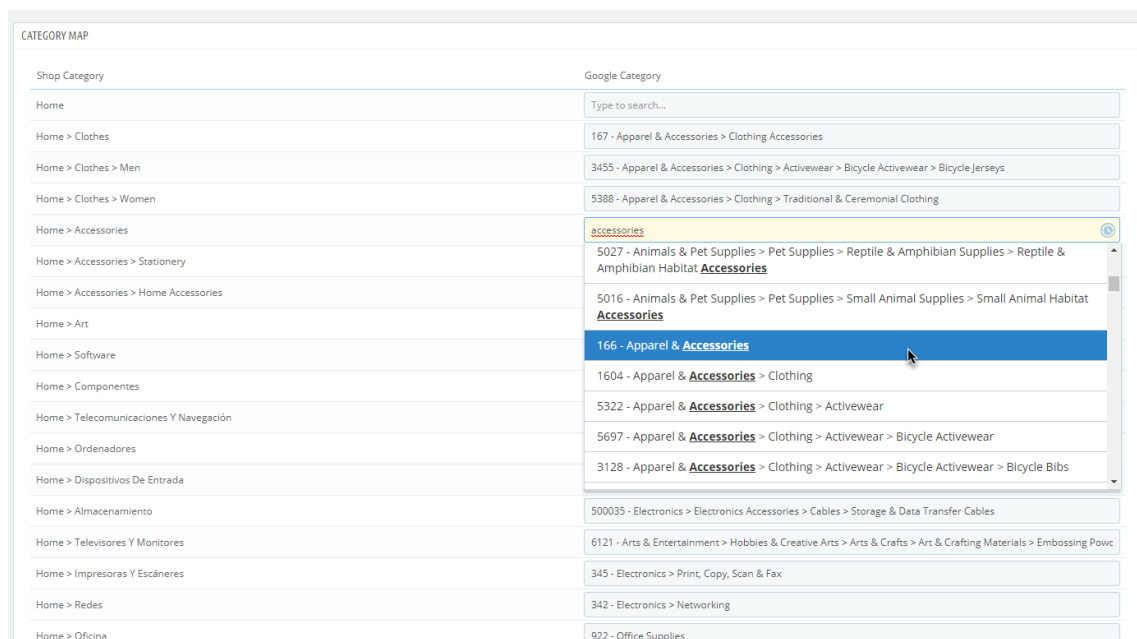
This functionality is only available from Prestashop 1.7 or higher

To be able to categorize the products in your Facebook catalog, it is necessary to inform the “Google Product Category” code of each category of your store in the data feed (more information about [google_product_category](#) [here](#)).

From this tab of the module configuration you can link each category of the catalog of your Prestashop store with the corresponding category from Google. To do this, you must press the button 'Link categories':



Once you have agreed to link categories, a table with all the categories and subcategories of your store will be loaded in one column, and in another column a text field to be able to search for the corresponding category from Google:



Simply search for the category in the field on the right that corresponds to the category in the field on the left. To do this, you must start writing the category and the module will show the options that match the text entered. Once the corresponding category from the drop-down has been selected, the link will be saved.

Warning: It may happen that there is no Google category that corresponds exactly to the category of your Prestashop store, in that case we advise you to choose the one that most closely matches its definition.

3. Facebook Business Settings

3.1. Create Facebook Business Manager account

In order to import the product catalog to your Facebook store, you must first have the Facebook Business Manager account created and linked to the Fanpage of your store.

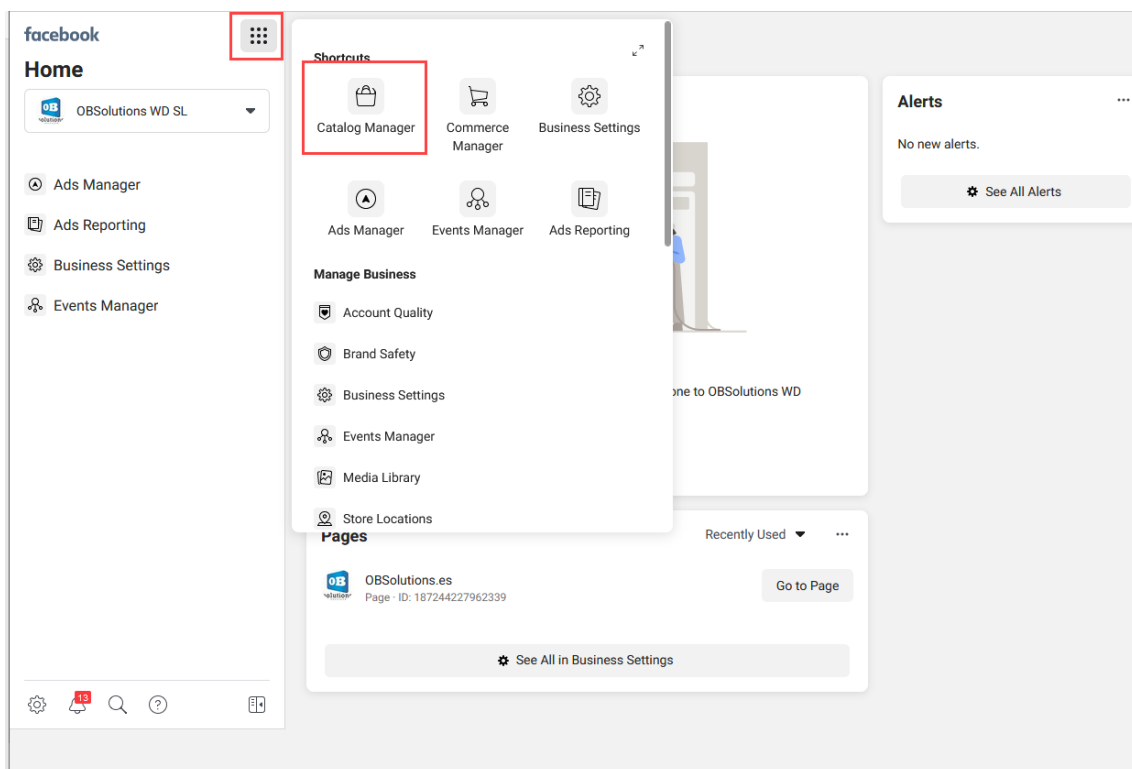
To create your Facebook Business Manager account, you can consult the following Facebook guide:

<https://es-es.facebook.com/business/help/1710077379203657?id=180505742745347>

3.2. Create catalog

Once we have the account, we access it to be able to manage our product catalog.

