# GODATAFEED

Facebook Shops by GoDataFeed

Onboarding Guide

Learn how to connect your Wix catalog and sync orders from Meta.

WiX

color ▼

description ▼

brand ▼

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Table of contents

Integration:

Wix + Facebook and Instagram Shops + Meta orders

GoDataFeed has created a seamless integration between Wix users and Meta Shops, providing businesses with a hassle-free way to connect their product data via the Facebook and Instagram Shops feed, and manage Meta orders through our order sync platform. This comprehensive solution provides sellers the opportunity to expand their market footprint into Meta's highly profitable sales channel.

If you haven't already, your first step is to add our **Facebook Shops by GoDataFeed app** from the Wix App Market by clicking "Add to Site". Select your preferred plan type, and follow the steps shown to sign up for GoDataFeed.

Watch our explainer video that walks you through the process of connecting to Facebook Shops, submitting your feed, and syncing orders. You can also follow the detailed steps below in order to successfully set up your product feed and sync orders within our platform.

🏪 Your GoDataFeed Dashboard page

When you sign into GoDataFeed, you will land on the **Dashboard** page where you will see the **Account Setup** steps outlined below.

First:

Click the "**Connect**" button on the '**Connect to Facebook Shops'** step to connect your GoDataFeed and Facebook accounts so that we can submit your products to Facebook and Instagram Shops and sync orders back to your Wix store.
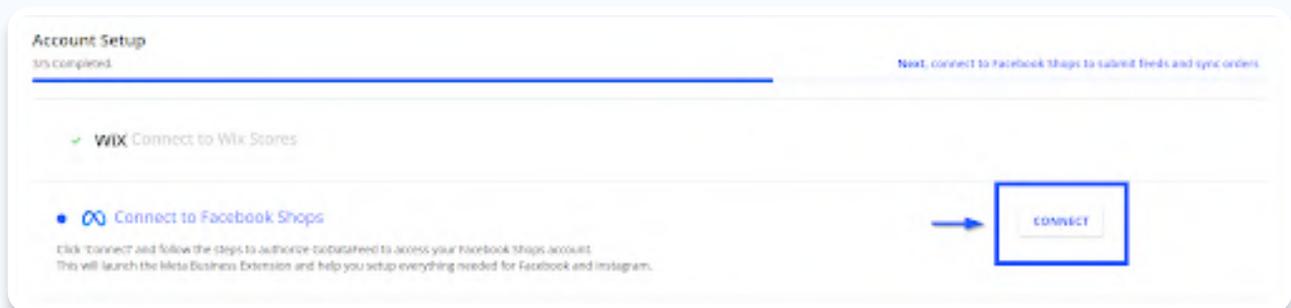
You must have permission to the Facebook Page and the Commerce Manager Account that you will use to connect this Catalog and Shop. Walk through the steps on-screen and you will receive confirmation upon completion.

How to Connect the Meta Business Extension (MBE)

What is the Meta Business Extension?

The Meta Business Extension (MBE) is a popup-based, Meta-owned interface that lives on GoDataFeed sites as a plugin, and simplifies the overall integration process with Meta.

It helps businesses connect their products and services with Facebook and Instagram channels — and once connected in GoDataFeed — simplifies the overall integration process of submitting a feed to Meta, and syncing orders placed in Meta back to your shopping cart platform.

How to connect the MBE in your Facebook and Instagram Shops feed

Go through the steps from '**Start**' to '**Finish**' to see the steps to follow to successfully connect the MBE within your Facebook feed:
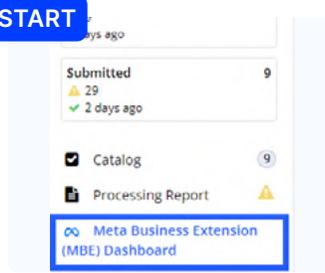
In your Facebook and Instagram feed > click '**Meta Business Extension (MBE) Dashboard**'
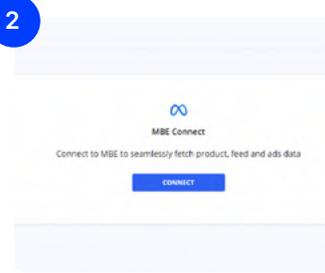
Click the blue "**Connect**" button
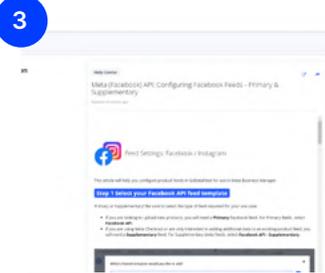
View the documentation on the right column, then proceed by clicking the "**Connect MBE**" button
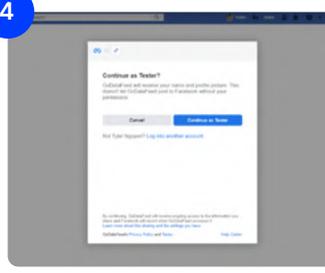
If you are not logged into Facebook, you will be prompted to login to your Facebook account > once logged in, you will see a dialog pop-up page > click the "**Continue as...**" button
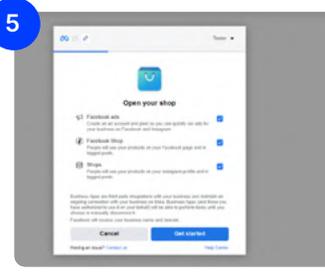
Continue with the connected account > Select/unselect assets you would like to connect >click the "**Get Started**" button
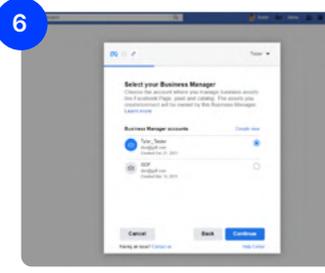
Select your Business Manager account or create a new one > click the "**Continue**" button

NOTE:

Choose the account where you manage business assets like Page, Pixel, and Catalog. The assets you create/connect will be owned by this Business Manager.
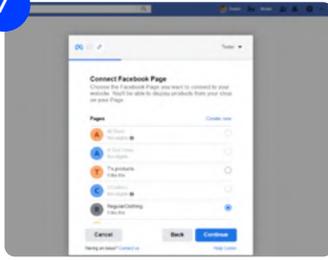
Select a Facebook Page or create a new one > click the "**Continue**" button

NOTE:

You can only connect to the page that has access to the Business Manager account you selected in the previous step.
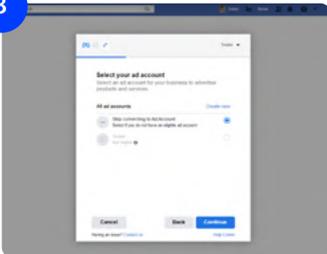
Connect to an existing Instagram account or create a new one > click the "**Continue**" button
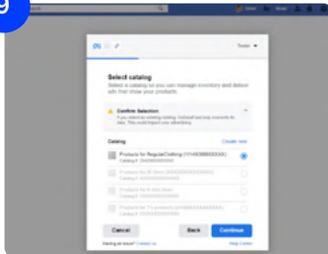
Select the Catalog or create a new on > click the "**Continue**" button

NOTE:

Select a catalog so you can manage inventory and deliver ads that show your products.
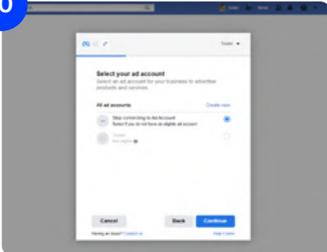
Select your ad account, skip this step, or create a new one> click the "**Continue**" button

NOTE:

Select the ad account your business uses to advertise products and services.
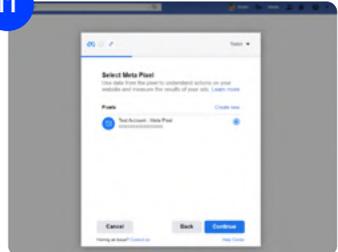
Select Meta Pixel or create new > click the "**Continue**" button

NOTE:

Use data from the pixel to understand actions on your website and measure the results of your ads.
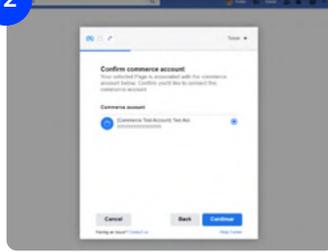
Connect your Commerce Account or create a new one > click the "**Continue**" button

Confirm all the permissions that GoDataFeed requested > click the "**Continue**" button

NOTE:

Recommended: turn on all permissions to ensure all the future features work properly.

