



## 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.

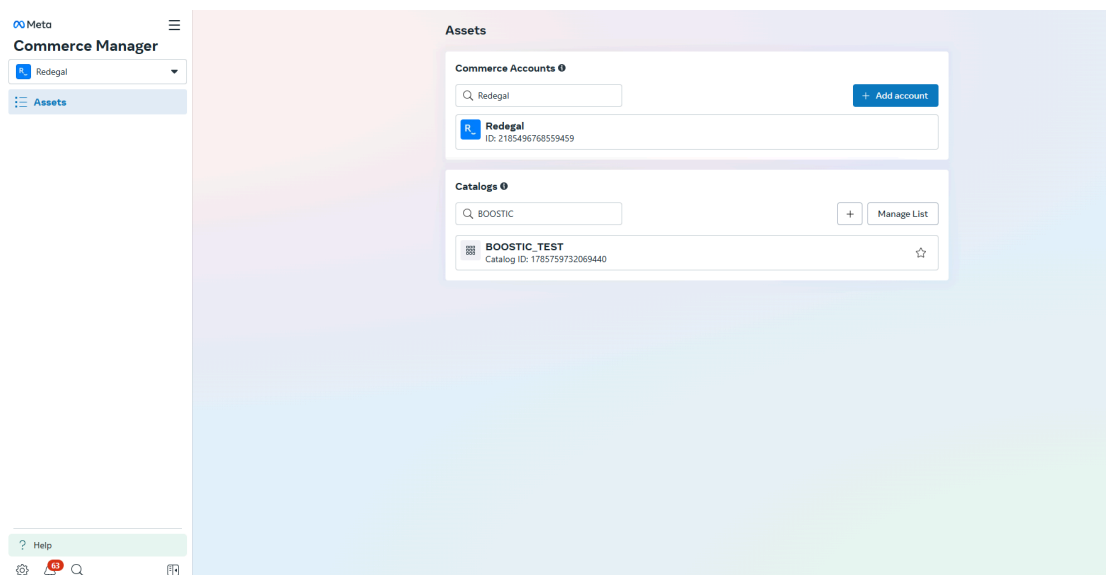


Once you have verified these requirements and have all the necessary access rights, you can begin configuring the supplementary feed in your Meta Commerce Manager<sup>1</sup>.

## First steps

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

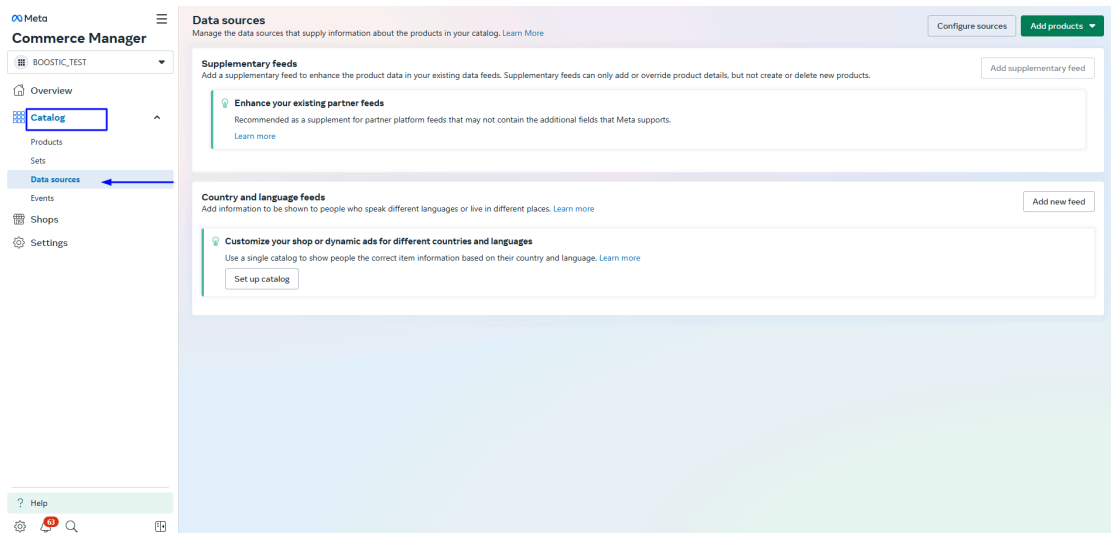
Access Meta Commerce Manager (<https://business.facebook.com/commerce>). If you have not logged in yet, select Log In. You will be asked to enter your credentials (email address and password). Once logged in, if you have more than one catalog, select the catalog you want to work with.



