



# OmniTrack User Guide

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# wELCOME

As a shopify store owner, we all would like to drive more traffic to the website, boost awareness about our products, and increase the sales. It's certain we would come across with Facebook Ads, it's an excellent tool to leverage the scale of our business. With over 2 billion daily active user, it's a platform that both big and small companies are using to reach out to their target market. However, if you want to get the most out of Facebook Ads, get more control on the advertising strategy, we cannot do it without Facebook Pixel.

In this guide, we will teach you what exactly does Facebook pixel do, how to install your Facebook pixel in your Shopify store with OmniTrack, and how to use it for a better advertising performance.

## Facebook pixel

### **What is Facebook Pixel?**

It is actually a snippet of code that you place on your website, helping your business collect valuable data that you can use to optimize ads, track conversions, build curated audiences and remarket to people who have seen your ads or interacted with your website.

### **TRACK, OPTIMIZE, TARGET**

You can use the Facebook Pixel code to track events on “page views”, “time spent on the page”, “scroll depth”, “the number of customers that clicked”, “Add to cart,” “Purchase,” and etc. It can create retargeting campaigns and remarket to people who have taken the desired action or visited a specific page on your website.

The Facebook Pixel helps you optimize your ads and make sure they are shown to the right audience. You can also use the pixel to improve your Facebook retargeting and remarket to people who have visited a specific page or taken a desired action on your website.

In short, the Facebook Pixel helps you better understand the impact of your ads by understanding what people do after they see them. So you can reach people more likely to take meaningful action, like purchasing a product.

However, with OmniTrack, you can maximize the usage of Facebook pixels and bring your advertising performance to another level. It allows you to use multiple pixels for tracking different events, you can customize and manage each pixel embedded on your website. It will help you target the precise audience on demand and create an audience based on your selections to improve your overall advertising performance.

Now, let's start with OmniTrack and get your eCommerce business on the right path.

## 1<sup>ST</sup> STEP: account authorization

- This section will introduce the authorized entrance and how to manage your authorized account on OmniTrack.

# Facebook & Google account authorization

## First Step: Authorization

The screenshot shows the OmniTrack welcome page. At the top left is the OmniTrack logo. The main heading is "Welcome" followed by the text "just a few quick settings and we'll be ready to fly." Below this are two primary authorization cards: "Facebook Pixels" with a blue "Connect with Facebook" button, and "Google Analytics" with a red "Connect with Google" button. Below these is an "Add Pixel Tracking" section with dropdown menus for "Pixel type:", "Account:", and "Pixel ID:", a "Submit" button, and a checkbox for "Entire Store". To the right, under "Explore more features", there are four feature cards: "Install facebook pixel", "Install Server-Side API", "Build Audience", and "Create Catalog".

When you enter the APP for the first time, you can see the Facebook and Google account authorization entry on the welcome page.

# Facebook&Google account authorization

## Account Re-authorization

The screenshot shows a dashboard interface with a dark blue header and a light blue sidebar. The sidebar contains navigation items: MyPixels, Audiences, Facebook Catalogs, AccountInfo (highlighted), Event Settings, Pricing Plan, and FAQ. The main content area is divided into two columns. The left column is titled 'Account Setting' and contains a 'Basic Information' section with fields for Company (RTO), Contact Name (RTO), and Contact Email (support@rto.ai), each with an edit icon. Below this is a section for direct login with an 'Admin User' field (support@rto.ai) and a 'Password' field, followed by a 'Save Setting' button. The right column is titled 'Payment & Grade' and contains a table with columns for APP Name, Plan, and Last Invoice. The table has one row with APP Name 'RTO', Plan 'Advanced', and Last Invoice '2022/03/04'. Below the table, there is a 'Billing' section showing 'Shopify Payment' and links for 'Contact Sales' and 'Tech Support'. At the bottom of the page, there is a 'Manage Authentications' section with a light blue background. It shows 'Facebook account' with the status 'Facebook not connected' and a 'Connect' button. A red arrow points to the 'Connect' button. Below this, there is a note: 'By clicking **Connect**, you agree to accept our [terms and conditions](#)'.

- If you skip the authorization, you can still reauthorize your Facebook account or Google account in the “**Account Info**” page later. But for the first authorization, we only provide authorization for Facebook account.

# Facebook & Google account authorization

## Add New Facebook Accounts

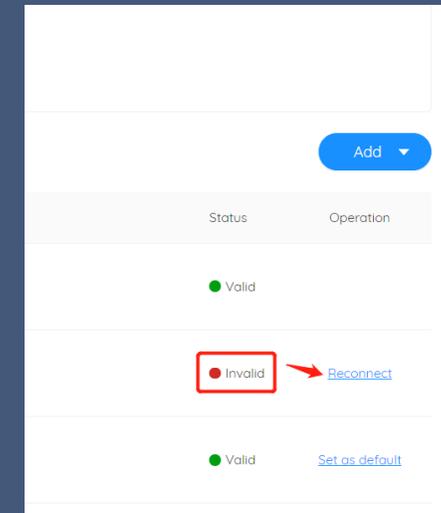
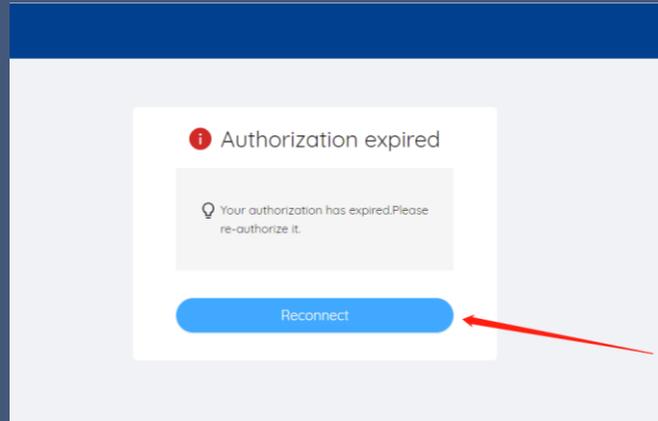
The screenshot shows a dashboard with a sidebar on the left containing navigation items: MyPixels, Audiences, Facebook Catalogs, AccountInfo (highlighted), Event Settings, Pricing Plan, and FAQ. The main content area is divided into two columns. The left column is titled 'Account Setting' and contains a 'Basic Information' section with fields for Company (RTO), Contact Name (RTO), and Contact Email (support@rto.ai). Below this is a login section with fields for Admin User (support@rto.ai) and Password, and a 'Save Setting' button. The right column is titled 'Payment & Grade' and contains a table with columns for APP Name, Plan, and Last Invoice. The table shows one entry for 'RTO' with Plan 'Advanced' and Last Invoice '2022/03/04'. Below the table is a 'Billing' section for 'Shopify Payment' and a 'Contact Sales' / 'Tech Support' link. At the bottom of the main content area is a 'Manage Authentications' section with a table and an 'Add' button. The table has columns for Account, Auth Time, Privilege, and Status. A red arrow points from the 'Add' button to a dropdown menu that lists 'Facebook Authentication' and 'Google Authentication'. The table contains three rows: a Facebook account (Default, 2022-02-17 19:11:02, Valid), another Facebook account (2022-02-20 22:05:47, Invalid, Reconnect), and a Google account (2022-02-21 06:06:04, Valid, Set as default).

Account	Auth Time	Privilege	Status
Facebook (n ID: [redacted])	2022-02-17 19:11:02	email_catalog_management, pages_show_list, ads_management, business_management, pages_read_engagement, public_profile	Valid
Facebook (n ID: [redacted])	2022-02-20 22:05:47	email_catalog_management, pages_show_list, ads_management, business_management, pages_read_engagement, public_profile	Invalid <a href="#">Reconnect</a>
Google (n ID: [redacted])	2022-02-21 06:06:04	/oauth/userinfo.profile, /oauth/userinfo.email, /oauth/analytics.readonly	Valid <a href="#">Set as default</a>

- After completing the Facebook account authorization, you can continue to add **other Facebook accounts** and add multiple Google accounts. We support managing multiple Facebook and Google, so you can manage accounts on multiple platforms at the same time.

## Facebook&Google account authorization

### Authorization Expired



- When the account authorization expires, the system will automatically detect and prompt you. When you click the Reconnect button, you will enter the **Account Info** page. You can click the Reconnect button corresponding to the account that needs to be re-authorized to re-authorize.

# Facebook & Google account authorization

## Set Your Default Account

The screenshot displays the 'Account Setting' page in the RTO dashboard. The left sidebar contains navigation options: MyPixels, Audiences, Facebook Catalogs, AccountInfo (selected), Event Settings, Pricing Plan, and FAQ. The main content area is divided into two sections: 'Account Setting' and 'Payment & Grade'.

