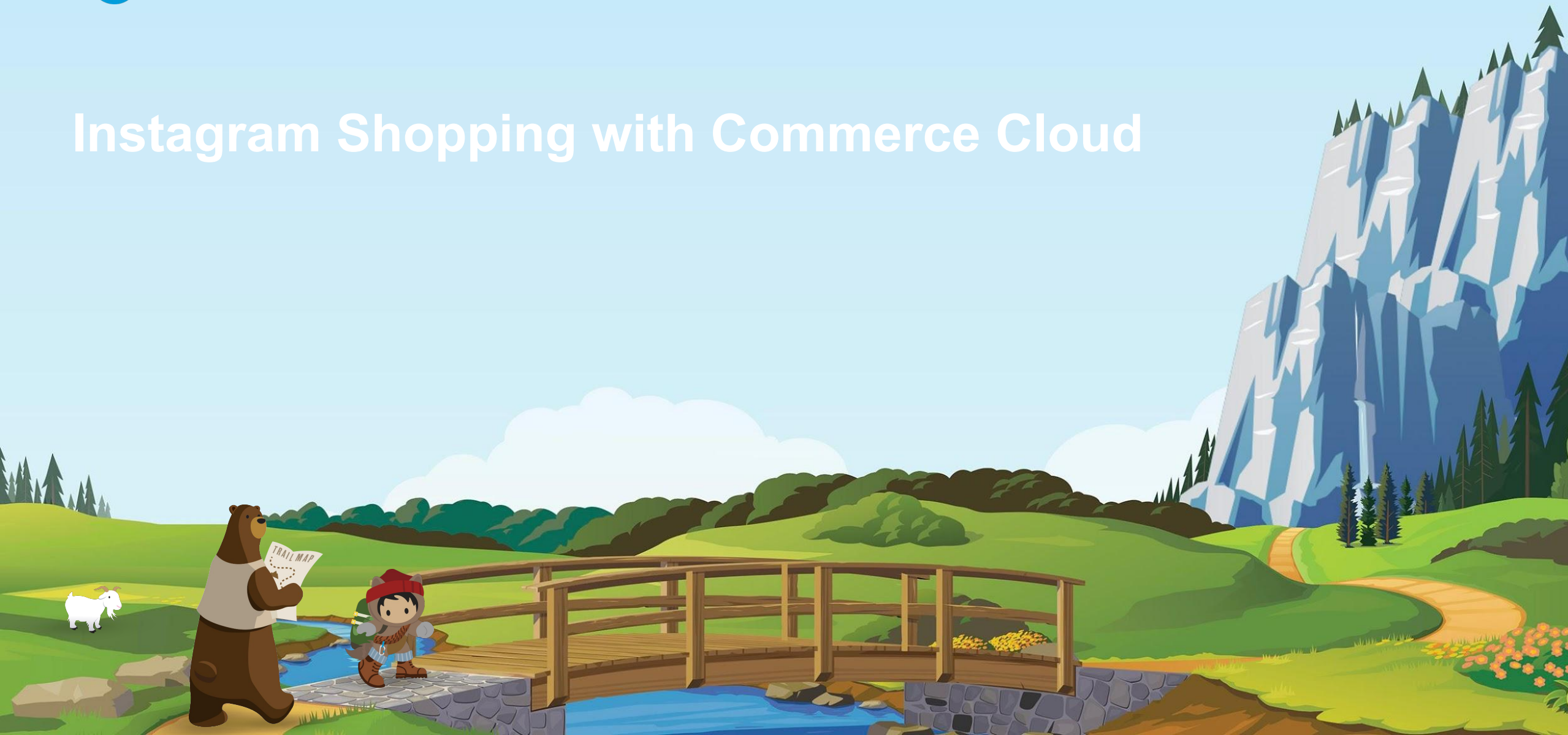


Instagram Shopping with Commerce Cloud



Commerce Cloud Powers Shopping on Instagram

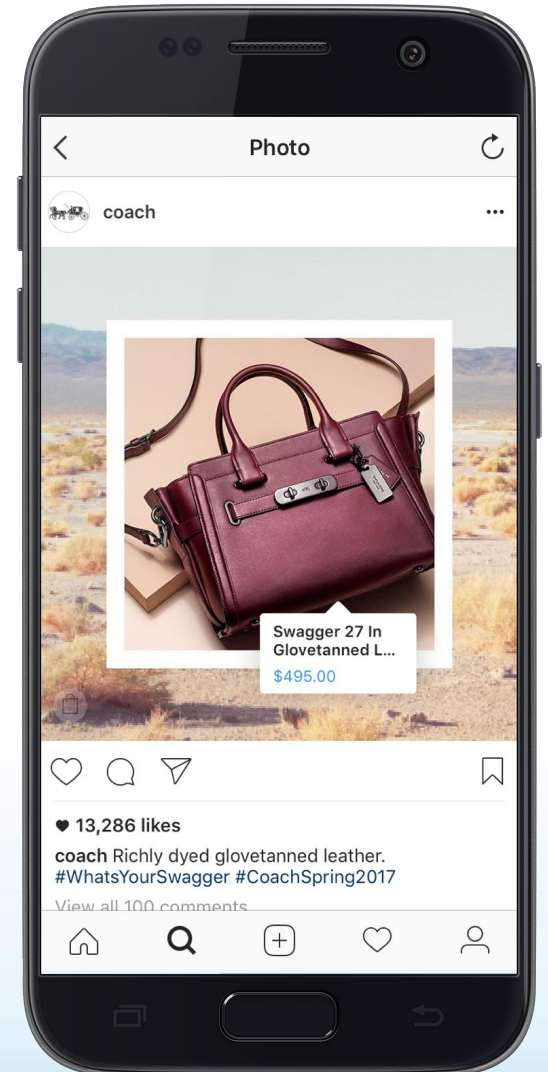