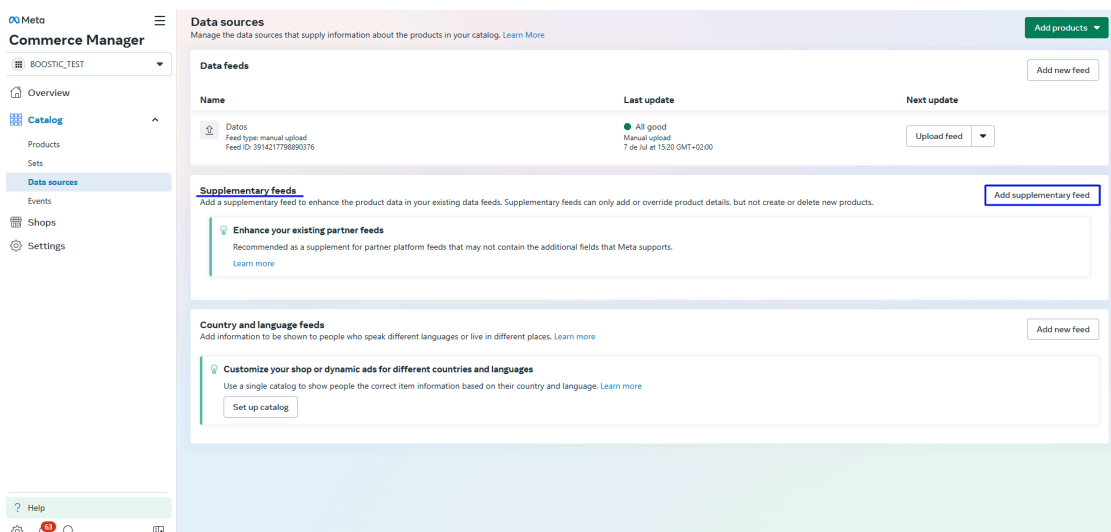
In the side menu on the left, open the 'Catalog' section and select 'Data Sources'.