**Account Setting - Basic Information:**

- Company: RTO
- Contact Name: RTO
- Contact Email: support@rto.ai

**Payment & Grade:**

APP Name	Plan	Last Invoice
RTO	Advanced	2022/05/04

**Manage Authentications:**

Account	Auth Time	Privilege	Status	Operation
[Facebook Profile] ID: [redacted]	2022-02-17 19:11:02	email_catalog_management, pages_show_list, ads_management, business_management, pages_read_engagement, public_profile	Valid	
[Facebook Profile] ID: [redacted]	2022-02-20 22:05:47	email_catalog_management, pages_show_list, ads_management, business_management, pages_read_engagement, public_profile	Invalid	<a href="#">Reconnect</a>
[Google Profile] ID: [redacted]	2022-02-21 06:06:04	/auth/userinfo.profile, /auth/userinfo.email, /auth/analytics.readonly	Valid	<a href="#">Set as default</a>

- You can select an account as the default account, so that when using some functions, the system will display related information based on the default account.

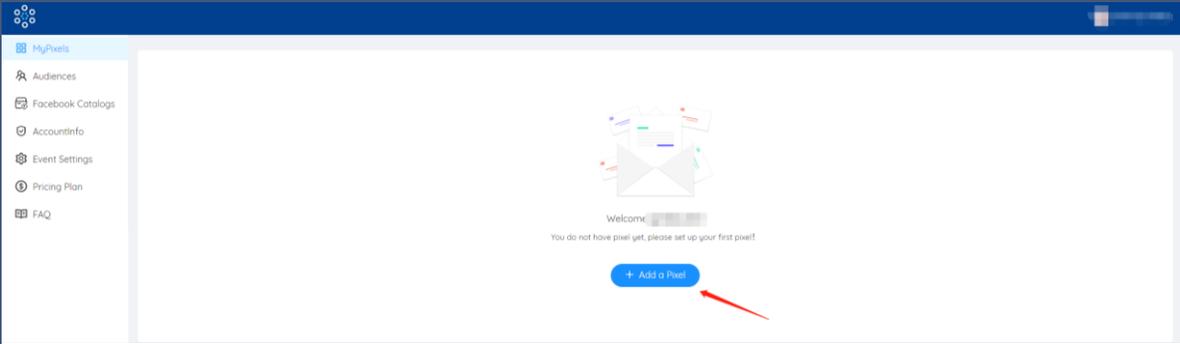
# PIXEL INSTALLATION AND SETUP

- This section will introduce how to automatically install Facebook Pixel & Google Analytics into your Shopify store.

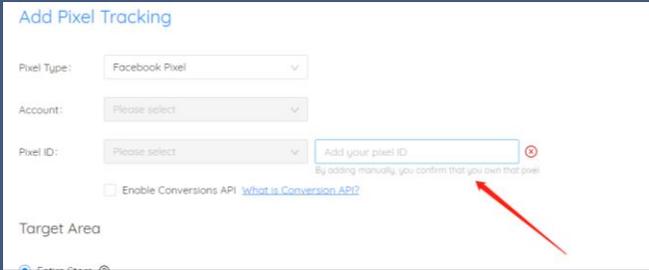
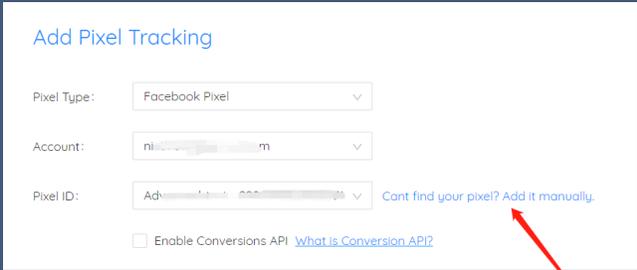
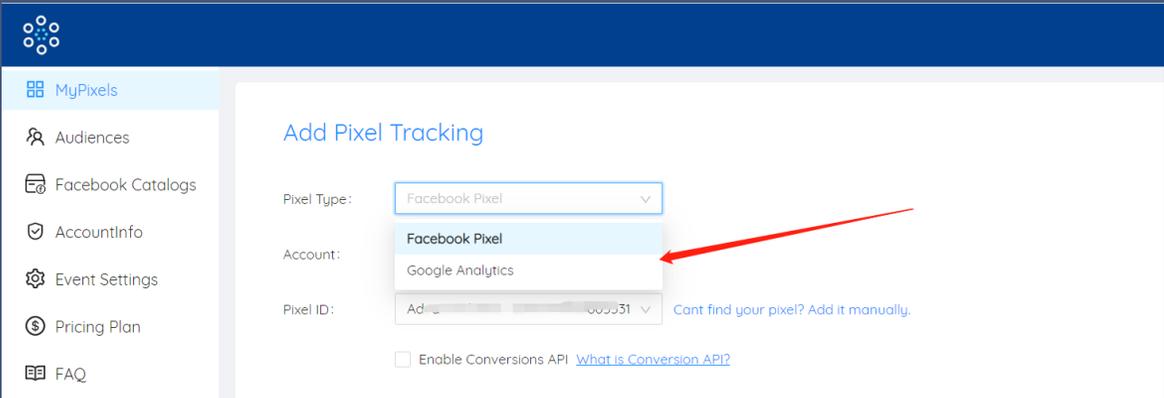
# PIXEL INSTALLATION AND SETUP

## Add Your Pixel On OminiTrack

Step 1: Enter the **Add Pixel Tracking** page by clicking **Add a Pixel** button. (You can get your Facebook/Meta Pixel from the “Events Manger” in Meta )



Step 2: You can choose Facebook Pixel or Google Analytics by selecting dropdown list **Pixel Type**. Then, you can choose your authorized account and Pixel ID.

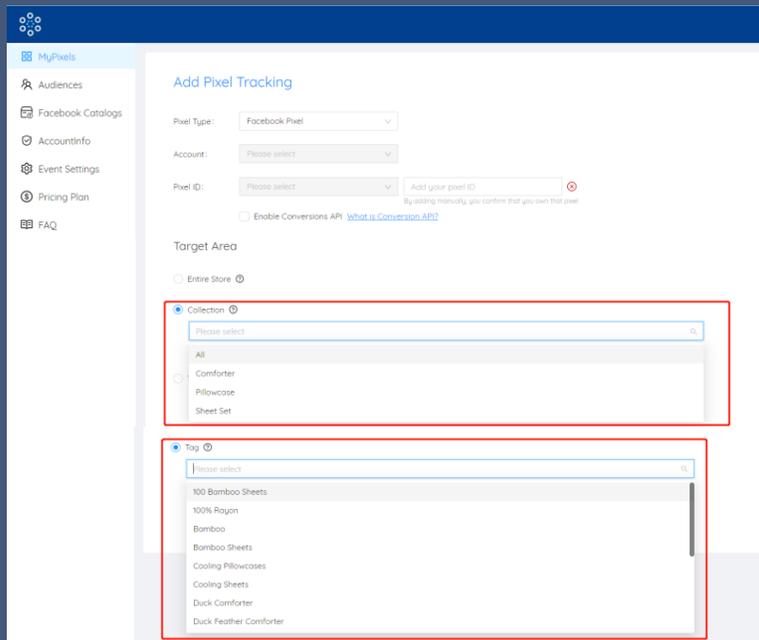


You can choose to **manually enter** the Pixel ID to install the tracking code into your store.

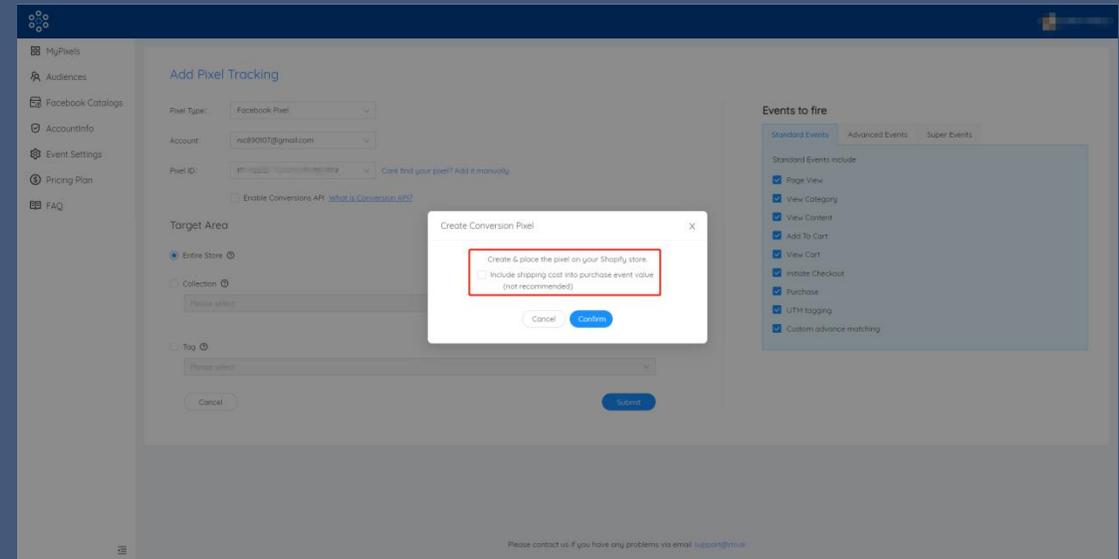
# PIXEL INSTALLATION AND SETUP

## Set Target Location

**Step 1:** choose the target location of the tracking code installation, and you can choose to install it in Entire Store/Collection/Tag.



