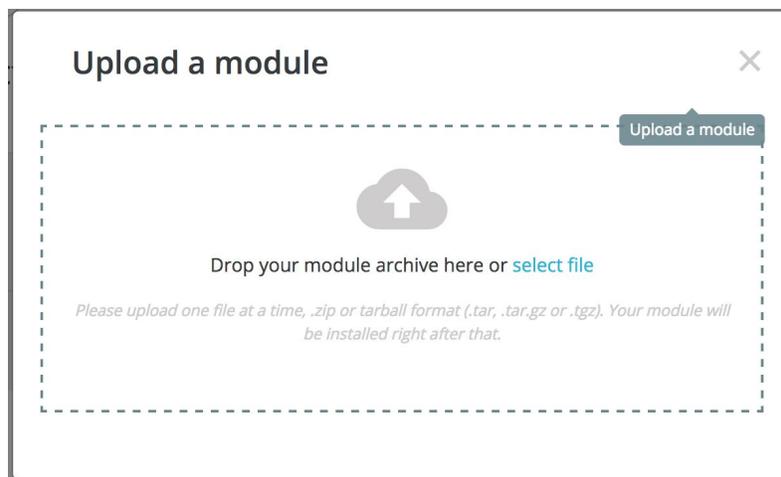# Fabvla Facebook Pixel and Catalog Export

This module is useful to insert automatically the new Facebook Pixel in your e-commerce website pages.

Moreover it tracks some useful standard action very useful if you intend to start ad dyamic adv, like a retargeting campaign.

It also export Facebook catalog with mandatory fields (included Google Category Definitions).

Installation

Simply upload the module in Modules section of your Prestashop administration, simply clicking on **Upload Module** button. Drag and drop the module archive or select file from your file system tree.

Upload a module ✕

Upload a module

Drop your module archive here or select file

Please upload one file at a time, .zip or tarball format (.tar, .tar.gz or .tgz). Your module will be installed right after that.

This is how it appears on Prestashop 1.7+

Configuration

Configuring the module is really simple.

Just click on **configure** button, placed on the right side of the module item, listed in **Modules** > **Installed Module** screen:

Fabvla Facebook Pixel
v1.0.0 - by **Fabvla**   Facebook pixel with stardard actions

CONFIGURE ▼

Activation

Switch on/off the module. It may be useful if you need to suspend Facebook pixel for a while without changing configuration parameters.
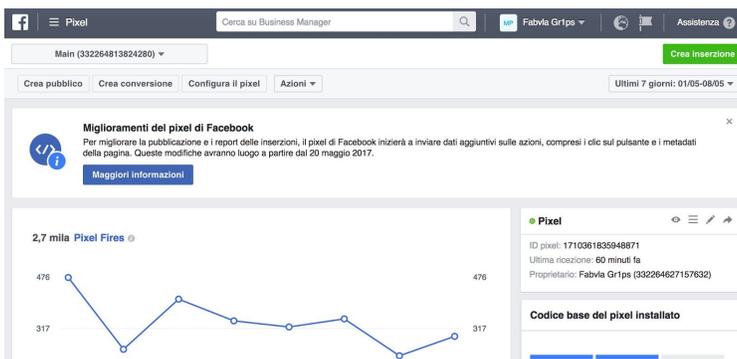

Facebook Pixel ID

Insert the Facebook Pixel ID, you obtain from Facebook.

1.   Access your Facebook Business Manager and choose Pixel section

2.   Copy your Facebook Pixel, you my find the ID on the Pixel box just in the right column.

3.   Paste the Facebook Pixel ID in the module configuration page

* Pixel ID

1710361835948871

Catalog Export

In order to setup conversions on your facebook campaigns is good to have a product catalog imported in Business Manager.
Our plugin implements this feature fully compatible with the installed pixel ID. Catalogs are exported in csv format, according to Facebook requirements.

Exporting products having a valid description

Through this configuration switch you enable / disable exporting for those products having an empty description.

Export products with empty description   YES   NO

Use reference or id

You may set to use product reference code or product id. It will affect sent pixels and exported catalog content.

Use reference as id (but avoid duplicates)   YES   NO

Brand value for products without a brand

Sometimes not all your products have a valid brand. This happens moreover when you are a single manufacturer shop.
Facebook Business manager needs a valid one, in order to accept the catalog exported.
Setting a valid brand for each product may be silly and time wasting.
In order to auto-fill all products without a valid brand you can set a string value to be used when this happens.

Import Google Category Definitions

Facebook suggests to assign a Google Category to your exported products. In order to make it easier we give you the possibility to associate Prestashop Categories to Google Categories.

But first you need to import Google Definitions, clicking on the button "Download Google Definitions"

GOOGLE CATEGORY DEFINITIONS

Google Category Definitions should be set in the exported catalog for each product. It is not mandatory, but strongly suggested. Download Definitions from Google and set a definition for each category, in the category panel.