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



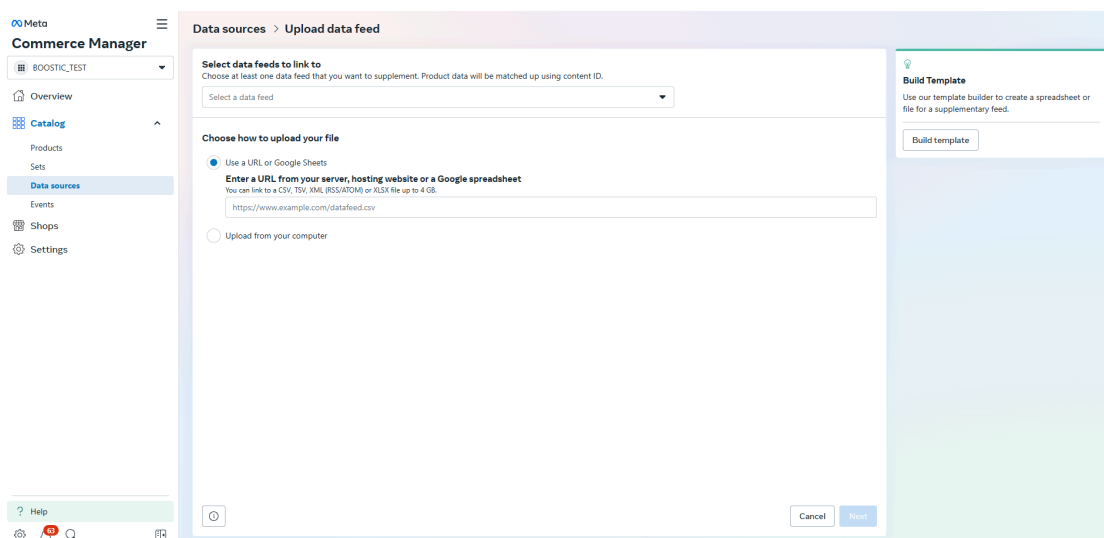


Find the section called ‘Supplementary feeds’ and click on ‘Add supplementary feed’.



Next, you will be asked to select the data feed you want to supplement and how you want to upload this data:



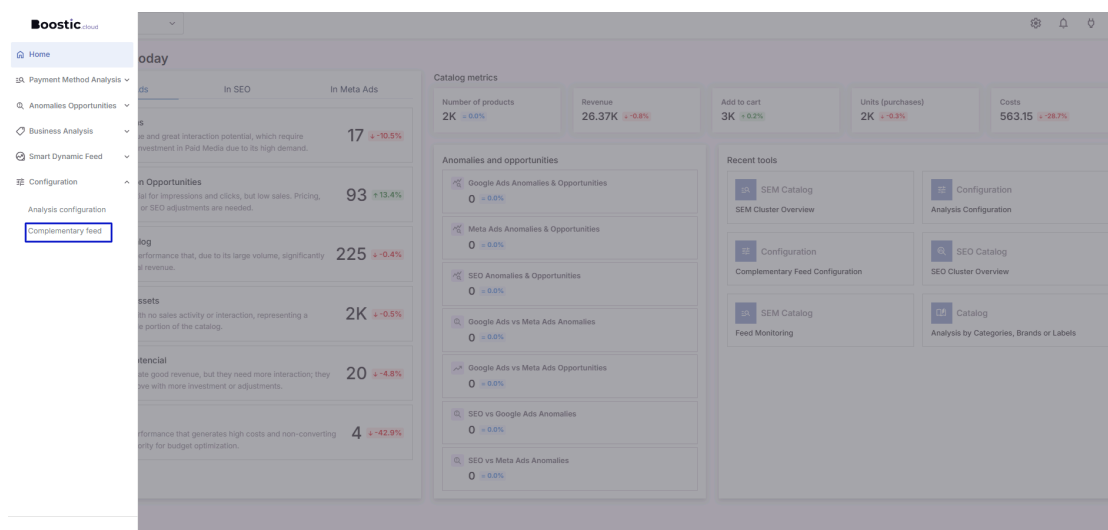


Once you have the URL for your Boostic.cloud complementary feed, you can paste it into the corresponding field to continue with the configuration.

## 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.

**Confirm settings**
×

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

**Name**

**URL**

**Default currency**

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

**Data feed schedule**

Set a scheduled upload to keep your catalog updated automatically.

**Frequency**

**At**

**Primary feed(s) being supplemented**

Cancel

Upload

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

Meta

Commerce Manager

BOOSTIC\_TEST

Overview

Catalog

Products

Sets

Data sources

Events

Shops

Settings

?

Help

**Data sources**

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

Configure sources

Add products

**Data feeds**

Add new feed

Name	Last update	Next update
<div>Datos</div> <div>Feed type: manual upload</div> <div>Feed ID: 3914217798990376</div>	<div>All good</div> <div>Manual upload</div> <div>7 de Jul at 15:20 GMT+02:00</div>	<div>Upload feed</div>

**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.

Add supplementary feed

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
<div>New data feed for BOOSTIC_TEST</div> <div>Feed type: scheduled upload</div> <div>Feed ID: 1814330752685152</div> <div>Feed URL: https://w3249-a861-4c3e-a747-63d83f347ed5/complementary.f...</div>	<div>All good</div> <div>Scheduled upload</div> <div>3 de Sep at 10:51 GMT+02:00</div>	<div>Update schedule:</div> <div>4 de Sep at 6:00 GMT+02:00</div> <div>Feed updated every day</div>