FINISH
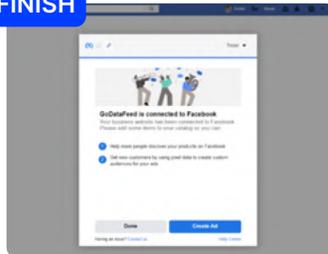
Congratulations! You are now connected to GoDataFeed > click the "**Done**" button
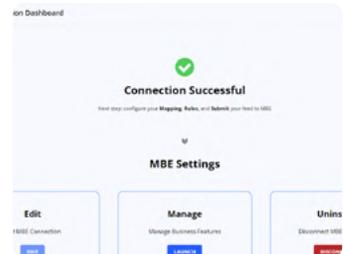
You will see '**Connection Successful**' now on the MBE Dashboard page of your Facebook feed

Review and submit your Facebook and Instagram Shops feed

Our system auto-maps the feed fields required by Facebook, and auto-submits the feed for you. However, we recommend you review these feed mappings, as well as additional mappings or optimizations you want to include in your feed. You will also want to review our system's validation messages, and the Processing Report for any feed issues.In order to submit your feed, review feed mappings and validation messages, and ensure your Meta Business Extension (MBE) is connected. Expand each step below and follow the instructions:

STEP 1

Review Feed Mappings

WHAT IS FEED MAPPING?

Feed mapping is the process of inputting your imported product catalog data points (found in the top row of your downloaded import file show in the '**Review your imported Wix catalog**' section above) into the feed template's data points so that you are submitting **the correct product data — in the correct format** — to Meta.

How to review, add, or adjust feed mappings:

1 In your Facebook and Instagram Shops feed > click '**Mapping**' in the left-side menu.
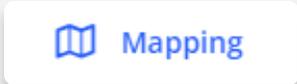
📖 Mapping

2 Our system has automatically mapped some fields for you. So by default, fields like Sku, Price, URL, ImageURL, Brand, Description and Title feed fields, may already be populated in the Mappings column.

You can add, adjust, or remove these default field mappings at any time.

You can sort Mappings by category. We highly recommend sorting by 'Required' fields first, before moving on to map additional feed fields.

3 The '**Mappings**' column on the right side of the screen is where you click into any Mapping field and 1) **Select** the product (**[P]**) value from the dropdown menu of your available product data fields that contains the corresponding product information for the feed field, or 2) **enter** in a static value that will apply to all products.

For example, you will select your [P].[description] product field to map the descriptions of your products into the 'description' feed field like this:
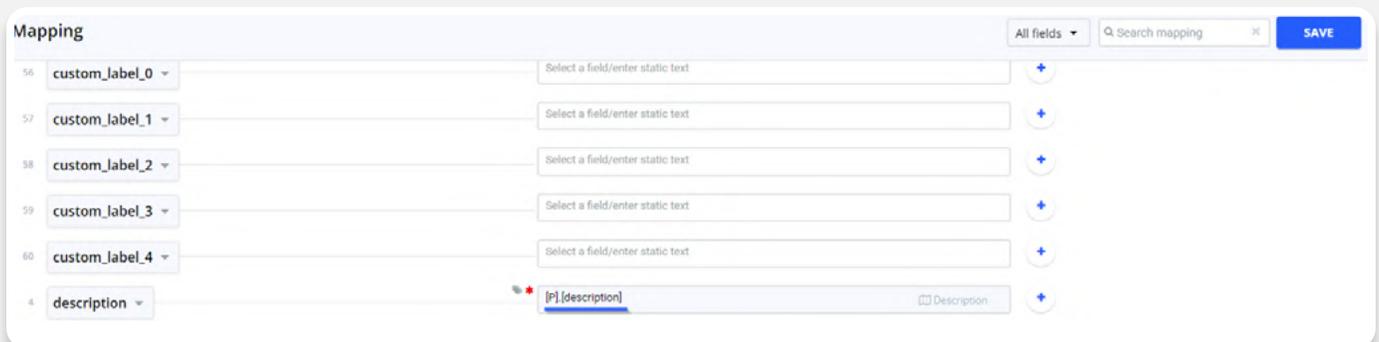
Or you can enter a static value that will apply to ALL products. For example, for the 'condition' feed field you can enter 'New' to submit the condition of all your products as 'New'.

Remember, to confirm what [P] product fields we are receiving from Wix, and to confirm you have available data in those product fields, you will download your import product catalog file.csv to assist you in accurately mapping your product data into your feed. The steps to do this are outlined in the previous section.

4   Click the blue "**Save**" button whenever you add, remove, or change any Mappings.
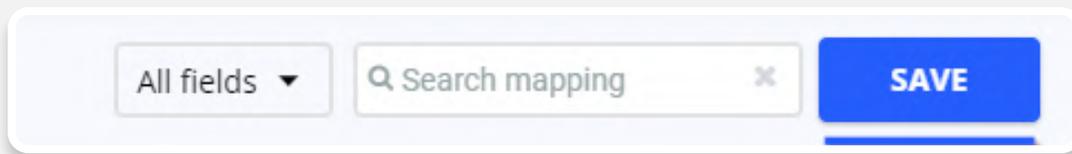
STEP 2

If You Make Changes, Compile the Feed Again

If you have made changes to your feed mappings, or optionally set up filters, assigned categories and created rules, you will need to **compile your feed.**

WHAT DOES COMPILING THE FEED DO?

Compiling a feed applies all of the Mappings, Filters, Categories, and Rules to a feed. Also, our system runs a data validation of your feed data against channel requirements. After a feed is successfully compiled a feed file that can be downloaded and reviewed, as well as a Validation Summary of errors, warnings, and optimization recommendations are produced in our App.

We recommend you compile your feed any time you make adjustments and review the resulting Validation Summary.

How to compile your feed:

Simply click the '**Compile**' button located here in the left-side menu:
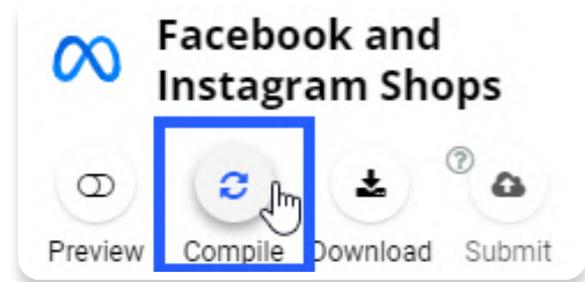
STEP 3

When the compilation is complete, a '**Validation Summary**' card appears on top of the '**Catalog**' page.
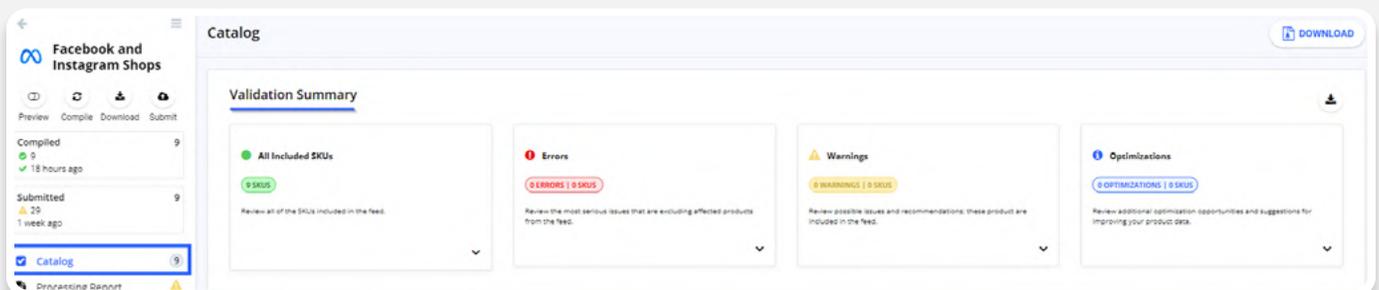
How to review Validation messages:

1 Click on any of the 4 cards to expand the messages for that category

2 You will see the message, message type, the % and total number of the affected products

3 Click on any message to review more details and review the channel requirements, and either create a rule or map a new field to resolve
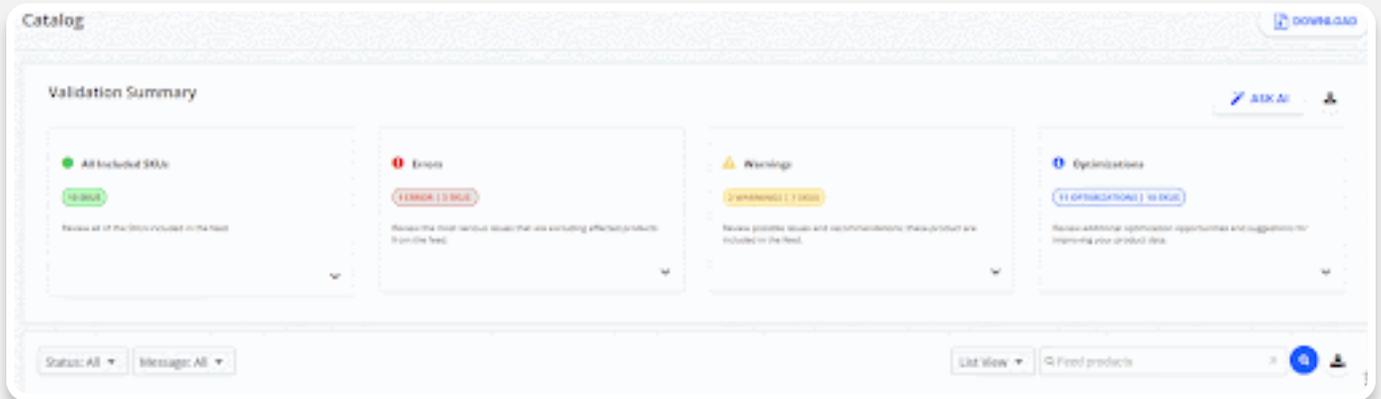
👍 **BEST PRACTICE**

We recommend reviewing and resolving Error messages first, as products affected by errors will not be submitted to the channel.

