Processing Queue

Facebook & Meta Marketing Suite for Magento 2

The Processing Queue grid shows all Conversions API (CAPI) events waiting to be sent or already processed. Use it to monitor event delivery, troubleshoot failed events, and manually process stuck items.

Location: Marketing → Magmodules Meta → Processing Queue

Columns

Column	Description
ID	Internal queue entry ID
Store View	Store where event originated
Payload	Event data being sent to Facebook
Response	Facebook API response (after processing)
Event Type	Type of event (Purchase, AddToCart, etc.)
Status	Current processing status
Created At	When event was queued
Updated At	Last status change

Status Values

Status	Meaning
Pending	Waiting to be processed by cron
Processing	Currently being sent to Facebook
Success	Successfully delivered to Facebook
Failed	Delivery failed after max retries

How Events Enter This Grid

Events are queued when CAPI is enabled and a tracked action occurs:

Event	Trigger

ViewContent	Product page viewed
AddToCart	Product added to cart
AddToWishlist	Product added to wishlist
Search	Search performed
InitiateCheckout	Checkout started
AddPaymentInfo	Payment method selected
CompleteRegistration	Account created
Subscribe	Newsletter signup
Lead	Contact form submitted
Purchase	Order placed

Processing:

- Events queue immediately when action occurs
- Cron processes queue every 5 minutes
- Failed events retry up to 3 times

Actions

Grid Actions

Button	Description
Process Queue	Manually process all pending events

Mass Actions

Select multiple rows and use:

- **Delete:** Remove selected events from queue
- **Process:** Manually process selected events

Common Workflows

Check Event Delivery

1. Open Processing Queue
2. Filter by Event Type if needed
3. Check Status column
4. Success = delivered to Facebook

Troubleshoot Failed Events

1. Filter by Status = Failed
2. Check Response column for error message
3. Common issues:
    - Invalid access token → regenerate token
    - Invalid pixel ID → verify configuration
    - Rate limited → wait and reprocess

Manually Process Events

If cron is delayed or you need immediate processing:

1. Click **Process Queue** button, or
2. Select specific events → Mass action "Process", or
3. Run CLI: `bin/magento magmodules:facebook:process-queue`

Clean Up Old Events

Remove successfully processed events to keep grid manageable:

1. Filter by Status = Success
2. Filter by Created At (older entries)
3. Select all → Delete

Or use CLI: `bin/magento magmodules:facebook:cleanup`

Verify Purchase Events

1. Filter by Event Type = Purchase
2. Check recent orders are queued
3. Verify Status = Success
4. Cross-reference with Facebook Events Manager

Understanding Payload

The Payload column contains JSON data sent to Facebook:

```
{
  "event_name": "Purchase",
  "event_time": 1234567890,
  "event_id": "unique-id",
  "user_data": {
    "em": "[hashed email]",
    "ph": "[hashed phone]"
  },
  "custom_data": {
    "value": 99.99,
    "currency": "EUR",
    "content_ids": ["SKU123"]
  }
}
```

All user data is SHA-256 hashed before sending.

Understanding Response

The Response column shows Facebook's API response:

Success:

```
{
  "events_received": 1,
  "fbtrace_id": "xxx"
}
```

Error:

```
{
  "error": {
    "message": "Invalid access token",
    "code": 190
  }
}
```

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 (current)**

Background

1	Supported Checkouts
2	CLI Commands