Feed Configuration

Facebook & Meta Marketing Suite for Magento 2

Complete reference for all product feed settings. The feed exports your product catalog to Facebook/Meta for use in ads, shops, and catalogs.

Location: Stores → Configuration → Magmodules → Meta - Feed

Feed Generation Settings

Enable

Enable or disable feed generation for this store view. Each store view has its own feed.

Filename

Custom filename for the generated feed. Leave default unless you have specific requirements.

Cron

Enable automatic feed generation via Magento cron.

Frequency options:

- Daily
- Every 12 hours
- Every 6 hours
- Every hour
- Custom (enter crontab format)

Performance Parameters

Setting	Description
Batch Size	Number of products processed per batch. Lower values use less memory but take longer.
Preview Size	Number of products shown in feed preview.

Attributes

Map your Magento product attributes to Facebook feed fields.

Product Name & Description

Setting	Description
ID	Unique product identifier. Use SKU if you're using the module's Pixel (recommended).
Title	Product name attribute. Must match your product landing page title.
Description	Product description. Automatically truncated to 5000 characters and stripped of HTML.

Conditional/Multiple fields: For complex mappings, select "Conditional" or "Multiple" to combine attributes or use logic-based selection.

Image Source

Setting	Description
Source	Which images to export: Main only, All images, or specific image role
Main Image	When using "All images", select which becomes the primary image
Include Hidden Images	Include images marked as hidden in gallery

Recommendation: Select "All images" to export additional images for better ad performance.

Unique Product Identifiers

These are required by Meta for proper product matching and ad performance.

Setting	Description	Required
GTIN	Global Trade Item Number (EAN/UPC barcode)	Yes, if available
Brand	Product brand/manufacturer	Yes
MPN	Manufacturer Part Number	Required if no GTIN

Note: Products without at least Brand + GTIN or Brand + MPN will have "identifier_exists = false" added automatically.

Product Condition

Setting	Options
Condition	Static value or from attribute
Default Value	New, Refurbished, or Used

Product Category

Setting	Description
Default Category	Facebook product category for all products

Product Type

Setting	Description
Include Product_Type	Add Magento category path as product_type
Product_type Attribute	Use custom attribute instead of category path

Non-Required Product Fields

Optional attributes that improve ad targeting and performance:

Setting	Use for
Color	Apparel, accessories
Material	Apparel, home goods
Pattern	Apparel, textiles
Size	Apparel, shoes
Size Type	Regular, petite, plus, etc.
Size System	US, EU, UK, etc.
Gender	Male, female, unisex

Product Types

Configure how different Magento product types are exported.

Configurable Products

Setting	Recommended	Description
Use Configurable/Simple	Simple products only	Export simples as individual products

Setting	Recommended	Description
Use Parent URL	Yes, with Auto-Link	Links to configurable page with correct variant selected
Use Parent Image	Only if Empty	Falls back to parent image when simple has none
Use Parent Data	Title, Description	Inherit these from parent
Fallback on Non-Visible only	Yes	Only apply parent fallback on "Not Visible Individually" simples

Bundle Products

Setting	Recommended	Description
Use Bundle Products	Parent only	Export the bundle, not individual components
Use Parent URL	Yes	Link to bundle page
Use Parent Image	Only if Empty	Falls back to parent image

Grouped Products

Setting	Recommended	Description
Use Grouped Products	Parent only	Export the grouped product
Parent Price	Min/Max/Sum	How to calculate price from children

Additional Configuration

Include Item Group Id

Report `item_group_id` on every variant of a configurable, bundle or grouped product, so the channel groups them as one product with several variants instead of as separate products. On by default.

The value is the parent's SKU, the same on the parent and on each of its variants.

Filter Options

Control which products are included in the feed.

Filter on Visibility

Only include products with specific visibility settings.

Visibility	Include?
Not Visible Individually	Only when you select it here
Catalog	Yes
Search	Yes
Catalog, Search	Yes

A simple product that is not visible individually but belongs to a configurable, bundle or grouped product is reported through its parent and is not affected by this filter.

A product that is not visible individually and has **no** parent has no page on the storefront, so the channel will reject it. It is left out when this filter is on and you did not select "Not Visible Individually"; with the filter off, or with that visibility selected, it stays in the feed.

Filter by Category

Include or exclude products by category.

Mode	Description
Include	Only products in selected categories
Exclude	All products except those in selected categories

Note: Simple products in configurable/bundle/grouped must also be in included categories.

Exclude Out of Stock

Remove out-of-stock products from the feed.

Advanced Filters

Create custom filters using any product attribute with conditions like:

- Equals
- Not equals
- Contains
- Greater than

- Less than

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 (current)**
3	Pixel & Conversions API Configuration

Troubleshooting

1	Troubleshooting

Grids

1	Data Feed Logs
2	Processing Queue

Background

1	Supported Checkouts
2	CLI Commands