



Meta supplementary feed configuration manual

Table of contents

[Introduction](#)

[Prerequisites](#)

[First steps](#)

[How to get the URL](#)

[Configure the supplementary feed in Meta](#)

[Analysis of the Boostic.cloud supplementary feed](#)



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, tROAS, 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.

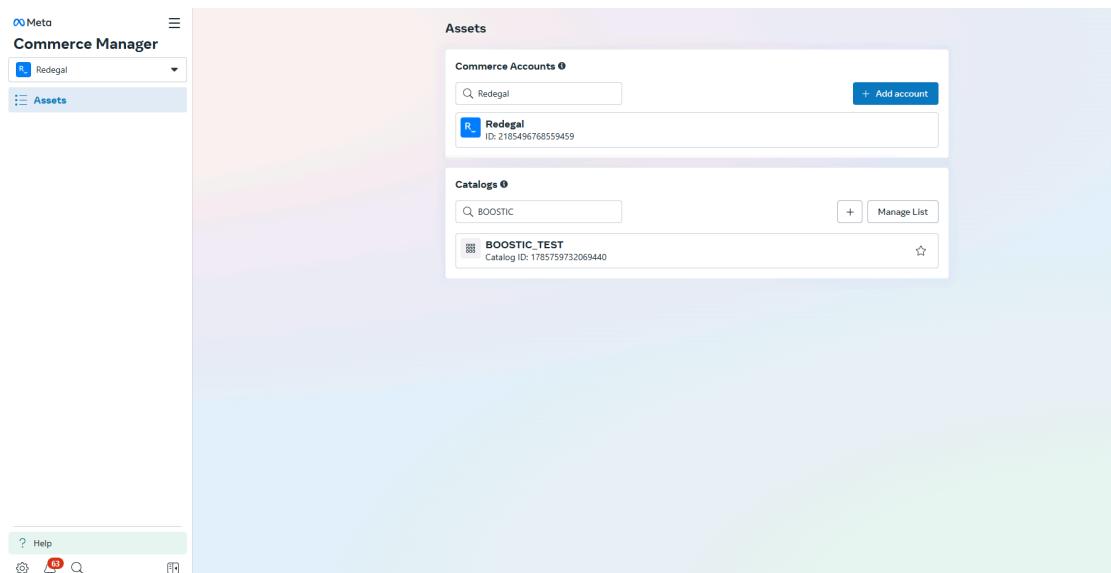


Once you have verified these requirements and have all the necessary access rights, you can begin configuring the supplementary feed in your Meta Commerce Manager¹.

First steps

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

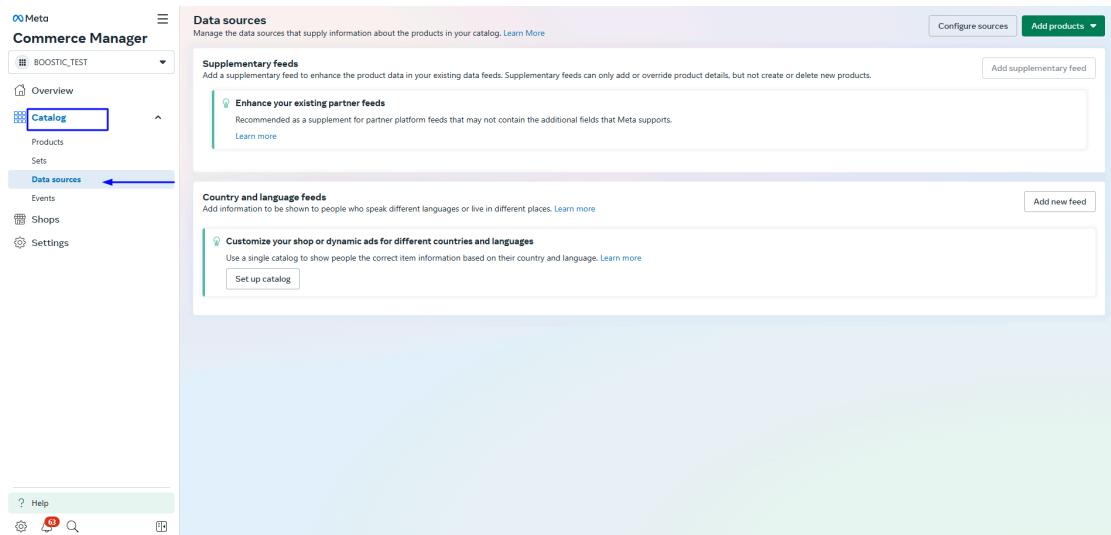
Access Meta Commerce Manager (<https://business.facebook.com/commerce>). If you have not logged in yet, select Log In. You will be asked to enter your credentials (email address and password). Once logged in, if you have more than one catalog, select the catalog you want to work with.



