Guide to catalog

How to set up your catalog to connect your business's products with high intent customers on Facebook and Instagram

FACEBOOK

Creating a high quality catalog on Facebook and Instagram

Our goal is to give people delightful shopping experiences because we believe this will move them towards purchase. Because catalog holds information about all the items you want to advertise or sell on Facebook and Instagram, catalog quality plays a significant role in creating a positive shopping experience.

This guide helps you understand how to set up your catalog to connect your business with high intent customers on Facebook and Instagram and best practices to build for success. Ready to get started?

Contents

Understanding how to set your catalog up for success

A high quality catalog makes it easier for buyers to consider a broad range of items and find the exact product they want by enabling discovery through search, filters and recommendations. To help guide your catalog development and to ensure your catalog is set up to connect your business with high intent customers, there are four main areas that we recommend you focus on:
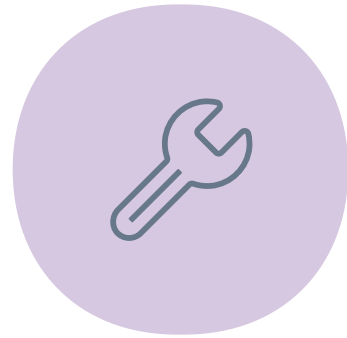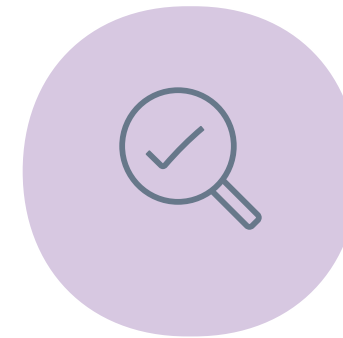
Setup

A business should own its own catalog and use only one catalog for both ads and shops. The best way to add items varies based on number of products and inventory update frequency

Integrity

Remain compliant with our advertising and commerce policies and avoid rejected items.

Data Quality

Provide greater depth and accuracy of catalog data to improve customer discoverability, ad personalization, and conversion

Localization

Ensure people see products in their right language and currency by creating country and language feeds for selling products cross-border

Understanding your catalog

What is a catalog?

A catalog is a container that holds information about the items you want to advertise or sell across Facebook and Instagram. Your catalog can contain different types of inventory, like products (ecommerce), hotels, flights, destinations, home listings or vehicles.

Your catalog can help your business create meaningful connections between your customers and their product inventory. It helps businesses find high intent shoppers who want to buy their products, and optimize and improve targeting across Facebook apps and the web. The platform to create and manage a catalog is Commerce Manager.

After you create a catalog, you can:

→ Add and manage information about your items, such as titles, images, descriptions, prices, variants and more. Upload items one by one or in bulk.

→ Create sets (for ads) or collections (for shops), which are sub-groups of items within your catalog that you want to feature to customers.

→ Assign permissions so other people or partner businesses can work on your catalog.

→ Upload country and language information so customers automatically see the correct item information and prices for their country or language in your ads or shop.
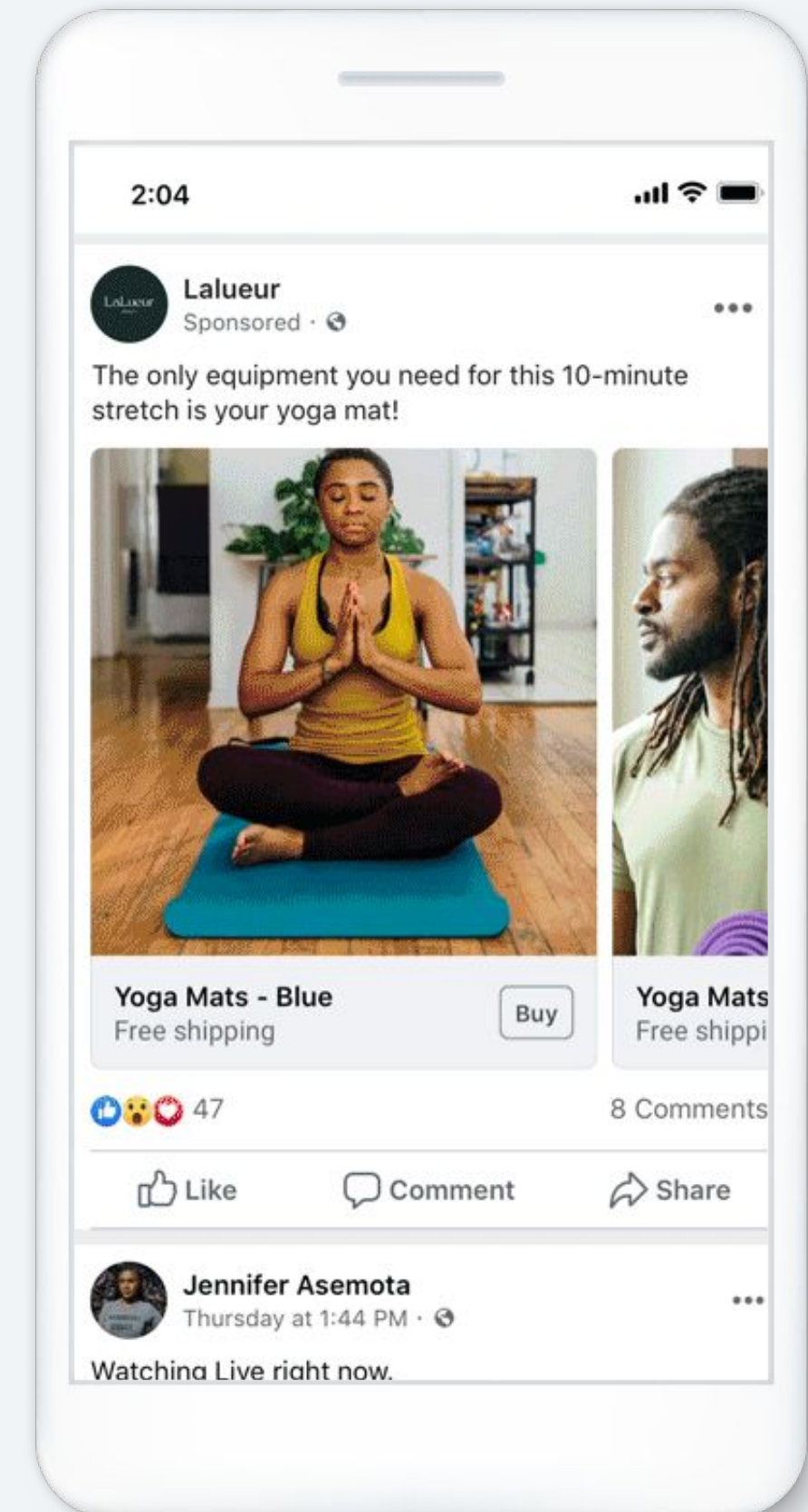
Creating a catalog

Before you begin:

If you don't have a Business Manager account, we recommend that you create one before you build your catalog. Business Manager helps you organize all the assets you create on Facebook, which includes your catalog, Facebook page, commerce account, ad account, pixel and catalog. When you create a catalog, you'll assign it to your Business Manager account in order to assign permissions to other people who work on your catalog.

To create a new catalog:

1. Go to Commerce Manager.
2. Start creating your catalog:
    a. If this will be your first catalog, click Get Started. Select Create a Catalog and then click Get Started.
    b. If you already have a catalog, you'll see it here. We recommend you use this catalog for all your advertising and selling needs, rather than creating a new one.
3. Select the type of inventory you advertise or sell and click Next.
4. Ecommerce (products) only: Choose how you want to add items to your catalog:
    a. Select Upload Product Info if you plan to add items yourself in Commerce Manager.
    b. Select Connect a Partner Platform if you host your items on a partner platform that has an integration with Facebook. Learn more about importing items from a partner platform.
5. Select the Commerce Manager account that your catalog belongs to. This unlocks more ways to use your catalog than selecting a personal account and enables you to assign other people permission to work on the catalog. To select a Business Manager account, you must be a business admin.
6. **Name your catalog and click Create.**