To access catalog management, click on the 'Commercial administrator' icon in the upper left and select the option 'Catalog Manager':



Once inside the catalog manager we will see the list of catalogs created in our account, if we do not have any created we must create it by clicking on 'Create Catalog':

Assets

Commerce Accounts



OBSolutions WD SL
ID: 354407449039759

Catalogs

🔍 Search by catalog name or ID

+ Create Catalog

Manage List



Catálogo_Productos

Catalog ID: 292188178789579



Catálogo_Productos

Catalog ID: 334081307809452



Catálogo_Productos_cliente_test

Catalog ID: 1041675296219034



Products for OBSolutions.es (187244227962339)

Catalog ID: 1760555270749071



On the page that will open to 'Create catalog' we must follow the following steps:

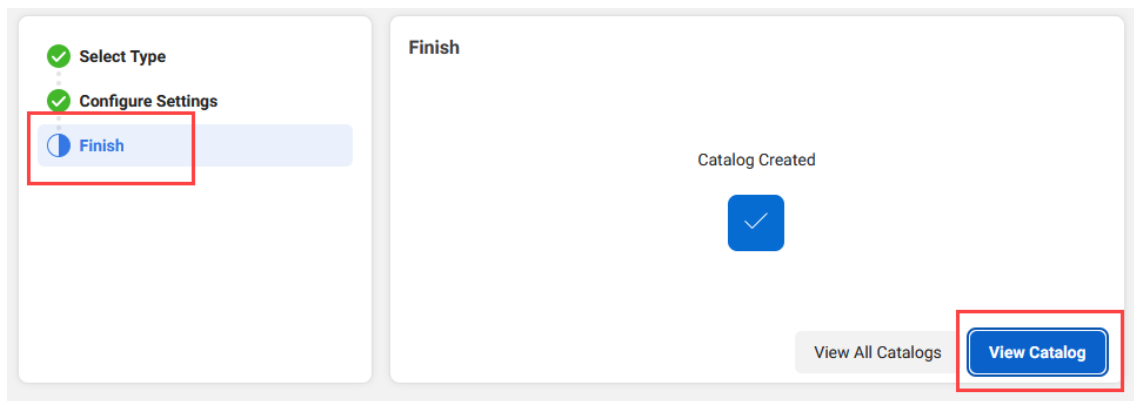
1. Select type

The screenshot shows the 'Select Your Catalog Type' step. On the left, a sidebar contains three options: 'Select Type' (highlighted with a red box and a blue circle icon), 'Configure Settings' (with a gray circle icon), and 'Finish' (with a gray circle icon). The main area is titled 'Select Your Catalog Type' with the subtitle 'Get started by selecting an option that best describes the items you sell'. It features four catalog type options, each with an icon and a description: 'Ecommerce' (Products sold online, highlighted with a red box and a blue circle icon), 'Travel' (Hotels and vacation properties, flights or destinations), 'Real Estate' (Rental properties and real estate listings), and 'Auto' (Different tiers of the auto market). A blue 'Next' button is located at the bottom right.

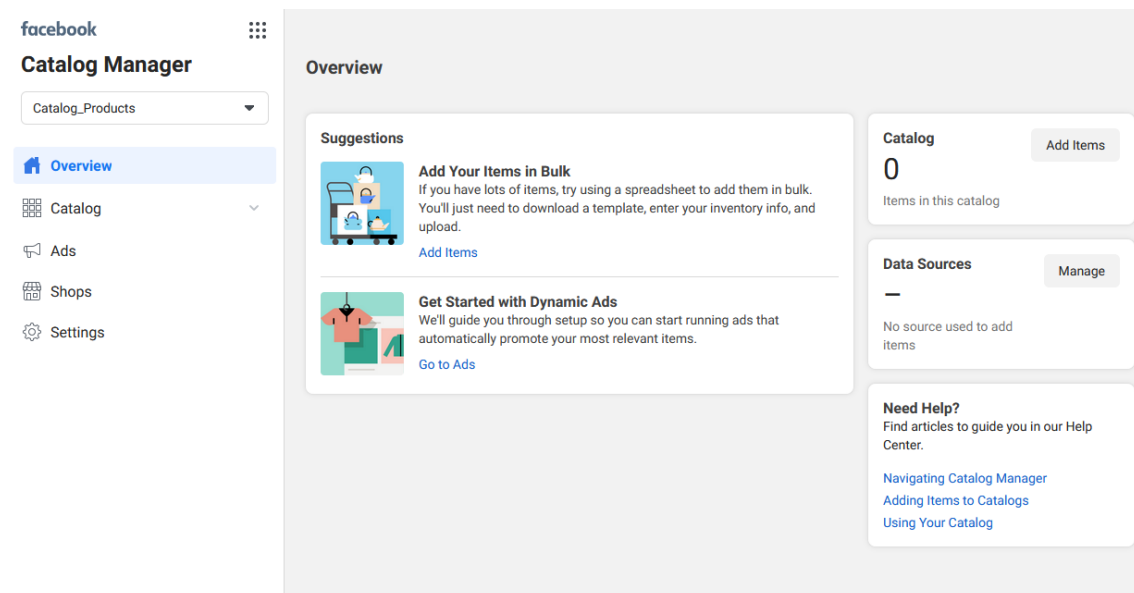
2. Configure Settings

The screenshot shows the 'Configure Your Settings' step. On the left, a sidebar contains three options: 'Select Type' (with a green checkmark icon), 'Configure Settings' (highlighted with a red box and a blue circle icon), and 'Finish' (with a gray circle icon). The main area is titled 'Configure Your Settings' with the subtitle 'Add a few details to complete your catalog.' It features two upload methods: 'Upload Product Info' (Add products using a form, data feed or Facebook pixel, highlighted with a red box) and 'Connect Ecommerce Platform' (Automatically import products from your e-commerce platform). Below these, there is a 'Catalog Owner' dropdown menu (highlighted with a red box) showing 'OBSolutions WD SL'. Underneath is a 'Catalog Name' text input field containing 'Catalog_Products'. At the bottom, there is a disclaimer: 'By creating a catalog you agree to [Catalog Manager terms](#) and certify that you are abiding by [Facebook Advertising Policies](#). Please review these policies and ensure that the items you upload to your catalog don't violate them.' and two buttons: 'Back' and 'Create'.

3. Finish and view catalog

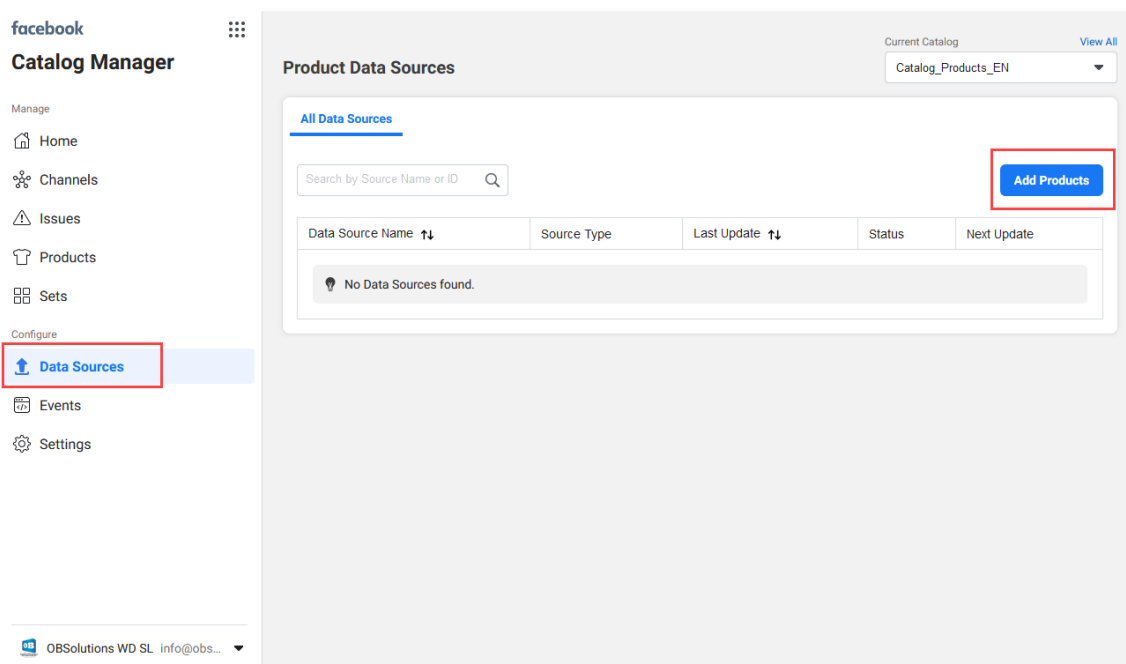


Once the catalog is created, we should see a page similar to the following:

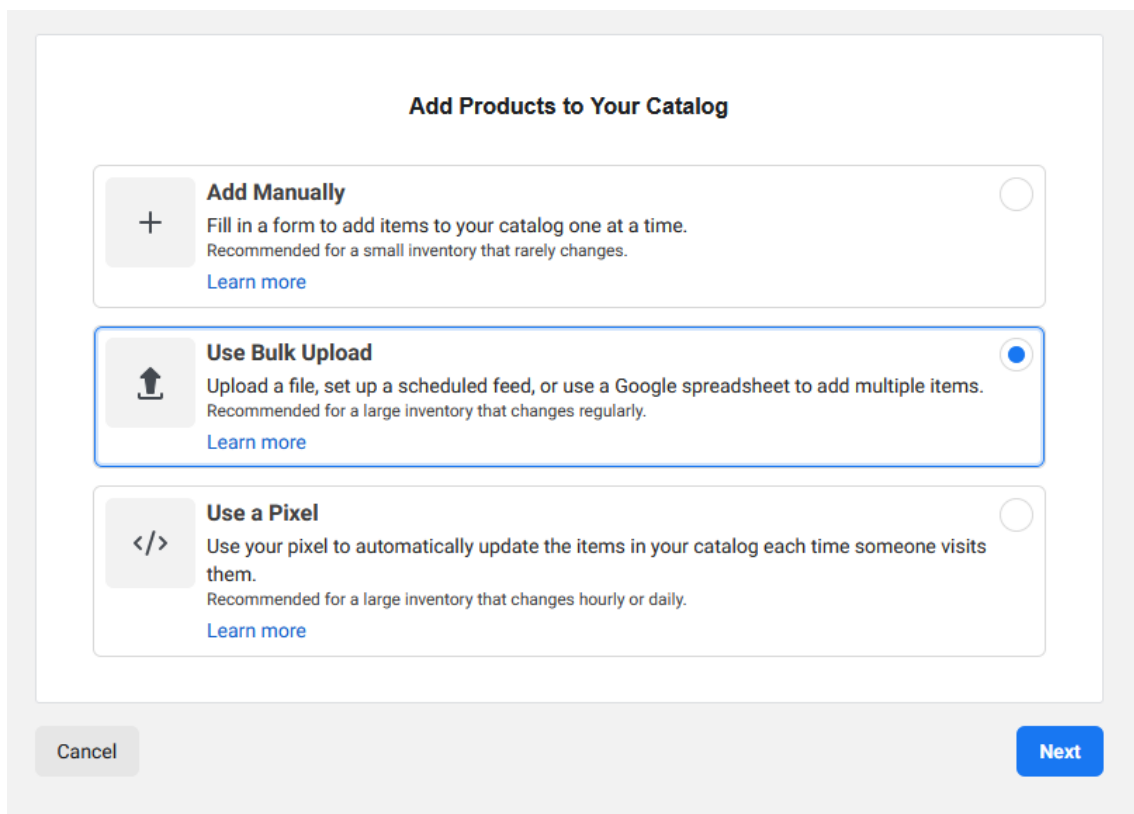


3.3. Set up CSV data feed

To link the data feed we must access the menu option 'Catalog - Data sources' of our catalog and click on the button 'Add product':



and from the proposed options we must select 'Use bulk upload':



1. Choose upload option

In this step we will select 'Scheduled list':

Use Data Feeds

- Choose Upload Option**
- Set Up Feed
- Schedule Updates
- Complete Settings

Choose Upload Option

Create a file to upload
To use the bulk upload options below, you'll need to create a data feed file and complete the required product details. [See Guide](#)

Create File

☐ File upload
Upload a spreadsheet or file to add your inventory. [Learn More](#)

☒ Scheduled feed
Use a file hosted on a website to automatically add and update your inventory. [Learn More](#)

☐ Google Sheets
Use a Google spreadsheet to automatically add and update your inventory. [Learn More](#)

Cancel Next

2. Configure list

In this section is where we will have to enter the URL provided by the module in its 'Configuration' tab (the Username and Password fields must remain empty):

Set Up Feed

Enter URL
Enter the URL where your file is hosted. This should start with http, https, ftp or sftp. Files can be up to 8 GB and need to be formatted as a CSV, TSV or XML (RSS/ATOM).

Save login details (optional)
If your data feed URL is password protected, please enter your login details.

Username **Password**

Cancel Previous Next

3. Schedule updates

In this section we will configure the catalog update frequency (hourly, daily, weekly) and the exact update time:

Schedule Updates

Plan your update schedule
Select how often you want your inventory to be updated.

☐ Hourly
☐ Daily
☒ Weekly

Repeat
Every Friday

At
10:59 AM GMT+02:00

Add automatic updates
Your inventory will be updated any time a new version is detected, and also at your scheduled times. [Learn more](#)

Cancel Previous Next

4. Complete configuration

Finally, we will enter a name for our data feed and we will choose the currency of the catalog and we will click the 'Upload' button to carry out the initial load:

Complete Settings

Name your data source
Choose a name that will help you find this data source later.

DEMO LIST

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.

GBP - British Pound

Cancel Previous Upload

The upload process may take several minutes depending on the number of products and product variants that your online store catalog has. Once the process is finished, a summary of the operation will be displayed.

General information tab

In this tab we will see the result of the import operation:

Overview Products Settings

Overview
Details and updates about this data feed

Number of products in this data feed: ⓘ
47

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

NEXT UPLOAD

Replace Schedule: Sun Feb 9, 3:37pm GMT+01:00
File is re-uploaded every day

Upload Now

Last Upload Session

START TIME

Feb 8 at 9:48 PM GMT+01:00
Manual Upload (URL)
https://demo.obsolutions.es/prestas...

RESULT

47 products found in file
✔ **47** products updated or added ⓘ
0 products rejected due to errors ⓘ
0 products removed ⓘ

Important

In this summary you should not worry about the warnings in yellow, only if an error appears in red it means that a product lacks any of the fields required to be imported.

Products tab

In this tab we will see the list of products created, the combinations (product variations) will appear grouped in the same product.

Información general **Productos** Configuración

19
Productos

Ver ▼

Ordenar: Default ▼

Today is a good day Framed poster
€95,59
Existencias: in stock
Estado: new
[3 variantes](#)

Hummingbird cushion
€22,87
Existencias: in stock
Estado: new
[2 variantes](#)

Brown bear notebook
€15,61
Existencias: in stock
Estado: new
[4 variantes](#)

Hummingbird notebook
€15,61
Existencias: in stock
Estado: new
[4 variantes](#)

Brown bear cushion
€22,87
Existencias: in stock
Estado: new
[2 variantes](#)

Mountain fox notebook
€15,61
Existencias: in stock
Estado: new
[4 variantes](#)

Brown bear - Vector graphics
€9,00
Existencias: in stock
Estado: new
[1 variante](#)

The adventure begins Framed poster
€59,29
Existencias: in stock
Estado: new
[3 variantes](#)

[Reportar un problema](#)

Settings tab

In this tab we will see the configuration parameters of our feed, and we can edit them directly from here:

[Overview](#) [Products](#) **[Settings](#)**

Name	https://demo.obsolutions.es/ - 8/2/2020	Edit
Default Currency	USD	Edit

Data Feed Rules

Create rules that transform your data feed file so that your inventory info matches the required data feed file specification. These rules will help you to resolve errors and allow us to understand your data. [Learn More](#)