In the side menu on the left, open the 'Catalog' section and select 'Data Sources'.

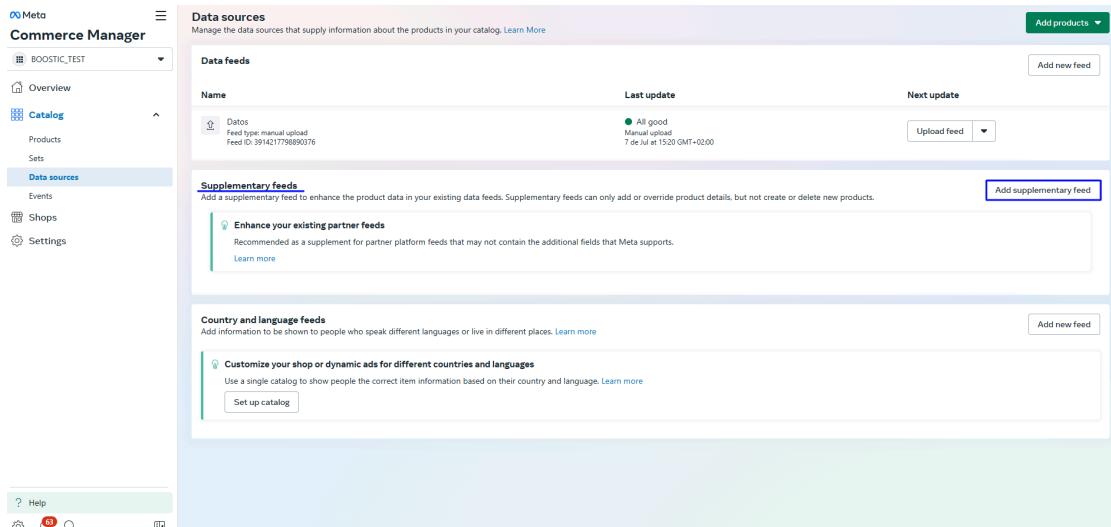
¹<https://es-es.facebook.com/business/help/890714097648074?id=725943027795860>





The screenshot shows the 'Commerce Manager' interface with the 'Data sources' section selected. The 'Supplementary feeds' section is highlighted with a blue arrow. It contains a sub-section 'Enhance your existing partner feeds' with a 'Learn more' link. Below it is another sub-section 'Customize your shop or dynamic ads for different countries and languages' with a 'Set up catalog' button.

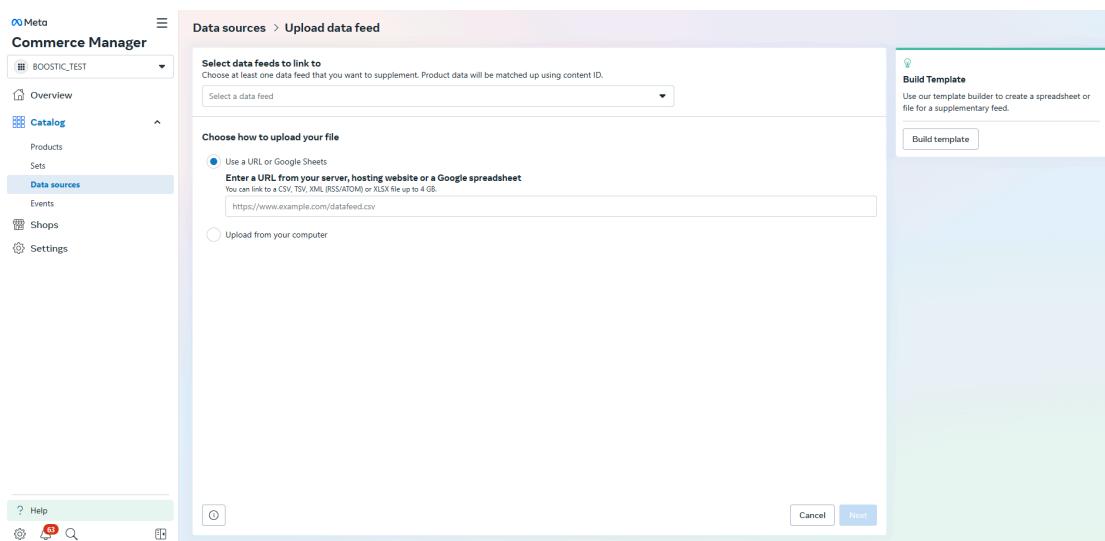
Find the section called 'Supplementary feeds' and click on 'Add supplementary feed'.



