

SAME PRODUCT CATALOG ON ALL CHANNELS

Cartridge for product feed export between Salesforce Commerce Cloud and Facebook and Instagram shops



Facebook & Instagram PRODUCT FEED

As a merchant, you are always looking to expand sales—adding social commerce into the multi-channel distribution mix is a way to do this. With the help of OSF Digital and **Product Feed for Facebook and Instagram**, our cartridge for **Salesforce Commerce Cloud**, you can now integrate Facebook Shops and Instagram Shops with your Salesforce Commerce Cloud-based ecommerce store by exporting the product catalog from your commerce store to your social stores.

Leverage your fan base from your social media pages and reach new customers who use Facebook and Instagram, by **synchronizing your product catalog** with these channels' shopping functionalities—and sell directly from their apps. Delight your customers with a smooth, store-like experience with **quick in-app ordering** or redirect them to your ecommerce website where in-app checkout is not available.

PLATFORM: Salesforce Commerce Cloud, Facebook Shops, Instagram Shops

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LIVE
Demo



SETUP
Services



CUSTOMIZATION
Services Available

[SCHEDULE A LIVE DEMO](#)

FEATURES & BENEFITS

EXPORT PRODUCT FEED

List products on Facebook Shops and Instagram Shops and schedule automatic updates for products listed on these social commerce channels.

INVENTORY THRESHOLD

Set a certain inventory threshold, where only products with enough inventory will be listed in Facebook and Instagram Shops.

PRODUCT ATTRIBUTES

Each social media channel has certain product attributes available, which you can use to add to each of your listed products.

ATTRIBUTE MAPPING

You can define additional attributes on product model and map them to FB/IG supported attributes without code modifications each time there is an update on the catalog.

IN-APP CHECKOUT

Your customers will shop easier than ever before. They will be able to check out without leaving the social media app or go directly to your Salesforce Commerce Cloud-based store if the in-app checkout functionality is not available in their location.

PRODUCT TAGGING

Shoppers can select a product directly from a post through the product tagging functionality.

ORDER PROCESS

In-app orders are processed in Meta Commerce Manager and in Salesforce Commerce Cloud Business Manager if the shopper is redirected to the ecommerce store, where they will finalize the checkout process.

REDUCE MANUAL LABOUR

Benefit from the automated process and avoid manually updating and creating products in Meta Commerce Manager by utilizing Data Feeds.

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Let's keep in touch!

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