

 facebook

## Troubleshooting

Facebook & Meta Marketing Suite for Magento 2

## Quick Diagnostics

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1. Check module is enabled in both configuration sections
2. Clear Magento cache
3. Verify Pixel ID and Access Token are correct
4. Check Processing Queue for failed events
5. Check logs: `var/log/facebook/`

## Feed Issues

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### Feed Not Generating

#### Symptoms:

- No feed file created
- Empty feed
- "Generate Feed" button does nothing

#### Solutions:

##### 1. Check feed is enabled:

- Go to Meta - Feed → Feed Generation Settings
- Verify Enable = Yes for this store view

##### 2. Check cron:

- Verify Magento cron is running
- Check `cron_schedule` table for facebook jobs

##### 3. Generate manually:

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

##### 4. Check logs:

- Review `var/log/facebook/` for errors
- Check Data Feed Logs grid for error messages

## Feed Has Missing Products

### Symptoms:

- Some products not in feed
- Product count lower than expected

### Solutions:

#### 1. Check filters:

- Review Filter Options settings
- Check visibility filter
- Check category filter
- Check stock filter

#### 2. Check product data:

- Product must be enabled
- Product must have required attributes (ID, Title, etc.)
- Product must meet filter criteria

#### 3. Check product types:

- For configurable: check if simples or parents are exported
- Verify Product Types settings match your needs

## Feed Has Wrong Data

### Symptoms:

- Wrong prices
- Wrong images
- Missing attributes

### Solutions:

#### 1. Check attribute mapping:

- Verify each attribute maps to correct Magento attribute
- Check conditional/multiple field configurations

## 2. Check product type settings:

- Verify parent/simple fallback settings
- Check "Use Parent Data" selections

## 3. Regenerate feed:

- Clear cache
- Generate new feed
- Check preview for specific products

## Pixel Issues

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### Pixel Not Firing

#### Symptoms:

- No events in Facebook Events Manager
- Pixel Helper shows no pixel found

#### Solutions:

##### 1. Check configuration:

- Meta - Pixel & CAPI → Pixel → Enable = Yes
- Pixel ID is entered correctly

##### 2. Check page source:

- View page source
- Search for your Pixel ID
- Verify Facebook base code is present

##### 3. Check for conflicts:

- Disable other Facebook/tracking extensions
- Check for JavaScript errors in browser console

##### 4. Clear caches:

- Full page cache
- Browser cache

- CDN cache if applicable

## Events Not Tracking

### Symptoms:

- PageView works but other events don't
- Specific events missing

### Solutions:

#### 1. Check event selection:

- Verify events are selected in Pixel configuration
- Save and clear cache

#### 2. Test specific events:

- ViewContent: Visit a product page
- AddToCart: Add product to cart
- Purchase: Complete a test order

#### 3. Use Pixel Helper:

- Install Facebook Pixel Helper extension
- Browse your store
- Check which events fire

## Conversions API Issues

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## Events Stuck in Queue

### Symptoms:

- Processing Queue shows many pending events
- Events not appearing in Facebook

### Solutions:

#### 1. Check cron:

- Queue processes every 5 minutes via cron

- Verify cron is running

## 2. Process manually:

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

## 3. Check Access Token:

- Token may be expired or invalid
- Generate new token in Facebook Events Manager

## Events Failing

### Symptoms:

- Processing Queue shows failed events
- Error messages in Response column

### Solutions:

#### 1. Check error message:

- Open Processing Queue
- Look at Response column for failed events

#### 2. Common errors:

Error	Solution
Invalid access token	Generate new token
Invalid pixel ID	Verify Pixel ID matches
Rate limited	Wait and retry
Invalid event data	Check event payload

#### 3. Reprocess failed events:

- Select failed events
- Use mass action "Process"

## No Server Events in Facebook

## Symptoms:

- Pixel events show but no server events
- Events Manager shows only browser events

## Solutions:

### 1. Verify CAPI is enabled:

- Check Enable = Yes
- Check Access Token is entered
- Check events are selected

### 2. Check queue processing:

- Go to Processing Queue
- Verify events are being processed
- Check for successful entries

### 3. Check Facebook Events Manager:

- Go to Events Manager → Data Sources
- Check "Server" in connection method filter
- Allow 24-48 hours for initial data

## Performance Issues

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### Feed Generation Slow

## Solutions:

### 1. Adjust batch size:

- Reduce Batch Size in settings
- Trade-off: slower but uses less memory

### 2. Run during off-peak:

- Schedule cron for low-traffic hours
- Or generate manually when needed

### 3. Optimize product data:

- Fix products with missing required data
- Reduce number of filtered-out products

## Queue Building Up

### Solutions:

#### 1. Increase cron frequency:

- Default is every 5 minutes
- Consider more frequent if high volume

#### 2. Process manually:

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

#### 3. Clean old data:

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

## Debug Mode

### Enable Debug Logging

1. Go to Meta - Feed → Debug
2. Enable Debug Mode
3. Reproduce the issue
4. Check logs in `var/log/facebook/`

### Log Files

File	Contents
<code>debug.log</code>	Detailed operation logs
<code>error.log</code>	Error messages

## Common Error Messages

Error	Cause	Solution
Invalid Pixel ID	Wrong or missing Pixel ID	Check and re-enter Pixel ID
Invalid Access Token	Expired or wrong token	Generate new token in Facebook
Feed generation failed	Memory or timeout	Reduce batch size
Event validation failed	Missing required data	Check event payload in queue
Rate limit exceeded	Too many API calls	Wait and retry later

## Need More Help?

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### Documentation:

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

### Support:

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

When contacting support, provide:

- Magento version
- Module version
- Error messages from logs
- Screenshots of configuration
- Steps to reproduce

For a complete overview of features and configuration options, see the Facebook & Meta Marketing Suite extension on [magmodules.eu](http://magmodules.eu)

# All articles for Facebook & Meta Marketing Suite

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## Installation

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1	<a href="#">Installation using Composer (recommended)</a>
2	<a href="#">Installation using the Adobe Marketplace</a>
3	<a href="#">Install through FTP and SSH</a>

## Configuration

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1	<a href="#">Quick Start Guide</a>
2	<a href="#">Feed Configuration</a>
3	<a href="#">Pixel &amp; Conversions API Configuration</a>

## Troubleshooting

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<b>1</b>	<b><a href="#">Troubleshooting (current)</a></b>
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## Grids

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1	<a href="#">Data Feed Logs</a>
2	<a href="#">Processing Queue</a>

## Background

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1	<a href="#">CLI Commands</a>
2	<a href="#">Supported Checkouts</a>

