## Instructions for Setting up a Facebook Inventory Catalog Upload

# 4/23/2018

This document provides the step-by-step instructions to set up an automatic upload of your vehicle inventory into a catalog in your Facebook Business Manager.

#### **Information You will Need**

In the steps below, you will need to provide the URL to the Data Feed file. The URL is:

https://push.autoclick.com/InventoryPush/Facebook/[DealershipID].csv

where [DealershipID] should be replaced by your Autoclick Account number. So for example, if your Autoclick Account Number is 2648, then the URL would be:

https://push.autoclick.com/InventoryPush/Facebook/2648.csv

If you don't know your Autoclick ID, you can find it by logging into the Control Panel (<u>https://siteserver.autoclick.com</u>). Your Autoclick Account number is shown on the Account tab as shown below:

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| V | Veb Site<br><sub>Custome</sub> | Contr<br>r Suppor | r <b>ol Panel</b><br>t 614-827-11 | 80           | Helpful Videos | <u>1) Accor</u><br>4) Mana | unt, Contact Tabs<br>age Inventory | 2) Credit<br>5) Leads, | App Tab: <u>Old</u> <u>Ner</u><br>Settings Tab | w <u>3) Site Con</u> | tent         | TOCLIC   | K |    |
| _ | Account                        | Contact           | Notifications                     | Credit App   | Site Content   | Inventory                  | Craigslist Posting                 | Leads                  | Settings                                       |                      | Save Changes | Log Out  |   | _  |
|   | 4                              | Account           | Numbers a                         | and Servic   | e Dates        |                            |                                    |                        |  |                      |              |          |   |    |
|   | -                              |                   | Account                           | Number:      | 13             |                            | (                                  | Autocli                | ck Account :                                   | 2648                 |              |          |   |    |
|   | Start Date: 09/05              |                   |                                   |              |                |                            |                                    | End Da                 | ite.   |                      |              |          |   |    |
|   |                                |                   | Click                             | Here if You  | u Wish to U    | pdate Yo                   | ur Billing Infor                   | mation                 |  |                      |              |          |   |    |

### Vehicle Requirements

Facebook requires certain information to be specified on your vehicle before it will be imported. Required fields are:

- Year, Make, Model and Style
- VIN
- At least one vehicle image
- Exterior color
- Vehicle price

#### **Steps To Create the Catalog and import in Your Facebook Account**

1. Log-in to you Facebook account then navigate to your Business Manager page using the drop-down arrow at the top-right of the page.



2. On your Business Manager page, click the menu button, then click Catalog.

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| f ≡ Busin  | ess Manager   | Searc  | th business  | Q Drive                            | # <b>-</b> │ <b>≜<sup>1</sup> ;=</b> •     | Ф н               | elp 🕜           | ^      |
| Home Ad Ad   | ccount Overview   | Activity   |  |                                    | Bu   | isiness Sett      | ings            |        |
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3. On the Catalog Manager Page, click the Create Catalog button.



4. Click Auto, then Next.

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|--------------|-----------|------------|---|--------------------|----------------------------|--------|
|              |           |            | Create Catalog                                      | ı.                 |                            |        |
|              |           |            | Select Catalog T                                    | уре                |                            |        |
|              |           | 압 Pro      | -commerce<br>oducts sold online                     |                    |                            |        |
|              |           | Tr.<br>Ho  | ravel<br>Itels and vacation properties, fligh       | ts or destinations |                            |        |
|              |           | Ret<br>Ret | eal Estate<br>Intal properties and real estate list | lings              |                            |        |
|              |           |            | uto<br>fferent tiers of the auto market             |                    |                            |        |
|              |           |            |   |                    |                            |        |
| C            | ancel     |            |   |                    |                            | Next   |

5. Select your business name (if not already selected), then enter a name for the catalog. Next click the Create button.



6. Click the View Catalog button.

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|   |                   |                 |                 |   |                 |                            |         |
|   |                   |                 |                 |   |                 |                            |         |
|   |                   |                 | Catalog Created |   |                 |                            |         |
|   |                   |                 |                 |   |                 |                            |         |
|   |                   |                 |                 |   |                 |                            |         |
|   |                   |                 |                 |   |                 |                            |         |
|   |                   |                 |                 |   | View All Catalo | as View                    | Catalog |
|   |                   |                 |                 |   |                 |                            |         |

7. On the Catalogs page, click the Data Sources tab.

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|----------|---------------------------|---|--|--|-------------------------------------|-------------------|--------------|----------------------------|-----------|
| All C    | atalogs >                 | Driveit_Vehicles  | •  | Diagnostics  | Vehicles                            | Data Sources      | Vehicle Sets | More •                     | Create Ad |
| C        | Diagnost<br>Check here fo | iCS<br>r recommendations, issues,                               | errors and                                   | d suggested fixes to                                 | o hele you get th                   | e most out of you | ur catalog.  |                            |           |
| <b>7</b> | 2 Recom<br>Recommen       | mendations<br>nded steps and opportunitie:                      |  |  |                                     |                   |              |                            |           |
|          | +                         | Add Vehicles: In<br>Once you've added<br>Facebook and Instr     | nport you<br>your vehic<br>agram.            | ır inventory to Fa<br>cles, you will be abi          | cebook<br>le to promote the         | em across         |              | Add Vehicles               |           |
|          |                           | Connect Catalog<br>Once your items in<br>you'll be able to reta | <b>j to Ever</b><br>catalog are<br>rget your | nt Sources<br>e connected and m<br>customers with Ca | atch the ones o<br>talog Sales ads. | n your website    | Q            | Connect Event So           | urce      |