You've created a catalog! Now you can add your items. Compare methods on slides 15-16 to choose the best method for your business.
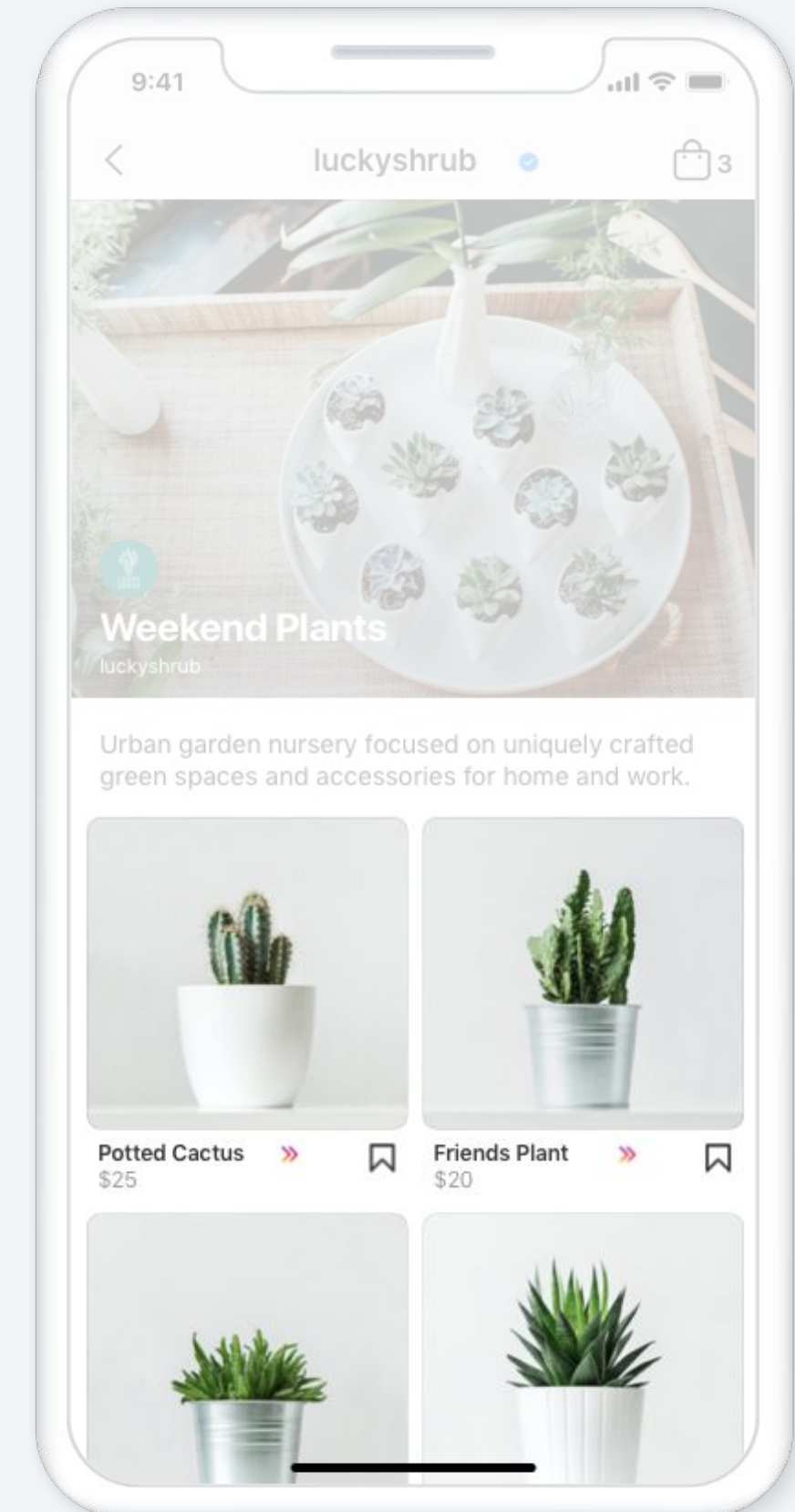
Catalog tab in Commerce Manager

Once you've created a catalog, you can maintain it with Commerce Manager. This platform enables you to manage your catalog, shop and sales on Facebook and Instagram.

You can use the following tools in the Commerce Manager Catalog tab:

- **Items**: View all the items in your catalog.
- **Sets**: Create sub-groups of items in your catalog that you can feature in your ads or shop.
- **Issues**: Identify any problems with your catalog and learn how to fix them.
- **Data Sources**: Supply information about the items in your catalog. Use this to see your data sources, add items, update them and manage settings.
- **Events:** Manage connections between a Facebook pixel or app SDK and your catalog. (This is required to run dynamic ads.)

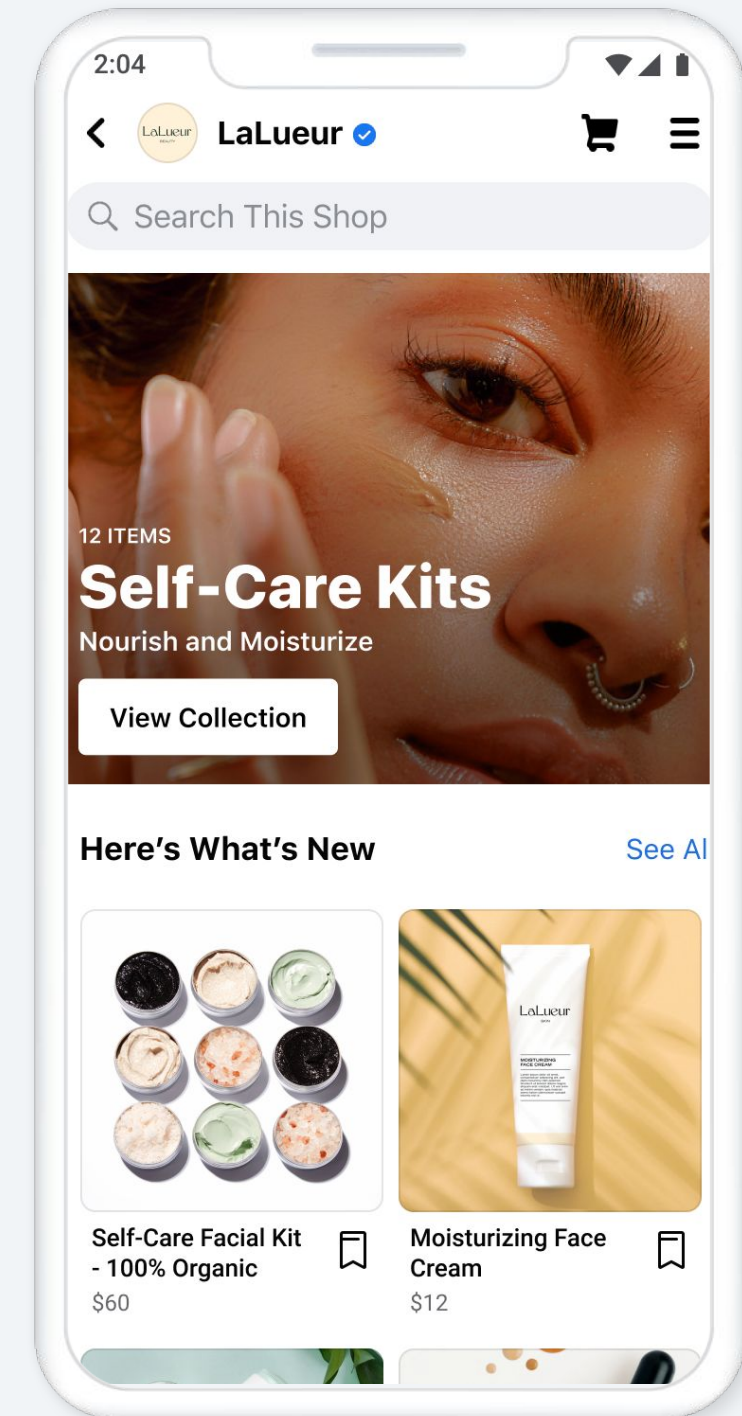**LEARN MORE**

How to set up a shop using Commerce Manager

See training and advice on Facebook Shops

Learn about the Facebook Shop tab

Learn about the Instagram Shop tab

SHOPS

Your digital storefront, where people can browse and buy your products

Ensuring optimal setup for your catalog

01
Owning and using one catalog

Using one catalog

In order to onboard to Shops, a business **must own or assigned a partner permissions to manage its catalog**. We recommend that businesses only use one catalog for both ads and Shops.

Using a single catalog offers the following benefits:

Manage inventory more efficiently
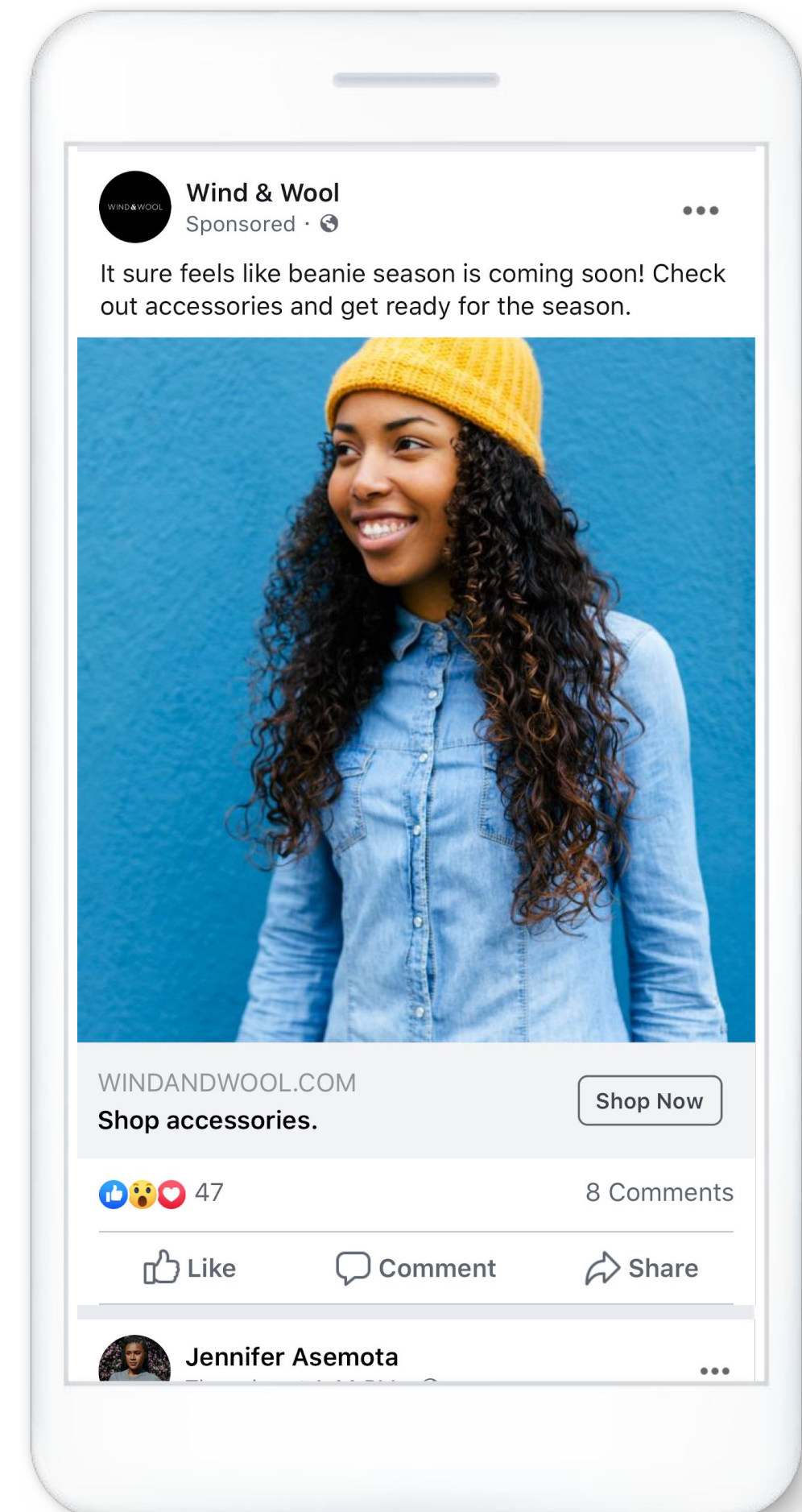View and manage all your items in one catalog.