Create shoppable content on Instagram faster and easier

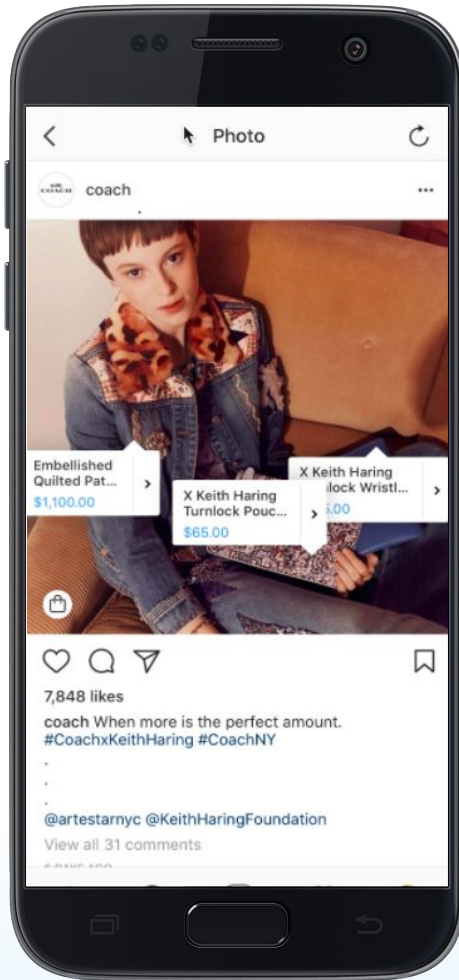
Help shoppers discover products earlier in the shopping journey