**Step 2:** After clicking the Submit button, the system will prompt you whether you need to include shipping cost in the purchase event value. After clicking the Confirm button, the system will automatically install the tracking code into your store.

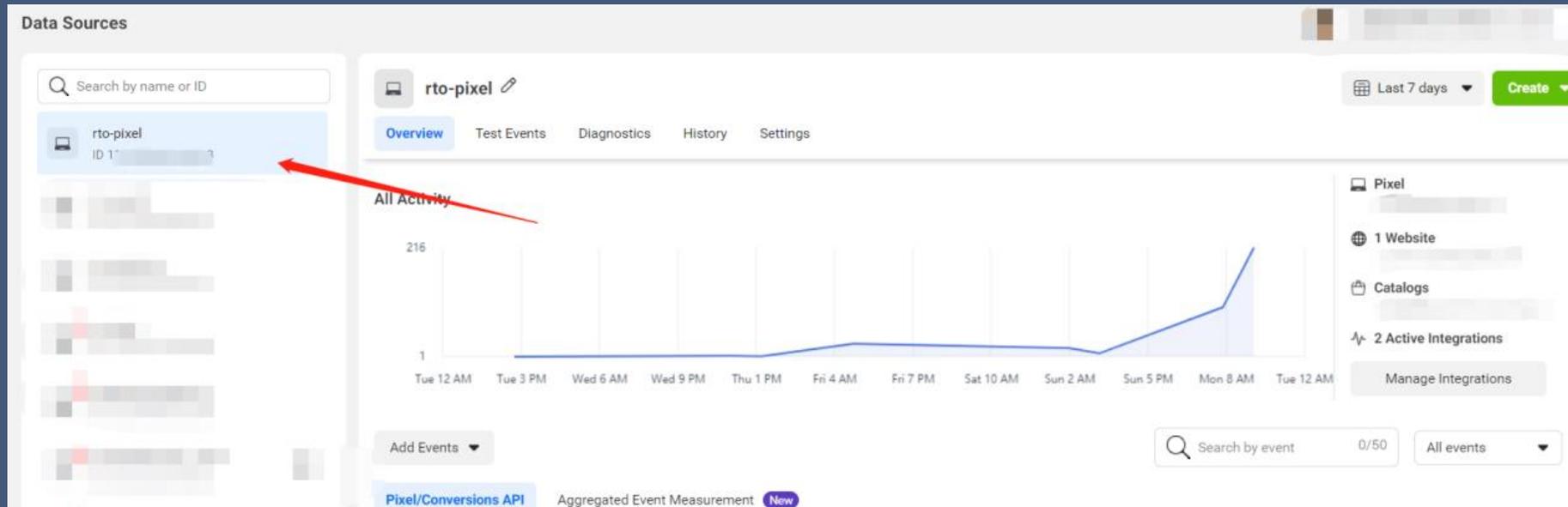


# PIXEL INSTALLATION AND SETUP

## About Conversion API

**Step 1:** Go to [Facebook Events Manager](#), make sure you log in and choose your business account

**Step 2:** Choose the Pixel ID you want to set up conversion API

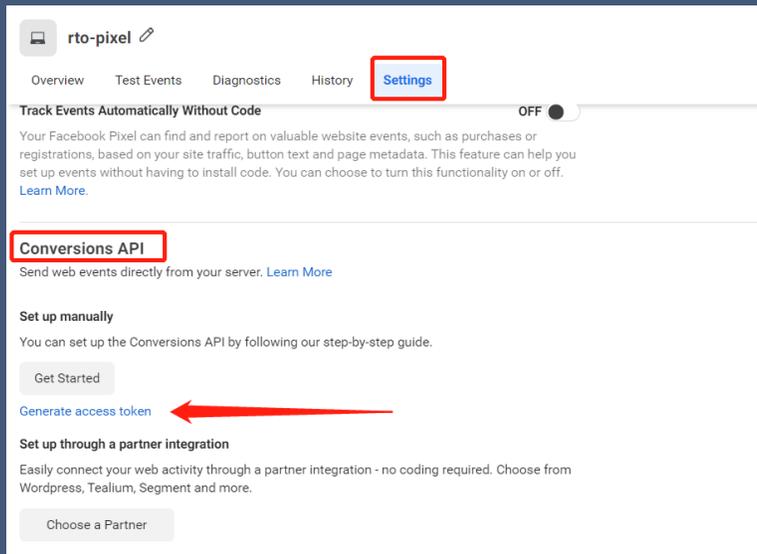


The screenshot shows the Facebook Events Manager interface. On the left, under 'Data Sources', there is a search bar and a list of data sources. The 'rto-pixel' entry is highlighted, and a red arrow points to it. The main content area shows the 'Overview' for 'rto-pixel', which includes a line graph titled 'All Activity' showing activity over time. The graph shows a sharp increase in activity on Monday. Below the graph, there are tabs for 'Pixel/Conversions API' and 'Aggregated Event Measurement'. The right sidebar shows details for the pixel, including '1 Website' and '2 Active Integrations'.

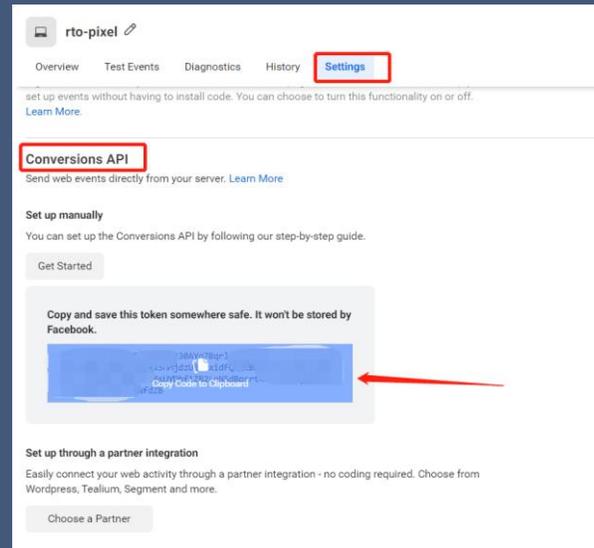
# PIXEL INSTALLATION AND SETUP

## About Conversion API

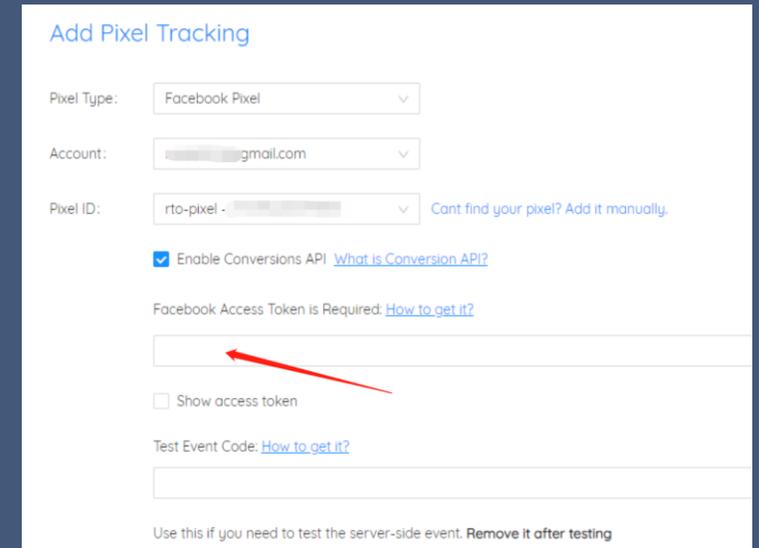
**Step 3:** Go to **Settings**, scroll down and click **Generate access token** under **Conversions API** section



