Productsup

Reach your
full sales potential

Facebook and
Instagram guide

Introduction

What makes Meta Advantage+ catalog ads and Shops so powerful, how do they work, and how can they be set up best to reach your goals? By the end of this guide, you will have learned everything you need to know to get your campaigns up and running, and how to ensure optimum performance across Facebook and Instagram with the Productsup platform.

Meta platforms are a hotbed for user activity. With over [3 billion monthly active users globally,](#) Facebook is the largest social media platform in the world. Instagram comes in fourth with 2.4 billion active users, and WhatsApp, the world's most popular messaging app, has over 2.78 billion. Given the rise of text marketing, it is predicted that this number will reach 3.14 billion by 2025.

Since its inception 20 years ago, Meta has shifted its focus to ecommerce, augmented and virtual reality, and on helping content creators earn money across all of its platforms. Meta launched dynamic ads in 2015, introduced Instagram in-app checkout in early 2019, and expanded Shops to Facebook Marketplace and WhatsApp in June 2021.

> **"Nothing influences people more than a recommendation from a trusted friend." - Mark Zuckerberg, CEO, Meta**

3.98 billion people use Facebook, WhatsApp, Instagram, or Messenger every month.

19% of US consumers start their shopping search on Facebook.

Across all Meta apps, ad impressions increased by 31% in 2023.

44% of Instagram users use the app to shop on a weekly basis.

WhatsApp marketing messages have a clickthrough rate of around 15%.

The average click-through rate on Facebook ads is 1.4%.

WhatsApp messages have a baseline open rate of 58%.

Product tagging on Instagram increases sales by 37%.

Meta

What makes Meta advertising so powerful?

Aside from its position as a leading social network, a key factor to Meta's success is its unparalleled ability to rapidly and constantly innovate your ad campaigns.

Marketers can choose from various campaign objectives – from reach, website traffic, and engagement actions to lead generation and sales. Moreover, businesses can invite users to strike up a conversation through Messenger Ads. Based on the chosen campaign objective, Meta strives to ensure that marketers are able to maximize their advertising results. Starting with a user-friendly interface, Meta has developed many industry-leading campaign and reporting functionalities. These offer a ton of flexibility and guidance to strengthen ad performance. Additionally, its intelligent algorithm regulates ad delivery according to the likelihood of a user's positive reaction. In short, Meta's advertising platform provides marketers with a great level of control over their ROI, especially when used to generate direct sales.

What are Meta Advantage+ catalog ads?

Meta Advantage+ catalog ads, previously known as dynamic ads, display relevant products to the right people at the right time. Brands and retailers dynamically create ads and target their audience with relevant products based on their previous actions and performance data. Meta uses machine learning to create a custom ad experience.

They can then ensure the right products are displayed to the right people and at the right time across all Meta platforms.

Meta Advantage+ catalog ads capture intent signals shown by customers on websites and apps. They can then ensure the right products are displayed to the right people and at the right time.

YOU CAN USE ADVANTAGE+ CATALOG ADS IN TWO WAYS:
⌐ For broad audiences, targeting consumers who have not yet visited your site
⌐ For targeting previous visitors to your site or social media page who made inquiries but left without converting

How do Meta Advantage+ catalog ads work?

Before you can create Advantage+ catalog ads, you'll need to set up a catalog and connect it to your Meta pixel.

To provide Meta with product content for your ads, you'll need to upload a product feed: a data file listing all of your products and their attributes. If necessary, you can upload several feeds, all together forming your product "catalog" on Meta. Ultimately, it's the quality of this data that determines your campaigns' success. You'll need high-quality and up-to-date product information, including images, descriptions, sizing, pricing, and availability.