The screenshot shows the 'Commerce Manager' interface with the 'Data sources' section selected. The 'Supplementary feeds' section is highlighted with a blue arrow. The 'Add supplementary feed' button is highlighted with a blue box.

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'.

The screenshot shows the Boostic.cloud dashboard with the 'Complementary feed' option highlighted in the sidebar. The main area displays various metrics and tools related to SEO, Ad performance, and catalog management. The 'Complementary feed' section is part of the 'Configuration' menu.



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.

Confirm settings X

Add details about your data feed and start uploading items to your catalog.

Name
New data feed for BOOSTIC_TEST

URL
https: [REDACTED] 49-a861-4c3e-a747-63d83f347ed5,

Default currency
This is the default currency that will be used if no currency is set for the products in this feed.
EUR – Euro

Data feed schedule
Set a scheduled upload to keep your catalog updated automatically.

Frequency
Daily

At
06:00 AM GMT+02:00

Primary feed(s) being supplemented
Datos

Cancel **Upload**

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

Data sources
Manage the data sources that supply information about the products in your catalog. [Learn More](#)

Data feeds

| Name | Last update | Next update |
|-------|--|-----------------------------|
| Datos | ● All good Manual upload 7 de Jul at 15:20 GMT+02:00 | Upload feed |

Supplementary feeds
Add a supplementary feed to enhance the product data in your existing data feeds. Supplementary feeds can only add or override product details, but not create or delete new products.

Enhance your existing partner feeds
Recommended as a supplement for partner platform feeds that may not contain the additional fields that Meta supports.
[Learn more](#)

| Name | Last update | Next update |
|--------------------------------|---|--|
| New data feed for BOOSTIC_TEST | ● All good Scheduled upload 3 de Sep at 10:51 GMT+02:00 | Update schedule: 4 de Sep at 6:00 GMT+02:00 Feed updated every day |

Country and language feeds
Add information to be shown to people who speak different languages or live in different places. [Learn more](#)

Customize your shop or dynamic ads for different countries and languages
Use a single catalog to show people the correct item information based on their country and language. [Learn more](#)

[Set up catalog](#)



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.

The screenshot shows the Meta Commerce Manager interface. The left sidebar has a 'Catalog' section with 'Products' selected, indicated by a blue arrow. The main content area is titled 'Products' and shows a list of 2476 products. The columns are 'Name', 'Variants', 'Availability', and 'Price'. Each product row includes a checkbox, a thumbnail, and a brief description. To the right of the list is a 'Filters' sidebar with sections for 'Status' (Active is selected), 'Attributes' (with dropdowns for Availability, Gender, Condition, Brand, Google product category, Price, Media, and Vendor ID), and 'Sets'.

By default, custom labels will not be visible. To view them, you must select the product.



Products
View and manage all the products in your catalog. You can quickly find specific products using search or filters. [Learn More](#)

2476 Products **2476 Variants** [Filters](#)

[Archive](#) [Delete](#) [Edit](#) [Request review](#) [Create set](#) [Advertise set](#)

Name

- Sudadera de algodón orgánico de la ma... Content ID: -aacizr-jwg
- LG, Smart TV de última generación Content ID: aaaheeitiedhab
- Sony, Sudadera de última generación Content ID: aaabaactfebcdg
- Sony, Smart TV de última generación Content ID: aaabfdehdehici
- Apple, Reloj inteligente de última gener... Content ID: aaabjhzv
- Sony, Reloj inteligente de última genera... Content ID: aaacbjiwgiecece
- Sony, Auriculares de última generación Content ID: aaacijbjidhaahj
- Apple, Cámara digital de última genera... Content ID: aaacijdiqddfaja

[Edit item](#) [Create variant](#) [X](#)

Sudadera de algodón orgánico de la marca Google en col...
Content ID: -aacizr-jwg

Added by Datos

[Detail](#) [Media](#) [Status and issues](#)

| Attribute | Details |
|------------|--|
| Title | Sudadera de algodón orgánico de la marca Google en color azul brillante para niña entre 1-5 años, talla 18 meses |
| Price | \$8.50 |
| Sale price | Missing |