⊕ Download Google Definitions

Associate Google Categories to Prestashop Categories

In order to associate groups of products to a Google Category we added a dropdown to the category configuration page.

If you don't setup any Google Category to the default category of a product, the parent category is checked and so on to the category root until a no empty Google Category is found. Thus, if you want that all products of your tree to belong to a specific Google Category, just assign that category to the root category.

Group access	☐	ID	Group name
	☑	1	**Visitor**
	☑	2	**Guest**
	☑	3	**Customer**

? You now have three default customer groups.

Visitor - All people without a valid customer account.
Guest - Customer who placed an order with the guest checkout.
Customer - All people who have created an account on this site.

Google Category Definition   Select Google Category Definition   ⬍

✖
Cancel

💾
Save

Create manufacturer and assign to your products

Facebook guidelines say that the exported CSV needs to contain one of the following data for each product:

- brand,
- gtin
- mpn

Our module is able to fill the brand column, in order to make the csv compliant with Facebook format.
To do that you need to create a Manufacturer in Brand and Suppliers (PS 1.7) or Manufacturer (PS<1.7) in Catalog menu.

Once you do that you need to assign the manufacturer to all your products.

Exporting csv file

Now you can export your csv file to be loaded to Facebook Business manager.
Simply choose the export language and click to Export Catalog File.

FACEBOOK CATALOG EXPORT

In this section you can export product catalog, in Facebook format. You can then load catalog on Facebook Business manager in one simple step.

Italiano (Italian) ⬍   ⊕ Export Catalog File

Autoupdate Catalog

You may need to auto update your catalog in Facebook Business Manager.
The module provides a URL, you may call to generate a catalog file on the system.
This could be scheduled by a simple cronjob.

Once the file is generated you can set up the catalog URL in Facebook Business Manager
(https://www.facebook.com/business/help/1275400645914358).

You will find further instructions in the module's configuration page:

You can set a cronjob to build and save the Facebook catalog in the module folder, using the following URL:
http://presta17.local/en/module/fabfacebookpixel/storecatalog?lang_iso=en&id_shop=1
Where lang_iso is the language ISO you want to export and id_shop the desired shop ID, in a Multistore configuration.
Once your cron is correctly set up you can configure the catalog URL in the Facebook Business Manager to reload catalog automatically:
http://presta17.local/modules/fabfacebookpixel/catalog/catalogexport_en.csv
Where _en is the desired ISO of the catalog language you want to load.

CONFIGURATION

Uninstall module

To uninstall module click on uninstall, in the module item, listed in **Modules** > **Installed Module** page.

Supported actions list (action sent with the Facebook Pixel)

The module is compliant with Facebook Pixel use.
It sends the following messages to the Facebook Platform:

Base Actions:

- **ViewPage:** on page loading

Stardard Actions:

- **ViewContent**: on product page.

> Sent parameters:
>
> **content_type**: product
> **content_ids**: Product Reference
> **value**: Product Price
> **content_name**: Product Name
> **currency**: Cart Currency
> **content_category**: Product Default Category

- **AddToCart**: when a product is added to cart.

> Sent parameters:
>
> **content_ids**: Product Reference
> **value**: Product Price
> **currency**: Cart Currency

- **InitiateCheckout**: when checkout process starts

- **Purchase**: on order confirmation.

  Sent parameters:

  value: Cart Amount
  currency: Cart Currency

- **Complete registration**: on user registration completion

Troubleshootings

Although the module was fully tested on PS 1.7 and 1.6 everybody knows that something may go wrong.

In that case please feel free to put in contact with us, through the Marketplace support forms and we will be glad to help you to solve your issues.

Before doing that, please read this short troubleshooting resolution guide. It may help if something goes wrong.

Install / Uninstall issues

If you notice that the module is partially installed: it means it it not properly installed or uninstalled please try to uninstall it by the control panel, then perform the following actions:

- Manually database remove: if you have access to the database please remove entries as follows:

```
DROP TABLE IF EXISTS `PS_PREFIX_fabfacebookpixel`;
DROP TABLE IF EXISTS `PS_PREFIX_fabfacebookpixel_gc_lang`;
DELETE FROM `PS_PREFIX_tab` WHERE module = 'fabfacebookpixel';
DELETE FROM `PS_PREFIX_module` WHERE name = 'fabfacebookpixel';
DELETE FROM `PS_PREFIX_configuration` WHERE name =
'FAB_FACEBOOK_PIXEL';
```

- Remove cache files: from the administration panel clear cache, then remove the class_index.php file you will find in /cache/ directory (in PS 1.6) and /app/cache/prod/ and /app/cache/dev (in PS 1.7).

- Refresh module list page

- Reinstall module

Generic bugs on the module

Sometimes some bugs could be related to interactions between modules or module and theme.

We tested the module with Prestashop standard themes (classic, default and even the starter-theme of PS 1.7).

It means that in most cases the issue comes from how themes are coded by third party developers.

Try then to disable your custom theme and check if the problem persists. If you still encounters issues please contact our support.