SHOP NOW
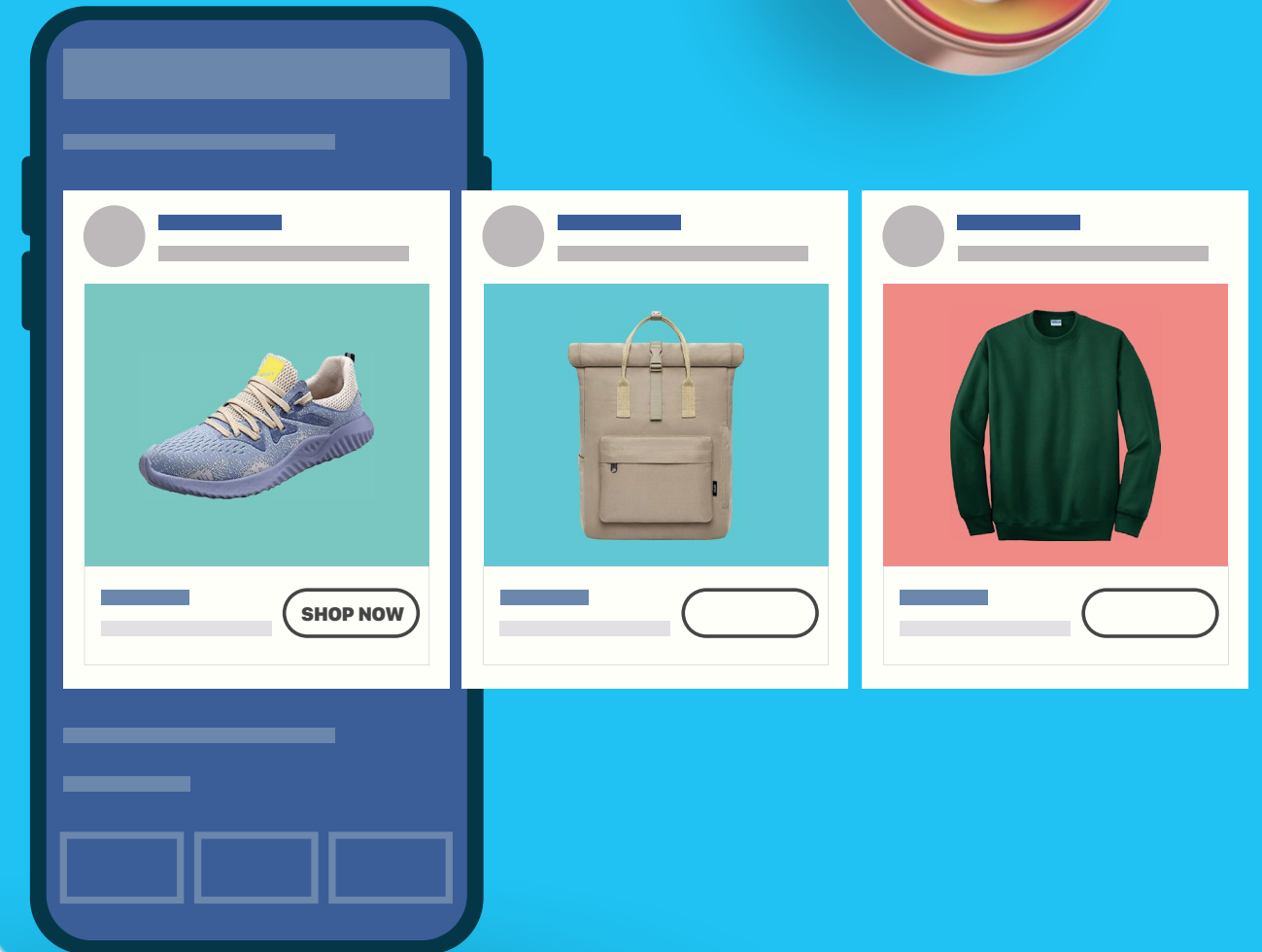
If you sell online, chances are you already have a product catalog. All you need to do is tailor and optimize it for Meta. Because these ads are generated dynamically, the strength of the feed determines the strength of the ad. Managing your product feed for Meta Advantage+ catalog ads involves the following steps:

- Compile your data from the relevant sources (e.g. your shop system or PIM system)