Use Instagram to both acquire and transact with customers

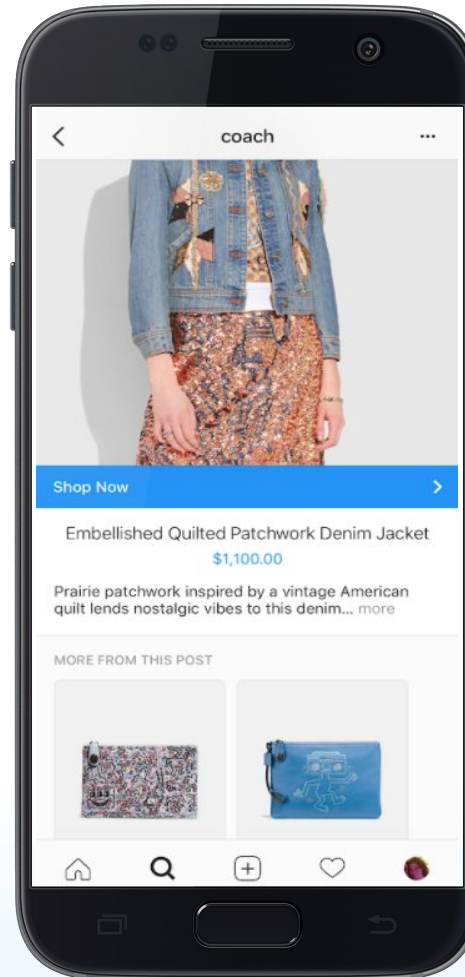
Manage Shopping on Instagram from the same place you manage your site



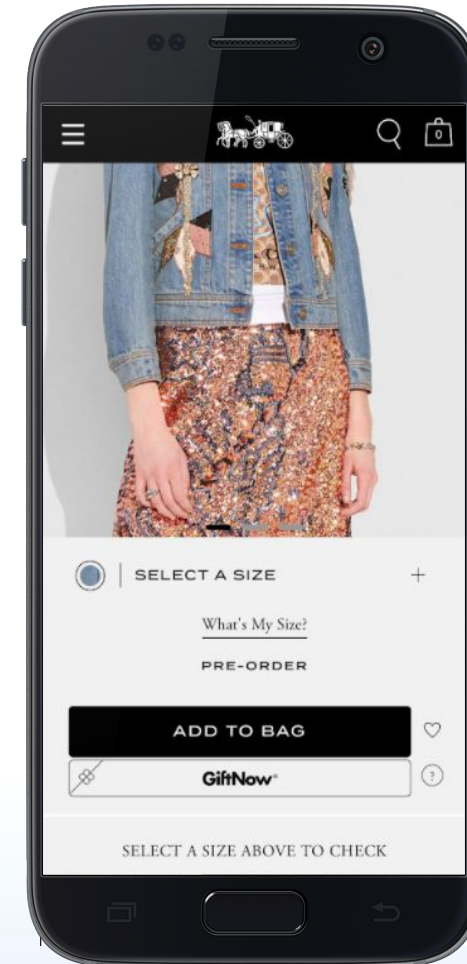
What is the Shopping Experience Like for the Customer?



Instagram users see posts with shoppable content on the brands they follow



They can learn more about a products after clicking on the icon



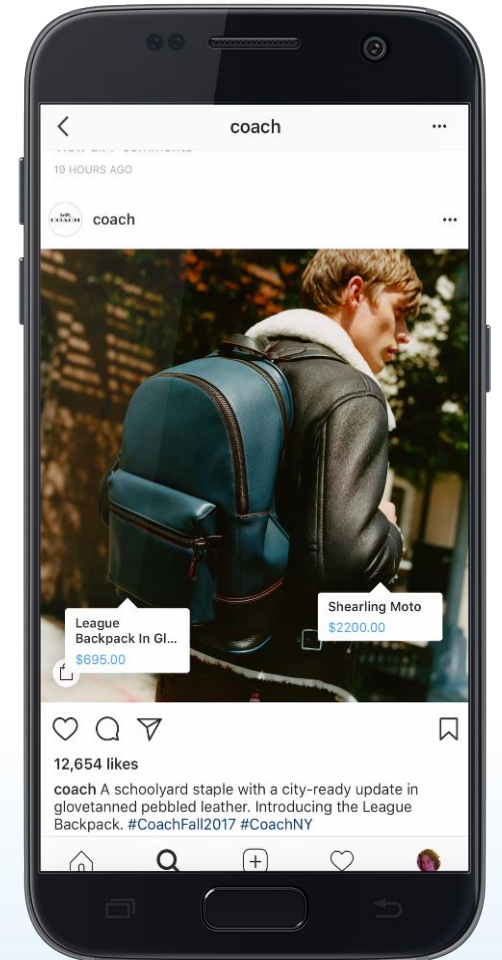
They click through to the retailer site to complete the purchase

What is the Role of Commerce Cloud?