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STEP 4

Make Sure the Meta Business Extension Dashboard is Connected

In order to submit the feed and review the subsequent Processing Report, which includes feed errors returned from the channel, you need to have the Meta Business Extension connected.

ATTENTION

If you have already connected the MBE via the Dashboard outlined in the previous section, you should see the "**Connection Successful**" screen shown below. If you do not see this screen, walk through the steps below to connect.

1 In your Facebook and Instagram feed click '**Meta Business Extension (MBE) Dashboard**' on the left-side menu

2 Click the "**CONNECT**" button

3 Follow the prompts provided in App to make the connection

Once completed the page should look like the following:

Meta Business Extension Dashboard

✓

Connection Successful

Next step: configure your **Mapping**, **Rules**, and **Submit** your feed to MBE

⌄

MBE Settings

Edit	**Manage**	**Uninstall**
Edit MBE Connection	Manage Business Features	Disconnect MBE Connection
EDIT	LAUNCH	DISCONNECT

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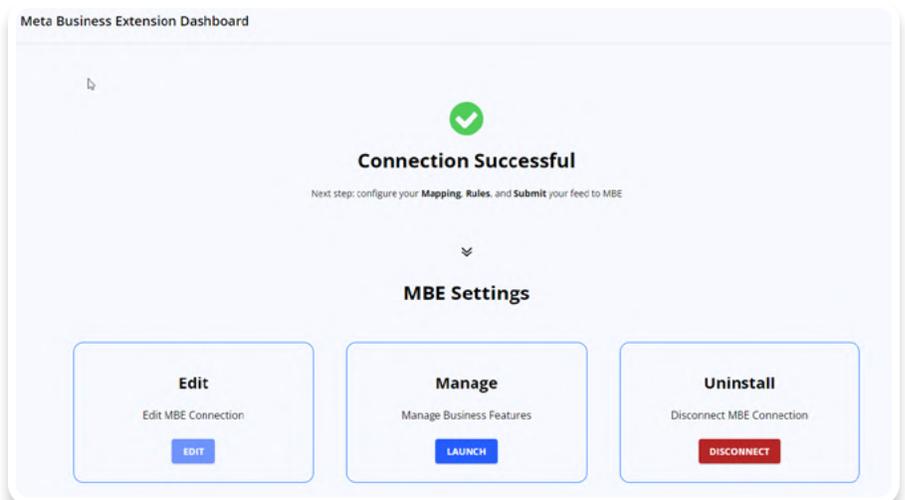
Follow the steps below to submit the completed feed to Meta:

1 Click '**Settings**' in the left-side menu of the feed

2 Scroll to the '**Feed Submission**' card

3 The '**Ingestion Source Type**' should have the value 'primary' populated, and the 'Feed Id' field will also have a value populated
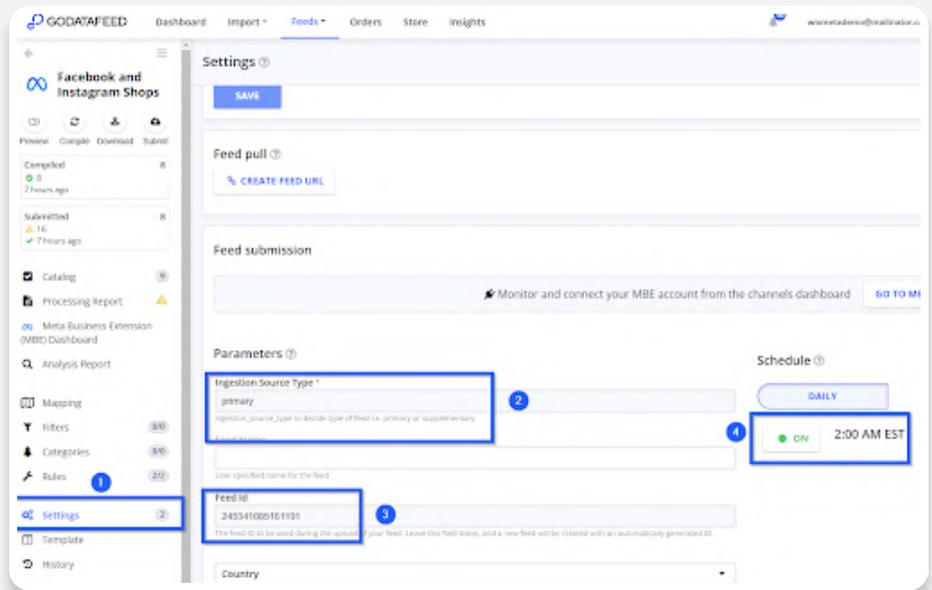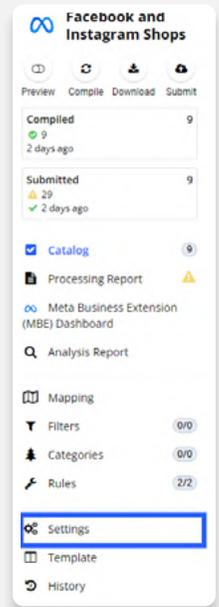
4 The '**Schedule**' button should be toggled **ON**, indicating the time and days your feed will automatically submit to your Commerce Manager

STEP 6
Review the Processing Report

Once the feed has been submitted, Meta will return a Processing Report that informs you whether the channel has accepted the feed, or if the feed has any rejected any items. Users can leverage the information in the Processing Report to determine how optimize their feed, and how to resolve listed errors that are preventing some products from listing in the destination.
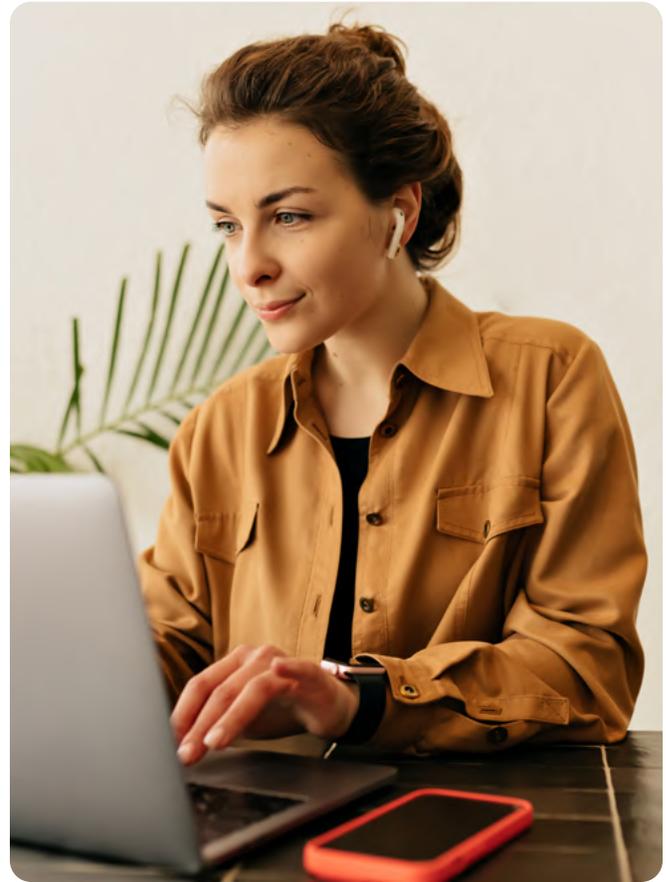
> ### NOTE:
>
> When it comes to these destinations the types of errors returned may be unique to a product type or an account level issue. Please note you may need to configure additional settings or permission in your **Meta account**.