[+ Add Rule](#) ▼

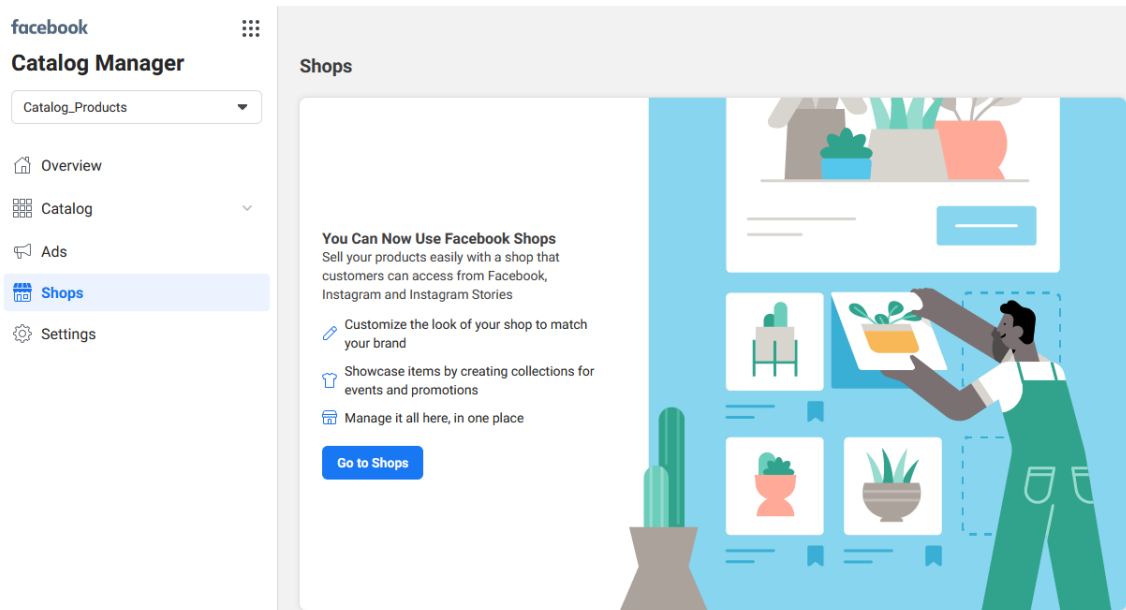
Schedules

Set up scheduled uploads to automate your update process. [Learn more about scheduled updates.](#)

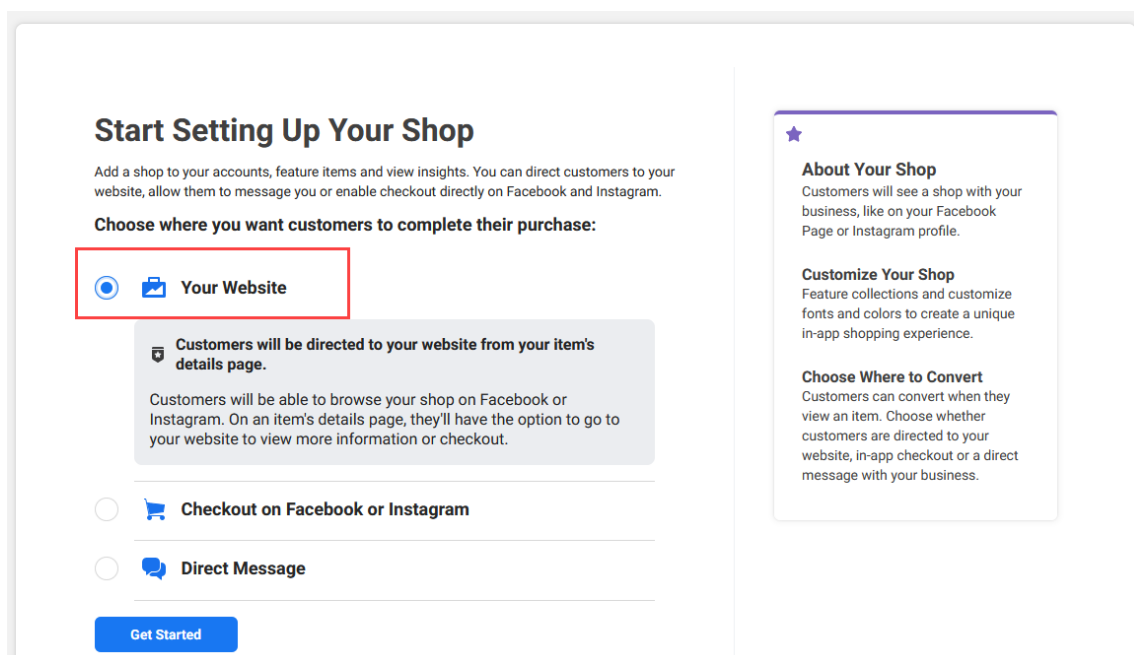
SCHEDULE	DETAILS
<div>+ Update Schedule</div>	Use update schedule to make faster changes to selected items in your feed. This is the recommended way to send price and availability updates.
Replace Schedule	<div><div><div>● Active</div><div>Daily - 15:37 GMT+01:00</div><div>From https://demo.obsolutions.es/prestashop/fbstore-demo/en/module/fi</div></div><div>Request Update Now<div>Edit<div></div></div></div></div>

3.4. Link catalog with Facebook Store

Once we have products in the catalog we can link it to our Facebook page, for this we must enter the menu option of the catalog 'Go to Shops':



On the next page we must select 'Your website':



On the next page we will have the business with which we want to link the catalog:

The screenshot shows the 'Choose a Business' step of the Facebook Shop creation process. On the left, a sidebar titled 'Create Your Shop' contains four steps: 'Choose a Business' (selected with a blue dot), 'Add Account Details', 'Choose Visibility', and 'Add Items'. The main area is titled 'Choose a Business' with the instruction 'Choose the business where you'd like to sell.' Below this, there is a list of business options. The first option is highlighted with a blue border and a blue dot, showing a profile picture with the letter 'M' and the text 'Facebook Page ID: 105604787857303'. Below it are three more options, each with a different profile picture. On the right, a purple-bordered box titled 'Business Requirements' contains the following text: 'You can set up a shop for any business you admin. If you choose an Instagram account, business tools require you to connect or create a Facebook Page, too. You don't have to add a shop to that Page if you only want to sell on Instagram.'

On the next page we must enter a name to internally identify our store and the business administrator account that will be in charge of managing the store:

The screenshot shows the 'Account Details' step of the Facebook Shop creation process. On the left, the same 'Create Your Shop' sidebar is visible, but now 'Add Account Details' is selected with a blue dot, and 'Choose a Business' has a green checkmark. The main area is titled 'Account Details' with the instruction 'We'll use this name for your Commerce and Business Manager Account. Customers won't see this name.' Below this, there is a text input field containing 'My Shop', which is highlighted with a red rectangle. Below the input field, there is a section titled 'Choose Business Manager Account' with the instruction 'Connect your Commerce account to Business Manager.' Below this, there is a list of business manager accounts. The first option is highlighted with a blue dot and a red rectangle, showing the text 'OBSolutions WD SL Business Account'. Below it are two more options, each with a different profile picture. On the right, a purple-bordered box titled 'Your Commerce Account' contains the following text: 'Your Commerce account will be connected to your Business Manager account, and you'll manage your shop in Commerce Manager. You'll see these account names in Business Manager and Commerce Manager. Customers won't see these names. Need Help? You can contact Facebook's Support team any time you have questions. Contact Us'. At the bottom right, there are 'Back' and 'Next' buttons.