**Step 4:** Copy the token appearing, make sure you save it somewhere else as Facebook won't store it.



**Step 5:** Paste the token access into our app



# PIXEL INSTALLATION AND SETUP

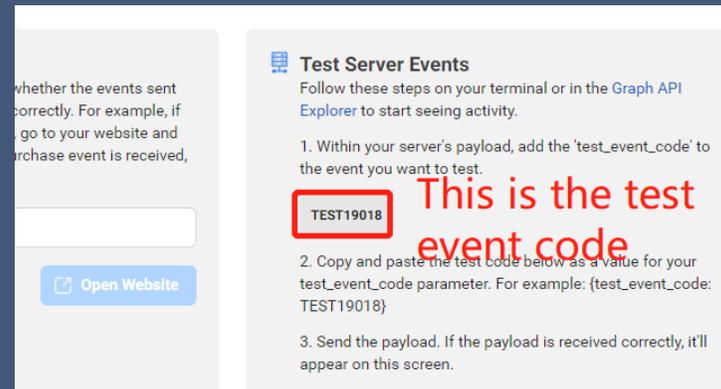
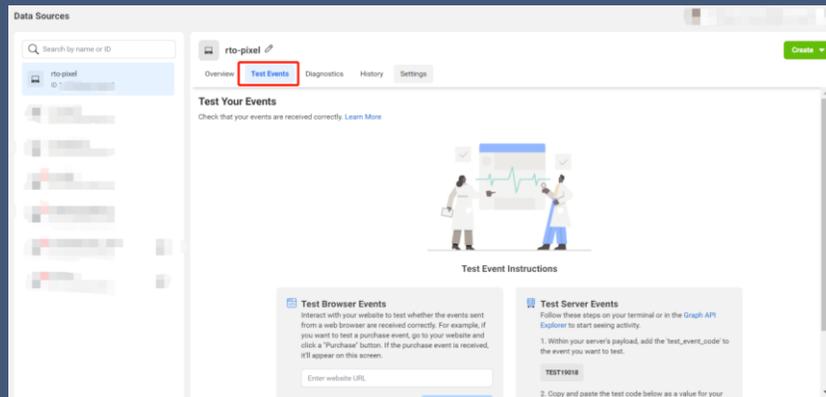
## How To Get Test Event Code

After you set up server events using the Conversions API, you can use test event code to test events sent from your server through the Conversions API. Here's how you can find test event code.

**Step 1:** Go to [Facebook Events Manager](#), make sure you have logged in and chose your business account

**Step 2:** Select the pixel ID you want to test event and choose Test Events

**Step 3:** Copy the test event code and paste into the app:



*\*How to test an event with event test code for Facebook Conversion API?*

*Use your test event code in RTO app to test the events you've already set up. Your interactions will appear in the Test Events tab within 10 seconds.*

*Please follow the instructions here to get test event code*

*Tutorial video:*

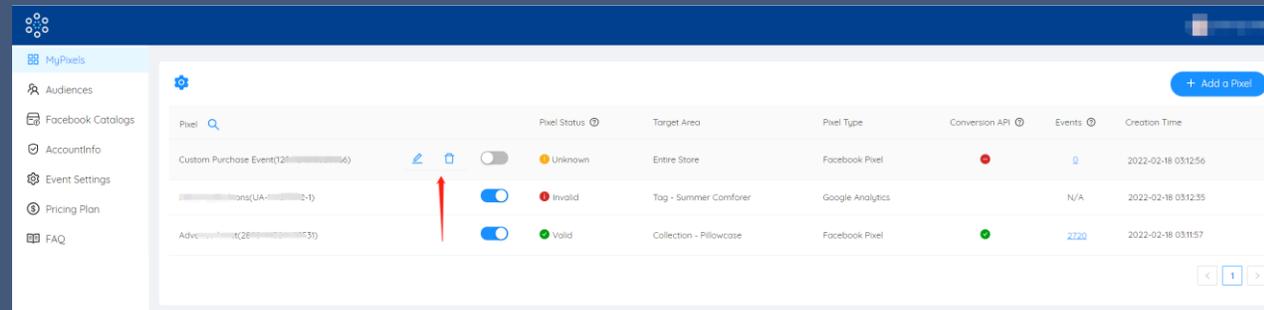
<https://youtu.be/kLXdUtFQyfU>



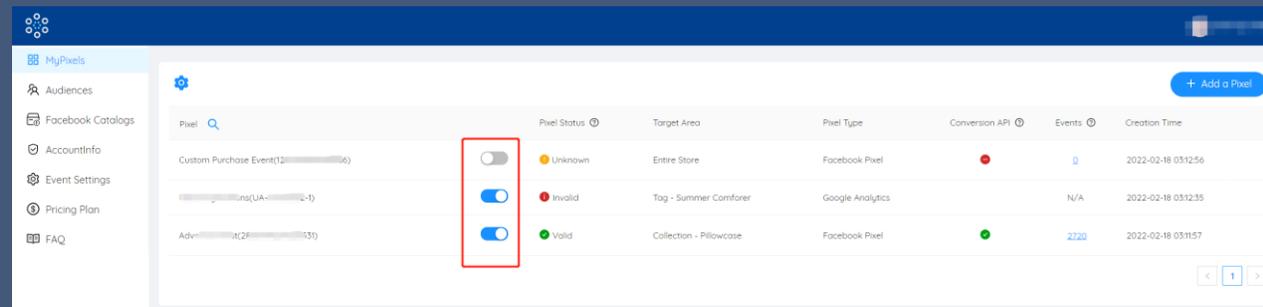
# PIXEL INSTALLATION AND SETUP

## Manage Your Pixels

When you move into a Pixel line, the Edit and Delete icon will be shown, you could click them to Edit or Delete the Pixel.



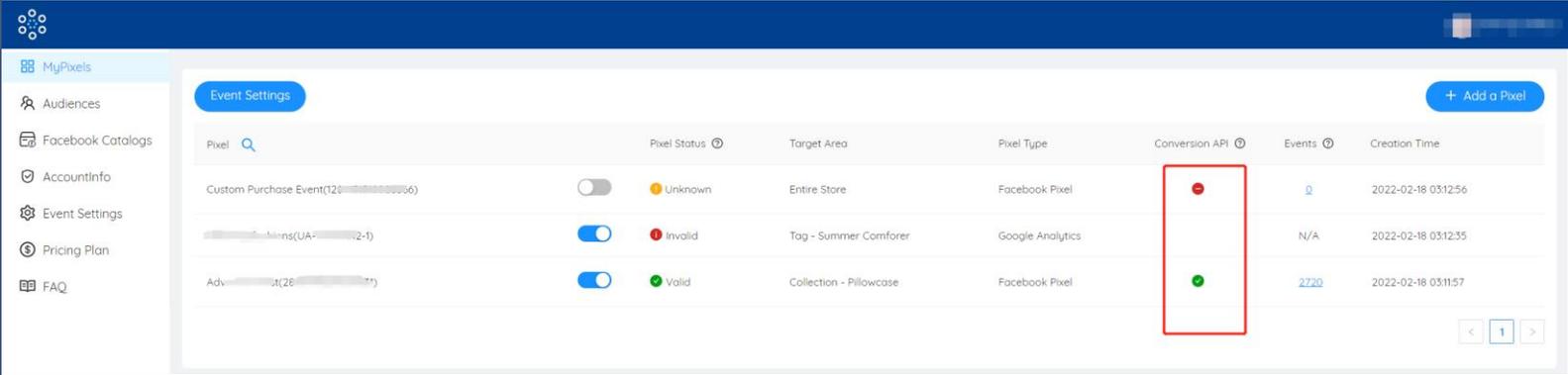
After a Pixel was added successfully, the tracking code is disabled by default. You can choose to enable the tracking code. At this point, the tracking code will track the behavior of all buyers in your shopify store and trigger related events.