Need help with something? [Contact us.](#)

Products
View and manage all the products in your catalog. You can quickly find specific products using search or filters. [Learn More](#)

2476 Products **2476 Variants** [Filters](#)

[Archive](#) [Delete](#) [Edit](#) [Request review](#) [Create set](#) [Advertise set](#)

Name

- Sudadera de algodón orgánico de la ma... Content ID: -aacizr-jwg
- LG, Smart TV de última generación Content ID: aaaheeitiedhab
- Sony, Sudadera de última generación Content ID: aaabaactfebcdg
- Sony, Smart TV de última generación Content ID: aaabfdehdehici
- Apple, Reloj inteligente de última gener... Content ID: aaabjhzv
- Sony, Reloj inteligente de última genera... Content ID: aaacbjiwgiecece
- Sony, Auriculares de última generación Content ID: aaacijbjidhaahj
- Apple, Cámara digital de última genera... Content ID: aaacijdiqddfaja

[Edit item](#) [Create variant](#) [X](#)

Sudadera de algodón orgánico de la marca Google en color azul brillante para niña entre 1-5 años, talla 18 meses
Content ID: -aacizr-jwg

[Detail](#) [Media](#) [Status and issues](#)

| | |
|-------------------------|---------|
| Item group ID | Missing |
| Google product category | Missing |
| Size chart | Missing |
| Images | Missing |
| Videos | Missing |
| Backgrounds | Missing |
| Models | Missing |

[Show more attributes](#)

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,

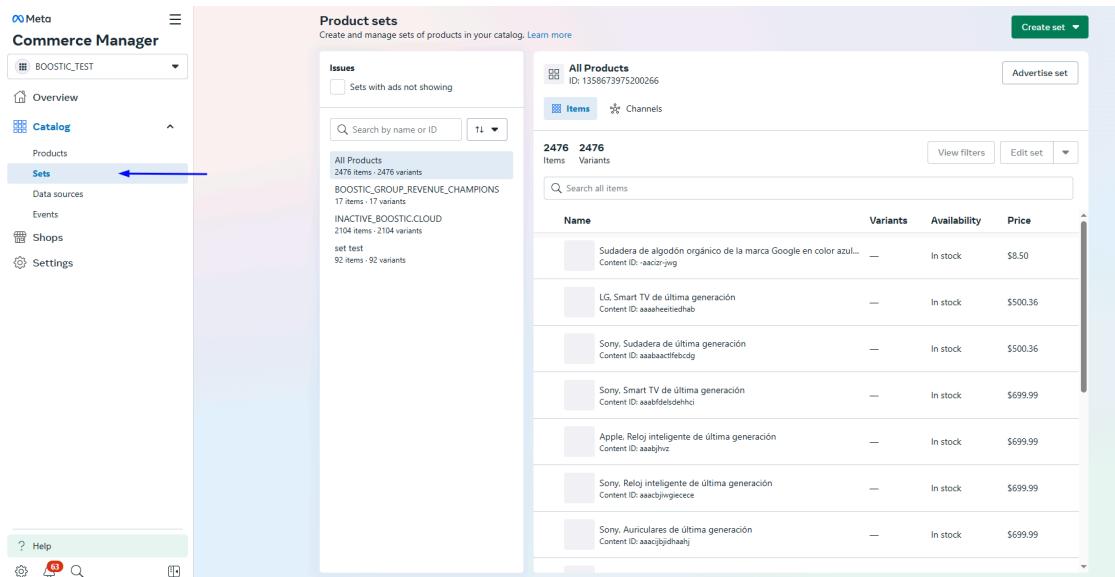


offering you a very useful level of granularity. This classification provides you with an immediate and detailed overview of how each product performs.

| Attribute | Value |
|--------------------------------|---|
| Ad display preview link | https://external-mad1-1.xx.fbcdn.net/emg1/v/t13/2341060147734537687?url=http%3A%2F%2Fwww.example.com%2Fproduct%2F1234567890 |
| Age Group | Missing |
| Allow pre-orders for this item | |
| AppLinks | {"web": [{"shouldFallback": true, "url": "http://www.example.com/asp/sp.asp?cat=12&id=1030"}]} More |
| Availability | In stock |
| Brand | Missing |
| Category specific fields | Missing |
| Color | Missing |
| Condition | new |
| Content ID | -aacizr-jwg |
| Custom label 0 | INACTIVE_ASSETS |
| Custom label 1 | ZERO_REVENUE__VERY_LOW_POTENTIAL |
| Custom label 2 | Missing |

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'.