What is the role of Commerce Cloud?

- Commerce Cloud provides business account integration and an appropriate product feed
- Final commerce purchase occurs on the retailer's site



How Do Clients Get Started?



Instagram qualification requirements

All clients must have an **Instagram business account** in one of the following geographies

Must be selling **physical products**,

Celebrity and Influencer Instagram accounts are not eligible for tagging.

Must be an Instagram-approved **product category**

Must have a **catalog feed associated with the Facebook Business account**

Instagram still has final approval. Please see all rules [here](#).



How Clients Get Started



Steps for implementation

- 1. Paperwork (ONLY for customers without a Salesforce MSA):** Merchant must sign a
Commerce Cloud Third Party Dependency Addendum
Success Manager – Provides 3rd Party Dependency Agreement
Merchant eCommerce POC and Legal – Review and sign addendum
Commerce Cloud Orders – Countersigns and returns
- 2. Activation:** Commerce Cloud turns on functionality in retailer environment
Merchant - Provide Success Manager with link to Staging and Production Business Manager environments
Commerce Cloud - Execute feature toggle
Merchant Tools > Site Preferences > Facebook



How Clients Get Started



Steps for implementation (cont..)

3. Business Manager configuration: Client connects account in Commerce Cloud

Enable Facebook functionality – this is for both Facebook and Instagram

Completes the Facebook Business Account settings – Need to have admin access to this information (e.g.: FB Business Account ID, Page ID, Pixel ID. *This is obtained from the Facebook Business Manager setup*)

Setup of the product feed configuration, including identifying which products will be in the feed

4. Instagram Steps

Create an Instagram Business account or convert to one - this is a prerequisite

Link the appropriate product catalog to your brand's business page

Create your post and start tagging products!