- Adapt your data for Meta's basic requirements

- Tailor your data specifically to drive campaign success on Meta platforms

- Upload data to Meta and do this continuously to keep it up-to-date

With Productsup, you can create that initial product feed by collecting, merging, and centralizing your data from multiple sources, in any format. Direct integrations to all major PIM and shop systems make this quick, easy, and hassle-free. If you're still missing information, we can import your product data from shopping channels like Google, Amazon, or eBay, and transform it into a feed that's ready for Meta.
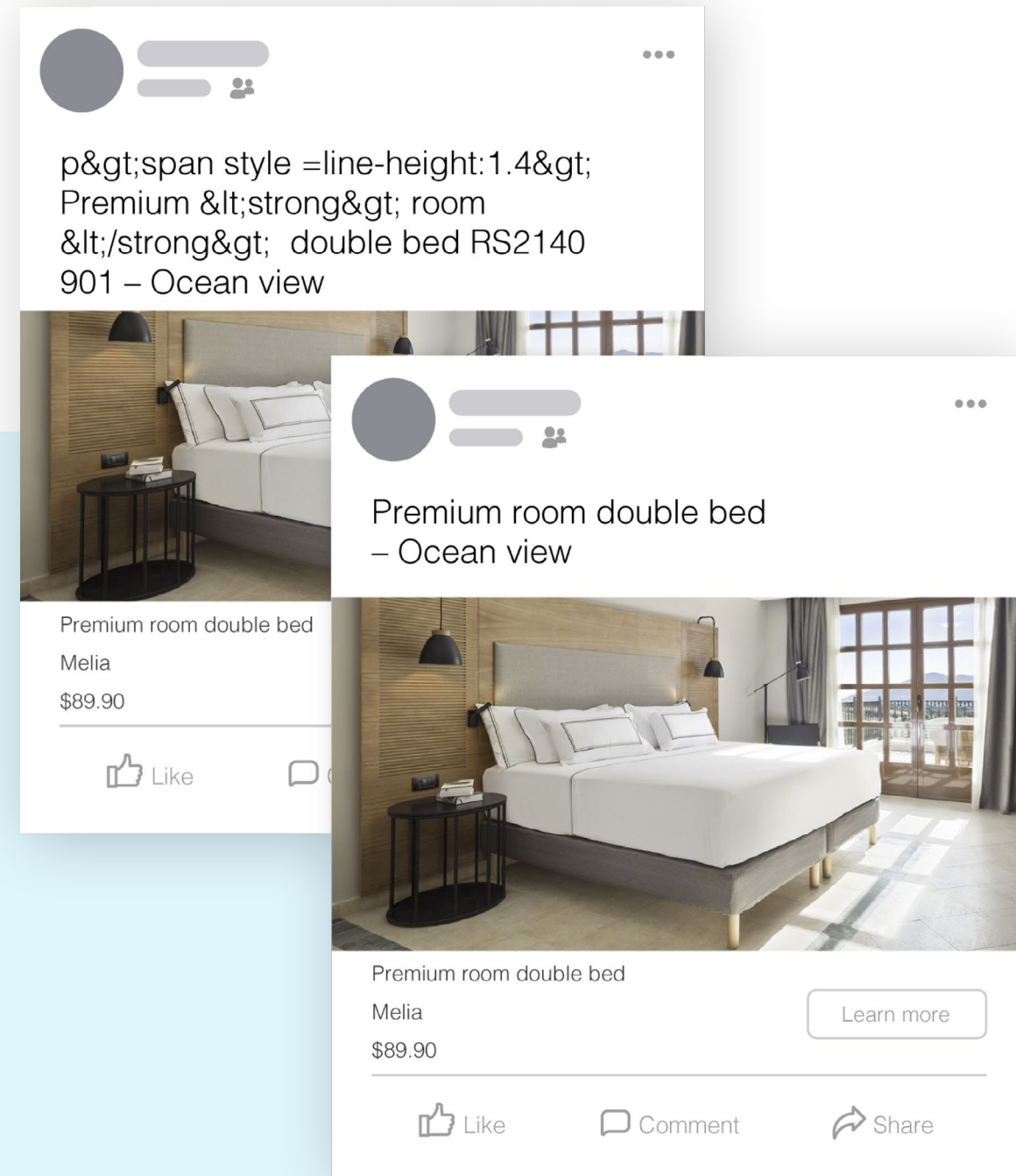
Meta catalog
best practices

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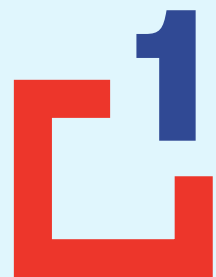
Include high-quality information about your products to help improve ad performance.