# PIXEL INSTALLATION AND SETUP

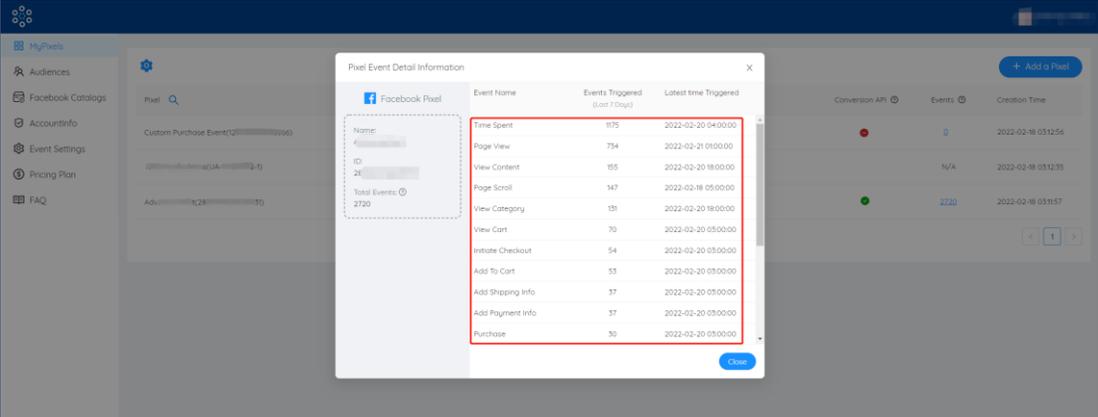
If you haven't added Facebook Access Token for the pixel, the Conversion API will be displayed as 

If added, it will be displayed as 



Pixel	Pixel Status	Target Area	Pixel Type	Conversion API	Events	Creation Time
Custom Purchase Event(126...)	Unknown	Entire Store	Facebook Pixel		0	2022-02-18 03:12:56
...s(UA-...-2-1)	Invalid	Tag - Summer Comforer	Google Analytics		N/A	2022-02-18 03:12:35
Adv...t(26...-71)	Valid	Collection - Pillowcase	Facebook Pixel		2720	2022-02-18 03:11:57

Only valid authorized Facebook Pixel can get the details of each event.



Event Name	Events Triggered (Last 7 Days)	Latest time Triggered
Time Spent	1976	2022-02-20 04:00:00
Page View	734	2022-02-21 01:00:00
View Content	155	2022-02-20 18:00:00
Page Scroll	147	2022-02-18 05:00:00
View Category	131	2022-02-20 18:00:00
View Cart	70	2022-02-20 03:00:00
Initiate Checkout	54	2022-02-20 03:00:00
Add To Cart	53	2022-02-20 03:00:00
Add Shipping Info	37	2022-02-20 03:00:00
Add Payment Info	37	2022-02-20 03:00:00
Purchase	30	2022-02-20 03:00:00

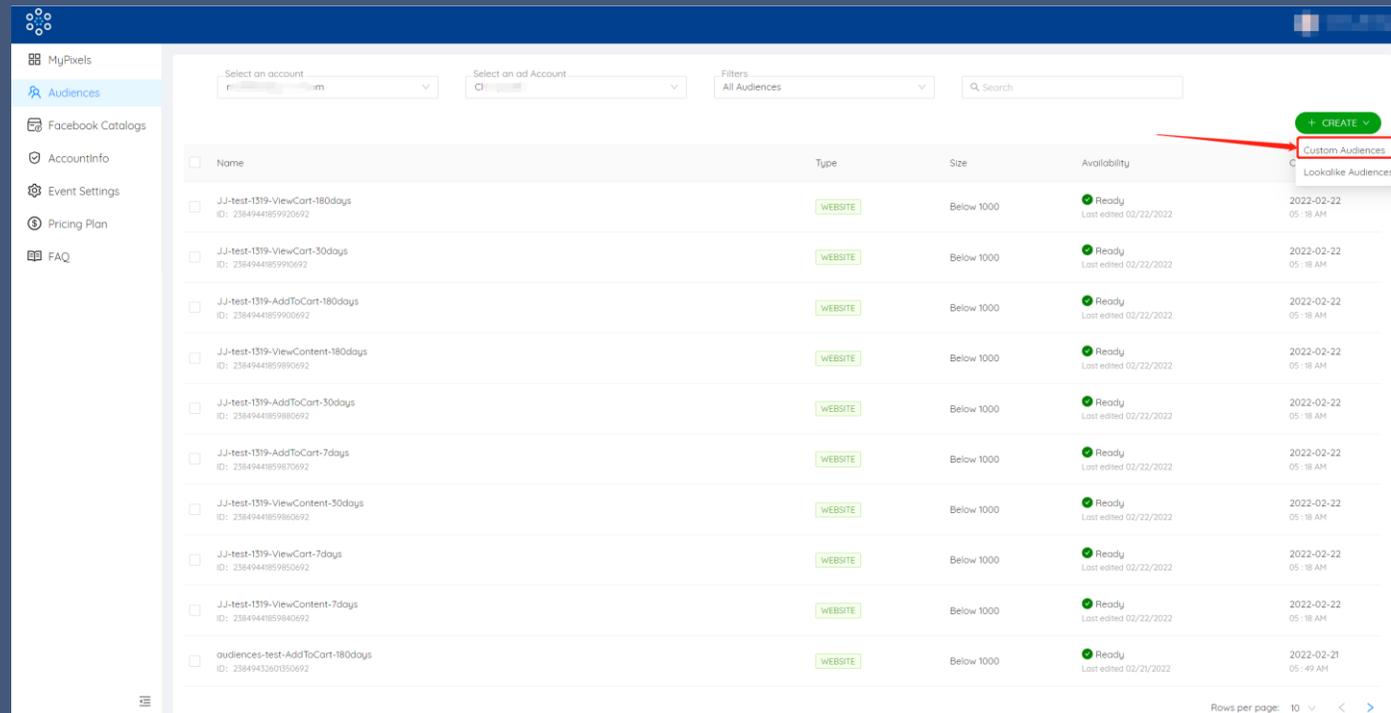
# Custom Audience Lookalike Audience

- This part will introduce how to create Custom Audiences and Lookalike Audiences, and how to manage Audiences.

# Custom Audience & Lookalike Audience

## Create A Custom Audience

**Step 1:** Click the **CREATE** button on the audience page, and then click Custom Audiences in dropdown list.



The screenshot displays the Facebook Audience Manager interface. On the left, there is a navigation menu with options: MyPixels, Audiences (highlighted), Facebook Catalogs, Account Info, Event Settings, Pricing Plan, and FAQ. The main content area shows a table of existing audiences. At the top right of this area, there is a green '+ CREATE' button. A red arrow points from this button to a dropdown menu that is open, showing two options: 'Custom Audiences' (which is highlighted with a red box) and 'Lookalike Audiences'. Below the table, there is a 'Rows per page' selector set to 10.

Name	Type	Size	Availability	
<input type="checkbox"/> JJ-test-1319-ViewCart-180days ID: 2384944859920692	WEBSITE	Below 1000	Ready Last edited 02/22/2022	2022-02-22 05:18 AM
<input type="checkbox"/> JJ-test-1319-ViewCart-30days ID: 2384944859980692	WEBSITE	Below 1000	Ready Last edited 02/22/2022	2022-02-22 05:18 AM
<input type="checkbox"/> JJ-test-1319-AddToCart-180days ID: 2384944859900692	WEBSITE	Below 1000	Ready Last edited 02/22/2022	2022-02-22 05:18 AM
<input type="checkbox"/> JJ-test-1319-ViewContent-180days ID: 2384944859890692	WEBSITE	Below 1000	Ready Last edited 02/22/2022	2022-02-22 05:18 AM
<input type="checkbox"/> JJ-test-1319-AddToCart-30days ID: 2384944859880692	WEBSITE	Below 1000	Ready Last edited 02/22/2022	2022-02-22 05:18 AM
<input type="checkbox"/> JJ-test-1319-AddToCart-7days ID: 2384944859870692	WEBSITE	Below 1000	Ready Last edited 02/22/2022	2022-02-22 05:18 AM
<input type="checkbox"/> JJ-test-1319-ViewContent-30days ID: 2384944859860692	WEBSITE	Below 1000	Ready Last edited 02/22/2022	2022-02-22 05:18 AM
<input type="checkbox"/> JJ-test-1319-ViewCart-7days ID: 2384944859850692	WEBSITE	Below 1000	Ready Last edited 02/22/2022	2022-02-22 05:18 AM
<input type="checkbox"/> JJ-test-1319-ViewContent-7days ID: 2384944859840692	WEBSITE	Below 1000	Ready Last edited 02/22/2022	2022-02-22 05:18 AM
<input type="checkbox"/> audiences-test-AddToCart-180days ID: 2384943260150692	WEBSITE	Below 1000	Ready Last edited 02/21/2022	2022-02-21 05:49 AM

# Custom Audience & Lookalike Audience

**Step 2:** select “Event Based” in Filter Options, you can add multiple events by selecting or searching. Add up to 5 Audience Rules.