On the next page we will select the Facebook page where we want the store to appear:

The screenshot shows the 'Where People Can View Your Shop' step. On the left, a sidebar titled 'Create Your Shop' has four steps: 'Choose a Business' (checked), 'Add Account Details' (checked), 'Choose Visibility' (active), and 'Add Items'. The main area is titled 'Where People Can View Your Shop' and contains the instruction: 'Choose where to create your shop and show your items. You can edit these or add Instagram handles later.' Below this is a search bar with a checkmark icon, a Facebook 'M' icon, and the text 'Facebook: [redacted]'. At the bottom right are 'Back' and 'Next' buttons. On the far right, a purple-bordered box titled 'Publish One Shop Across Apps' explains that a single shopping experience can be created across Facebook and Instagram. Below this, a 'Need Help?' section provides contact information for Facebook's Support team.

On the next page we must choose the catalog to associate with the store. We will select the previously created catalog (see section 3):

The screenshot shows the 'Add Products by Choosing a Catalog' step. The sidebar on the left is updated: 'Choose a Business' (checked), 'Add Account Details' (checked), 'Choose Visibility' (checked), and 'Add Items' (active). The main area is titled 'Add Products by Choosing a Catalog' with the instruction: 'Easily manage the items that appear in your shop by choosing one catalog.' Below this is a 'Suggested Catalog' section with the text: 'Your most frequently used catalog or the one with the most impressions.' It lists 'Catálogo_Productos_cliente_test' with 229 products and Catalog ID 1041675296219034. Below that is an 'Other Catalogs (2)' section with the instruction: 'Choose a different catalog to use with your shop.' It includes a search bar and two catalog options: 'Catálogo_Productos' (47 products, Catalog ID: 334081307809452) which is selected and highlighted with a red box, and 'Catalog_Products' (0 products, Catalog ID: 694177177850398). At the bottom, there is a 'Go to Catalogs' link and a note: 'You can't change this decision, but we'll help you move tags and items from other catalogs into this catalog next.' 'Back' and 'Next' buttons are at the bottom right. The right sidebar contains an 'About Your Catalog' section explaining its purpose and a 'Need Help?' section with contact information.

Finally, on the following page we will validate that all the data is correct before sending the store for review by Facebook:

The screenshot shows the 'Review Shop Details' page in Facebook Commerce Manager. On the left, a sidebar titled 'Create Your Shop' lists four steps: 'Choose a Business' (checked), 'Add Account Details' (checked), 'Choose Visibility' (checked), and 'Add Items' (checked). The main content area is titled 'Review Shop Details' and contains four sections, each with a 'Change' link:

- Your Business:** Shows the business name 'OBSolutions WD SL Business' and the Facebook Page ID '105604787857303'.
- Account Details:** Shows the account name 'My Shop'.
- Shop Visibility:** Shows the shop's visibility settings, including a Facebook icon and the text 'Facebook'.
- Catalog:** Shows the catalog name 'Catálogo_Productos' and the website 'demo.obsolutions.es' with 47 items.

At the bottom, there is a checkbox labeled 'By submitting your shop for review, you agree to our Merchant Agreement.' and a blue button labeled 'Create Your Shop'.

On the right, a sidebar titled 'Creating Your Shop' provides instructions: 'Once you submit, you can begin using Commerce Manager to create collections, customize your shop and more.' It also mentions that if you plan to sell on Instagram, you'll be able to publish your shop after your account is reviewed and approved. A 'Need Help?' section offers contact information for Facebook's Support team.

Once the store is created, you can customize it and finally publish it:

The screenshot shows the 'Overview' page in Facebook Commerce Manager. The left sidebar includes the 'facebook Commerce Manager' logo and a dropdown menu with 'Boutique' selected. Below the menu are links for 'Overview', 'Catalog', 'Shops', 'Ads', 'Insights', and 'Settings'. The main content area is titled 'Overview' and features a notification banner at the top stating 'Your Commerce account has been approved'.

Below the notification, there is a section titled 'Make Your Shop Your Own' with three steps:

- 1. Add Products to Your Catalog:** Includes a sub-header 'Inspire customers with a customized shop that's unique to your business.' and a 'Manage' button.
- 2. Customize Your Shop:** Includes a sub-header 'Create collections, edit text and buttons, add featured products and more.' and a 'Manage' button.
- 3. Publish Your Shop:** Includes a sub-header 'You can preview how your shop will look before you publish it. Your shop will go live once it's approved.' and a 'Manage' button.

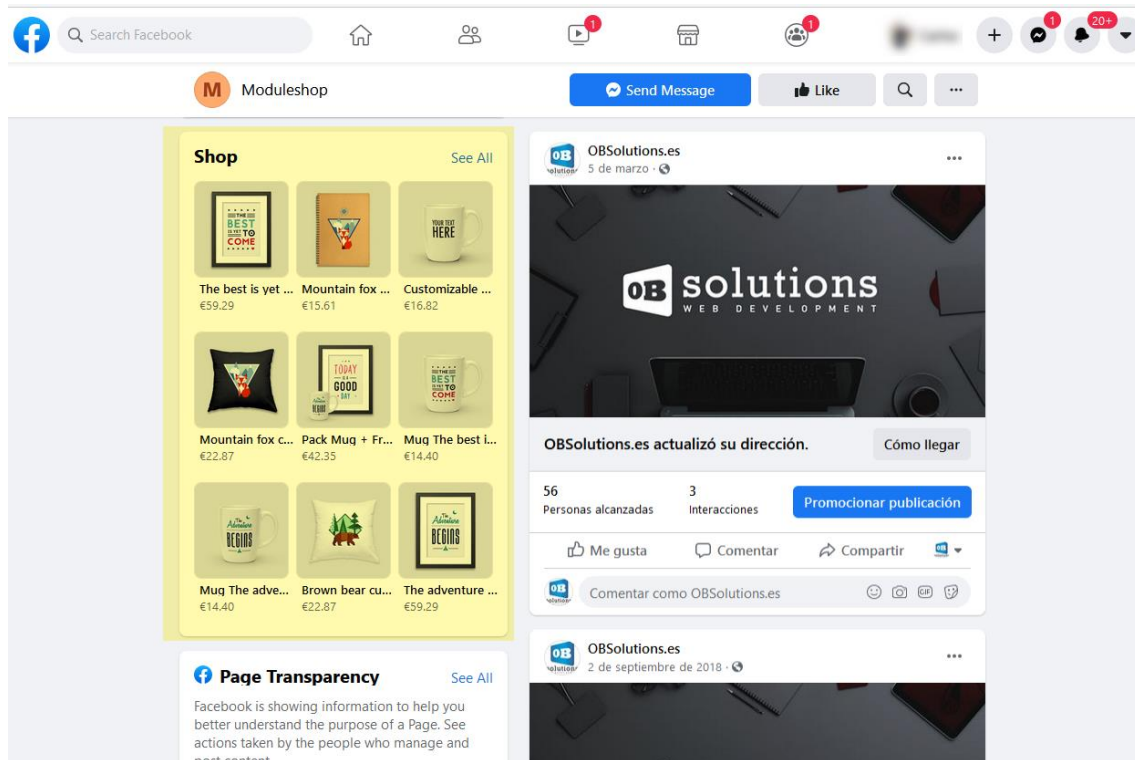
On the right side of the 'Overview' page, there are three summary cards:

- Catalog:** Shows '47 Items in this catalog' and a 'Manage' button.
- Data Source:** Shows 'Feed' and a 'Manage' button.
- Sales Channels:** Shows 'Moduleshop Facebook Shop' and a 'Manage' button.

At the bottom right, there is a section titled 'Add Instagram Account' with a plus icon and a link to 'Add Instagram Account'.

