Boostic.cloud

Meta supplementary feed configuration manual

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Introduction

This manual explains how to integrate Boostic.cloud with Meta Commerce Manager using a supplementary feed. Unlike the main data list, this type of list allows you to add or modify attributes of products already in your catalog, without duplicating them or replacing the original data source.

The use of the supplementary feed is particularly useful because Boostic.cloud automatically segments your catalog, grouping products into clusters and subclusters according to their commercial performance. This classification is based on a total of 17 metrics, such as CTR, clicks, ROAS, etc., and translates into custom labels that can be synchronized with Meta Commerce Manager via the supplementary feed, updating most product attributes.

Thanks to this integration, you will be able to:

- Tag products by their actual performance, directly in the Commerce Manager.
- Create product sets based on the quality or commercial potential of each cluster.
- Optimize and segment Advantage+ Ads campaigns with catalog (the equivalent of Shopping/PMax) using these performance-based product sets.
- Identify which products stand out or require attention on your platforms (Facebook and Instagram).
- Automate this categorization without manual intervention.

In summary: this connection provides you with a layer of business intelligence directly inside Meta's ecosystem, without technical complications and in an automated way.

Prerequisites

Before you start, ensure you have completed the following steps to connect Boostic.cloud and activate the supplementary feed:

- Meta Commerce settings active: You must have an account in Meta Business Manager (or Meta Business Suite) with a Commerce Account and a Catalog already created.
- Main data source operational: You must have a Data Feed with the products in your catalog, and it must be working correctly without any critical errors.
- Matching product IDs: The product's ID in Boostic.cloud must match exactly the content_id (or id) attribute of the same product in your main Meta data source. This is the key to linking the information between both systems.
- Permissions: You must have "Manage catalog" permissions in your Meta Business Manager account that administers your catalog.

Once you have verified these requirements and have all the necessary access rights, you can begin configuring the supplementary feed in your Meta Commerce Manager[1].

First steps

To begin the configuration, follow these steps in your Meta Commerce Manager account:

Access Meta Commerce Manager (https://business.facebook.com/commerce). If you have not logged in yet, select Log In. You will be asked to enter your credentials (email address and password). Once logged in, if you have more than one catalog, select the catalog you want to work with.
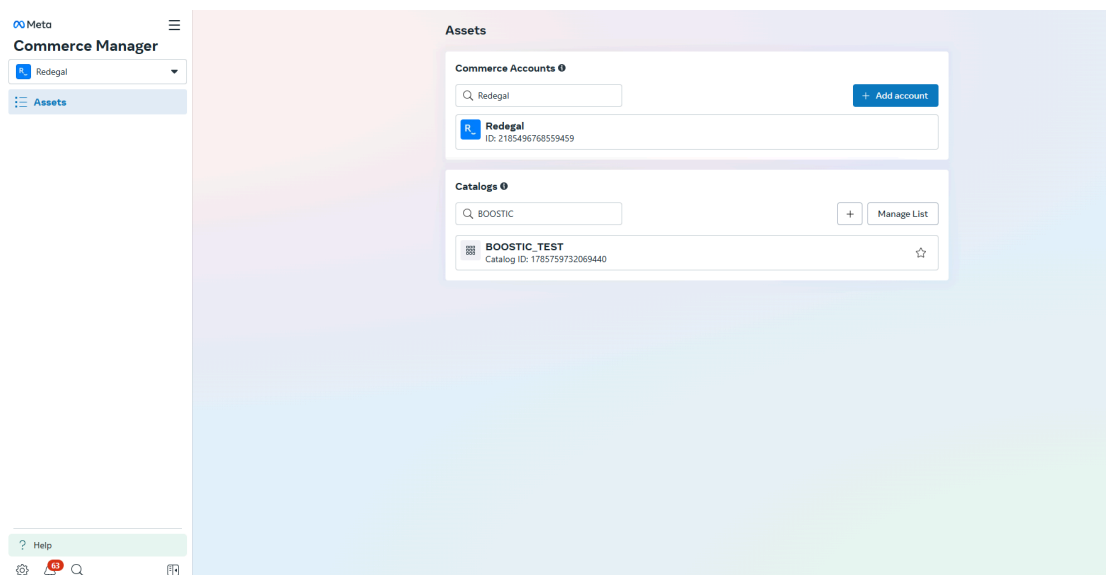
In the side menu on the left, open the 'Catalog' section and select 'Data Sources'.