Build your audience
When you keep all your items in one catalog, pixel events for your items aren't split between catalogs. This builds your audience more effectively and may improve your ads and sales performance.

Sell from a shop
If you sell items with Shops on Facebook or Instagram or plan to in the future, keep in mind that you can only use one catalog per commerce account and shop. You can't switch this catalog later. Using one catalog ensures that all your items are accessible to sell in your shop, not split across other unconnected catalogs.

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It sure feels like beanie season is coming soon! Check out accessories and get ready for the season.

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Shop accessories.   Shop Now

47   8 Comments

👍 Like   💬 Comment   ➤ Share

Jennifer Asemota

Managing your items in one catalog

We recommend that you use **one catalog** for all your items instead of creating multiple catalogs. This helps you manage your items more efficiently and build your audience.

To help manage all your items in one catalog, you can:

- **Create sets:** A set is a sub-group of items that you create in your catalog. You can select a set when creating an ad in Ads Manager to control the items that will appear in that ad. You can also feature a set of items as a collection in your shop. Learn how to create a set.

- **Use multiple data sources:** If you have a large inventory, you can keep items organized by uploading them with different data sources. For example, you could use one data feed for clothing, one for shoes and another for accessories.

- **Add information for multiple countries and languages:** If you advertise or sell items internationally, you don't need multiple catalogs. After you've set up a catalog for your default country and language, you can upload alternate versions of your item information for different countries and languages. Or, if you're already using multiple catalogs for different countries and languages, you can consolidate catalogs by importing information to the main one from the others. Your ads and shop can then automatically show customers the correct item information and prices for their country and language.
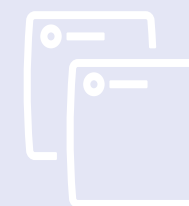
CREATING SETS

Create a set of items in a Catalog

Best practices for managing sets in a Catalog

Create a collection in Commerce Manager

USING MULTIPLE DATA FEEDS

Create a data feed for Catalog items

Data Feed Fields and Specifications for Catalogs

Supported fields

LOCALIZE

Create a Country or Language Feed for a Catalog

Upload a Country or Language Feed to a Catalog

Import Country and Language Information From Other Catalogs

Best Practices

12

Catalog ownership and permissions

To give someone else access to your catalog, you can assign them a catalog task in Business Manager. There are two catalog tasks, Manage catalog and Create ads, which have different permissions. You can assign a task to either an individual person or a partner business, such as a marketing agency.

If you work with another business, such as a marketing agency, we recommend that your business owns the catalog and assigns the other business as a partner. Partners need their own Business Manager account. They can access your catalog but your business still owns it. This is helpful in case you ever need to change partners.

LEARN MORE

Learn more about Business Manager Roles and Permissions

Learn how to assign catalog permissions in Business Manager

How to request a catalog ownership transfer

How to accept or reject a catalog ownership transfer

Understand your next actions:

☐ **If your business only has one catalog**

You're all set! Next step is to start adding items to your catalog.

☐ **If your business has multiple catalogs:**

Best practice is to use only one catalog. Your business should pick the catalog it uses the most, and add the items in the other catalogs to the one selected as most used.

☐ **If you have separate catalogs for different countries or languages:**

Choose a base catalog for your default country and language and import item information from other catalogs

☐ **If your business shares a catalog with an agency**

Ensure that your business owns the catalog and assign your agency as a partner in Business Manager to manage it on your behalf.

☐ **If your business already has a catalog for ads and you want to start selling with Shops**

Modify your existing ads catalog to support commerce instead of creating a new separate catalog.

02
Adding items to your catalog

Adding items to your catalog

There are several different ways to add items to your catalog. Choosing the best method of adding items ensures that your businesses has the easiest way to add and update product information. The recommended method depends on your business' technical setup, how large your inventory is and how frequently you need to update it

After you add items, you'll also continue managing them in your catalog the same way you added them.

LEARN MORE

PARTNER PLATFORM
If you already host your inventory with a commerce platform partner, you may be able to directly import your catalog and set up your shop with them.

Find a commerce platform partner to work with

Ways to add items to your catalog

Partner platform
Learn how to import Items to your Facebook Catalog From a Partner Platform

Manual
Learn how to add items to a catalog manually

Data feed
Learn how to create a data feed
Upload items to a Catalog with a data feed

Facebook pixel
Learn how to add and update catalog items with a Pixel

Catalog batch API
Add items with the Catalog Batch API

Adding items to your catalog

The recommended method will change based on the businesses' technical set up, inventory size, and how often they want to update their catalog . Compare the different upload methods below to help determine the right one for your business:

|	Partner Platform	Manual	Data Feed	Facebook Pixel	Catalog Batch API
Description	Sync your items directly with Facebook from a partner platform you're already using	Manually add items via a form in Commerce Manager	Upload multiple items using a spreadsheet file. You can upload it once, or set up a schedule	Import and update items automatically from your website	Make changes to multiple items simultaneously for a large number of items
Technical set up	Low	Low	Medium	High	High
Inventory size	Any	Small	Medium-large	Large	Large
Effort to maintain	Varies by partner	Low	Medium-high	High	High

03
Catalog localization

Catalog localization

If you advertise or sell items internationally, you don't need multiple catalogs. After you've set up a catalog for your default country and language, you can upload country and language feeds containing alternate versions of your item information for different countries or languages. Your ads and shop can then automatically show customers the correct item information and prices for their country and language.
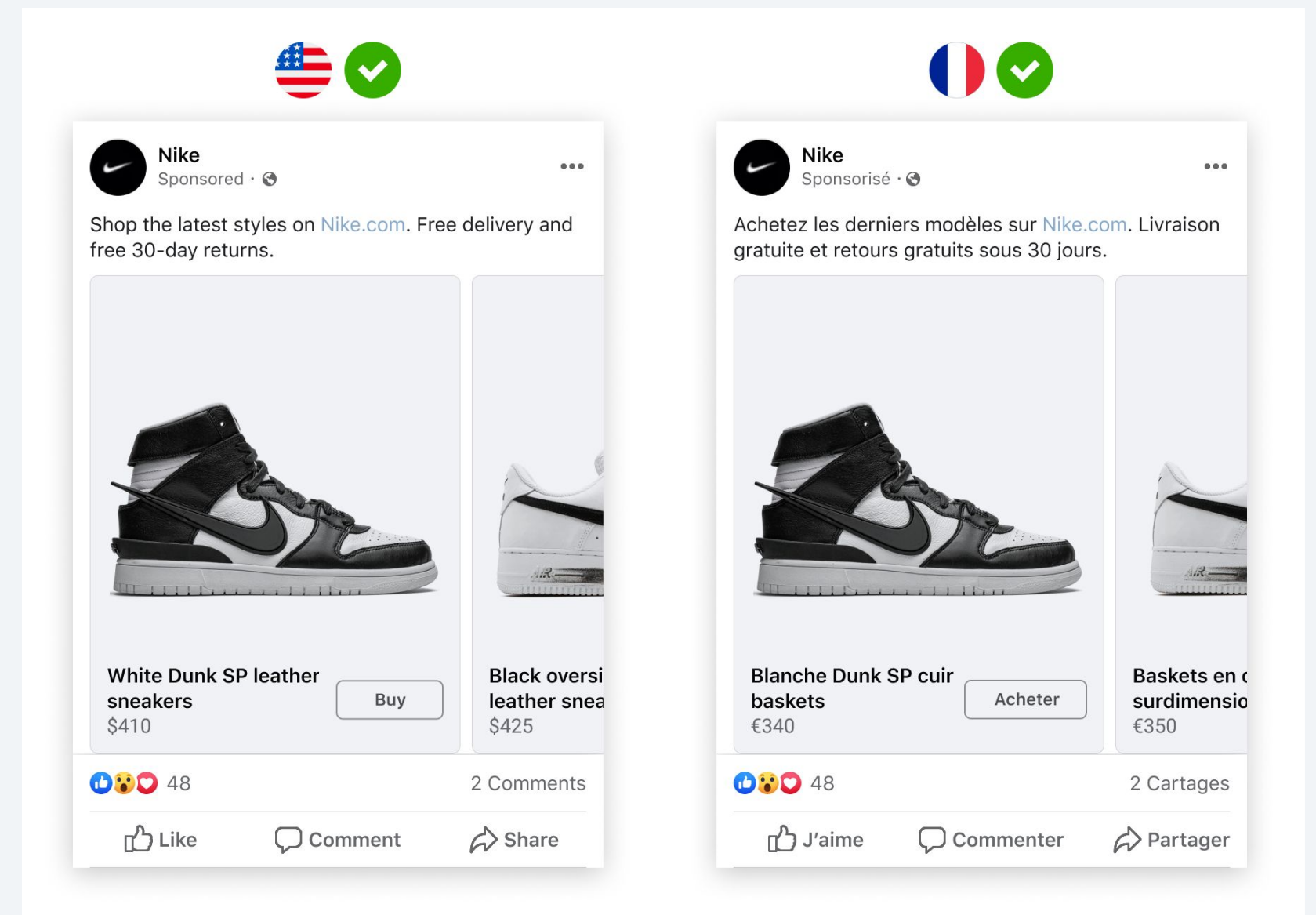
LEARN MORE