4. Our store on Facebook

With this we will already have our imported catalog and we will be able to see the products on our Fanpage:



M

Moduleshop

The best is yet to come'
Framed poster
€59.29

Hummingbird printed t-shirt
€23.14 ~~€28.92~~

Mug Today is a good day
€14.40

Mountain fox notebook
€15.61

Customizable mug
€16.82

Mountain fox cushion
€22.87

Pack Mug + Framed poster
€42.35

Mug The best is yet to come
€14.40

The Adventure
BEGINS

The Adventure
BEGINS

Listed by ModuleShop

The best is yet to come' Framed poster

€59.29

Save

Details

Printed on rigid matt paper and smooth surface.
- Dimension: 60x90cm

Shipping & Returns

You can return new and unused items within 30 days

Store Information
[View Shop](#)

ModuleShop

Check Out on Website

This will take you to demo.obsolutions.es

Listed by ModuleShop

Hummingbird printed t-shirt

€23.14 ~~€28.92~~ You save € 5.78 (20%)

Save

Details

Regular fit, round neckline, short sleeves. Made of extra long staple pima cotton.
- Color: white
- Size: XL

Shipping & Returns

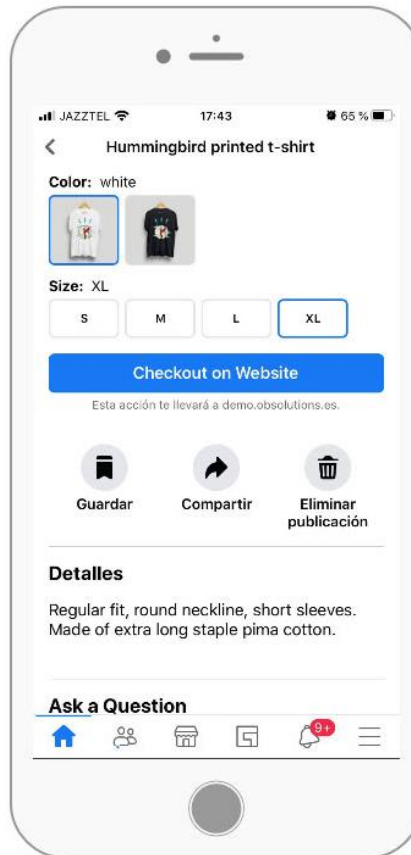
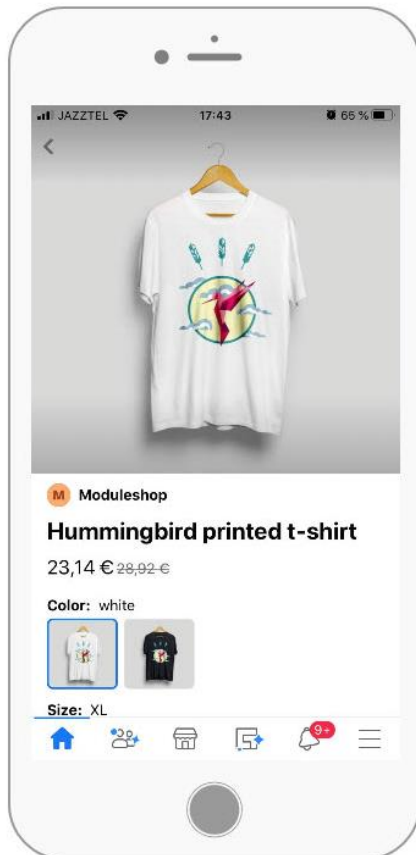
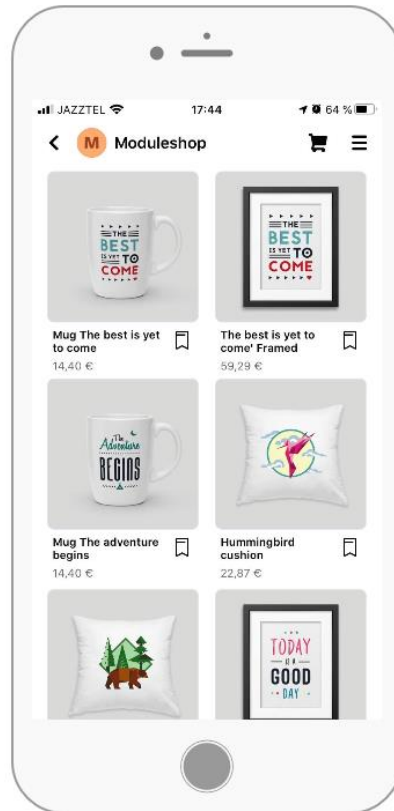
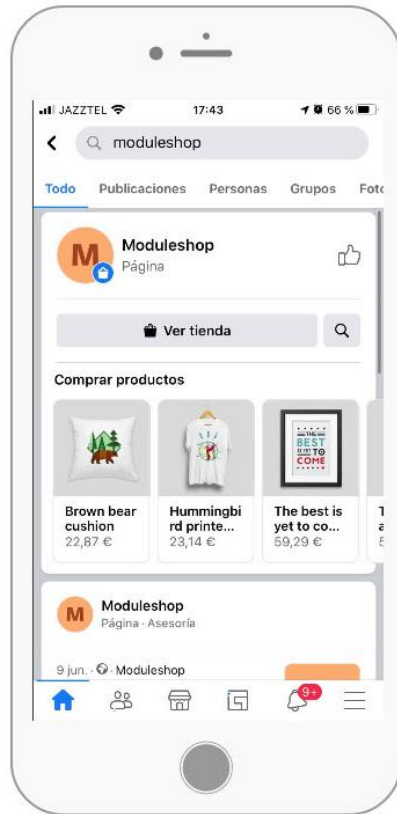
You can return new and unused items within 30 days

Store Information
[View Shop](#)

ModuleShop

Check Out on Website

This will take you to demo.obsolutions.es



5. Our store on Instagram

5.1. Requirements

Requirements to have a store on Instagram:

- Have a business profile on Instagram.
- Have a fan page on Facebook.
- Have launched at least 9 posts on Instagram.
- Download the latest version of Instagram.
- Have an official website where we sell our products.
- Have created a product catalog in our Facebook Business Manager account and linked in the store of our fanpage.
- Sell physical products (virtual products and services are not accepted)

5.2. Get started with Instagram Shopping

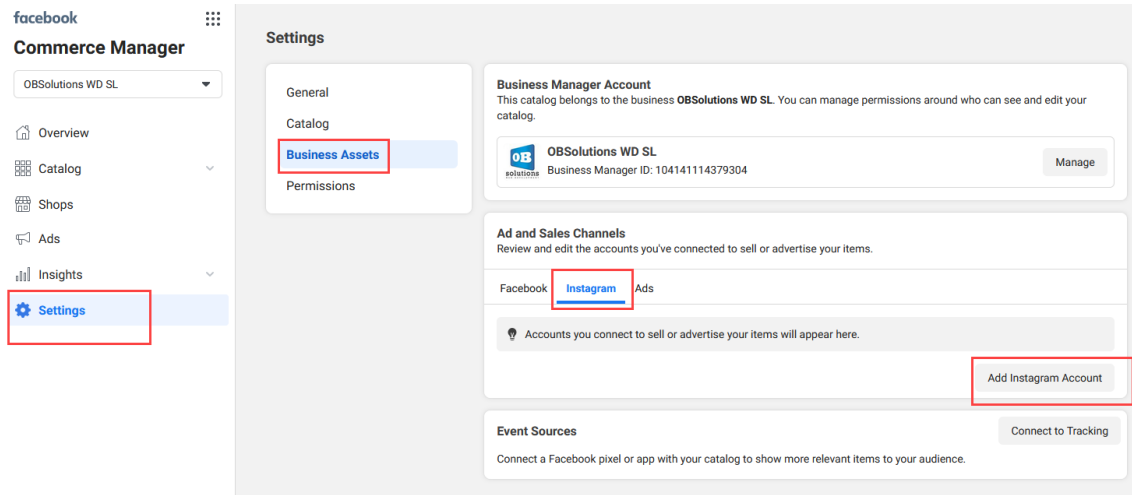
Before you can start tagging products, you must have your Facebook catalog linked to your business profile on Instagram. You can do this through the Facebook Business Manager.