**Country and language feeds**

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

Add new feed

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



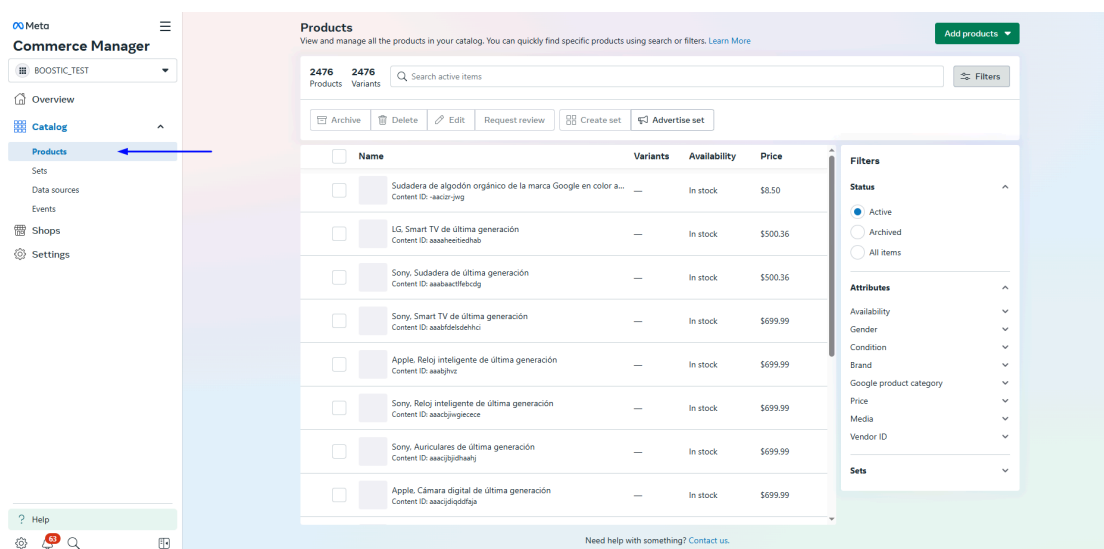


The system will begin processing the information. Please note that if you have set up a schedule, the data will be updated automatically at the specified intervals. It is crucial to verify that the total number of updated products matches the number of matching products, as this confirms that the synchronization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



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](#) Add products ▼

2476 Products 2476 Variants  Filters

Archive Delete Edit Request review Create set Advertise set

<input type="checkbox"/> Name	
<input type="checkbox"/> Sudadera de algodón orgánico de la ma Content ID: -aacizr-jwgg	
<input type="checkbox"/> LG, Smart TV de última generación Content ID: aaaaheetiedhab	
<input type="checkbox"/> Sony, Sudadera de última generación Content ID: aaabaactfbcddg	
<input type="checkbox"/> Sony, Smart TV de última generación Content ID: aaabfdelsdehnci	
<input type="checkbox"/> Apple, Reloj inteligente de última gener Content ID: aaabjhvz	
<input type="checkbox"/> Sony, Reloj inteligente de última genera Content ID: aaacbjwgiecece	
<input type="checkbox"/> Sony, Auriculares de última generación Content ID: aaacbjgidhaahj	
<input type="checkbox"/> Apple, Cámara digital de última generac Content ID: aaacjidiqddfaja	

Edit item Create variant ×

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

**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](#) Add products ▼

2476 Products 2476 Variants  Filters

Archive Delete Edit Request review Create set Advertise set

<input type="checkbox"/> Name	
<input type="checkbox"/> Sudadera de algodón orgánico de la ma Content ID: -aacizr-jwgg	
<input type="checkbox"/> LG, Smart TV de última generación Content ID: aaaaheetiedhab	
<input type="checkbox"/> Sony, Sudadera de última generación Content ID: aaabaactfbcddg	
<input type="checkbox"/> Sony, Smart TV de última generación Content ID: aaabfdelsdehnci	
<input type="checkbox"/> Apple, Reloj inteligente de última gener Content ID: aaabjhvz	
<input type="checkbox"/> Sony, Reloj inteligente de última genera Content ID: aaacbjwgiecece	
<input type="checkbox"/> Sony, Auriculares de última generación Content ID: aaacbjgidhaahj	
<input type="checkbox"/> Apple, Cámara digital de última generac Content ID: aaacjidiqddfaja	