Your product data should be:

- ✏ **Clean:** no HTML tags, consecutive white spaces, duplicate words, etc.
- ✏ **Correct:** up-to-date availability and pricing; accurate values
- ✏ **Complete:** no empty columns and missing attributes or images
- ✏ **Compelling:** enriched titles and descriptions; multiple images and relevant keywords
- ✏ **Consistent:** standardized terms, matching values across all touchpoints
- ✏ **Customized:** titles, descriptions, and images adapted to the channel and audience

p>span style =line-height:1.4> Premium room double bed RS2140 901 – Ocean view

Premium room double bed
Melia
$89.90

👍 Like

Premium room double bed – Ocean view

Premium room double bed
Melia
$89.90

Learn more

👍 Like   💬 Comment   ↪ Share

Meta catalog
best practices

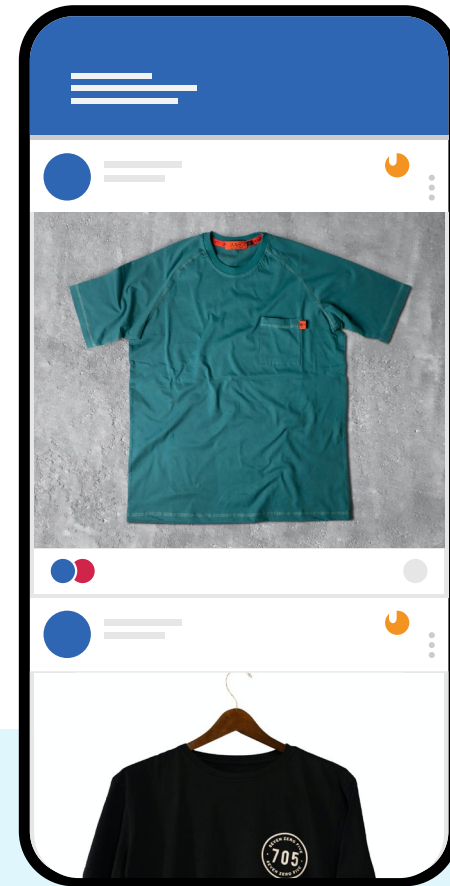| SKU 349604 |
| --- |
| SKU 592759 |
| SKU 584502 |
| SKU 603716 |

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Make sure that every product in your catalog has a unique identifier. Providing unique global trade item numbers (GTIN), part numbers, unique titles, and descriptions can help prevent duplicate records and improve your ads delivery.

Meta catalog
best practices

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Don't forget the imagery! Ad images need to evoke emotions and tell a story. They need to show the user exactly what the product can do.

Your images should always:

- Be high-resolution
- Elicit a personal, emotional response
- Include the right product data
- Take advantage of special occasions or holidays

With Productsup, you can easily edit all of your Meta product images using our Image Designer. The tool allows you to enhance the images in your feed within our platform, create custom templates, and then apply changes in bulk. Using image rule boxes, you can ensure all images meet Meta's requirements and drive conversions. Capabilities include:

- **Resize and crop your images in bulk to the size requested by Meta**
- **Trim the borders of your images**
- **Add layers and texts with static or dynamic content**
- **Add images or logos to your pictures**
- **Create mosaic images**
- **Remove backgrounds to create transparent images**
- **Enrich images with relevant information (e.g. price, logo, special features, or promotional messages like "free shipping")**
- **Design custom image templates using straight-forward drag & drop functionality and live image previews**

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Meta catalog
best practices

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Keep your catalog up to date with scheduled uploads as frequently as once an hour. This ensures you're displaying products that are in stock at the correct prices, which enables a better shopping experience and can help your conversion rates.