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[1] https://es-es.facebook.com/business/help/890714097648074?id=725943027795860
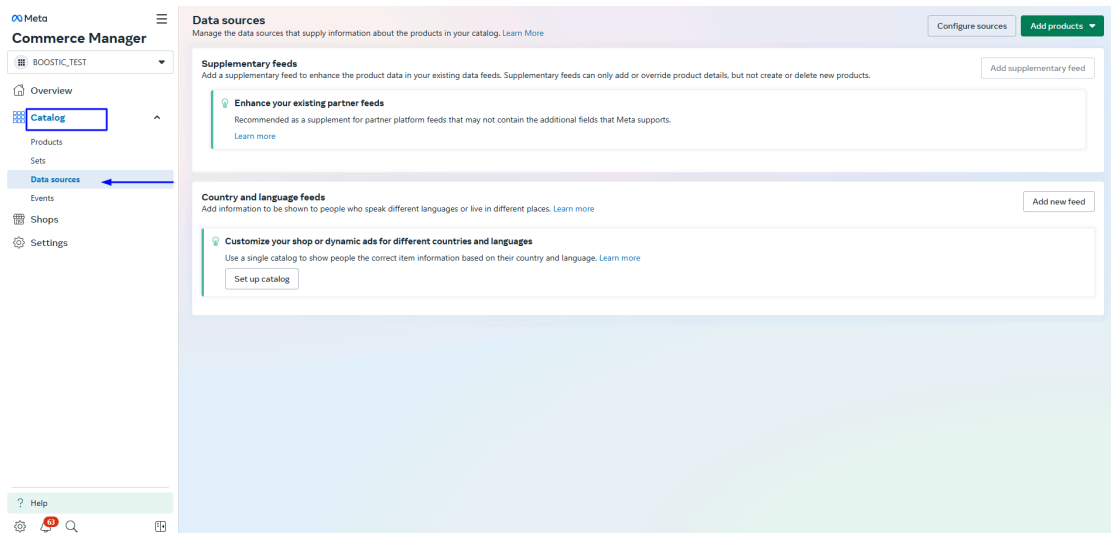
Find the section called 'Supplementary feeds' and click on 'Add supplementary feed'.
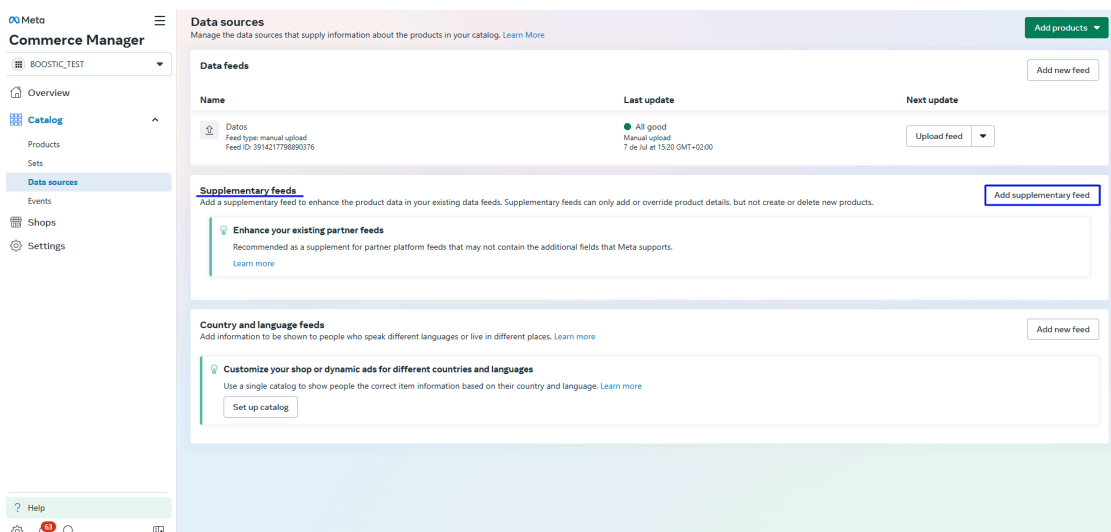
Next, you will be asked to select the data feed you want to supplement and how you want to upload this data:
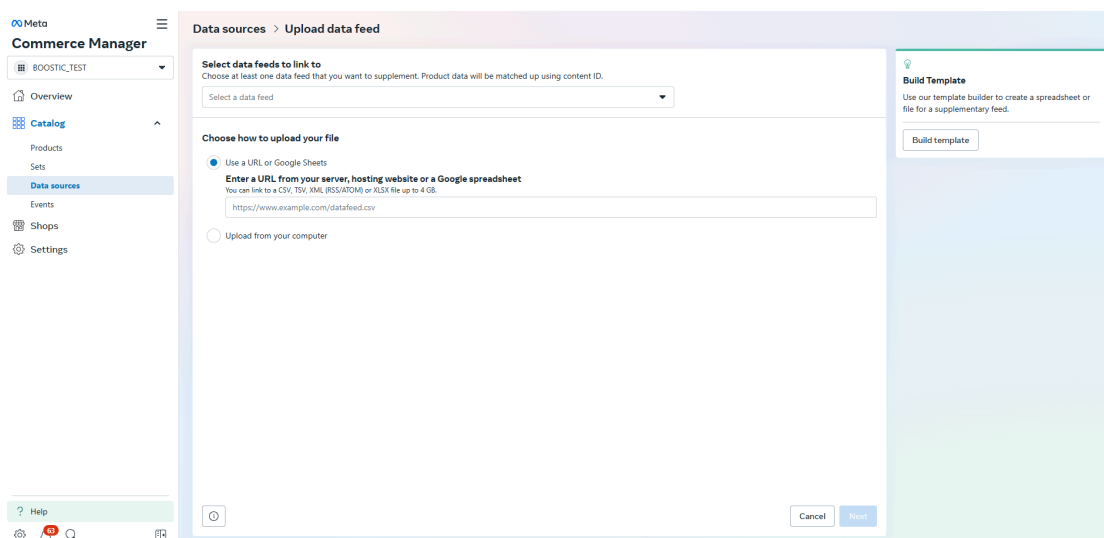
Once you have the URL for your Boostic.cloud complementary feed, you can paste it into the corresponding field to continue with the configuration.