Learn how to create a Country or Language Feed for a Catalog

Learn how to upload a Country or Language Feed to a Catalog

Learn how to create a Dynamic Ad for Multiple Countries and Languages

Learn how to Display Product Information in Your Shop for Different Countries and Languages

Learn how to Import Country and Language Information From Other Catalogs

Display product information in different countries and languages for different regions

Automatically show your customers the correct item information for their region across your ads and shop

Benefits of adding country and language information to your catalog

Adding country and language information to your catalog helps drive simplicity and performance for shops and ads. A single global catalog helps to build your pixel history for better product recommendations and performance.

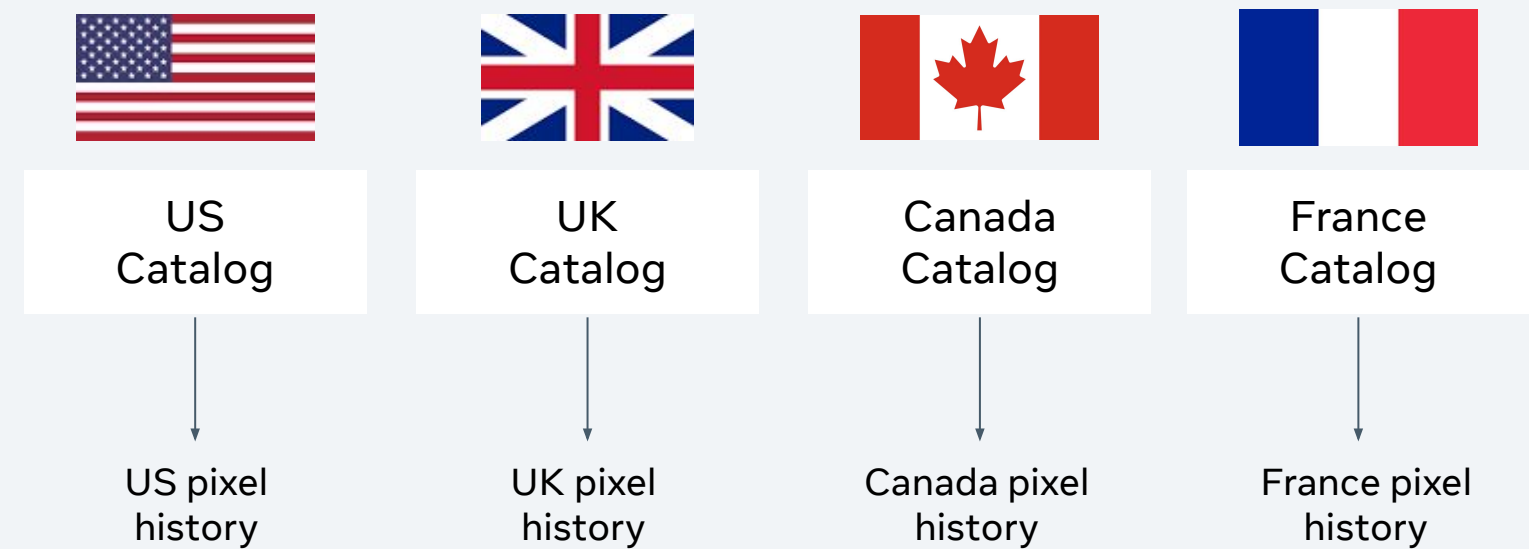**LEARN MORE**
Create a Country or Language Feed for a Catalog
Upload a Country or Language Feed to a Catalog
Import Country and Language Information From Other Catalogs
Create a Dynamic Ad for Multiple Countries and Languages
Display Product Information in Your Shop for Different Countries and Languages

Individual catalog per country
Pixel history is siloed to country of delivery resulting in poorer performance

| US Catalog | UK Catalog | Canada Catalog | France Catalog |

US pixel history   UK pixel history   Canada pixel history   France pixel history

Single global catalog per country
Pixel history is shared across all countries resulting in higher performance

| UK Catalog | Canada Catalog | France Catalog |

US
Single global catalog

Global pixel history
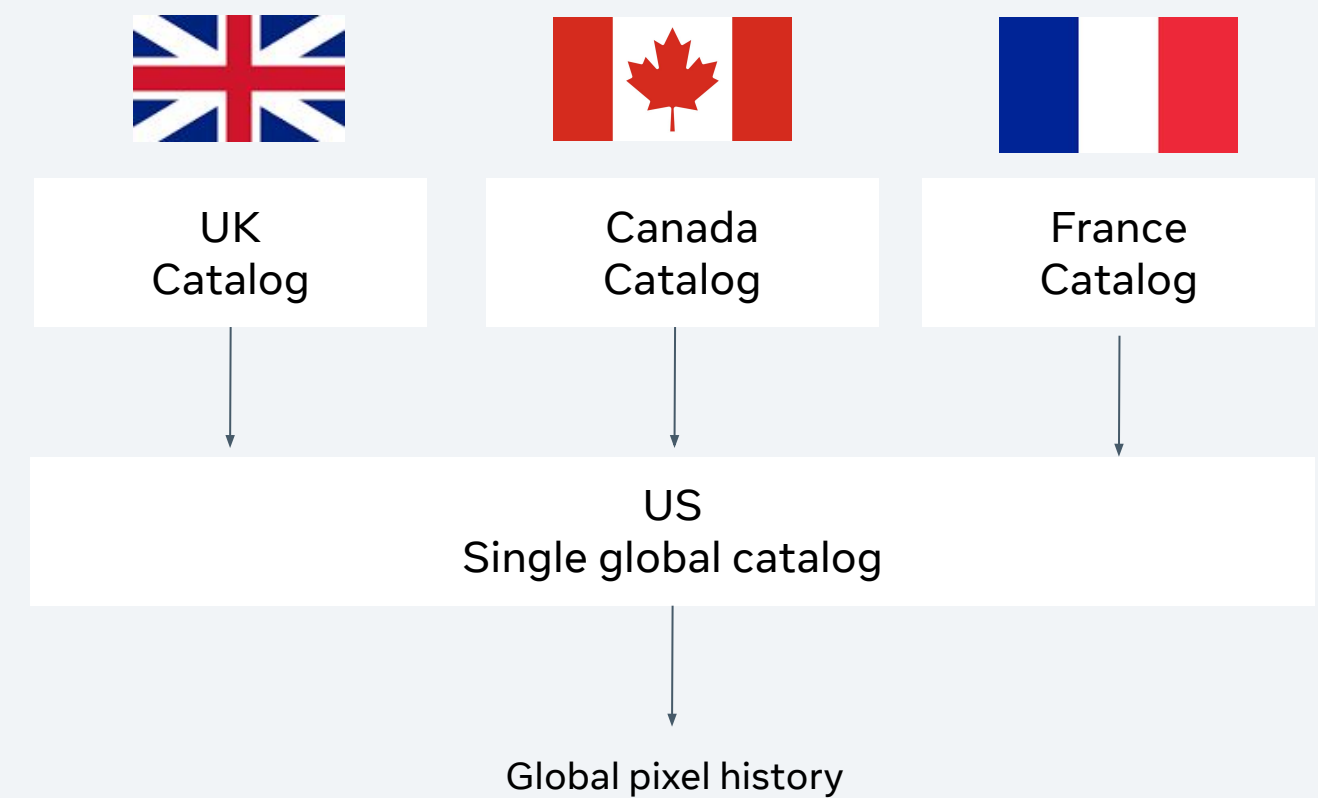
Best practices for localizing your catalog

DO

If you haven't been localizing your catalog yet, you should create and upload country and language feeds to your catalog.

If you already have different catalogs for different countries and languages, you should consolidate them. You can do this by choosing a base catalog for your default country and language and importing item information from the others as country and language feeds.

Ensure each item always has the same content ID in your main feed and in your country or language feed. This tells us it's the same item in both feeds so the correct alternate information will display.

To run dynamic ads, each item's content ID in your feeds must also match its content ID in the pixel code on your website.

If any country or language information changes for your items, edit your country or language feed and upload it again to update your catalog. We recommend that you update your country or language feed each time you update your main feed.

REMEMBER

If you delete an item from your main feed, remember that any country or language information you provided for that item becomes redundant since it can't attach to the item. However, your catalog retains the country or language information for that item unless you delete it.