Meta catalog
best practices

The Meta pixel is a small piece of code that needs to be installed on your website. It enables you to understand the browsing behavior and interactions of your shop visitors. The Meta SDK does the same thing for your mobile app. Based on this data, Meta's machine learning algorithm can identify the most interested users in specific products. From here, you can dynamically deliver tailored ads to them based on their previous interest.

THE PIXEL CAN HELP YOU:

⌐ **Show your ads to the right audience:** You can target new audiences or people who've already interacted with your company

⌐ **Drive more sales:** You can set up automatic bidding to reach users who are more likely to convert

⌐ **Measure results:** Understand how your ads work by looking at what happens when people see them

To run dynamic ads for products, your pixel must include the following standard events:

EVENT NAME	DESCRIPTION
ViewContent	Someone viewed an item in your catalog.
AddToCart	Someone added a catalog item to their basket on your website.
Purchase	Someone purchased a catalog item from your website.

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These events must contain specific parameters to help us match items on your website to items in your catalog:

PARAMETER NAME	DESCRIPTION	REQUIREMENT	VALUE TYPE	EXAMPLE
content_type	Tells Meta to receive either a specific product ID or a product group ID, which is for variants of the same product.	Required	Must be either product or product_group.	product
content_ids	Tells Meta the specific content ID for a product or product group. The content ID must exactly match either the product ID or the product group ID for that item in your catalog, depending on which content_type you entered. The match indicates that it's the same product or group like the one in your catalog.	You must use either content_ids or contents. Remember to always include the letter "s" at the end of content_ids.	Can be either a single content ID or an array of content IDs (multiple IDs).	['123','456']
contents	Tells Meta the specific content ID, which must match the product ID for that item in your catalog If you use contents in your parameter, you must also include the following in a sub-object: the product ID or IDs, and the quantity (number of items added to cart or purchased).	You must use either content_ids or contents.	Must be an array of objects (content parameter, ID sub-object, and quantity sub-object).	[{id: '1234', quantity: 2}]

Note: The parameters above are to run dynamic ads for products. You have to include different pixel event parameters for **hotels, flights, destinations, vehicles, or property ads.**

After you add the required standard events and parameters to your website, you'll need to connect your pixel to a catalog. This connection allows you to create Meta Advantage+ catalog ads that show people relevant items from your catalog.

Advanced matching

Advanced matching can help you optimize your Meta ads to drive better results. With advanced matching, you can send Meta hashed customer information along with your pixel events, which can help you attribute more conversions and reach more people. The customer information is hashed before it reaches Meta platforms to help protect user privacy.

Meta pixel updates since the iOS 14 roll-out

Apple now requires apps in the App Store to obtain permission to "track" users across apps and websites owned by third parties for advertising and measurement purposes through its AppTrackingTransparency (ATT) framework. As a result of these changes, advertisers running campaigns to iOS 14.5 and later users will be affected by limitations on data sharing. To support your efforts to preserve user privacy and help you run effective campaigns, Meta launched **Aggregated Event Measurement.**

Learn more about creating a Meta pixel _here_.

Your Meta catalog
can also power:

⌐ **Collection ads:** _Collection_ is an ad format that shows multiple items from your catalog under a hero image or video. People can click on items to learn more or browse similar items. Learn how to **_create a collection ad_**.

⌐ **Carousel ads:** _Carousel_ is an ad format that shows multiple images or videos that people can scroll through, each with its own link. You can choose to fill the carousel cards dynamically with items from your catalog. Learn how to **_create a carousel ad_**.

⌐ **Instant Experience ads:** These ads direct to a **_full-screen experience_** where you can visually highlight your products and services. For instance, you can create ads with product tags to promote specific items in your catalog. People can click on the **_product tags_** to go to a product details page where they can learn more or buy the item. Learn how to **_create an ad with product tags_**.

⌐ **Collaborative ads:** If your brand sells items through a participating merchant, **_collaborative ads_** allow you to run direct sales campaigns. Your merchant partner shares a segment of their catalog with your business, which you can use to run dynamic ads.

⌐ **Shops:** Facebook and Instagram Shops are digital storefronts where brands can list products while still highlighting their respective identities. Prospective buyers can either be directed to the business' website or make their purchases natively from within the Meta family of apps. You will need an enhanced catalog for Shops.