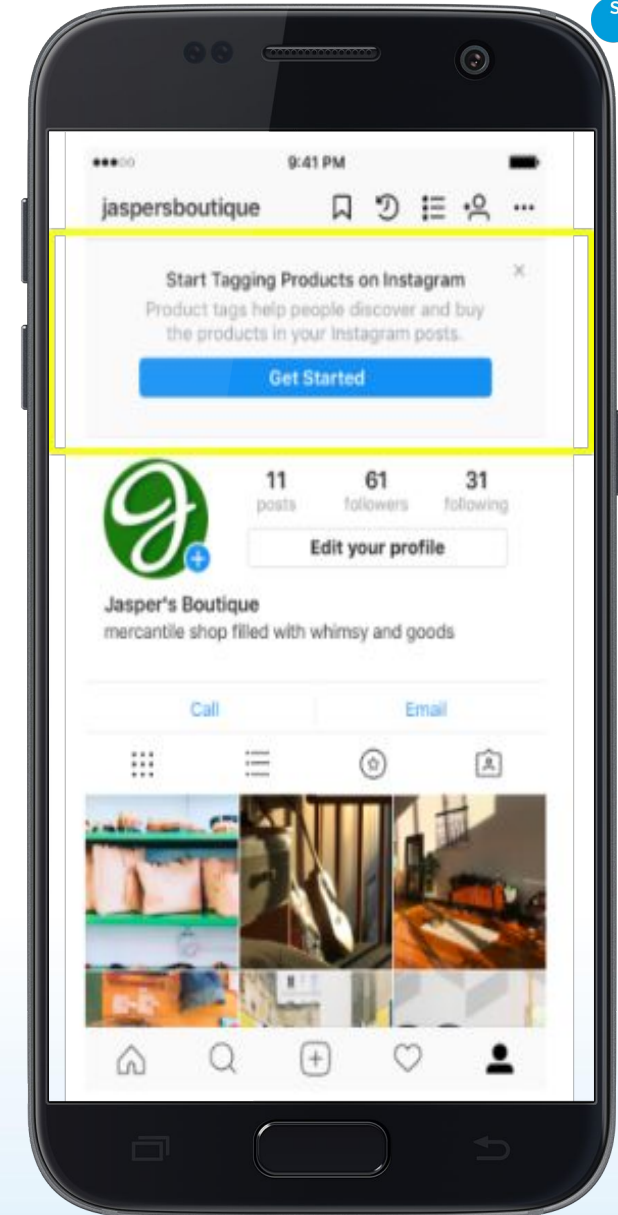


How Clients Get Started - Option 2

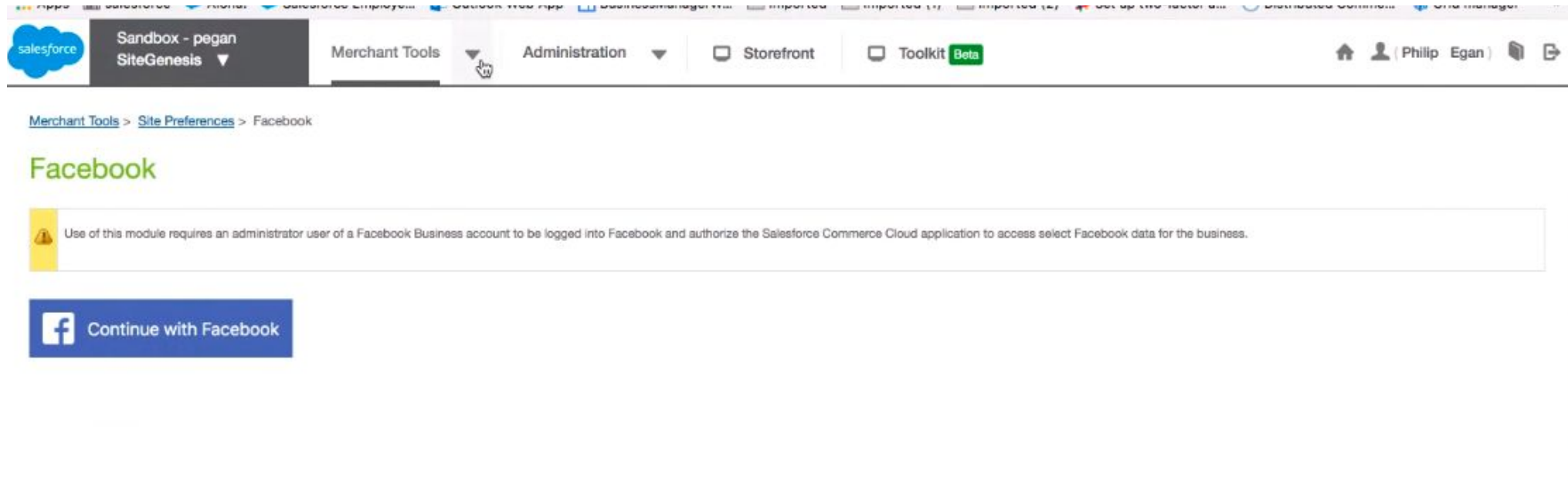
Receive an Invitation to Get Started

You will receive an invitation in the Instagram account if the following criteria are met:

- If you have associated your Instagram Business Profile with a shop on Facebook or a catalog in your Facebook Business Manager.
- Business Profile
- US, UK, Australia, Brazil, Canada, France, Germany, Italy, and Spain
- Selling physical products
- Additional criteria from Instagram
- Likely candidates for this are those users already placing ads via Facebook and have created a product feed for that purpose.
- You may still want to use the Commerce Cloud Integration to create additional and separate feeds for Instagram Shopping



Enabling Shopping on Instagram in Business Manager



- Access to this is done with a Feature Toggle on your Realm
- Each site on the Realm may be connected and therefore have unique feeds
- You must be an Admin of both your Salesforce Commerce Cloud Business Manager and your Facebook Business Manager

SFCC Business Manager Post Authentication



[Merchant Tools](#) > [Site Preferences](#) > Facebook

Facebook

Please enter your site information below. Fields marked with an asterisk (*) are mandatory. Click **Submit** when finished.