To check the country or language information attached to a certain item, open the Catalog tab and go to Items. Use the Country/Language filter on the left-hand side and then click on an item to view its details. Select a country, language or both from the dropdown menus to view alternate information for the item.

04
Catalog Quality

Optimize your catalog quality for discoverability and conversion

Providing high quality item information in your catalog helps customers discover your items and make more informed purchase decisions. Having a high quality catalog:

→ **Increases your likelihood of appearing higher in search results**

When buyers search on Facebook Shops, the order in which results appear takes into account the quality of your product information, and how complete your product information is. Therefore, the quality of your product directly impacts the likelihood your product is discovered by improving your product ranking in search results and giving you increased distribution.

→ **Increases likelihood for conversion and drives buyers back to your store**

Enriching your catalog with visuals and detailed product information will ensure buyers have complete and accurate product information on par with your website.
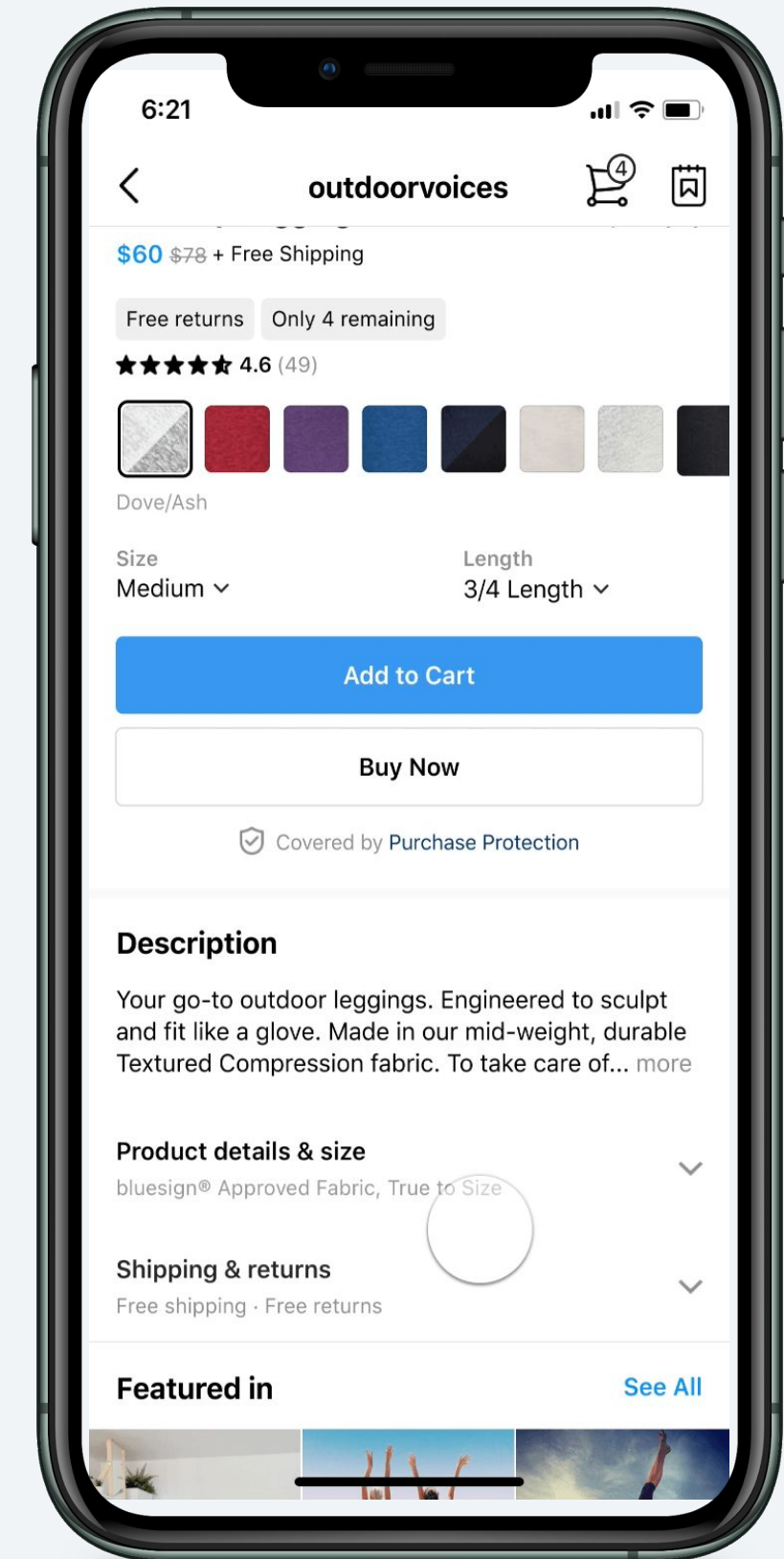
High quality Product Details

Understand what data is required for your catalog

Each data field in which you can provide in your data feed represents information about your products. All field names and certain supported values must be in US English.

## Required data fields for ads and Shops

- ID
- Title
- Description
- Availability
- Condition
- Price
- Link
- Image Link
- Brand

Additional required data fields for Checkout on Instagram and Facebook

- Quantity to sell on Facebook
- Facebook Product Category
  or
- Google Product Category

Optional but highly recommended data fields for ads and Shops
(product dependant)

- Sale price
- Sale price effective date
- Item group id
- Visibility
- Additional image link
- Category-specific attributes
- Color
- Gender
- Size
- Age Group
- Material
- Pattern
- Shipping Weight
- Custom Label
- Facebook Product Category (NB: required for Checkout)
- Google Product Category (NB: required for Checkout)
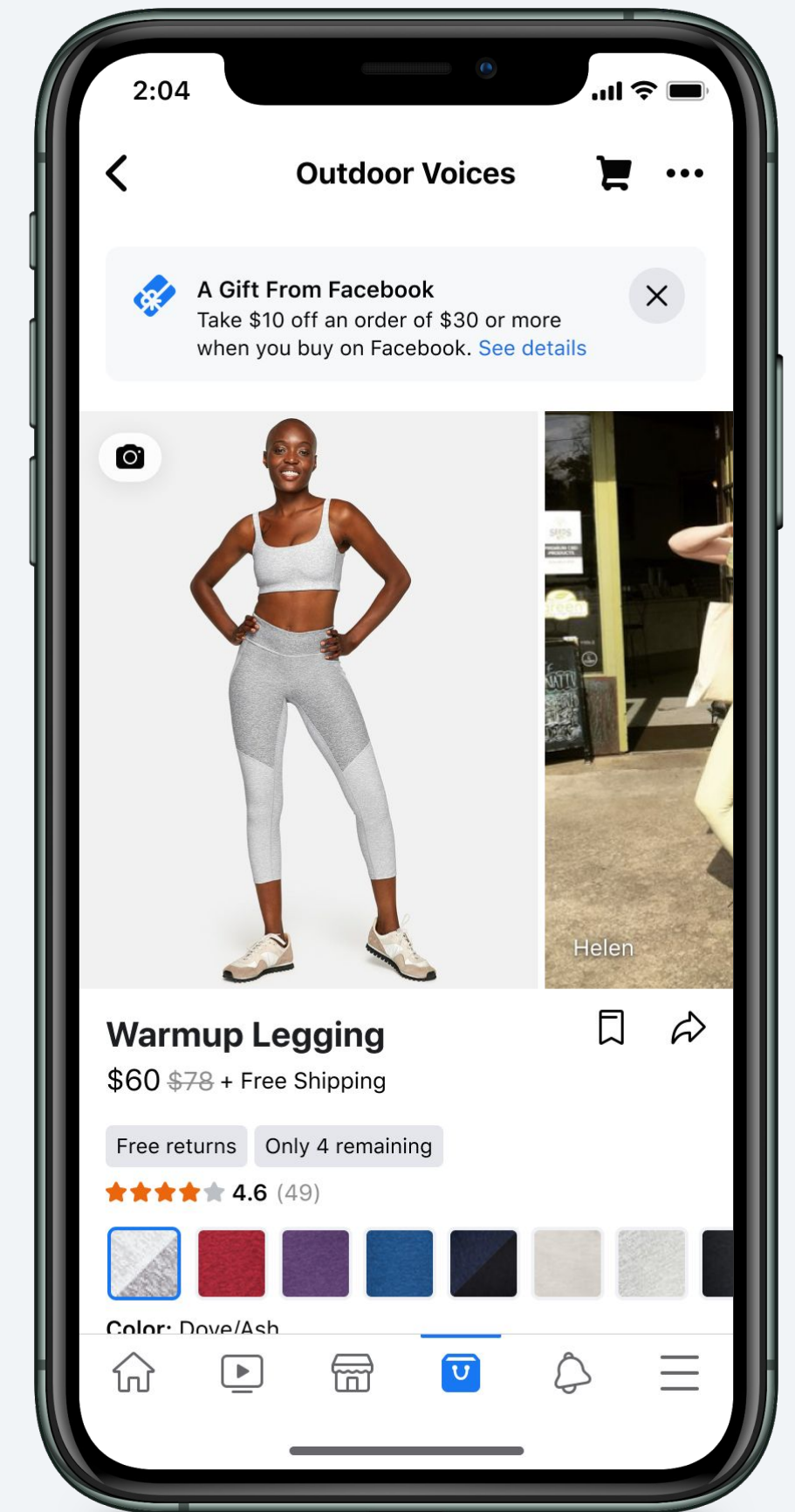
High quality Product Details