Once the product catalog is connected to the account, it will be as easy to tag products in Instagram posts, as it is to tag people.

5.3. Connect a catalog to an Instagram business account

To connect a catalog to an Instagram business account in the catalog manager:

1. Go to the Settings - Business assets of your Facebook Business Manager account and select 'Add Instagram account'.



2. Select Connect an Instagram profile.
3. In the pop-up window, log into your Instagram business account.

That concludes the process of connecting a catalog to your Instagram business account.

After connecting your account to the catalog, open the Instagram app to register for the "Buy on Instagram" function:

1. Go to your profile settings, tap Business, and select Buy on Instagram.
2. Follow the steps to submit your account for review. The process usually takes a few days, although sometimes it takes longer. To know the status of the review, you can check Purchases in the Settings section at any time.
3. Once the account is approved, you will receive a notification from Instagram. Complete the setup in Purchases to start labeling products.

5.4. Tag products on Instagram Shopping

- Upload a photo, add the text and filters you want.
- Click on the product you want to tag.
- Write the name of the products to be labeled.
- A search box will appear, where you must mark the product / s you want to promote.
- Lastly, we recommend that you click on “preview these tagged products” to be able to review them all.
- Finally, click on "done" and "share"

We can label up to 5 products in the same image or 20 products in the carousel format.

As our catalog on Facebook is updated, Instagram will also update itself, eliminating those items that are out of stock.

In addition to being able to tag products in Instagram posts, we can also tag our stories.

In the case of Instagram stories, we will only have the possibility of creating one product sticker per story. To this sticker we can add different colors, filters etc ... that show the name of the product.

We cannot edit stories that have already been published, but what we can do is edit the old stories and upload them again with updated information.

6. Catalog location by Language or Country

To upload the different languages of our Prestashop catalog to the Facebook catalog we will need to perform the following steps.

1. Load main catalog

The first thing is to load the main Facebook catalog with the main language that we want for the store. To do this, we will follow the sections of this manual using the feed URL of the language we want as the main one.

The language is determined in the feed URL, in this example we see it:

Language ES:

Feed URL: <http://localhost.prestashop1770.com/en/module/fbstore/feed?token=mBzf6QqARr52CWmyHnkhTVQdL>

If we want the url of another language we change, in the URL indicated by the module **/it is/** by **/on/**, or failing that, we change the language of the Employee to the language we want and the module will show us the URL of the language selected for the employee.

Language EN:

Feed URL: <http://localhost.prestashop1770.com/en/module/fbstore/feed?token=mBzf6QqARr52CWmyHnkhTVQdL>

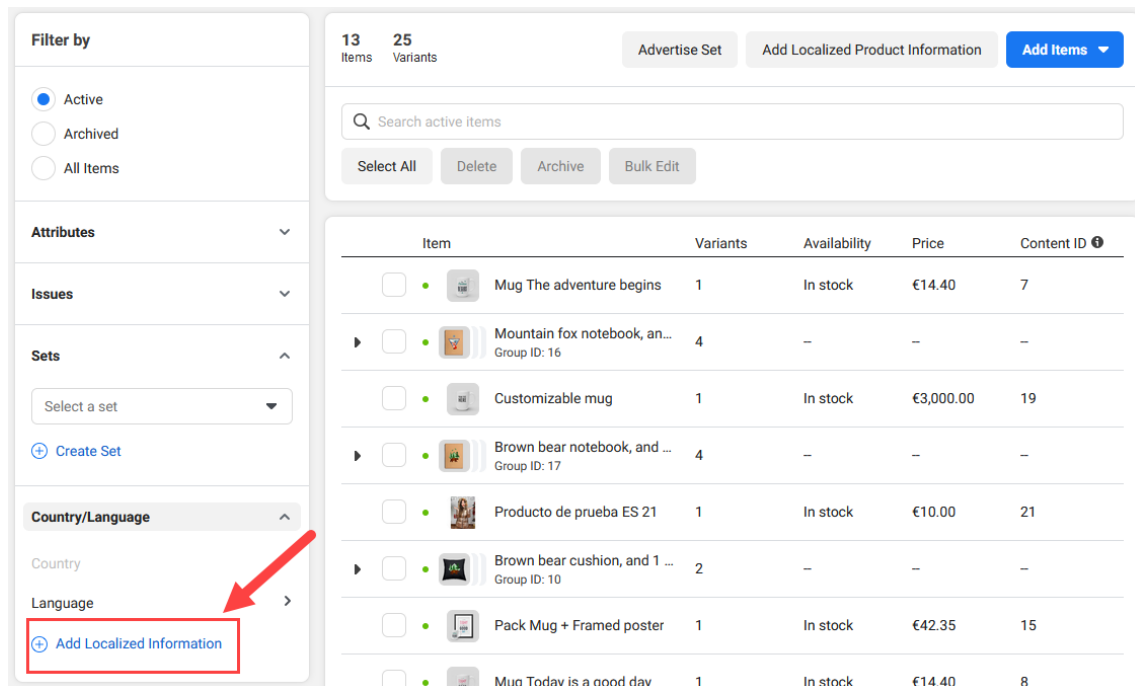
2. Upload secondary language feed

Once we have loaded the main catalog, we can load the rest of the language by accessing the list of articles in our new catalog on Facebook.

The screenshot shows the Facebook Commerce Manager interface. On the left sidebar, the 'Catalog' tab is selected, and the 'Items' sub-tab is highlighted with a red box and a red arrow. The main area displays the 'Items' section, which includes a search bar, filters, and a list of items. The items listed are:

Item	Variants	Availability	Price	Content ID
Mug The adventure begins	1	In stock	€14.40	7
Mountain fox notebook, an... Group ID: 16	4	—	—	—
Customizable mug	1	In stock	€3,000.00	19
Brown bear notebook, and ... Group ID: 17	4	—	—	—
Producto de prueba ES 21	1	In stock	€10.00	21
Brown bear cushion, and 1 ... Group ID: 10	2	—	—	—

In the article filter we will find a Country / Language section, where we must select 'Add localized information':



Filter by

- ☒ Active
- ☐ Archived
- ☐ All Items

Attributes ▾

Issues ▾

Sets ▴

Select a set ▾

[+ Create Set](#)

Country/Language ▴

Country

Language ▸

[+ Add Localized Information](#)