How to review the Processing Report:

1 Click '**Processing Report**' from the left-side menu

2 Just like the '**Validation Summary'**, you will have a '**Summary**' section in the Processing Report, and you can click on any card to expand the messages for that category
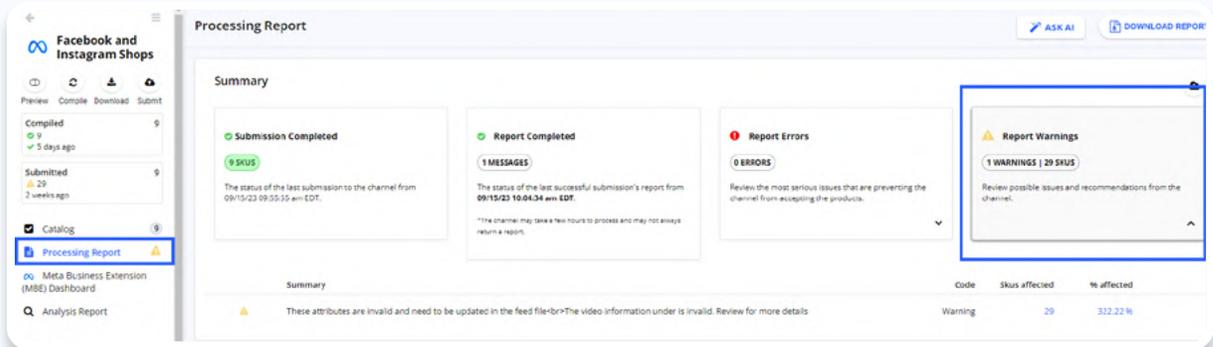
3 You can also click the "**Download Reports**" button to download the full report

Review Order Sync settings

Order Sync has been enabled for you so that orders placed in Facebook or Instagram Shops can be synced back to your Wix store. We recommend you follow the steps below in order to ensure your Wix permissions match what is required, and that your Shipping Methods and Wix Website ID are set up in GoDataFeed.

Configure Order Permissions in Wix

Grant permissions in your Wix Store:

1 Log into your Wix account.

2 Navigate to your Wix website editor.

3 Click on the "**Settings**" button on the left-hand side of the editor.

4 In the Settings menu, click on the "**E-Commerce Settings**".

5 Set "**Update store inventory**" to "**When an order is placed**" to keep track of your inventory.

6 When installing the GoDataFeed App you must grant the following permissions:

WIX STORES:
Read Products

WIX STORES:
Manage Orders

WIX STORES:
Manage Contacts

Review Shipping Methods in GoDataFeed

1 In GoDataFeed go to the '**Orders**' page

2 Click the 'Settings' button
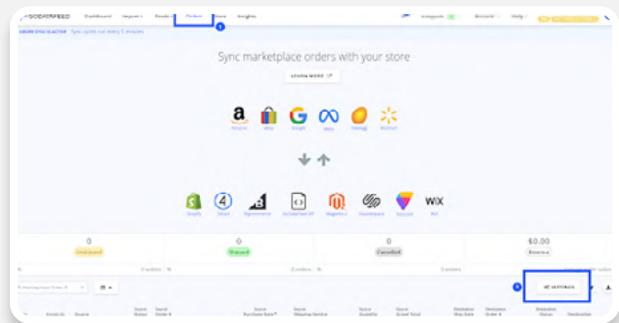
3 Click '**Marketplace Sources**' from the left-side menu

4 Click into '**Meta**'
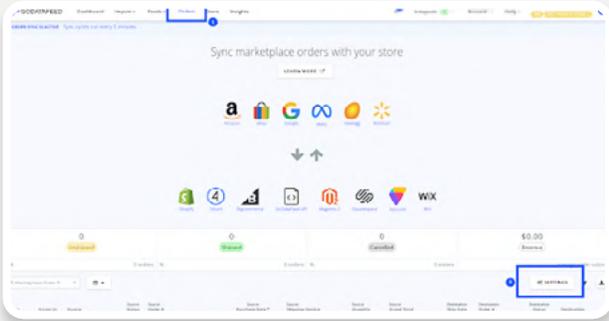
5 Scroll down on this page to review Shipping methods

NOTE

Our system enters default values for you. You can use the drop-down menus to change Shipping carrier if needed. The Store shipping method name and Store shipping method value do not need to be changed.
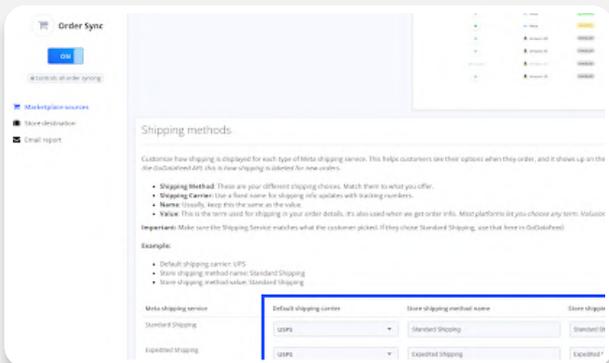
6 Click "**Save**" if you make changes to the Shipping carrier.
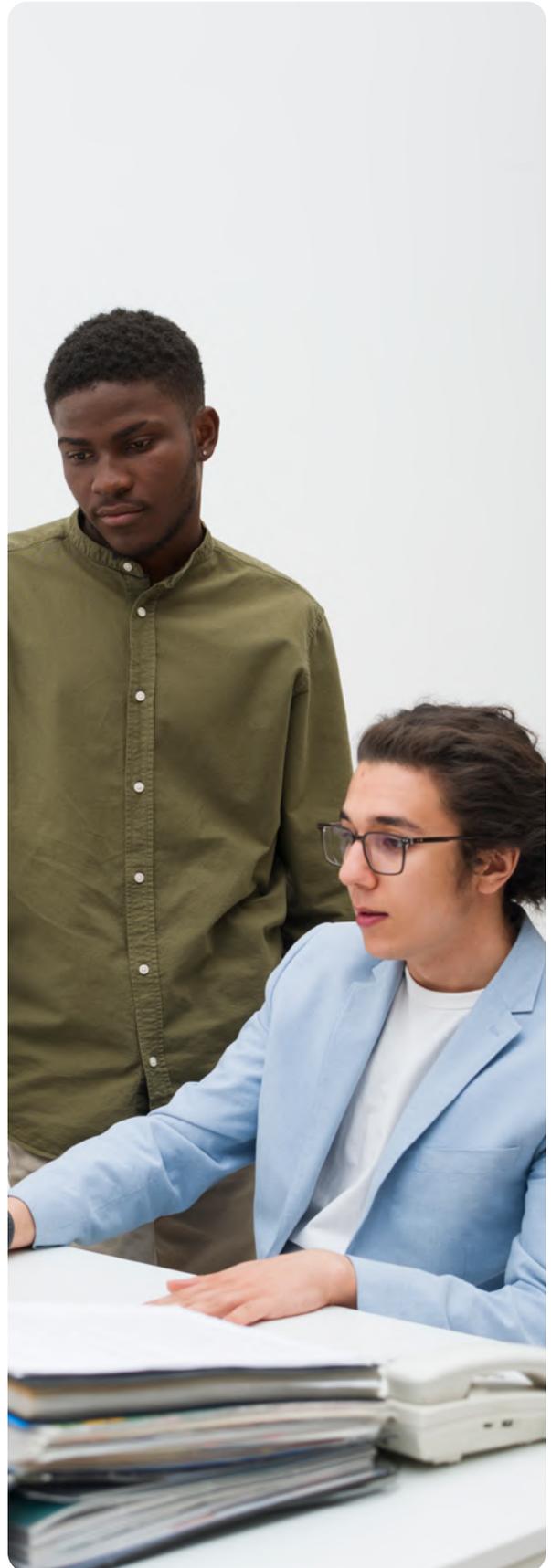
Input Your Wix Website ID into GoDataFeed

1 In the Orders page > select "Store Destination" on the left side
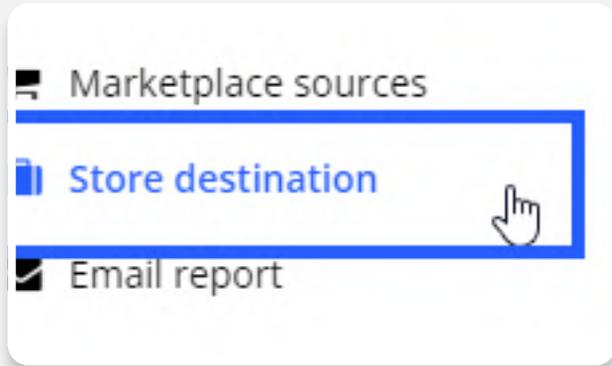
2 Locate your Website ID. You can find your website ID in the browser address bar once you are logged into your Wix Dashboard on your Wix website. See an example below of where this value is located:

3 Enter your Website ID here in GoDataFeed and click "Save".
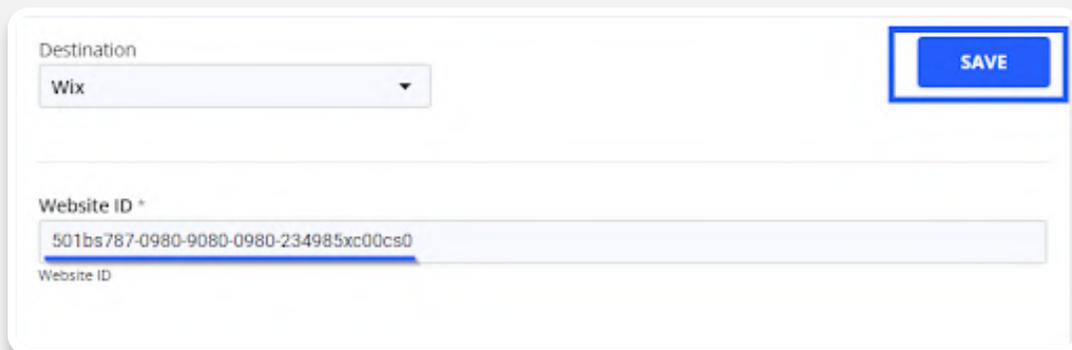
Data feed fields and specifications for catalogs in Commerce Manager

A data feed is a spreadsheet file that you upload to your catalog to add or update items in bulk. Follow these specifications carefully when you **create your data feed**.

Supported fields for data feeds:

→   Required fields for products

→   Additional required fields for checkout on Facebook and Instagram (US only)

→   Additional required fields for selling in India

→   Optional fields for products

→   Supported fields for travel, automotive and real estate

File format specifications for data feeds:

→   Data feed file formats and size limits

→   Specifications for scheduled feed uploads

Required fields for products

Each field in your data feed represents information about your products. All field names and certain supported values must be in US English. The following fields are required for each product in your catalog. If any required fields are missing or formatted incorrectly, products may not upload to your catalog.

TITLE

A specific, relevant title for the item, written in title case. See product title specifications. Character limit: 200, but we recommend 65 maximum to avoid longer titles being cut off.

EXAMPLE:

Blue Cotton T-Shirt

ID

A unique content ID for the item. Use the item's stock keeping unit (SKU) number if possible. Each content ID must appear only once in your catalog. If you use the same content ID for multiple items, none of them will be uploaded. Character limit: 100.

NOTE:

To use this item in Advantage+ catalog ads (formerly known as dynamic ads), this ID must exactly match the content ID for the same item in your Meta Pixel code. This tells us it's the same item in your catalog and on your website.

EXAMPLE:

12345

DESCRIPTION

A detailed description of the item. Include specific and unique product features like material or color. Use plain text only (to use HTML, see **rich_text description**) and don't enter text in all capital letters. The description should be different from the title. We recommend not including any links. See product description specifications. Character limit: 9,999.

EXAMPLE:

A comfortable royal blue women's T-shirt in organic cotton. Cap sleeves and relaxed fit. Perfect for warm summer days.

AVAILABILITY

The current availability of the item. Supported values: **in stock, out of stock.** Out of stock items don't appear in ads, which prevents advertising items that aren't available. They do still appear in shops on Facebook and Instagram, but are marked as sold out.

EXAMPLE:

in stock

CONDITION

The condition of the item. Supported values: **new, refurbished, used.**

EXAMPLE:

New

LINK

The link to the item's specific product page on your business's website where people can learn more about or buy the item. Links must begin with http:// or https://, be valid and be hosted on your business's website domain.

EXAMPLE:

http://www.jaspersmarket.com/products/shirt

PRICE

The price of the item. Format the price as a number, followed by a space and then the 3-letter **ISO 4217 currency code**. Always use a period (.) as the decimal point, not a comma (,). Don't include currency symbols such as $, € or £. Only use one currency in your feed. To add prices in other currencies for selling in different countries, **upload a country feed**.

EXAMPLE:

9.99 USD or 7.99 EUR

NOTE:

To sell directly on Facebook and Instagram with **checkout** (US only), the supported price range is 0.50 to 10000 USD.

IMAGE_LINK

The URL for the main image of your item. Images must be in JPEG or PNG format, at least 500 x 500 pixels and up to 8 MB. See **product image specifications**.

EXAMPLE:

http://www.jaspersmarket.com/products/shirt.jpg

NOTE:

If you replace the image later, the new image must have a different URL so that we recognize the change and refresh the image. For this reason, avoid adding a placeholder image such as one saying "image coming soon". Instead, wait until the final image is ready before uploading your item.

BRAND

The brand name, unique manufacturer part number (MPN) or Global Trade Item Number (GTIN) of the item. You only need to enter one of these, not all of them. For GTIN, enter the item's UPC, EAN, JAN or ISBN. Character limit: 100.

EXAMPLE:

Jasper's Market

Additional required fields for checkout on Facebook and Instagram (US only)

Checkout on Facebook and Instagram (US only) allows customers to complete purchases directly on Facebook and Instagram. To sell items with this checkout method, provide the following additional fields for each product in your catalog. If items are missing these fields, people won't be able to buy them or they may not show in your shop at all.

SIZE

Required for items in **specific product categories** including clothing and shoes.

The size of the item written as a word, abbreviation or number, such as "Small", "XL", "12" or "One size". Include a space between words and numbers (such as "US 12" or "15 months" instead of "US12" or "15months") and don't include the word "size" if not necessary (such as "XS" instead of "Size XS"). Character limit: 200.

EXAMPLE:

Medium

QUANTITY_TO_SELL_ON_FACEBOOK

⚠ **This field was previously called inventory.**

The quantity of this item that you have available to sell. Enter a whole number.

To prevent overselling, an item's quantity is automatically reduced each time a purchase order is confirmed through checkout. When the quantity reaches 0, the item is marked as sold out in your shop on Facebook and Instagram. After 56 days, out of stock items stop appearing in your shop.

NOTE:

To display as in stock for checkout, an item's **quantity_to_sell_on_facebook** must be at least 1 and its availability must also be set to **in stock**.

EXAMPLE:
150

Additional required fields for selling in India

The following fields are only required to provide for products in your catalog if you sell with Shops or on WhatsApp in India.

ORIGIN_COUNTRY

The item's country of origin. Enter the two-letter ISO country code.

EXAMPLE:
US

IMPORTER_NAME

If the country of origin is not India, provide the legal entity name of the item's importer.

EXAMPLE:
Jasper's Market Inc.

MANUFACTURER_INFO

Required for Shops only.

Information about the product's manufacturer, such as the manufacturer name and address.

EXAMPLE:
Jasper's Manufacturing Co., 5678 Johnson Ave, San Francisco, CA 94112 USA

IMPORTER_ADDRESS

If the country of origin is not India, provide the operational address of the importer. This field uses a JSON structure, which contains the following fields:

STREET1:

Required. The first line of the street address.

STREET2:

Optional. The second line of the street address.

CITY:

Required. The city name.

REGION:

Optional. The region, state or province.

POSTAL_CODE:

Optional. The postal code or zip code.

COUNTRY:

Required. Enter the two-letter ISO country code.

EXAMPLE:

{ street1: "1234 Smith St", street2: "Building 1", city: "San Francisco", region: "CA", postal_code: "94016", country: "US" }

WA_COMPLIANCE_CATEGORY

Required for selling on WhatsApp only.

If the item is a non-physical good sold in India, such as a service, use this field to indicate that the item is exempt from providing the country of origin (**origin_country**), importer name (**importer_name**) and importer address (**importer_address**).

Supported values (case sensitive):

COUNTRY_ORIGIN_EXEMPT:

The item is exempt.

DEFAULT:

The item is not exempt. This is the default value if you leave the field blank.

Learn more about **requirements for selling on WhatsApp in India.**

LEARN MORE

Optional fields for products

You can also include many optional fields to share more product information with customers or control how items are displayed. If you downloaded a feed template, it contains some optional fields already. You can add more or remove any that aren't relevant.

SALE_PRICE

If the item is on sale, enter its discounted **price**. Use the same formatting as the price field.

EXAMPLE:
5.99 USD

ITEM_GROUP_ID

Allows you to set up variants of the same product, such as different sizes, colors or patterns. Enter the same group ID in this field for all variants of the same product to indicate they're part of a group. Learn more about **variants**.