Understand what data is required for your catalog

The following fields are required for each product in your catalog:

Data field	Description	Recommended action
id	- A unique content ID for the item. Use the item's SKU if possible. Each content ID must appear only once in your catalog. - Character limit: 100. - Example: 12345	To use this item in dynamic ads, this ID must exactly match the content ID for the same item in your Facebook pixel code. This tells us it's the same item in your catalog and on your website.
title	- A specific, relevant title for the item. See product title specifications. - Character limit: 150. - Example: Blue Cotton T-Shirt	Max 65 characters (shorter descriptions needed to avoid optimal formatting on Shop tab surfaces)
description	- A short, relevant description of the item. - Include specific and unique product features like material or color. - Use plain text (not HTML) and don't enter text in all capital letters or include any links. See product description specifications. - Character limit: 5,000. - Example: Royal blue women's T-shirt in organic cotton. Relaxed fit.	- Detailed product descriptions, more than 100 characters in length. It is also best practice for your description to be different to your title. - If more than 200 characters, use Rich Description w/ formatting - Use text that describes the key benefit clearly (e.g.'100% cotton'') or drives scarcity (e.g. 'exclusive')
availability	- The current availability of the item. - Supported values: in stock, available for order, out of stock. Note that if an item is out of stock, it appears as out of stock in sales channels and doesn't appear at all in ads. - Example: in stock	Availability must be kept up to date and in sync with your product page on your website

Understand what data is required for your catalog

The following fields are required for each product in your catalog:

Data field	Description and requirements	Recommended action
condition	• The condition of the item. Supported values: new, refurbished, used. • Example: new	• Ensure that website links are valid and working at all times
price	• The price of the item. • Format the price as a number, followed by a space and then the 3-letter ISO 4217 currency code. • Always use a period (.) as the decimal point, not a comma (,). Don't include currency symbols such as $, € or £. Examples: 9.99 USD or 7.99 EUR	• Ensure parity between the price in your Shop and on your website. Buyers need to be confident they will not find the product cheaper elsewher
link	• The URL of the specific website page where people can learn more about or buy the item. Links must be valid and begin with http:// or https://. • Example: http://www.jaspersmarket.com/products/shirt	• Provide a different link for each product • Lead to merchant owned domain and the corresponding product on your website
image_link	• The URL for the main image of your item. Images must be in JPEG or PNG format, at least 500 x 500 pixels and up to 8 MB. See product image specifications. • Example: http://www.jaspersmarket.com/products/shirt.jpg • Note: If you change the image later, the new image must use a different URL or the change won't be recognized.	• Use 4+ unique and relevant images per product minimum • Use 1+ video showcasing 360° views of product features • Include a mix of different types of images that show the product from different angles, including close-ups of texture and detailing • If applicable, include a mix of different model sizes and ethnicities to represent the real world • If you are selling Cosmetics, make sure to include a before/ after image • If you are selling Home Goods, make sure to include an image with clear product dimensions • Don't use images that are blurry, low resolution or have a bad background • Don't use images with text that overlays the product, calls to action or promo codes, has time sensitive information, or a watermark
brand	• The brand name, unique manufacturer part number (MPN) or Global Trade Item Number (GTIN) of the item. You only need to enter one of these, not all of them. For GTIN, enter the item's UPC, EAN, JAN or ISBN. Character limit: 100. Example: Jasper's Market	• Ensure the brand is represented accurately and follows current specifications

Additional data fields required when using Checkout on Facebook and Instagram

While we recommend the below additional fields for all catalogs, if you sell via Checkout on Facebook and Instagram (which allows customers to complete purchases directly on our platforms) you **must include** the following fields as part of your catalog:

Data Field	Description
quantity_to_sell_on_facebook *Only include this field if you sell with checkout. This field was previously called inventory. While we still support the old field name, we recommend that you use the new name.*	• The quantity of this item that you have available to sell on Facebook and Instagram. Enter a whole number. We automatically reduce an item's quantity each time a purchase order is confirmed through checkout. • Note: To display as in stock for checkout, an item's quantity_to_sell_on_facebook must be 1 or higher and its availability field must also be set to in stock. • Example: 150
fb_product_category *Required if you sell with checkout, but recommended for all shops. Use this field or google_product_category, or both.*	• The Facebook product category for the item. See the Facebook product categories list (US English) or find other languages. Use either the category's taxonomy path or its ID number. This field is not case sensitive. • Examples: Clothing & Accessories > Clothing > Women's Clothing > Tops & T-Shirts or 430 • After you provide a category, we recommend that you include optional fields specific to that category.
google_product_category *Required if you sell with checkout, but recommended for all shops. Use this field or fb_product_category, or both.*	• The Google product category for the item. See Google product categories (US English) or learn more about categories. Use either the category's taxonomy path or its ID number. This field is not case sensitive. • Examples: Apparel & Accessories > Clothing > Shirts & Tops or 212 • After you provide a category, we recommend that you include optional fields specific to that category.

Additional fields we recommend adding to your catalog

You can also include many optional fields to share more product information with customers or control how items are displayed. If you downloaded a feed template, it contains some optional fields already. You can add more or remove any that aren't relevant. The below fields are highly recommended for a building a high quality catalog:

Data field	Description
sale_price	• If the item is on sale, enter its discounted price. Use the same formatting as the price field. • Example: 5.99 USD
sale_price_ effective_date	• The date, time and time zone when your sale starts and ends. If you don't add this field, any items with a sale_price remain on sale until you remove their sale price. • Use this format: YYYY-MM-DDT23:59+00:00/YYYY-MM-DDT23:59+00:00 • Enter the sale start date as YYYY-MM-DD followed by a "T". • Enter the start time in 24-hour format (00:00 to 23:59) followed by the UTC time zone (-12:00 to +14:00). • Enter a "/". Then, repeat the same format for the date and time when your sale ends. • Example: 2020-04-30T09:30-08:00/2020-05-30T23:59-08:00 • Note: This example uses PST time zone (-08:00).
item_group_id	• Allows you to set up variants of the same product, such as different sizes, colors or patterns. Enter the same group ID in this field for all variants of the same product to indicate they're part of a group. Learn more about variants. • Example: Cotton_Shirt_1
visibility	• Controls whether the item displays in your ads and shop. Supported values: published, hidden. Items are published by default. Learn more about deactivating and activating items. • Example: published
additional_ image_link	• URLs for up to 20 additional images of your item, each separated by a comma. Follow the same image specifications as the main image_link field. • Example: http://www.jaspersmarket.com/products/shirt2.jpg, http://www.jaspersmarket.com/products/shirt3.jpg

Additional fields we recommend adding to your catalog

The below fields are highly recommended for a building a high quality catalog. **We recommend including a minimum of 3 attributes for each product.**

Data field	Description
color	- The main color of the item. Describe the color in words, not a hex code. Character limit: 200. - Example: royal blue
gender	- The gender your item is targeted towards. Supported values: female, male, unisex. - Example: unisex
size	- The size of the item. Enter the size as a word, abbreviation or number, such as small, XL or 12. Character limit: 200. - Example: medium
age_group	- The age group that the item is targeted towards. Supported values: adult, all ages, teen, kids, toddler, infant, newborn. - Example: adult
material	- The material the item is made from, such as cotton, polyester, denim or leather. Character limit: 200. - Example: organic cotton
pattern	- The pattern or graphic print on the item. Character limit: 100. - Example: stripes
shipping	- Shipping details for the item formatted as: Country:Region:Service:Price - Enter the country as a 2-letter ISO 3166 country code. Enter the region, state or province. If shipping information is the same for an entire country, you can leave out the region but keep the :: as shown in the Philippines (PH) example below. - Enter the shipping service, such as ground or air. Enter the price as a number followed by a space and then the 3-letter ISO 4217 currency code. Note: To use the free shipping overlay for ads, enter the price as 0.0. - If you offer different shipping details by region or country, separate each set of details with a comma (,) as shown below. - Example: US:NY:Ground:9.99 USD, PH::Air:300 PHP
shipping_weight	- The shipping weight of the item in lb, oz, g or kg. - Example: 0.3 kg
custom_label	- Up to five custom fields for any additional information you want to filter items by when you create sets. For example, you could use a custom field to indicate all items that are part of a summer sale, and then filter those items into a set. - Example: Summer Sale

Managing product variants in your catalog

Variants are variations of the same product in your catalog, such as the same T-shirt in different sizes or colors. Setting up variants properly in your catalog gives customers a better experience when they see your products in ads or shop.

Variants allow you to:

- Help customers find more colors, sizes, patterns or materials of a certain product.
- Show people a wider selection by displaying only one variant of each product in your ads and shop. When people select the product to learn more, they can see the other variants. By default, the variant that shows is chosen automatically. However, you can also choose which variant shows when you create a set that includes that item.
- Avoid retargeting people with a similar product that they're unlikely to purchase. For example, if someone viewed a pair of shoes in multiple colors and then bought the black pair, they're unlikely to also buy a brown pair in the next month.

You can add variants manually when you add a new item or edit it later. If you use a data feed to manage your items, you can add variants by including the optional item_group_id field in your feed. Enter the same group ID for all variants of the same product. This tells your catalog that they all belong to the same group.

LEARN MORE

Learn how to add and manage variants in your catalog

Recommendations for creating variants:

→ Provide a unique image for variants that have a different color, material or pattern.

→ Provide a different link for each variant. For example, a link that leads to a landing page on your website where that variant is pre-selected. This gives people a better experience so they don't have to select their preferred variant again on your website.