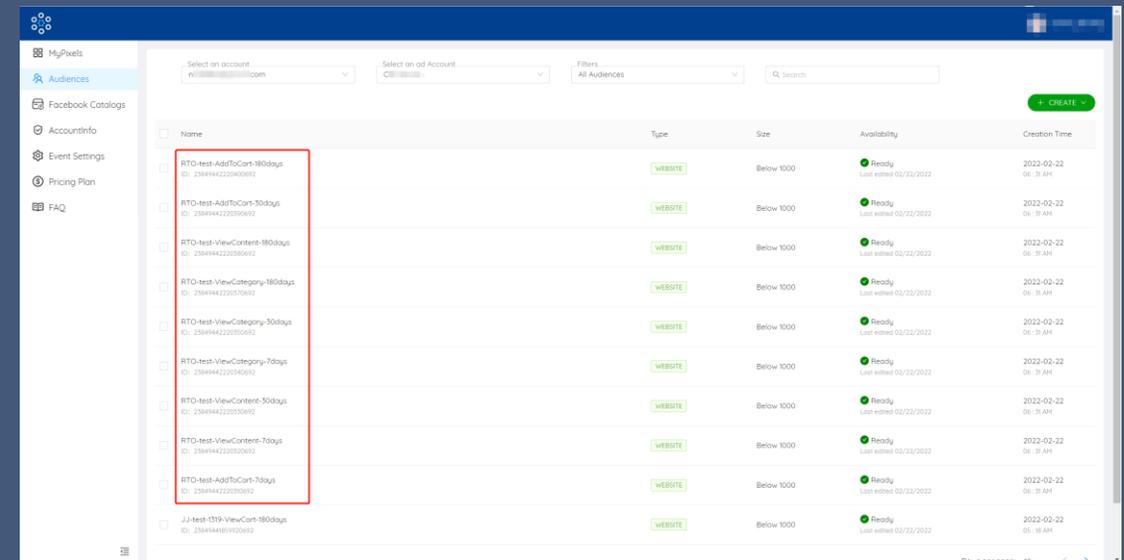
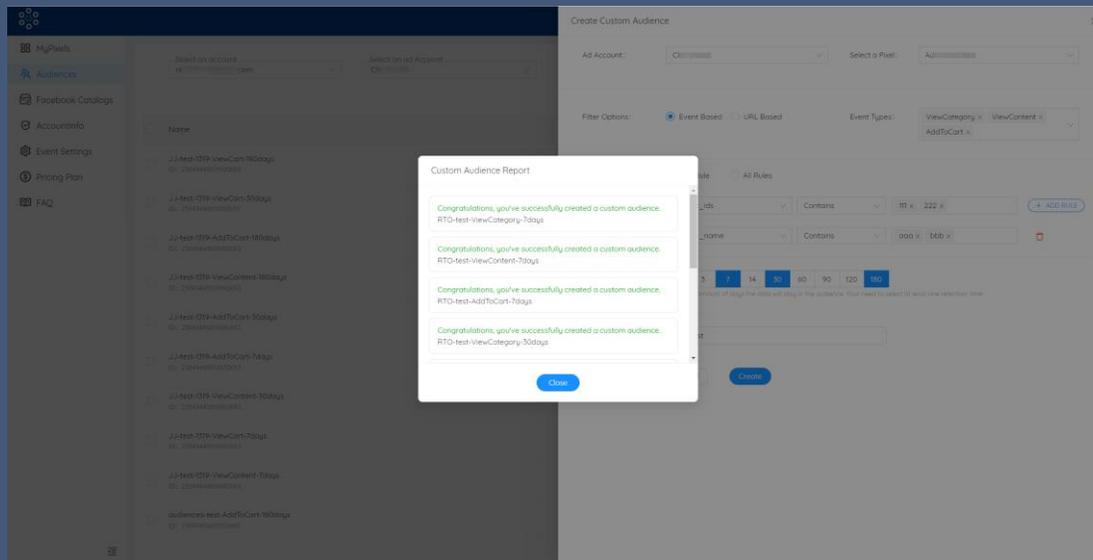
- The final number of Custom Audiences is related to Event Types and Lookback Periods.
- As shown in the figure below, 9 Custom Audiences will be generated.

The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar contains navigation options: MyPixels, Audiences, Facebook Catalogs, Account Info, Event Settings, Pricing Plan, and FAQ. The main area shows a list of existing custom audiences with columns for Name, ID, and a checkbox. Overlaid on this is the 'Create Custom Audience' dialog box. The dialog has a close button (X) in the top right. It includes fields for 'Ad Account' and 'Select a Pixel'. The 'Filter Options' section has 'Event Based' selected. The 'Event Types' dropdown shows 'ViewCategory x', 'ViewContent x', and 'AddToCart x'. The 'Include' section has 'Any Rule' selected. Two audience rules are defined: 'Audience Rule 1' with 'content\_ids' containing '111 x' and '222 x', and 'Audience Rule 2' with 'content\_name' containing 'aaa x' and 'bbb x'. The 'Lookback Periods' are set to 1, 3, 7, 14, 30, 60, 90, 120, and 180 days. The 'Audience Name' field contains 'RTO-test'. At the bottom are 'Cancel' and 'Create' buttons.

# Custom Audience & Lookalike Audience

Step 3: After clicking the Create button, the system will generate Custom Audience and upload it to Facebook. You can see the upload results in the Custom Audience Report.

Since there are up to 4 results displayed, you can scroll up and down to view all the results uploaded by Custom Audience.

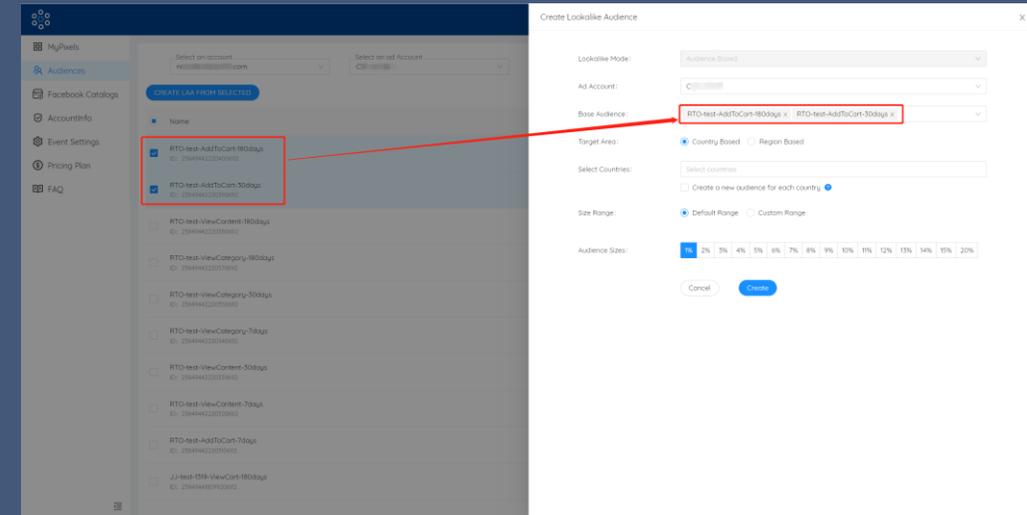
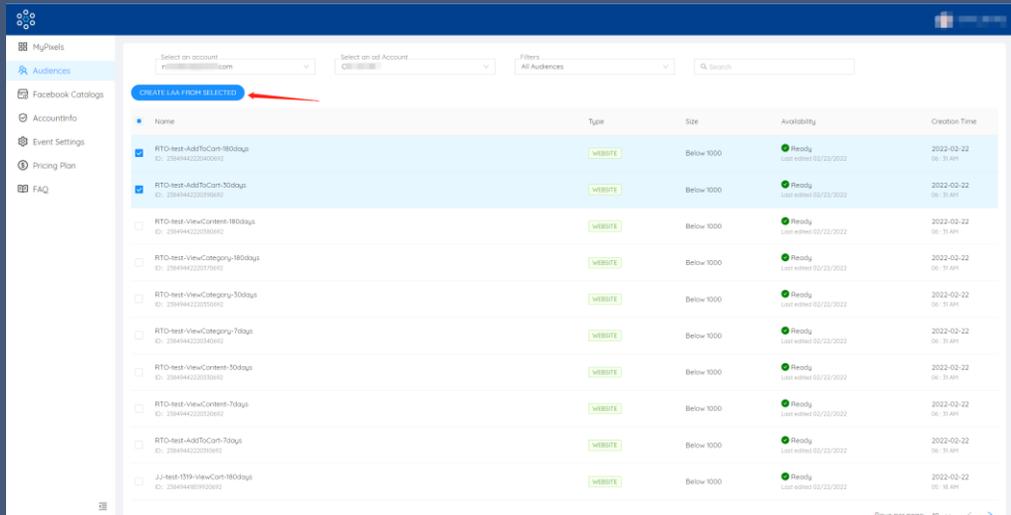


# Custom Audience & Lookalike Audience

## Create A Looklike Custom Audience

There are three ways to create Lookalike Audiences:

1. By checking multiple Custom Audiences and clicking the **CREATE LAA FROM SELECTED** button, the selected Custom Audiences will be automatically filled in Base Audience.