General Settings

Facebook Enabled? ☐

Facebook Account

Facebook Business ID:* Phil's SFCC Test (1844450685792088)

Facebook Page ID:* Salesforce C2oit (1907075836240772)

Facebook Pixel ID:* Phil's SFCC Ad Account's Pixel (1694785237499035)

Local Configuration

Automatically Inject Facebook Pixel Code in Site? ☒

Enable Site Products for Facebook by Default? ☒

Product Image View Type: large 

Color Variation Attribute ID:

Size Variation Attribute ID:

Material Variation Attribute ID:

- Facebook Enabled on the Product environment
- Facebook Account info will be brought in from the account at Facebook
- Pixel is optional - and should NOT be done if you already have one in place

Salesforce Commerce Cloud Business Manager Post Authentication



Facebook Pixel ID:* Phil's SFCC Ad Account's Pixel (1694785237499035) ▾

Local Configuration

Automatically Inject Facebook Pixel Code in Site? ☒

Enable Site Products for Facebook by Default? ☒

Product Image View Type: large 

Color Variation Attribute ID:

Size Variation Attribute ID:

Material Variation Attribute ID:

Pattern Variation Attribute ID:

Catalog Feed

Notification Email Address:

Notification Status: ☒ Error ☒ Exception ☐ Success

Start Time:* 4:00 am
h:mm a

Submit

- Catalog Feed Section must be filled out
- Start time is key as this is outside the job scheduler, so you will want to schedule it appropriately
- You must hit SUBMIT, in order to get to the next step

Catalog Feed Section



The screenshot shows the Salesforce interface for the 'Catalog Feeds' section. The top navigation bar includes 'Sandbox - pegan SiteGenesis', 'Merchant Tools', 'Administration', 'Storefront', and 'Toolkit Beta'. The user is logged in as 'Phillip Egan'. The main content area is titled 'Catalog Feeds' and includes a sub-header 'New Catalog Feed'. The form contains the following fields:

- Feed ID:** A text input field with a cursor.
- Channel Type:** Radio buttons for 'Facebook Ads' (selected) and 'Instagram Commerce'.
- Country:** A text input field.
- Product Link Redirect Action:** Radio buttons for 'Add to Cart' and 'View Product' (selected).

A 'Submit' button is located at the bottom right of the form.

Bottom of the page provides the ability to create your feeds for Facebook Ads and IG Shopping:

- Feed ID is something unique that you can identify on the Facebook Admin Side
- Channel Type
- Country is the 2 letter country id
- URL Destination

Product Feed Errors

Alerts users to problems with the catalog feed

Catalog Feeds

Configure one or more catalog feeds here. The default feed cannot be deleted. Please visit Facebook Business Manager for complete information about your catalog and product feed.

facebook

f

Günter Wilhelm Grass

fasdfdsdf

+

Catalog Feed

Feed ID:*

facebook

Facebook Product Catalog ID:*

1247015262071048

Facebook Product Feed ID:*

184256642118806

Country:*

DE

Product Link Redirect Action*

Add to Cart

View Product

Channel Type:*

Facebook Ads

Instagram Commerce

Catalog Feed Status

The following status information was retrieved from Facebook for the latest catalog feed upload. Please visit Facebook Business Manager for complete information about your catalog and product feed.

Latest Upload:

10/03/2017 4:00 am

[Download Log File](#)

Products:

3,331

Errors:

These errors cause Facebook to exclude the affected products from the product feed by Facebook. The products are not included in the count above.

⚠

A required field is missing: Products without "brand, gtin, mpn" information can't be uploaded. Please check that this field is included for each product in a separate, labeled column.

444 product(s) affected, including 061492215624, 061492216690, 061492858869, 061492273693, 061492273716

Suggestion: Set values for the missing fields in your catalog, or populate the values in the feed using a custom hook implementation.