How to get the URL

To get the necessary URL and be able to configure the supplementary feed, the next step is to access Boostic.cloud.

Once inside Boostic.cloud, open the side menu and go to the 'Configuration' section. Under 'Configuration, you will find and select the option 'Complementary feed'.
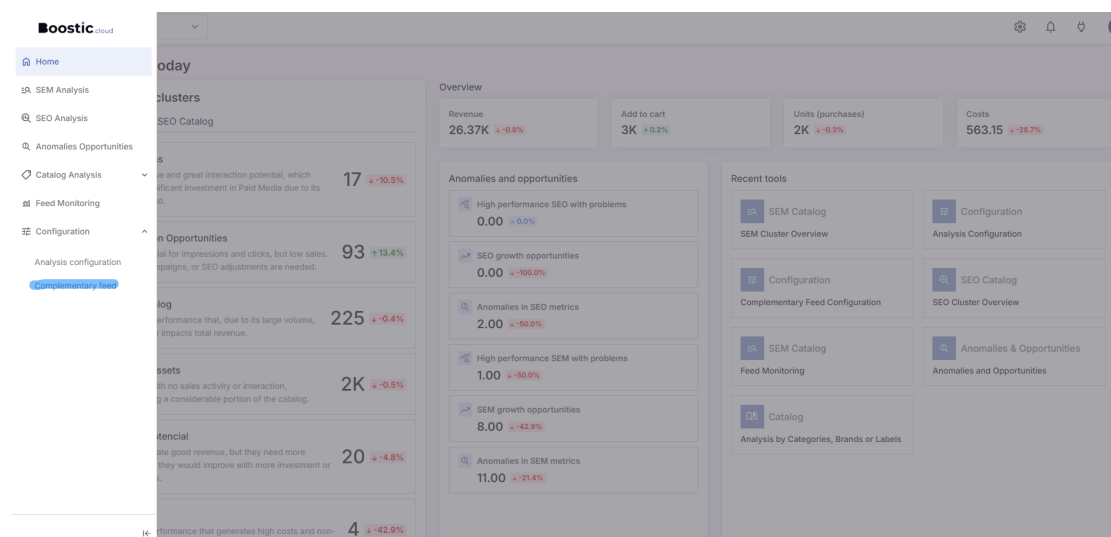
Next, you will have to choose the custom labels where you want Boostic.cloud to export the classification information of the cluster and/or subcluster products (if you do not want to use either of the two, you can also indicate this). In addition, you will need to set the analysis period that Boostic.cloud will use to generate updated data daily (for example, if you indicate 7 days, every day it will use the aggregate of the last 7 days to run the automatic clustering analysis). Select the platform 'Meta'.

Once you have selected all this data, Boostic.cloud will automatically generate a URL. You can easily copy this URL by clicking on the button just to the right of it.

Configure the supplementary feed in Meta

Once you have obtained the Boostic.cloud URL, the next step is to return to Meta Commerce Manager to add this link and synchronize your product data.

First, select the data feed you want to link and in the field where you are asked for the URL, simply paste the link you generated in Boostic.cloud and click 'Next'.