EXAMPLE:
Shirt_1

SALE_PRICE_EFFECTIVE_DATE

The date, time and time zone when your sale starts and ends. If you don't add this field, any items with a **sale_price** remain on sale until you remove their sale price. Use this format:

YYYY-MM-DDT23:59+00:00/YYYY-MM-DDT23:59+00:00

- Enter the sale start date as YYYY-MM-DD followed by a "T".

- Enter the start time in 24-hour format (00:00 to 23:59) followed by the UTC time zone (-12:00 to +14:00).

- Enter a "/". Then, repeat the same format for the date and time when your sale ends.

EXAMPLE
(USING PST TIME ZONE -08:00):
2020-04-30T09:30-08:00/2020-05-30T23:59-08:00

CATEGORY-SPECIFIC FIELDS

When you provide a Google or Facebook product category (**google_product_category** or **fb_product_category**), we recommend that you add more fields that are relevant to that category. For example, for beauty products, provide **ingredients**. **View the list of category-specific fields** (Meta for Developers).

STATUS

⚠ This field was previously called **visibility.**

Controls whether the item is active or archived in your catalog. Only active items can be seen by people in your ads, shops or any other channels. Supported values: active, archived. Items are active by default. Learn more about archiving items.

NOTE:

Some partner platforms such as Shopify may sync items to your catalog with a status called staging, which behaves the same as archived.

EXAMPLE:

active

ADDITIONAL_IMAGE_LINK

Links to up to 20 additional images of your item, separated by a comma (,), semicolon (;), space ( ) or vertical bar (|). Follow the same image specifications as **image_link**.

EXAMPLE:

http://www.jaspersmarket.com/products/shirt2.jpg, http://www.jaspersmarket.com/products/shirt3.jpg

FB_PRODUCT_CATEGORY

Provide the most specific Facebook product category possible from this list: **Spreadsheet (.csv)** or **Plain text (.txt).** Enter either the category name (not case sensitive) or its ID number.

EXAMPLE:

Apparel & Accessories > Clothing > Shirts & Tops or 212

● Learn more about **product categories.**

NOTE:

The category lists above are in US English. Download other languages **here**.

GOOGLE_PRODUCT_CATEGORY

Provide the most specific Google product category possible from this list: **Excel (.xls)** or **Plain text (.txt)**. Enter either the category name (not case sensitive) or its ID number.

EXAMPLE:

Apparel & Accessories > Clothing > Shirts & Tops or 212

● Learn more about **product categories.**

NOTE:

The category lists above are in US English. Download other languages from **Google Merchant Help Center**.

COLOR

The main color of the item. Describe the color in words, not a hex code. Character limit: 200.

EXAMPLE:

Royal blue

GENDER

The gender your item is targeted towards. Supported values: **female, male, unisex.**

EXAMPLE:

female

SIZE

The size of the item written as a word, abbreviation or number, such as "Small", "XL", "12" or "One size". Include a space between words and numbers (such as "US 12" or "15 months" instead of "US12" or "15months") and don't include the word "size" if not necessary (such as "XS" instead of "Size XS"). Character limit: 200.

EXAMPLE:

Medium

AGE_GROUP

The age group that the item is targeted towards. Supported values: **adult, all ages, teen, kids, toddler, infant, newborn.**

EXAMPLE:

adult

MATERIAL

The material the item is made from, such as cotton, polyester, denim or leather. Character limit: 200.

EXAMPLE:

Organic cotton

PATTERN

The pattern or graphic print on the item. Character limit: 100.

EXAMPLE:

Stripes

RICH_TEXT_DESCRIPTION

A description of the item containing rich text (HTML) formatting such as bullet points or multiple paragraphs. We recommend using rich text if the description is longer than 200 characters to help make it easier to read. If this field is provided, it will display instead of the **description** field wherever possible, but you must still provide **description** as a backup option. Character limit: 9,999.

Supported HTML tags:

- <html>, <form>, <fieldset>, <div>, <span>
- Header tags: <header>, <h1> to <h6>
- Table tags: <table>, <tbody>, <tfoot>, <thead>, <td>, <th>, <tr>
- List tags: <ul>, <li>, <ol>, <dl>, <dd>, <dt>
- Other formatting tags: <p>, <b>, <u>, <i>, <em>, <strong>, <title>, <small>, <br>, <div>, <sub>, <sup>, <pre>, <q>, <s>

NOTE:

<script> and <style> tags aren't supported. If you include them, they'll be automatically removed.

EXAMPLE:

<html>

<p>A comfortable royal blue women's T-shirt in organic cotton. Cap sleeves and relaxed fit. Perfect for warm summer days. Features graphic print of logo in white on upper left sleeve.</p>

<ul

100% organic cotton

Machine wash, tumble dry low

</html>

VIDEO[0].URL, VIDEO[1].URL, VIDEO[2].URL, VIDEO[3].URL … UP TO VIDEO[19].URL

Up to 20 fields each containing a link to a video of your item. Must be a direct link to download the video file, not a link to a video player such as YouTube.

The maximum video file size is 200 MB. Supported formats include .3g2, .3gp, .3gpp, .asf, .avi, .dat, .divx, .dv, .f4v, .flv, .gif, .m2ts, .m4v, .mkv, .mod, .mov, .mp4, .mpe, .mpeg, .mpeg4, .mpg, .mts, .nsv, .ogm, .ogv, .qt, .tod, .ts, .vob and .wmv.

EXAMPLE:

http://www.jaspersmarket.com/product_video.avi

SHIPPING_WEIGHT

The shipping weight of the item in lb, oz, g or kg.

EXAMPLE:
0.3 kg

SHIPPING

This field enables you to add the **"Free shipping" overlay** in Advantage+ catalog ads. Enter shipping details for the item formatted as Country:Region:Service:Price

- Enter the country as a 2-letter **ISO 3166 country code.**

  Enter the region, state or province. If shipping information is the same for an entire country, you can leave out the region but keep the :: as shown in the Philippines (PH) example below.

- Enter a free text description of the shipping service, such as Ground or Air.

  Enter the price as a number followed by a space and then the 3-letter **ISO 4217 currency code**. **Note:** To use the Free Shipping overlay, the price must be 0.0.

  If you offer different shipping details by region or country, separate them with a comma (,). as shown in the example below for the US and the Philippines.

EXAMPLE:

US:NY:Ground:9.99 USD, PH::Air:300 PHP

CUSTOM_LABEL_0, CUSTOM_LABEL_1, CUSTOM_LABEL_2, CUSTOM_LABEL_3, CUSTOM_LABEL_4

Up to five custom fields for any additional information you want to filter items by when you **create product sets**. For example, you could use a custom label field to indicate all items that are part of a summer sale, and then filter those items into a set. These fields support any text value, including numbers. Character limit: 100.

EXAMPLE:

Summer sale

CUSTOM_NUMBER_0, CUSTOM_NUMBER_1, CUSTOM_NUMBER_2, CUSTOM_NUMBER_3, CUSTOM_NUMBER_4

Up to five custom fields for any additional number-related information you want to filter items by when you **create product sets**. These fields allow you to filter by number ranges (**is greater** than and **is less than**) when you create a set. For example, you could use a custom number field to indicate the year each item was produced, and then filter a certain year range into a set.

These field supports whole numbers between 0 and 4294967295. It doesn't support negative numbers, decimal numbers or commas, such as -2, 5.5 or 10,000.

EXAMPLE:

2022

These are the main optional fields available, but you can find even more on the **Meta for Developers website**.

Supported fields for travel, automotive and real estate

View the fields to include in your data feed for hotels, flights, destinations, automative or real estate:

FIELDS FOR HOTEL ADS

FIELDS FOR FLIGHT ADS

FIELDS FOR DESTINATION ADS

FIELDS FOR AUTOMOTIVE INVENTORY ADS

FIELDS FOR REAL ESTATE ADS

File formats and size limits for data feeds

SUPPORTED FORMATS:

CSV, TSV, Excel (XLSX) Google Sheets or XML (RSS/ATOM).

FILE SIZE LIMIT:

100 MB for a one-time file upload or 8 GB for a scheduled feed. We also support compressed ZIP and GZIP files up to 30 GB. Files over 4 GB may take several hours to upload, so you may want to split it into multiple feeds and upload them separately.

ITEM LIMIT:

One million items per data feed recommended. If your data feed contains more items, split it into multiple feeds and upload them separately. You can upload as many data feeds as you want, but they must all contain different items.

