magmodules

facebook

Quick Start Guide

Facebook & Meta Marketing Suite for Magento 2

Get your Magento store connected to Facebook & Meta in minutes. This guide covers both the product feed setup for Facebook Catalog and event tracking with Pixel and Conversions API.

Prerequisites

Before you begin:

- Facebook Business Manager account
- Facebook Pixel ID (for frontend tracking)
- Conversions API Access Token (for server-side tracking)
- Facebook Catalog set up in Commerce Manager

Step 1: Enable the Module

1. Go to **Stores → Configuration → Magmodules → Meta - Feed**
2. Set **Enable** to **Yes**
3. Click **Save Config**

Step 2: Configure Product Feed

1. In the **Feed Generation** section:
    - Set **Enable** to **Yes**
    - Configure filename (default is fine)
    - Set cron schedule (recommended: Daily)
2. In the **Attributes** section:
    - Map your product attributes (Title, Description, Brand, GTIN)
3. Click **Save Config**
4. Click **Generate Feed** to create your first feed

Step 3: Set Up Facebook Pixel

1. Go to **Stores → Configuration → Magmodules → Meta - Pixel & CAPI**
2. In the **Pixel** section:
    - Set **Enable** to **Yes**
    - Enter your **Pixel ID**

- Select which events to track

3. Click **Save Config**

Step 4: Set Up Conversions API (Recommended)

For better tracking accuracy (bypasses ad blockers):

1. In the **Conversions API** section:
   - Set **Enable** to **Yes**
   - Enter your **Access Token**
   - Select which events to track
2. Click **Save Config**

Where to find your Access Token: Facebook Events Manager → Settings → Conversions API → Generate Access Token

Step 5: Upload Feed to Facebook

1. Go to **Marketing → Magmodules Meta → Data Feed Logs**
2. Copy the feed URL from the latest generated feed
3. In Facebook Commerce Manager:
   - Go to Catalog → Data Sources
   - Add Data Feed → Scheduled Feed
   - Paste your feed URL
   - Set update schedule

Step 6: Verify Setup

Check Feed:

1. Go to **Marketing → Magmodules Meta → Data Feed Logs**
2. Verify feed generated successfully

Check Pixel:

1. Install Facebook Pixel Helper browser extension
2. Browse your store
3. Verify events fire correctly

Check Conversions API:

1. Go to **Marketing → Magmodules Meta → Processing Queue**
2. Verify events are being processed
3. Check Facebook Events Manager for server events

You're Done!

Your Magento store is now connected to Facebook & Meta. Products will sync via the feed, and customer actions are tracked through both Pixel and Conversions API.

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 (current)**
2	Feed Configuration
3	Pixel & Conversions API Configuration

Troubleshooting

1	Troubleshooting

Grids

1	Data Feed Logs
2	Processing Queue

Background

1	Supported Checkouts
2	CLI Commands