

 facebook

CLI Commands

Facebook & Meta Marketing Suite for Magento 2

Command line tools for managing the Facebook & Meta Marketing Suite.

Available Commands

| Command | Description |
|--|----------------------------------|
| <code>magmodules:facebook:generate-feed</code> | Generate product feed |
| <code>magmodules:facebook:process-queue</code> | Process CAPI event queue |
| <code>magmodules:facebook:sync-order</code> | Sync historical orders |
| <code>magmodules:facebook:cleanup</code> | Clean up old logs and queue data |

Generate Feed

Generate the product feed for Facebook Catalog.

```
bin/magento magmodules:facebook:generate-feed
```

Options:

| Option | Description |
|----------------------------|---------------------------------------|
| <code>--store-id=ID</code> | Generate for specific store view only |

Examples:

```
# Generate feed for all enabled stores
bin/magento magmodules:facebook:generate-feed

# Generate feed for store view ID 2 only
bin/magento magmodules:facebook:generate-feed --store-id=2
```

When to use:

- Initial feed setup
- After major product data changes
- When cron is not running
- To test feed generation

Process Queue

Process pending Conversions API events.

```
bin/magento magmodules:facebook:process-queue
```

What it does:

- Finds all events with status "pending"
- Sends each event to Facebook Conversions API
- Updates status to "success" or "failed"

When to use:

- When cron is delayed
- To immediately send events
- After fixing configuration issues
- To reprocess after token update

Sync Order

Sync historical orders to Facebook for Purchase events.

```
bin/magento magmodules:facebook:sync-order
```

Options:

| Option | Description |
|-------------------------------|-------------------------------------|
| <code>--order-id=ID</code> | Sync specific order by ID |
| <code>--from-date=DATE</code> | Sync orders from date (YYYY-MM-DD) |
| <code>--to-date=DATE</code> | Sync orders until date (YYYY-MM-DD) |

Examples:

```
# Sync specific order
bin/magento magmodules:facebook:sync-order --order-id=100000123

# Sync orders from last 30 days
bin/magento magmodules:facebook:sync-order --from-date=2024-11-01
```

```
# Sync orders in date range
bin/magento magmodules:facebook:sync-order --from-date=2024-11-01 --to-date=2024-11-30
```

When to use:

- Initial module setup (sync historical data)
- After enabling CAPI on existing store
- To backfill missing Purchase events

Cleanup

Remove old feed logs and processed queue entries.

```
bin/magento magmodules:facebook:cleanup
```

What it does:

- Removes old entries from Data Feed Logs
- Removes processed events from Processing Queue
- Keeps recent data for troubleshooting

When to use:

- Regular maintenance
- When grids become slow
- To free up database space

Common Workflows

Initial Setup Testing

```
# 1. Generate feed and check output
bin/magento magmodules:facebook:generate-feed

# 2. Process any queued events
bin/magento magmodules:facebook:process-queue
```

After Configuration Change

```
# Regenerate feed with new settings
bin/magento cache:flush
bin/magento magmodules:facebook:generate-feed
```

Backfill Historical Data

```
# Sync last 90 days of orders
bin/magento magmodules:facebook:sync-order --from-date=2024-09-01
```

Maintenance

```
# Clean up old data
bin/magento magmodules:facebook:cleanup
```

Need More Help?

Documentation:

- [All Help Articles](#) - Complete documentation overview

Support:

- [Contact Support](#) - Get help from our team

For a complete overview of features and configuration options, see the Facebook & Meta Marketing Suite extension on magmodules.eu

All articles for Facebook & Meta Marketing Suite

Installation

| | |
|---|---|
| 1 | Installation using Composer (recommended) |
| 2 | Installation using the Adobe Marketplace |
| 3 | Install through FTP and SSH |

Configuration

| | |
|---|---|
| 1 | Quick Start Guide |
| 2 | Feed Configuration |
| 3 | Pixel & Conversions API Configuration |

Troubleshooting

| | |
|---|---------------------------------|
| 1 | Troubleshooting |
|---|---------------------------------|

Grids

| | |
|---|----------------------------------|
| 1 | Data Feed Logs |
| 2 | Processing Queue |

Background

| | |
|---|--|
| 1 | CLI Commands (current) |
| 2 | Supported Checkouts |