LINE LENGTH LIMIT:

5 MB (5,242,880 characters) for each line or row of your data feed.

YOU CAN COMPARE FILE FORMATS AND VIEW SOME EXAMPLE FILES BELOW:

XLSX (EXCEL)

Microsoft Excel format. Enter fields as column names in the top row. In the rows below, enter item information.

EXAMPLE:

Follow guide to **download an XLSX template**

TSV (TAB SEPARATED VALUE)

You can create a TSV with most spreadsheet programs, such as Excel or Google Sheets. Enter fields as column names in the top row. In the rows below, enter item information.

EXAMPLE:

Products, **Flights**, **Hotels**, **Destinations**, **Vehicles**

CSV (COMMA SEPARATED VALUE)

You can create a CSV with most spreadsheet programs, such as Excel or Google Sheets. Enter fields as column names in the top row. In the rows below, enter item information.

NOTE:

If you create your CSV in a text editor or use a custom engineering solution to generate the CSV, you must enclose any fields containing commas or white space in "double quotes" to avoid formatting errors. To use double quotes inside a double quoted field, use consecutive double quotes. For example, "This item, designed in 2020, meets ""XYZ"" standards". If you're using a spreadsheet program such as Excel or Google Sheets, you don't need to do this.

EXAMPLE:

Follow guide to **download a CSV template**

GOOGLE SHEETS

When you upload your data feed in Commerce Manager, you can select the Google Sheets option and provide a shareable link to your file. Make sure your file sharing option in Google Sheets is set to allow anyone with the link to access it.

XML (RSS/ATOM)

A technical data feed solution, used with coding programs like ATOM or basic text editors. Typically generated by automated feed provider systems or web servers. Use a series of tags to enclose each item. Your file must begin with a valid <?xml declaration tag. Format your XML into multiple lines with one field per line. Each line has a 5 MB size limit.

EXAMPLE:

Products, **Flights**, **Hotels**, **Destinations**, **Home Listings**, **Vehicles**

Specifications for scheduled feed uploads

✓ To set up scheduled feed uploads to happen automatically, you must save your data feed file on your server, on a hosting site or in Google Sheets and provide the URL. We'll fetch your item information to update your catalog at your scheduled times.

✓ Your URL must begin with http://, https://, ftp:// or sftp:// and must link to your file, not to your website, Facebook Page or somewhere else.

Learn more about **managing scheduled feed uploads.**

Troubleshoot data feed errors in your catalog

A data feed is a spreadsheet file that you can use to upload and manage items in your catalog. If your data feed is missing required information or formatted incorrectly, certain items may not be updated or the entire feed may fail to upload to your catalog.

We recommend that you check and fix any data feed issues regularly to prevent outdated product information from displaying in any ads, shops or other channels connected to your catalog.

How to check for issues with your data feed

To check for issues in a data feed you've uploaded to your catalog:

1 In Commerce Manager, open the **Catalog** tab and go to **Data sources**. All the data feeds you've uploaded appear here.

2 Check the **Last update** column for each data feed:

IF YOU SEE ITEMS FAILED TO UPLOAD:

Some items in your data feed have issues so they haven't been added or updated in your catalog.

IF YOU SEE FEED UPLOAD FAILED:

Your data feed has one or more issues that have completely blocked it from uploading to your catalog.

3 Select **View feed error report** on the right-hand side. Or, you can click on your data feed to open its overview and then select **View report**.

4 Review any errors in the report. You can learn more about common errors in the next section. Edit your data feed file to fix the errors. Make sure to follow our **data feed specifications** carefully.

5 **Upload your updated file** in your feed's **Settings**. Or, if you've already set up **scheduled feed uploads**, save your updated file on your server or hosting website and your catalog will be updated automatically at the next scheduled upload time. **Note:** If your scheduled feed has failed to upload several times, we may have paused your schedule. To restart it, go to your feed's settings. Under **Schedules**, select **Resume**.

Look for the error listed in your data feed error report to learn how to fix it:

Your data feed file couldn't be accessed / Bad request

These errors mean we can't access your data feed from your server or file hosting website.

If you get an error that says Your Data Feed File Couldn't Be Accessed, Failed to Connect to FTP Server or Fetching Feed from HTTP Server Failed, check that:

The file URL links directly to your downloadable file. It can't be a link to your product page, Facebook Page or somewhere else. Test the URL in a new browser tab to make sure your file opens.

The URL is accessible. Open a new browser tab and test that your URL doesn't go to a broken page, like a 503 or 404 error.

You formatted the URL headers correctly. A common mistake is to set your Content-Encoding to UTF-8, so make sure to set this in the Content-Type section of the header instead.

If you get a bad request error, check with your developer or team to make sure that your server or hosting site isn't blocking our requests to fetch your data feed. They can get more information about the server logs and check that the settings are correct.

If you get an HTTP authentication failed error, make sure your username and password are correct in your data feed settings.

HTML format isn't supported

Data feed files must be in XLSX, CSV, TSV, XML (RSS/ATOM) or Google Sheets format. If you try to upload your data feed file in any other format, your upload won't work. **Check the data feed specifications**.

A required field is missing

For every item in your catalog, you must include certain required fields, such as an image, description and price. This error means your data feed is missing a required field. Check the **required fields** and add any that are missing.

Field can't be all uppercase letters

Certain fields in your data feed, such as **description**, can't be in all capital letters. This error means that you'll need to change the capitalization in that field. We recommend that you use sentence case for descriptions (see **description specifications**). For example, change "A BRIGHT SHIRT FOR SUMMER" to "A bright shirt for summer". You can also **create data feed rules** to fix capitalization issues automatically, in bulk.

Universal IDs are missing

For products (ecommerce), you must provide at least one of the following identifiers: brand name, Global Trade Identification Number (GTIN) or Manufacturer Part Number (MPN). To fix this error, make sure to include at least one of the following fields for each product in your data feed: brand, mpn or gtin. **Check the data feed specifications**.

Products can't be added by multiple data feeds

You can have multiple data feed files uploading to your catalog, but each individual item (determined by its content ID) can only be in one feed.

> **IF YOU SEE THIS ERROR, IT MEANS THE SAME ITEM APPEARS IN MORE THAN ONE DATA FEED.**
>
> ⬡ If you listed an item in more than one data feed by accident, **delete the item** from the extra files. It's best to keep the item in the original file where you first uploaded it, so delete the item from the newer files.
>
> ⬡ This error sometimes happens when you accidentally upload a new data feed file instead of updating your existing one. If this happens, **delete the newer data feed** from your catalog in **Data Sources** so items aren't listed in two files. Then, **update your original data feed** instead.

Invalid column headings

When you create a data feed, you must include certain required fields depending on your inventory type. This error means that the required fields are missing from your data feed or we couldn't recognize them because you used different names.

- ⊙ Check our **data feed specifications** and make sure to include all of the required fields for your inventory type.

- ⊙ Enter field names exactly as they appear in the specifications. They must be in US English.

- ⊙ If you used a different name for certain fields, you can also **create data feed rules** to automatically match your fields (column names) to fields we support.

Incorrect number of columns

This error can happen if there's a formatting issue in your data feed that causes your fields (columns) to not match up.

Check the number of field names (columns) in your header row. Review the rest of your feed and check that each item's row has the same number of fields (columns) as the header row.

Remove any extra fields in your feed that you aren't using. Make sure not to delete any required fields.

If you created your CSV file in a basic text editor or used a custom engineering solution to generate the CSV, you must enclose any fields containing commas in "double quotes". Otherwise, the CSV format recognizes the comma as a break between values, splitting the field wherever a comma appears. To use double quotes inside a double quoted field, use consecutive double quotes. For example, "This item meets ""XYZ"" standards". To fix the error, edit your CSV file to meet these requirements or switch it to TSV format instead.

> **NOTE:**
>
> This doesn't apply if you created your CSV in a spreadsheet program like Excel or Google Sheets because they add the necessary double quotes automatically.

Missing or invalid URL links

For every item in your catalog, you must include a link to a webpage where people can learn more about the item.

Add the correct link in the **link** field.

Links must begin with http:// or https://. Make sure that links are correct and aren't broken. Copy and paste them into a new tab in your browser to test them.

> If you can, it's best to try and link to pages that are optimized for mobile.

> Don't link to pages where people have to sign in or register to see items.

> Use a URL that won't change often.

Missing or incorrect prices

You must include a price for each item in your data feed so people know how much your items cost. This error means that a price is missing or formatted incorrectly.

> Include a price for each item in the **price** field.

> Make sure prices are formatted correctly. Format the price as a number, followed by a space and then the 3-letter **ISO 4217 currency code**. For all currencies, use a period (".") as the decimal point, not a comma (","). Don't include currency symbols such as $ or €. For example, 9.99 USD or 24.50 EUR are correct. $9.99 or 24,50 EUR are incorrect.