→ After you add variants to your catalog, check that they appear correctly in the Items tab. Select a product. On the product details page, go to Variants to see all of its variants.

Catalog quality best practices

Reminder: providing high quality item information in your catalog helps customers discover your items and make more informed purchase decisions.

LEARN MORE

Learn more about best practices for high quality catalog

Follow these best practices to build and manage a high quality catalog:

→ **Use one catalog** for ads and commerce.

→ **Keep prices and availability up to date**
Customers will have a better experience and build more trust with your business if the items they see in your ads or shop are in stock and correctly priced.

→ **Provide accurate titles and descriptions**
Item titles and descriptions contribute to a customer's first impression of your item. Make sure to include important details, avoid keyword stuffing and proofread for spelling.

→ **Choose high quality images**
To showcase your items, use high resolution images that are at least 500 x 500 pixels and show your items accurately.

→ **Make sure item links are correct:**
Make sure your item links aren't broken and that each link leads to the correct item on your website so customers can learn more about it or buy it.

→ **Make sure you have the correct permissions**: To perform actions on a catalog, such as adding items or creating sets, you'll need the correct permission level for the catalog in Business Manager.

→ **Include product category information**
If you sell items with Facebook Shops, provide a product category for each item in your catalog. You can then provide more specific information for each category. This helps customers discover your items. If you use checkout, it's also necessary for tax purposes.

→ **Set up variants**
If you sell variants of the same item, like different sizes or colors, make sure to set up variants in your catalog so they display correctly.

→ **Create sets of items in your catalog**
Within your catalog, you can use sets to control the items that appear in your ads or feature collections of items in your shop on Facebook or Instagram.

→ **Check if any items are rejected**
Items that don't comply with our Advertising Policies or Commerce Policies appear as rejected in your catalog and won't display in your ads or shop.

Catalog quality checklist

Adding important details to your catalog helps customers discover, browse and can increase your chance of conversion.

	Quality checklist	Why is this important?
1	Products have all the required attributes	The product information that you submit is our foundation for creating successful shopping experiences. Make sure that everything you submit is of the quality that you'd show to a customer and is enough for them to make a purchase decision.
2	Products have as many recommendations as possible	Providing all recommended attributes for a product can increase its chances of showing for the most relevant search queries and convincing buyers to make purchase decisions
3	Products include multiple images and follow the recommended dos / donts'	Providing several high resolution images for your products will help customers visualize your product and make informed buying decision
4	Product links are working correctly	When your link is not working correctly or doesn't lead to the corresponding product, this creates a broken experience for your buyers and may not come back to your shop
5	Prices and availability are up to date and match what is on your website	Customers will have a better experience and build more trust with your business if the items they see in your shop are in stock and correctly priced

05
Catalog Integrity

Catalog Integrity

As we enable more businesses to sell online, and make it easier for people to discover and shop for the things they love, we remain committed to making our platforms a safe and reliable place to do business. That's why we have strict policies in place for what we allow to be sold or advertised.

Ensure your catalog complies with our Commerce Policies when building your shop. If you are using your catalog to also set up dynamic ads, we also recommend you ensure your catalog complies with our Advertising Policies. Items that don't comply with our policies appear as rejected in your catalog.

Ad review is typically completed within 24 hours, but it may take longer. Ads may be reviewed again, including after they are live. Based on the results of the review, an ad is either rejected or allowed to run.

If an item in your catalog is rejected due to our advertising policy, you can:

- **Create or revise the ad:** Depending on the situation, you may create an entirely new ad or revise their rejected ad to address policy violations. In both cases, these ads are treated as new ads and reviewed by our ads review system.
- **Request a review:** If you believe the ad was incorrectly rejected, you can request another review and track the status in Account Quality.

Catalog Integrity best practice

→ Upload products for Shops ahead of time so they may be prioritized for commerce policy review before your product is intended to go live.

This could help avoid disruptions as you can address potential product rejections before your intended launch date.

Request a Review of a Rejected Item in Your Catalog

If an item in your catalog doesn't comply with our Advertising Policies, you can't use it in Facebook ads. If an item doesn't comply with our Commerce Policies, you can't sell it on Facebook or Instagram. Items that don't comply with our policies appear as rejected in your catalog.

If you believe an item was incorrectly rejected, you can request a second review. You can submit up to 5,000 review requests per seven days. There are two ways to request a review:

→   Request a review in Commerce Manager

→   Request a review in Account Quality

Commerce Manager

1. Go to Commerce Manager and select your catalog.
2. Open the Catalog tab and go to Items.
3. On the left, filter your items by Issues and then Policy Violations. Items that are rejected for policy violations appear on the right.
4. Find a rejected item and select View issues.
5. On the product details page, make sure you're in the Channels tab. On the left, select an advertising or sales channel you want to use the item for. Channels where the item is rejected appear in red.
6. If you believe the item was incorrectly rejected, select Request Review. Enter feedback if you want to and select Submit.

Account Quality

In Account Quality, you can request a review for up to 100 rejected items at once. To request a review:

1. Go to Account Quality.
2. Go to Account status overview.
3. Select your Business Manager account.
4. Under Commerce Accounts and Catalogs, select the catalog that contains the rejected items.
5. Your rejected items appear. Click the checkboxes to select up to 100 items that you believe were incorrectly rejected.
6. Select Request Review. Enter feedback if you want to and select Submit.

Catalog & Ads

Advertising from your catalog

In addition to using your catalog to populate your shop, you can use your catalog with different types of ads to promote your items, including:
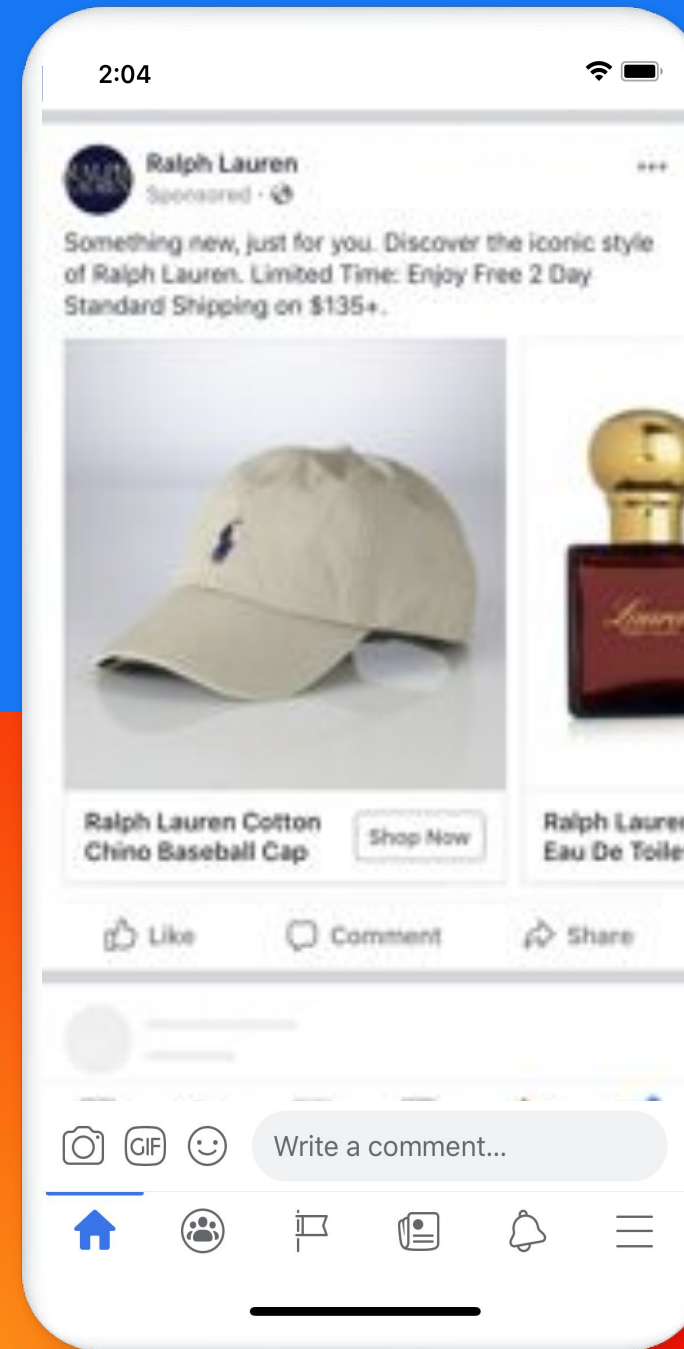
- **Dynamic ads:** Dynamic ads automatically show relevant items from your catalog to people who've shown an interest in them online.
- **Collection ads:** Collection is an ad format that shows four items from your catalog under a hero image or video.
- **Carousel ads:** Carousel is an ad format that shows multiple images or videos people can scroll through, each with its own link.
- **Ads with product tags*:** You can create ads with product tags to promote specific items in your catalog.
- **Collaborative ads:** If your brand sells items through a participating merchant, collaborative ads allow you to run direct sales campaigns.

LEARN MORE

Learn how to create a dynamic ad.
Learn how to create a collection ad.
Learn how to create a carousel ad.
Learn how to create an ad with product tags.
Learn how to create collaborative ads
Learn how to set up Facebook and Instagram Shops.

*Static ads with product tags are available on Instagram, and coming to Facebook soon. Dynamic ads with product tags are coming soon.