8. On the Data Sources page, click the Add Data Source button.

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|--|---------------------------------|-------------------------------|---------------------|------------------------|-----------|
| All Catalogs > Driveit_Vehicles                            | <ul> <li>Diagnostics</li> </ul> | Vehicles Data Sources         | Vehicle Sets        | More •                 | Create Ad |
| Data Sources<br>Data Sources show where your catalog infor | mation comes to Facebook        | from. You can upload your lin | smation from multip | ole sources at once.   |           |
| All Data Sources   |                                 |                               |                     | Add Data Source        |           |
| Q Search by Source Name or ID                              |                                 |                               |                     |                        |           |
| Data Source Name ↑↓  | Source Type                     | Last Update ↑↓                | Status              | Next Update            |           |
|  | No Data                         | Sources found.                |                     | ,                      |           |

9. On the Data Source page, Select "Set a Schedule", then copy and paste the Data Feed URL provided by Autoclick Support. Set the desired time for the upload, then click Start Upload. Note: Username and Password are NOT required.

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|-------------------|------------------------------|--|---|--|---|---|--|--------------------------------------|-------------|--------|
| I Catalogs >      | Driveit_Vehicles             | -  | Di  | iagnostics   | Vehicles  | Data So                                       | urces                                    | More •                               |             | Create |
|                   |                              |  |   |  |   |   |  |                                      |             |        |
|                   |                              |  |   |  |   |   |  |                                      |             |        |
|                   |                              |  | A   | dd Vehicle   | s With Dat  | a Feeds                                       |  |                                      |             |        |
|                   |                              |  |   | Upload a   | file or add a                                       | URL.  |  |                                      |             |        |
|                   |                              | Need to set  | up a dat  | ta feed?   |   |   |  |                                      |             |        |
|                   |                              | Download   | I CSV Te  | emplate F  | ollow Step-by                                       | -Step Guide                                   |  |                                      |             |        |
|                   |                              | You can also<br>WooComme   | set up a<br>erce, Big                               | a data feed by u<br>Commerce or                            | sing the Facet<br>Magento                           | oook Feed plu                                 | gin on Sho                               | pify,                                |             |        |
|                   | H                            | ow do you want t   | o uploa   | ad your data   | feed?   |   |  |                                      |             |        |
|                   |                              | Upload Once  |   |  |   | Set a Sched                                   | lule                                     |                                      |             |        |
|                   |                              | <ul> <li>Recommende<br/>changes. You</li> </ul>  | d if your<br>can uplo                               | inventory rarely<br>ad a data feed                         |   | Recommend<br>regularly cha                    | led if your ir<br>anges. You             | nventory<br>can set a                |             |        |
|                   |                              | file to update   | your inve   | entory.  |   | schedule to a inventory fro                   | automatical<br>m a feed U                | ly update your<br>RL.                |             |        |
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|                   | lf                           | your data feed URL is  | passwo  | ord protected, pl  | ease enter you                                      | ur login der                                  | Сору                                     | / and paste                          |             |        |
|                   | l                            | Jsername   |   |  | Passw   | ord   | your fi<br>(see i                        | le URL her                           | e<br>)      |        |
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|                   |                              |  |   |  |   |   |  |                                      |             |        |
|                   | Cancel                       |  |   |  |   |   |  |                                      | Start U     | lpload |

10. When the progress indicator shows "Done", click the View Products button.



11. Your imported vehicles should now be shown under the Vehicles tab. Note, if some vehicles are missing, click the Diagnostics tab to see why vehicles were not imported.

|                              | ;                          |                            | Sea          | rch business |              | 9            | . Porter | Drivelt 👻 | ≜ <sup>5</sup> ≓• ✿ | Help 🚱    |
|------------------------------|----------------------------|----------------------------|--------------|--------------|--------------|--------------|----------|-----------|---------------------|-----------|
| All Catalogs >               | Driveit_Vehicles           | •                          | Diagnostics  | Vehicles     | Data Sources | Vehicle Sets | Events   | Settings  |                     | Create Ad |
| Vehicles<br>Inspect and fil  | ter all of the items in th | iis catalog.               |              |              |              |              |          |           |                     |           |
| All Vehicles                 |                            |                            |              |              |              |              |          |           |                     |           |
| Body style                   | >                          | 1<br>Vehicles              |              |              |              |              |          |           |                     |           |
| City<br>Condition            | >                          | Q Search a                 | all vehicles |              |              |              |          | ,         | View 🔻              | ΙΞ        |
| Country<br>Dealer ID         | >                          |                            |              |              |              |              |          |           |                     |           |
| Drivetrain<br>Exterior color | >                          | *                          | *            |              |              |              |          |           |                     |           |
| Fuel type                    | >                          |                            |              |              |              |              |          |           |                     |           |
| Make                         | >                          | 2005 BUICK L<br>\$5,900.00 | ACROSSE      |              |              |              |          |           |                     |           |
| Model                        | >                          |                            |              |              |              |              |          |           |                     |           |
| Region                       | >                          |                            |              |              |              |              |          |           |                     |           |
| Transmission                 | >                          |                            |              |              |              |              |          |           |                     |           |
| Trim                         |                            |                            |              |              |              |              |          |           |                     |           |
| Sale price                   | >                          |                            |              |              |              |              |          |           |                     |           |
| Vehicle Sets                 | ~                          |                            |              |              |              |              |          |           |                     |           |