The screenshot shows the Meta Commerce Manager interface. On the left, there is a sidebar with the following navigation items:

- BOOSTIC_TEST
- Overview
- Catalog (selected)
- Products
- Sets (selected)
- Data sources
- Events
- Shops
- Settings

On the right, the main area is titled "Product sets" with the sub-instruction "Create and manage sets of products in your catalog. Learn more". At the top right, there is a "Create set" button. The main content area is divided into sections:

- Issues:** A list of items with ads not showing, with a search bar and a dropdown menu.
- All Products:** A section showing "All Products" (ID: 1358673975200266) and "Items" (2476 items, 2476 variants) with a "Channels" button and a "View filters" button.
- 2476 2476:** A table showing items with columns for "Name", "Variants", "Availability", and "Price". The table lists several items including a Google organic cotton hoodie, an LG Smart TV, a Sony hoodie, a Sony Smart TV, an Apple intelligent watch, a Sony intelligent watch, and Sony headphones.

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



The screenshot shows the 'Product sets' interface. On the left, there's a sidebar with 'Issues' (Sets with ads not showing) and a search bar. The main area shows 'All Products' (2476 items, 2476 variants) and 'Items' (2104 items, 2104 variants). A modal window titled 'Use filters' is open, with the sub-section 'Manually select items' selected. It says 'Manually select which items are added to your set.' Below the modal, a table lists an item: 'Sudadera de algodón orgánico de la marca Google en color azul...' with 'Content ID: -sacizr-jwg', 'In stock', and '\$8.50'.

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.

The screenshot shows the 'Create a product set' configuration page. It includes a 'Set name' field (e.g. winter collection), a 'Condition' section (Item group ID, is any of these, Add item group ID), and a 'Value' section (Bulk add items by group ID). On the right, there's a sidebar for 'Products' (0 Variants) and a 'Add items to your product set' section with a shopping cart icon. It recommends adding at least 20 products to help improve personalization and ad performance.

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'.



Create a product set
Apply filters to control which products from your catalog are added to your set. Product set filters are dynamic, so the products in your set may change over time when your catalog is updated.
Learn about creating sets using filters

Set name
BOOSTIC_HIDDEN_POTENTIAL

Items must match: all filters at least one filter

Attribute **Condition** **Value**
Custom Label 0 is any of these hidden_potential

If you currently use custom labels to create sets using filters, we recommend you switch to using internal labels instead. This will avoid sending products through policy review each time, which can impact ad delivery. About internal labels

[+ Add another filter](#)

20 Products
20 Variants

- LG, Sudadera de última generación \$699.99
- Google, Smart TV de última generación \$699.99
- Sony, Reloj inteligente de última generación \$699.99
- LG, Sudadera de última generación \$699.99
- Google, Sudadera de última generación \$699.99
- LG, Reloj inteligente de última generación \$699.99
- Sony, Sudadera de última generación \$699.99
- Apple, Smart TV de última generación \$699.99
- Google, Reloj inteligente de última generación \$699.99
- Sony, Smart TV de última generación \$699.99

[Cancel](#) [Create](#)

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

Product sets
Create and manage sets of products in your catalog. [Learn more](#)

Issues
 Sets with ads not showing

Search by name or ID

All Products
2476 items - 2476 variants

BOOSTIC_HIDDEN_POTENTIAL ID: 24562977146647866 [Advertise set](#)

Items **Channels**

Switch from custom labels to internal labels to improve ad performance

If you currently use custom labels to create sets, we recommend you replace them and switch to internal labels instead. Unlike custom labels, internal labels can be updated as often as needed without sending products through policy review each time, which can impact ad delivery.

[Add internal labels](#)

20 20
Items Variants [View filters](#) [Edit set](#)

Search all items

| Name | Variants | Availability | Price |
|---|----------|--------------|----------|
| LG, Sudadera de última generación Content ID: aadebgieriedade | — | Out of stock | \$699.99 |
| Google, Smart TV de última generación Content ID: abflox | — | In stock | \$699.99 |
| Sony, Reloj inteligente de última generación Content ID: bedgeajsvebac | — | In stock | \$699.99 |
| LG, Sudadera de última generación Content ID: bgcdfh | — | In stock | \$699.99 |
| Google, Sudadera de última generación Content ID: bpcwfazixraa | — | In stock | \$699.99 |

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.