The Meta
enhanced catalog

A Meta product catalog is great. However, to make the most of the Meta ecosystem you need an enhanced catalog. It contains more detailed product information that enables buyers to find the exact product they desire and it's mandatory for Facebook and Instagram Shops.

Productsup's pre-defined Facebook template for enhanced product catalogs ensures that your product feed contains all required information.

AN ENHANCED CATALOG ENABLES:

IMPROVED PRODUCT DETAIL PAGES

Your product information will be more accessible and thorough.

BETTER SEARCH EXPERIENCE

Shoppers can look for product variants and see if their size is in stock.

FILTERING OPTIONS

Shoppers can easily sort and filter the search results.

Facebook and Instagram
Shops

Shops help people explore products and collections of products without leaving Facebook or Instagram, so you can deliver customized, branded shopping experiences that consumers can access across the Meta family of apps. People around the world can access your shop from your Facebook Page, Instagram profile, or from one of your Instagram Stories. They can find Meta Shops on a business' Facebook Page or Instagram profile, or discover them through Stories or ads. From there, they can browse the full collection, add products to their bag, and place an order.

HOW TO GET STARTED

⌐ Make sure that your business is **_eligible_** for Facebook and Instagram Shops.

⌐ Get your product catalog ready. You can use an existing catalog or **_set up a new one_**. You can use the same catalog for Advantage+ catalog ads and Shops, as long as it's an enhanced catalog.

⌐ Create your shop and customize it in **_Commerce Manager._**

To make the most of your Facebook and Instagram Shops, you should enable the checkout function. Shoppers could then complete the purchase directly on Facebook/Instagram, which makes the shopping experience truly seamless. After a customer has entered the payment and shipping information for an order, Meta saves it, so they won't have to re-enter it each time they make a purchase. Plus, they don't need to create a new account to complete a purchase.

Find the full list of countries where the checkout function is currently available [here](#). Meta will soon launch the checkout function in other regions, so make sure to check out [this page](#) for updates.

Productsup offers a Meta Shops Ads integration, which enables businesses to leverage shoppable ads on Meta using native checkout. By managing products and orders on Meta platforms directly via our API, you can create better experiences for customers that move them from the discovery phase to purchase.

The Productsup Meta Shops Ads API enables you **to manage your products on Meta:**
- Create a full upload of your catalog every 24 hours
- Create a delta export (only changed products) every hour
- Create a price and stock export every 15 minutes

The Productsup Meta Shops Ads API enables you **to manage your orders on Meta:**
- Import order data from Meta into the Productsup platform
- Export order cancellation data into Meta
- Export order refund data into Meta
- Export order shipment data into Meta (tracking ID)

How Productsup
can help

The Productsup platform enables leading global companies like Aldi, Redbubble, and Sephora to successfully aggregate, optimize, contextualize, and distribute product content across more than 2,500 marketing, ecommerce, and retail channels.

Whether you're interested in Meta Advantage+ catalog ads, Facebook Shops, or Instagram Shops, we've got you covered! The Productsup P2C platform comes with a sophisticated set of modules and features that are built to reach more customers and maximize sales. Plus, we work closely with Meta, so we'll always be up to speed with their developments.

Products**up**
enables you to:

- Edit your product data without the need for a single line of code
- Perfectly structure, optimize, and contextualize your feeds
- Reduce your dependence on IT teams
- Prepare your product feeds in days, not weeks, and process millions of SKUs in seconds
- Format and enhance product images to fit any ad and campaign format
- Create product videos dynamically at scale with video templates
- Sell through Facebook and Instagram Shops (including in-app checkout)
- Perform price comparisons and sync product data, orders, and shipment/cancelation updates
- Create seamless shopping experiences across multiple touchpoints

Ready to boost your Meta campaign performance
with perfectly structured, high-performing product catalogs?

Let's talk!

Or visit our blog for more resources
about selling on Instagram and setting
up Facebook ads.

selling on Instagram   **setting up Facebook ads**

Productsup

Empowering commerce

Contact us!

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www.productsup.com