> If you accidentally used commas as the decimal points in your prices instead of periods, you can **create a data feed rule** to automatically change "," to "." in the **price** field.

> Make sure the prices you list are accurate and match the prices on your website.

> Don't include shipping or other additional fees in the price.

> Don't use auction prices or fluctuating prices. If you want to promote a sale price, use the **sale_price** and **sale_price_effective_date** fields. **Learn more about sale prices.**

> We recommend that you use one currency per catalog to avoid items displaying in multiple currencies.

Missing or duplicate IDs

Content IDs are unique identifiers that you enter for each item in your catalog. They allow your Meta Pixel to match each item in your catalog with the same item on your website so you can run **Meta Advantage+ catalog ads**.

Enter content IDs in the correct field in your data feed: id for products, **hotel_id** for hotels, destination_id for destinations, **home_listing_id** for home listings or vehicle_id for vehicles. Flights don't require an ID field because we create flight IDs automatically from the arrival and destination airport codes.

Don't use capital letters to differentiate between content IDs. For example, "shirt1" is the same as "SHIRT1".

Use SKUs as your content IDs if possible. If you don't know a product's SKU, refer to the manufacturer or user guide.

Make sure to use a different content ID for each item.

If you want to include product variants such as the same shirt in different sizes or colors, each individual variant still needs its own content ID. **Learn more about variants.**

Missing names or titles

Most inventory types require either a title or name field. Make sure to include this field in your data feed for each item. **Learn more about title specifications**.

Typos and other missing or incorrect information

Your data feed file must contain certain r**equired fields** depending on your inventory type.

When you create your file, check that you've included all the required fields for your inventory type.

Make sure fields aren't too long. Check the character limits in our **data feed specifications** and remove excessive characters.

You may not be able to upload your file if it has errors or typos. Check your titles and descriptions for spelling and grammar.

Invalid data feed file location

❯ If you host your file on another server like Dropbox or Google Drive and see an error message when you try to upload it, your file URL may not go to the correct file location.

❯ Make sure the URL starts with http, https, ftp or sftp or your upload will fail.

❯ Check that the URL links directly to your downloadable file. It can't link to a landing page on your website, a Facebook Page or somewhere else. Open a new tab in your browser, then copy and paste the link into the tab to test it.

Duplicate items

If you try to upload an item to your catalog that's already there, your upload may fail. Delete any items from your file and upload your file again.

This URL or any sub-chunk (URL or domain) is in the blocklist

If you see an error message about malicious links in your data feed file:

❯ Check your links to make sure they're correct and that they don't include any spelling errors or typos.

❯ Check your description field to ensure you've used correct spacing. For example, your description might be missing a space between words or accidentally use a period instead of a space, which could be interpreted as a malicious link by our spam filters.

❯ If your links and spacing are correct and you still see this error, please **contact support**.

Line or row of text exceeds size limit

This error means that your data feed contains a line or row of text that is too long, exceeding our row size limit of 5,242,880 characters or bytes.

> If your data feed file is in XML format, it may be formatted incorrectly. Reformat your XML code into multiple lines with one field per line. Then upload your data feed again.

> If your data feed file is in CSV or TSV format, this error may be caused by one or more fields containing very long links, such as the link, **image_link** or **additional_image_link** fields. Check your data feed for these fields or any others that may be causing a row to exceed the character limit and shorten the text. Then upload your data feed again.

Data feed file uploads slowly or exceeds file size

Sometimes large files can slow down your file upload speed or stop it from uploading. If your file takes too long to upload:

> Check the file size of your data feed. For a one-time upload, the size limit is 100MB. For scheduled feed uploads, the limit is 8GB.

> Compress larger files. You can upload compressed data feed files up to 30GB. Compress your data feed file with ZIP or GZIP formats.

> Split your data feed file to save time. It takes longer to upload one large feed than several smaller feeds. If you split your file, remember that each item can only be listed in one file.

> Check your network for connectivity issues. If you can't connect to your network or you experience intermittent connectivity issues, contact your internet service provider or network administrator.

Tips for building a high-quality catalog in Commerce Manager

Your catalog in Commerce Manager holds all the items you want to advertise and sell on Facebook and Instagram. Providing high-quality product information in your catalog helps customers discover your items and make more informed purchase decisions. It may also increase your ads and sales performance.

FOLLOW THESE TIPS TO BUILD AND MANAGE A HIGH-QUALITY CATALOG FOR ADS AND SHOPS:

✓ Use one catalog for ads and commerce:

We recommend that you **keep all your items in one catalog** instead of creating multiple catalogs. This helps you to manage your items in one place, optimize your catalog match rate and consolidate data from Meta Pixel events and ads engagement in one catalog, which may help to improve your ads performance. It also ensures that all your items are accessible to sell with Shops, since you can only connect one catalog per commerce account.

✓ Keep your catalog updated, especially prices and availability:

Update your items every time prices or availability change and make sure that the information in your catalog matches what's listed on your website. If people see items in your Facebook or Instagram ads or shop that are not actually in stock or are incorrectly priced, this can lead to a poor customer experience.

✓ Provide accurate product titles and descriptions:

Titles and descriptions are important to create a first impression of your item. The title and description should be different from one another. Make sure to include important details, avoid keyword stuffing, proofread for spelling and use the correct casing (title case for titles and sentence case for descriptions). Learn more about specifications for **product titles** and **product descriptions**.

✓ Choose high-quality images:

To showcase your items, provide high-resolution images that are at least 500 x 500 pixels, have a white background and show items clearly and accurately. If you're selling in Shops on Facebook and instagram, we recommend providing multiple images to show each item from different angles or zoom in on details. Learn more about **product image specifications**.

✓ Make sure product links are correct:

Make sure that your product links begin with http:// or https:// and aren't broken. Links must direct customers to the correct product page for that specific item on your business's website domain.

✓ Include a product category and category-specific fields:

Provide the most specific **Google or Facebook product category** possible for each item in your catalog. You can then include **fields specific to each category**, for example, **ingredients** for health and beauty products. These rich product details can help customers search for and discover your items.

✓ Create product sets:

Product sets, also known as collections in Shops, are groups of items in your catalog. After you create product sets, you can select them when creating ads to help narrow down the items that will appear in those ads. You can also feature them as collections in your shop on Facebook or Instagram.

✓ Check and resolve any issues with your items:

Items won't appear in your ads or shop if they don't comply with our policies or have certain other issues. Learn **how to troubleshoot items with policy violations** or **fix items not showing in your ads or shop**.

✓ Include required information for checkout (US only):

Checkout on Facebook and Instagram allows customers to complete purchases directly on Facebook and Instagram. To use this checkout method, **additional information is required** for each item, including a quantity, product category and size (clothing and shoes only).

✓ Set up variants:

If you sell variants of the same item, like different sizes or colors, make sure to **set up variants** in your catalog so they display correctly in your ads or shop.

✓ Make sure you have the correct permissions:

To perform actions on a catalog, such as adding items or creating sets, you'll need the correct permission level for the catalog in Business Manager. There are two permission levels for catalogs: Manage catalog or Create ads. Learn more about catalog permissions.

About Us

At GoDataFeed, we work daily to solve the most common problem facing ecommerce: Bad data.

Everywhere we look we see it. Product listings on the most popular shopping engines and marketplaces wasting impressions, wasting ad spend, wasting a good opportunity to make a sale. Incomplete data feeds, missing attributes, poorly structured titles, ineffectual descriptions. All of it costing advertisers potential shoppers — and in some cases, derailing their entire business.

GoDataFeed's cloud-based suite of product information management and distribution technology removes roadblocks to valid product feeds, enhances product data and streamlines how you publish products on ecommerce channels like Google, Amazon, and Facebook.

SEE A DEMO

Rebecca blends a decade of UX/UI expertise and strategic insights from her MBA to elevate B2B SaaS products. Driven by a passion for intuitive design, she ensures every interface is as functional as it is beautiful. Off the clock, Rebecca finds balance and focus through yoga and Pilates.

References

1   **About checkout on Facebook and Instagram Shops**

2   **Checkout Methods and Eligibility Requirements**

3   **Checkout methods for Facebook and Instagram by Meta**

4   **Facebook Shops Forces Onsite Checkout & Ends Fee Waiver**

5   **Instagram and Facebook will force their checkout experience on Shops soon**

6   **Social Commerce Trending Higher for Consumer Conversions**

7   **Key Social Commerce Statistics You Should Know in 2023**

8   **Social commerce: The future of how consumers interact with brands**

9   **The Difference Between Social Commerce and Ecommerce**

10   **Common UX problems with ecommerce and how to avoid them**