Next, a new window will open to confirm the settings for this supplementary feed. The first thing you need to do is give it a name that you can easily identify. You also need to select the default currency you use.

Next, you will need to configure the update schedule. This allows you to define how often Meta Commerce Manager will synchronize data from Boostic.cloud. You can set the upload to be hourly, daily, or weekly, and the specific time. Then you will be requested to select the primary data source that you have already created in Meta Commerce.

Once you have completed all the data fields, click on 'Upload'.

The system will begin processing the information. Please note that if you have set up a schedule, the data will be updated automatically at the specified intervals. It is crucial to verify that the total number of updated products matches the number of matching products, as this confirms that the synchronization has been performed correctly.

Analysis of the Boostic.cloud supplementary feed

Once you have connected and synchronized the Boostic.cloud complementary feed with Meta Commerce Manager, a world of possibilities opens up for analyzing and acting on your products' performance directly from your catalog.

To view this information, open the 'Catalog' in the side menu and select the 'Products' tab.
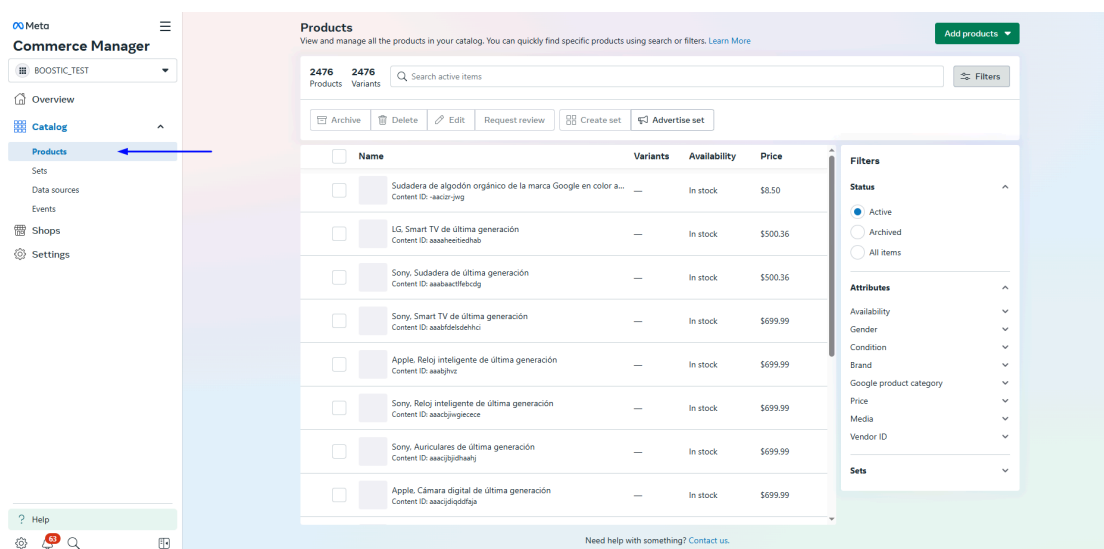
By default, custom labels will not be visible. To view them, you must select the product.

At the end of the new window, there is a 'More Attributes' tab where you will find the custom label for the cluster and subcluster to which the product belongs,

offering you a very useful level of granularity. This classification provides you with an immediate and detailed overview of how each product performs.

In Meta, you have the great advantage of being able to create a set of products for campaigns, so beyond simply viewing the information, you will be able to segment the catalog using these custom labels.

To create a product set, select 'Catalog' from the side menu and choose the section called 'Sets'.

In this new window, at the top right, click on 'Create set'.

Once you select it, a drop-down menu will open. In this case, you should select the first option, 'Use filters'. Once selected, a tab will open to configure the filters you wish to apply.

It is important to give this new set a name that you can easily identify. It will also ask you to select a series of rules/attributes to apply to it. In the following case, we want the products that belong to the hidden potential cluster, so we cover this section and once we have everything ready, we click on 'Create'.

Once created, if we return to the main 'Sets' page, all the sets we have created will appear there.

Once created, Meta offers you the possibility to advertise the sets you want. To do this, select them and click on the button at the top right called 'Advertise set'. You can now create your Advantage+ campaign with your catalog, but filtering through the clustering done by Boostic.cloud based on product performance. This way, we

ensure that our advertising investment is allocated only to certain products that meet specific requirements, optimizing budgets and maximizing the impact of campaigns (both on Facebook and Instagram).

Therefore, by integrating Boostic.cloud through a complementary feed, you are increasing the value of your product catalog information with real, automated, and updated performance data. Not only will you be able to consult the information, but you will also be able to take specific actions based on it to improve and optimize your e-commerce catalog.