**Sudadera de algodón orgánico de la marca Google en color azul brillante para niña entre 1-...**  
Content ID: -aacizr-jwgg

Edit item Create variant ×

**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	<a href="https://external-mad1-1.xx.fbcdn.net/emg1/v/t13/2341060147734537687?url=http%3A%2F...">https://external-mad1-1.xx.fbcdn.net/emg1/v/t13/2341060147734537687?url=http%3A%2F...</a>
Age Group	Missing
Allow pre-orders for this item	
AppLinks	{"web":[{"should_fallback":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 displays the Meta Commerce Manager interface. On the left sidebar, the 'Catalog' menu is active, and the 'Sets' option is highlighted with a blue arrow. The main content area is titled 'Product sets' and includes a 'Create set' button. Below this, there are two panels. The left panel lists several product sets: 'All Products' (2476 items, 2476 variants), 'BOOSTIC\_GROUP\_REVENUE\_CHAMPIONS' (17 items, 17 variants), 'INACTIVE\_BOOSTIC\_CLOUD' (2104 items, 2104 variants), and 'set test' (92 items, 92 variants). The right panel provides a detailed view of the 'All Products' set, showing a table of items with columns for Name, Variants, Availability, and Price. The table lists various products such as 'Sudadera de algodón orgánico de la marca Google en color azul...', 'LG Smart TV de última generación', 'Sony. Sudadera de última generación', 'Sony. Smart TV de última generación', 'Apple. Reloj inteligente de última generación', 'Sony. Reloj inteligente de última generación', and 'Sony. Auriculares de última generación'.

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



**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\_GROUP\_REVENUE\_CHAMPIONS**  
17 items · 17 variants

**INACTIVE\_BOOSTIC.CLOUD**  
2104 items · 2104 variants

**set test**  
92 items · 92 variants

**All Products**  
ID: 1358673975200266

**Items** Channels

**2476** **2476**  
Items Variants

View filters Edit set

Search all items

Name	Variants	Availability	Price
Sudadera de algodón orgánico de la marca Google en color azul... Content ID: -aaciz-jwg	—	In stock	\$8.50

Use filters  
Create filters to select which items are added to your set.

Manually select items  
Manually select which items are added to your 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.

Product sets > **Create a set**

**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**  
e.g. winter collection ⚠  
Name is required and cannot be empty


Items must match: ☒ all filters ☐ at least one filter

Attribute	Condition	Value
Item group ID	is any of these	Add item group ID

[Bulk add items by group ID](#)

[+ Add another filter](#)

**0 Products**  
0 Variants



**Add items to your product set**  
We recommend adding at least 20 products to help improve personalization and ad performance.  
[Learn about creating sets using filters](#)

Cancel Create

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'.



**Product sets > Create a set**

**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 X

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](#)

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

**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

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](#) [Create set](#)

**Issues**  
☐ Sets with ads not showing

Search by name or ID 14

- All Products  
2476 items · 2476 variants
- BOOSTIC\_HIDDEN\_POTENTIAL**  
20 items · 20 variants
- BOOSTIC\_GROUP\_REVENUE\_CHAMPIONS  
17 items · 17 variants
- INACTIVE\_BOOSTIC.CLOUD  
2104 items · 2104 variants
- set test  
92 items · 92 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: aadebgierjedade	—	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: bedgeajsvecbaca	—	In stock	\$699.99
LG. Sudadera de última generación Content ID: bgcbfh	—	In stock	\$699.99
Google. Sudadera de última generación Content ID: bpcvfazixraa	—	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.