DYNAMIC PRODUCT ADS
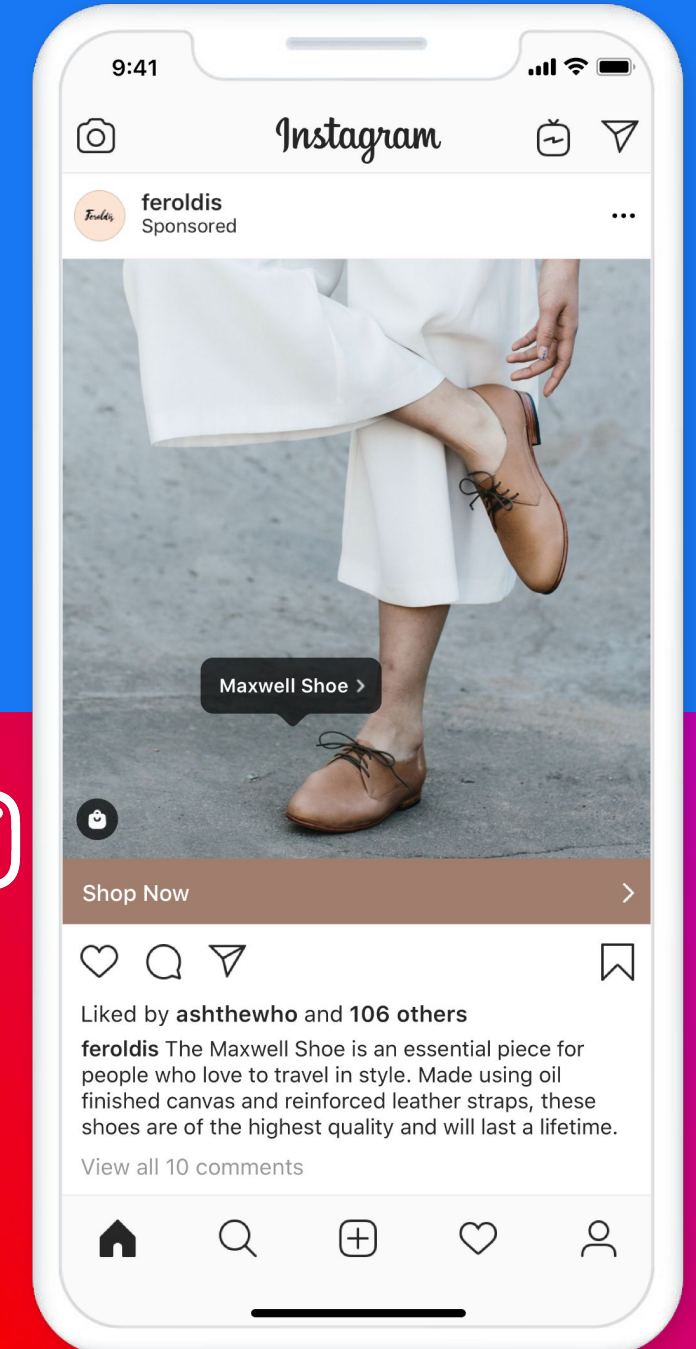
ADS WITH PRODUCT TAGS

The impact of catalog on dynamic ads

Dynamic ads are a solution that uses machine learning to automatically deliver predictive, relevant ad content to people based on their behaviors, interest and intent. Having a complete catalog makes it easier for buyers to consider a broad range of items and find the exact product they want by enabling discovery through search, filters and recommendations.

→ Our system automatically populates your dynamic & shops ads with the most relevant catalog items for that customer. Dynamic ads drive to your website and shops ads drive directly to your shop.

→ The product information you provide in your catalog has a direct effect on the quality of a customer's experience. These fields include important information, such as the item description, images, size or color variants, price and availability.

→ Catalogs provide a consistent, clean and scalable data source to populate product data into dynamic ads. The quality of the data in your dynamic ad will influence conversion and customer trust.
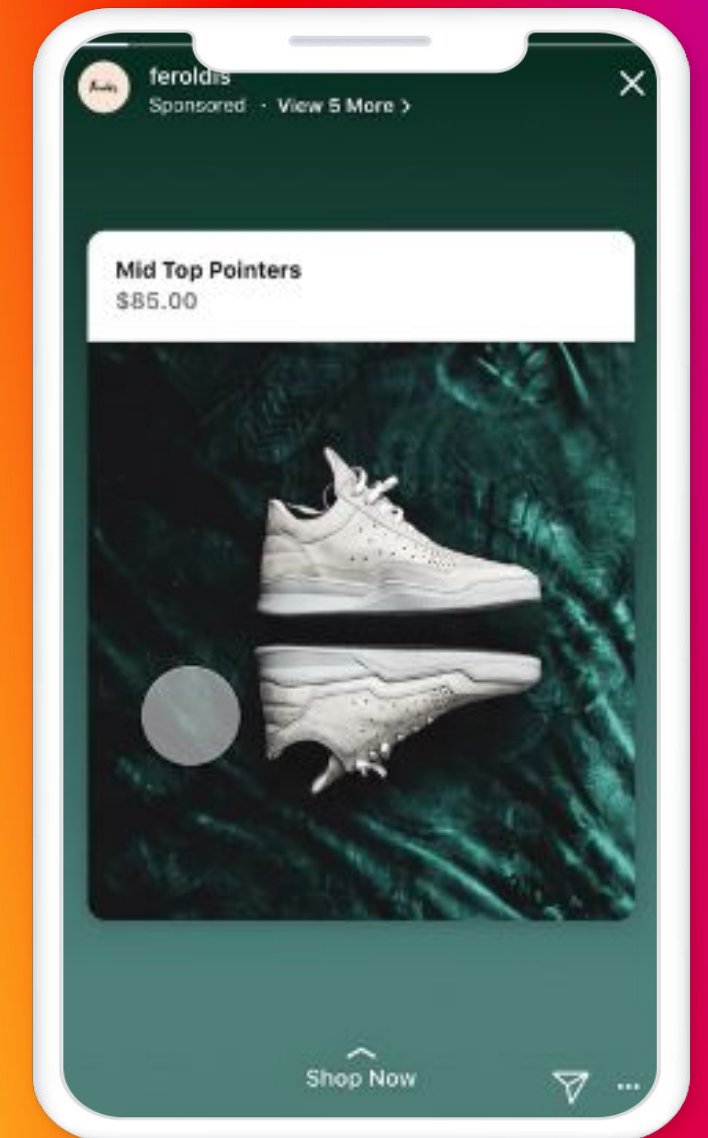
LEARN MORE

Learn more about dynamic ad requirements

Learn how to create a dynamic ad
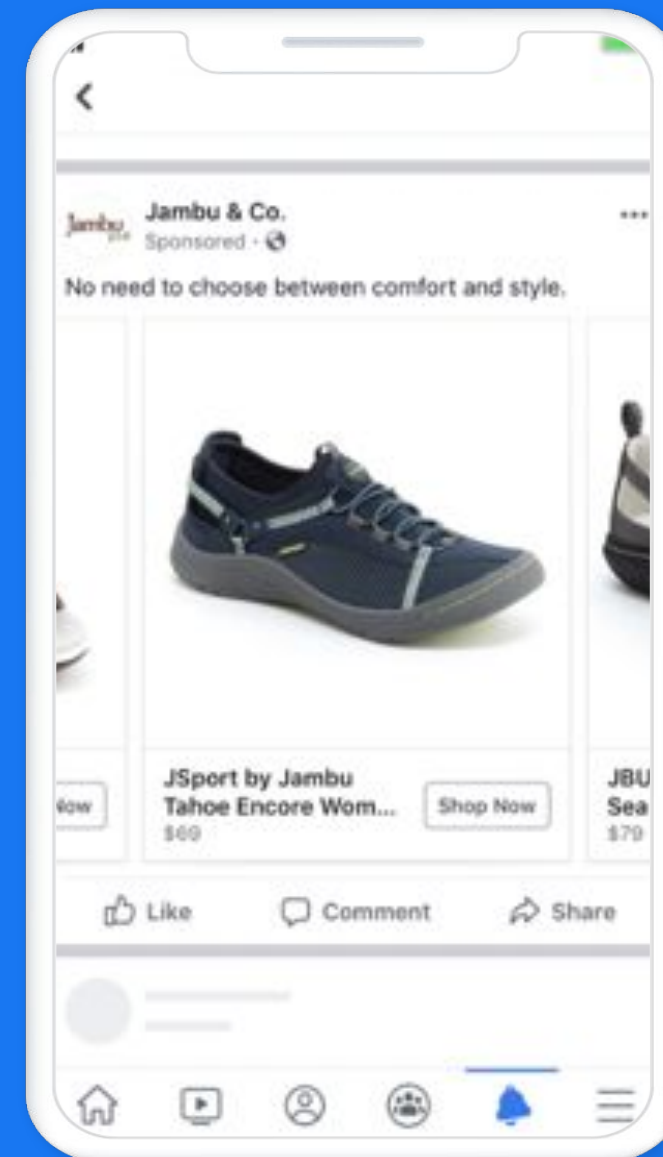
DYNAMIC ADS ON FACEBOOK

DYNAMIC ADS ON INSTAGRAM

Chapter 4

Contact

For general guidance on how to manage your business across Facebook and Instagram, visit the Facebook Business Help Center

If you still can't find the answer you need, you can contact Facebook's Commerce Concierge team by using the "Contact Support" function within Commerce Manager, which offers 24/7 chat and email support

Advertisers can also use the live chat function here, and Facebook Marketing Partners can use the live chat here

FACEBOOK