⚠

Non-Unique Value: Property id must have entirely unique values for all items in this feed.

263 product(s) affected, including 78916783-2, 842204063326, 78916783-2, apple-ipod-nano-green-8g, 842204063326

⚠

Incorrect Number of Columns: The number of columns on this line must match the number of columns on line 1.

6 product(s) affected, including

Warnings:

Products affected by these warnings are still included in the Facebook product feed. The products will appear in ads, but Facebook recommends fixing the warnings to increase catalog quality.

⚠

A product is missing a field: Without google_product_category information, your products may not appear the way you want them to in ads.

3,989 product(s) affected, including 061492273693, 061492273716, 061492216690, 061492215624, 061492858869

Suggestion: Set values for the missing fields in your catalog, or populate the values in the feed using a custom hook implementation. Custom attribute values can only be populated using a custom hook.


Delete

Tab for each product feed for unique identification and attributes

Feedback once the job has run

Errors prevent products from being included

Warnings are suggested to be fixed but do not prevent a product from being included in the feed



Instagram Shopping Resources

Enablement on the Instagram Platform Starts Here

Sizzle: <https://vimeo.com/209655799>

Getting started:

https://help.instagram.com/1627591223954487?helpref=faq_content

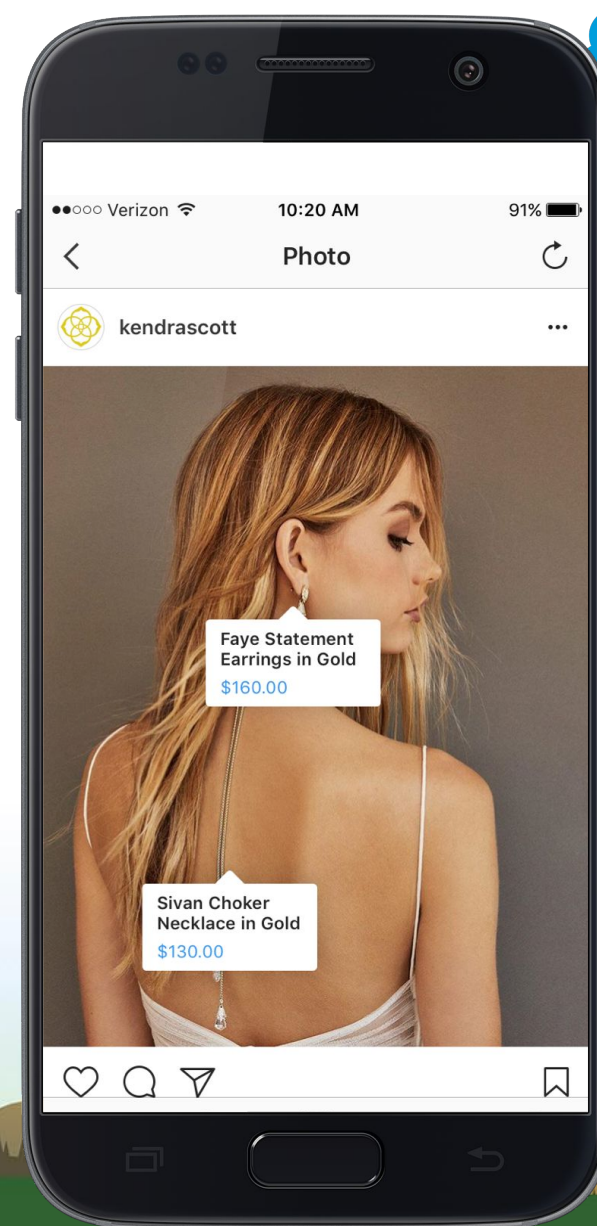
Tagging products:

<https://www.facebook.com/help/instagram/1108695469241257?helpref=related&ref=related>

Exploring tags:

https://help.instagram.com/1851353085152666?helpref=search&sr=1&query=Exploring%20Tags&search_session_id=febcd1f3dc9794b5752b728d529097df

Instagram Shopping [Help Page](#)



thank you