13 Items 25 Variants

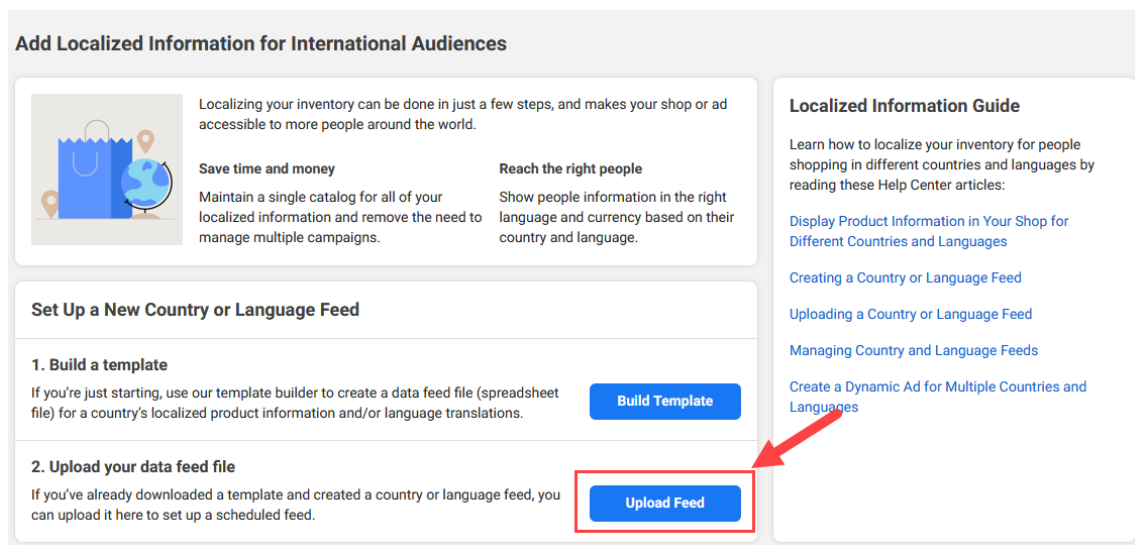
[Advertise Set](#) [Add Localized Product Information](#) [Add Items ▾](#)

Search active items

[Select All](#) [Delete](#) [Archive](#) [Bulk Edit](#)

Item	Variants	Availability	Price	Content ID ⓘ
<input type="checkbox"/> Mug The adventure begins	1	In stock	€14.40	7
<input type="checkbox"/> Mountain fox notebook, an... Group ID: 16	4	—	—	—
<input type="checkbox"/> Customizable mug	1	In stock	€3,000.00	19
<input type="checkbox"/> Brown bear notebook, and ... Group ID: 17	4	—	—	—
<input type="checkbox"/> Producto de prueba ES 21	1	In stock	€10.00	21
<input type="checkbox"/> Brown bear cushion, and 1 ... Group ID: 10	2	—	—	—
<input type="checkbox"/> Pack Mug + Framed poster	1	In stock	€42.35	15
<input type="checkbox"/> Mug Today is a good day	1	In stock	€14.40	8

On the next screen we will select 'Upload feed':



Add Localized Information for International Audiences

Localizing your inventory can be done in just a few steps, and makes your shop or ad accessible to more people around the world.

Save time and money
Maintain a single catalog for all of your localized information and remove the need to manage multiple campaigns.

Reach the right people
Show people information in the right language and currency based on their country and language.

Localized Information Guide
Learn how to localize your inventory for people shopping in different countries and languages by reading these Help Center articles:

- [Display Product Information in Your Shop for Different Countries and Languages](#)
- [Creating a Country or Language Feed](#)
- [Uploading a Country or Language Feed](#)
- [Managing Country and Language Feeds](#)
- [Create a Dynamic Ad for Multiple Countries and Languages](#)

Set Up a New Country or Language Feed

1. Build a template
If you're just starting, use our template builder to create a data feed file (spreadsheet file) for a country's localized product information and/or language translations.

[Build Template](#)

2. Upload your data feed file
If you've already downloaded a template and created a country or language feed, you can upload it here to set up a scheduled feed.

[Upload Feed](#)

On the next screen we must decide if we want to load the information by Language or by country, here we must bear in mind that we will have to put the same option in the field of the 'Location by' module:

Facebook:

Upload or Schedule a Localized Data Feed

Select Feed Type

Choose which type of localized feed to upload or schedule. [Learn More](#)

Country Feed
This feed includes information for people in other countries like localized price, currency, availability, sizing and more.

Language Feed
This feed includes information for people who speak different languages by providing translated titles, descriptions, colors and other product information.

Cancel Next

Module:

FEED URL

THIS IS THE FEED'S URL THAT YOU MUST CONFIGURE IN YOUR FACEBOOK CATALOG

Localization by: Language

Feed URL: <http://localhost.prestashop1770.com/en/module/fbstore/feed?token=mBzf6QqAr52CWmyHnkhTVQdL>

Save settings

From here you must follow the same steps as to load the main catalog:

Upload or Schedule a Localized Data Feed

Choose Upload Option

File upload
Upload a spreadsheet or file to add your inventory.

Scheduled feed
Use a file hosted on a website to automatically add and update your inventory.

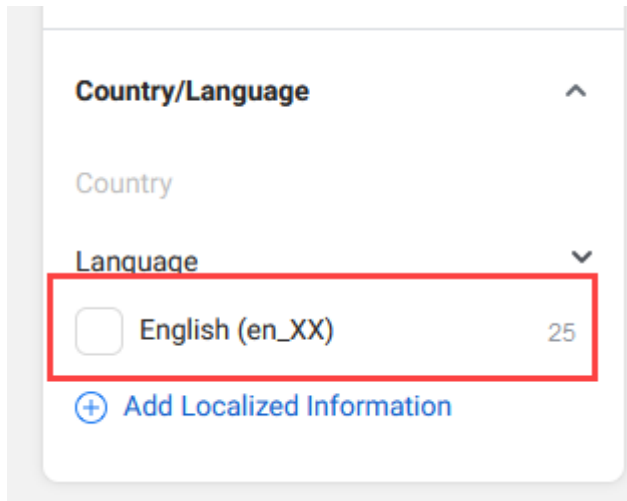
Google Sheets
Use a Google spreadsheet to automatically add and update your inventory.

Cancel Previous Next

Continue the same steps as described from the [page 12](#) of this manual for the main catalog but entering the URL of the language we want to load instead of the feed URL of the main language (already loaded).

3. Checking the data

Once the loading process is finished, we can see how the loaded language now appears in the product filter in the Country / Language section:



And if we go into the detail of a product we can check how the language drop-down (or country depending on the load made) appears enabled:

Main language: ES

Item: Producto de prueba ES 21

Detail

Media

Channels


Variants

International Coverage

Archive

Delete

Edit Item



Size: 800px x 800px
Image URL: https://external-mad1-1.xx.fbcdn.net/safe_image.php?d=AQGt0AZd78ChQE...

No country overrides

Default catalog language

☒ Default catalog language

☐ English en_XX

Title

Producto de prueba ES 21

Price

€10.00

Product Type

-

Website Link


<https://demo.obsolutions.es/prestashop/fbstore-demo/es/menta-tiendas/21-producto-de-prueba-menta.html>

Description

Producto de prueba 21 titulo

View more fields

QR Code



Close

Secondary language: EN

Item: Producto de prueba ES 21

Detail

Media

Channels

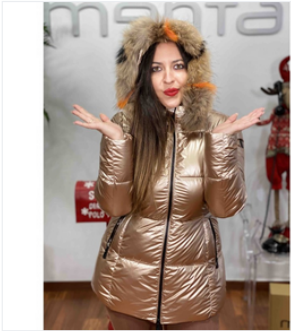
Variants

International Coverage

Archive

Delete

Edit Item



Size: 800px × 800px

Image URL: https://external-mad1-1.xx.fbcdn.net/safe_image.php?d=AQGtOAZd78ChQE...

No country overrides

English

Title

Test product in english 21

Price

€10

Product Type

-

Website Link

<https://demo.obsolutions.es/prestashop/fbstore-demo/en/menta-tiendas/21-producto-de-prueba-menta.html>

Description

test in english title 21

View more fields


Availability

In stock

Item Group ID

21

QR Code



Close

Module developed by OBSolutions



Web: http://addons.prestashop.com/en/65_obs-solutions