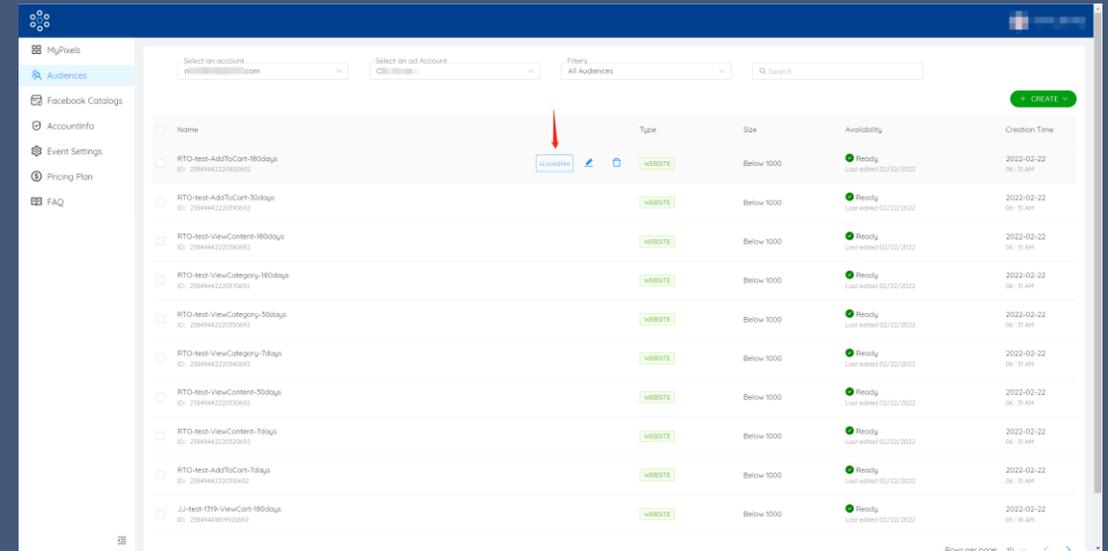
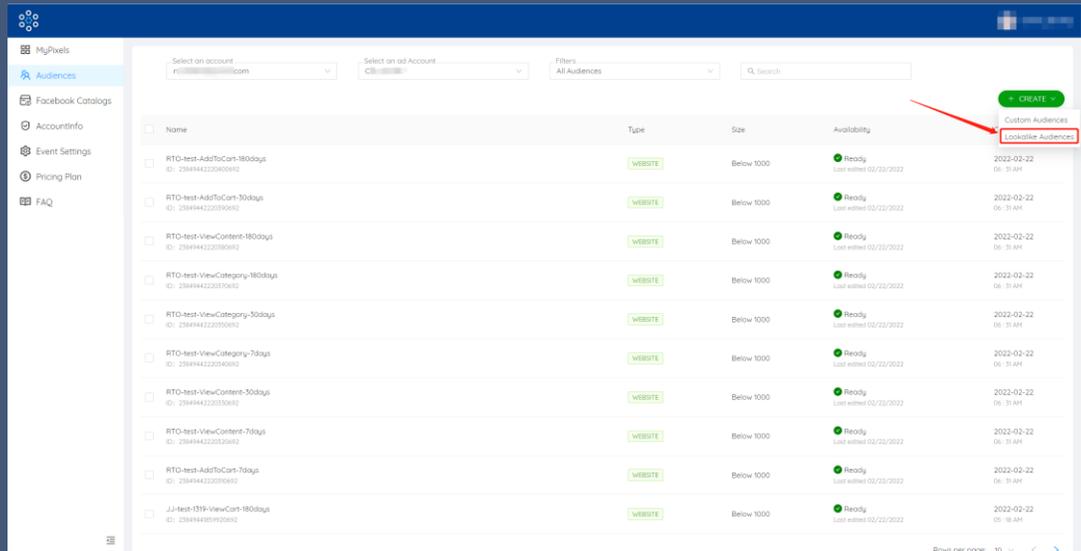


# Custom Audience & Lookalike Audience

## Create A Lookalike Custom Audience

2. Click the CREATE button, and then click Lookalike Audiences in dropdown list.

3. Create Lookalike Audiences for a single Custom Audiences.



# Custom Audience & Lookalike Audience

Base Audience supports selecting and searching multiple Custom Audiences.

- When Country Based is selected for Target Area, multiple countries are allowed to be added.
- When selecting Region Baseds, multiple selection is not supported.
- When Create a new audience for each country is checked, it will be split according to the selected countries to generate more Lookalike Audiences.
- Size Range can choose Default Range or Custom Range, support adding multiple Audience Sizes or Ranges

The image displays three screenshots of the Facebook Ads interface, illustrating the 'Create Lookalike Audience' process. The first screenshot shows the 'Audiences' section with a list of existing audiences, including 'RTO-test-AddToCart-180days' and 'RTO-test-AddToCart-30days'. The second screenshot shows the 'Create Lookalike Audience' dialog box with the following settings: Lookalike Mode: Audience Based; Ad Account: C...; Base Audience: RTO-test-AddToCart-180days x RTO-test-AddToCart-30days x; Target Area: Country Based; Select Countries: UnitedStates x Canada x; Create a new audience for each country: checked; Size Range: Default Range; Audience Sizes: 1% - 20%. The third screenshot shows the same dialog box with the 'Custom Range' option selected for Size Range, and two range sliders are visible: Range1 (1% to 5%) and Range2 (6% to 10%).

## Custom Audience & Lookalike Audience

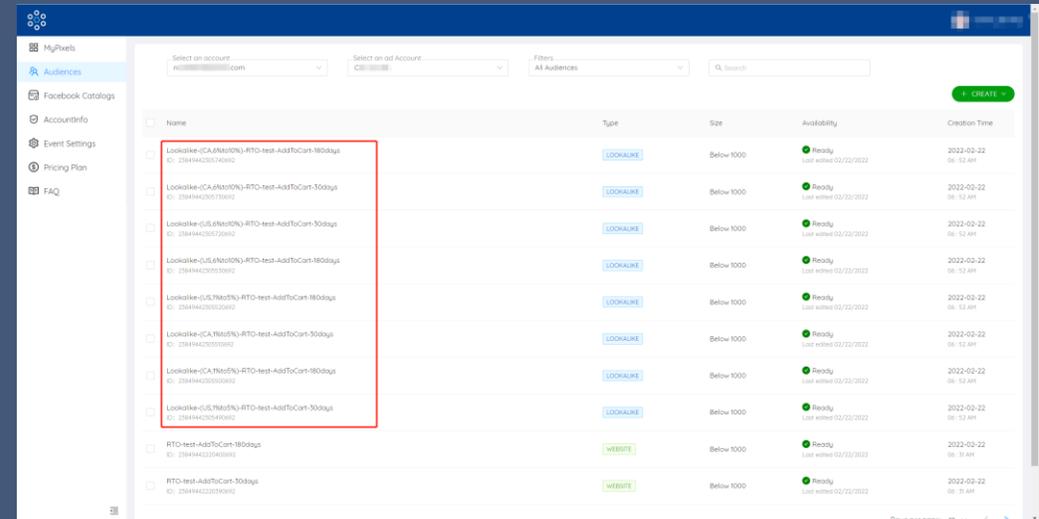
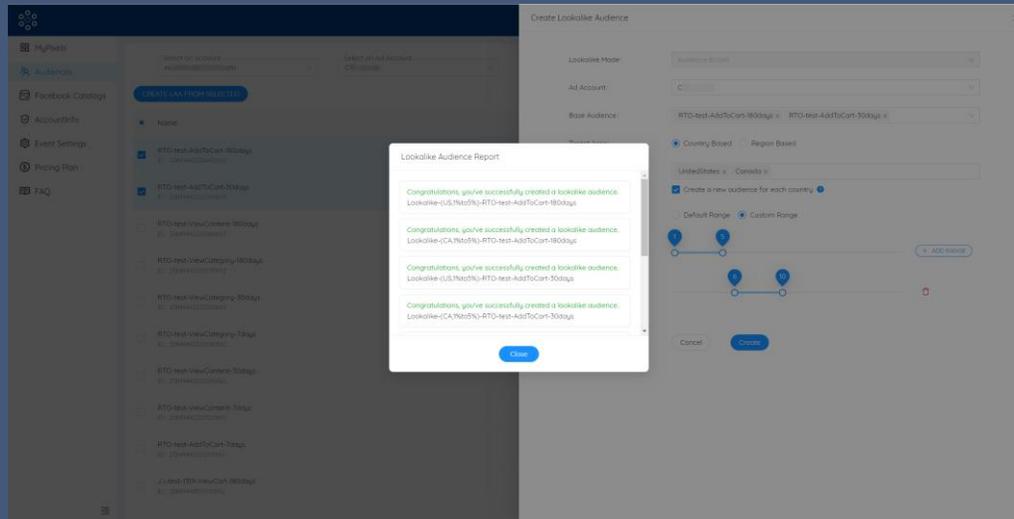
After clicking the Create button, the estimated number of Lookalike Audiences will be prompted. This quantity is related to the following 3 conditions:

- Base Audience quantity
- When there are multiple countries, whether Create a new audience for each country is checked
- Audience Sizes or Range selected number

The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar shows navigation options like 'MyPixels', 'Audiences', 'Facebook Catalogs', 'Account Info', 'Event Settings', 'Pricing Plan', and 'FAQ'. The main area shows a list of existing audiences with columns for 'Name' and 'ID'. A 'CREATE LAA FROM SELECTED' button is visible. Overlaid on this is the 'Create Lookalike Audience' dialog box. The dialog has the following settings: 'Lookalike Mode' set to 'Audience Based', 'Ad Account' set to 'Clari picatti', 'Base Audience' set to 'RTO-test-AddToCart-180days x RTO-test-AddToCart-30days x', 'Target Area' set to 'Country Based', and 'Select Countries' set to 'UnitedStates x' and 'Canada x'. The 'Create a new audience for each country' checkbox is checked. The 'Custom Range' section shows a range from 1 to 10. A 'Confirm' dialog box is overlaid on top, asking '8 Lookalike audience(s) will be created do you want to proceed?' with 'NO' and 'YES' buttons.

# Custom Audience & Lookalike Audience

After clicking the YES button, the system will upload Lookalike Audience to Facebook. You can see the upload results in Lookalike Audience Report. Since up to 4 results are currently displayed, you can scroll up and down to view all the results uploaded by Lookalike Audience.

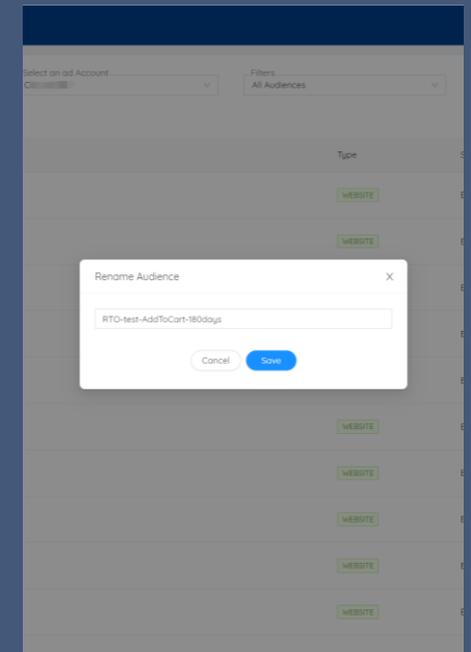
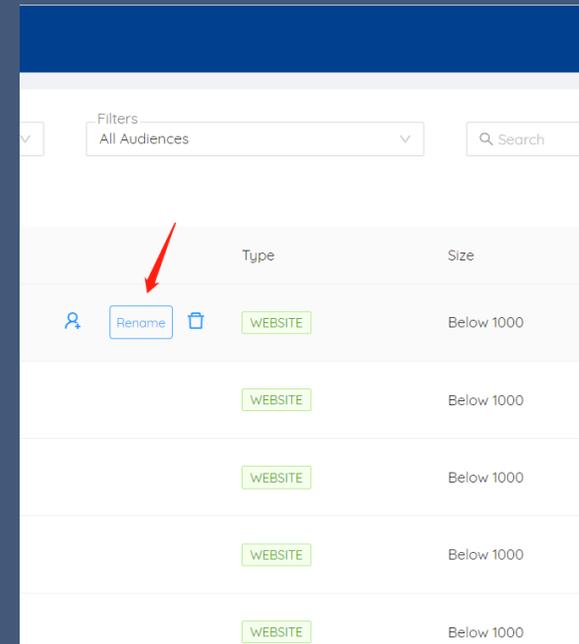
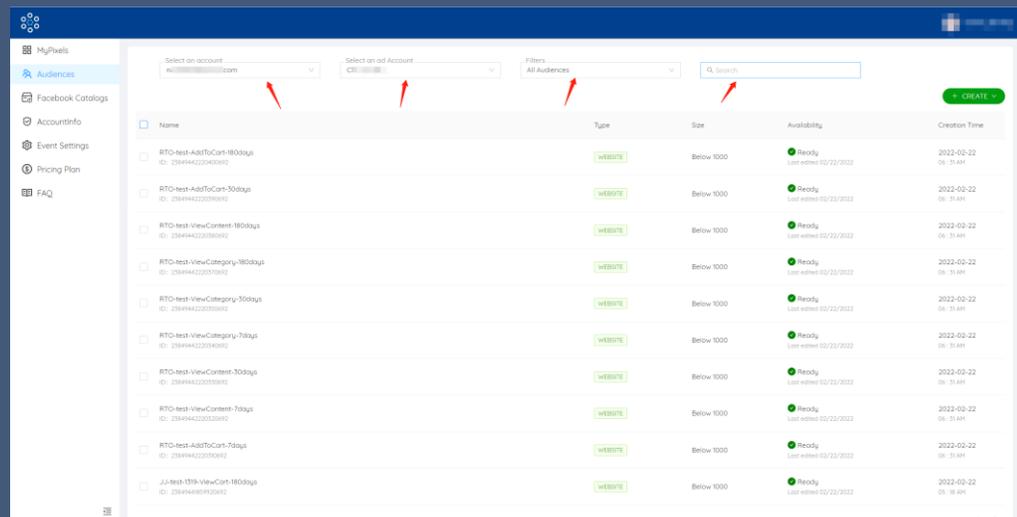


# Custom Audience & Lookalike Audience

## Mange Audience

In the Audiences management page, you can view all the Custom Audiences and Lookalike Audiences under the advertising account by first selecting the Facebook account and then the advertising account. You can also use Filters to filter whether to view only Custom Audiences or Lookalike Audiences. The default is to view All Audiences. The Search function supports searching by Name.

You can edit the audience name by clicking Rename.



# Facebook Catalogs

- This section will introduce how to upload products from your Shopify store to Facebook and create Catalogs.

## Facebook Catalogs

With the Catalog created by RTO, when the items in your Shopify store are updated, our APP will have 3 ways to notify Facebook to update the product data in the Catalog:

### **1. Daily update**

The system will notify Facebook to update all feeds in full at 23:50 (GMT-8) every day

### **2. Force Update Feed**

It is the same as the daily update function, but more flexible. You can immediately see the result of the product data updated.

### **3. Realtime Sync**

When the product is updated, Facebook will be notified immediately to update the feed.

**Note:** If a variant is added to or deleted from the product, Realtime Sync cannot be updated for this situation. But you can choose Force Update Feed.

# Facebook Catalogs

**Here is Facebook Catalogs manual:**

On the Facebook Catalogs page, click the ADD button and the Add Catalog window will be popped up.

The screenshot shows the Facebook Catalogs management interface. The sidebar on the left contains navigation options: MyPixels, Audiences, Facebook Catalogs (highlighted), AccountInfo, Event Settings, Pricing Plan, and FAQ. The main content area features a search bar with the text 'Q, RTO' and a '+ CREATE' button. Below the search bar is a table with the following data:

Catalog Name	Feed Name	Last Upload	Status	Next Upload
RTO-1-rtocesh3-RTO Owner: [redacted]	ROP20220223	2022-02-23 09:41 AM	5	Single upload - any change in product(s) will re-fresh feed
RTO-2-rtocesh3-RTO Owner: [redacted]	ROP20220223	2022-02-23 09:42 AM	5	Single upload - any change in product(s) will re-fresh feed
test1-rtocesh3-RTO Owner: [redacted]	RIP20220222	2022-02-22 04:04 PM	57	Single upload - any change in product(s) will re-fresh feed
RTO-3 Owner: [redacted]	<a href="https://rto-stu...">https://rto-stu...</a>	2022-02-23 09:52 AM	6	2022-02-23 02:52 PM
test4-rtocesh3-RTO Owner: [redacted]	ROA20220222	2022-02-22 04:14 PM	5	Single upload - any change in product(s) will re-fresh feed
test5-rtocesh3-RTO Owner: [redacted]	ROP20220222	2022-02-22 04:15 PM	5	Single upload - any change in product(s) will re-fresh feed

At the bottom right of the table, it says 'Rows per page: 10' with navigation arrows. At the bottom center, there is a footer: 'Please contact us if you have any problems via email [support@rta.ai](mailto:support@rta.ai)'.

Select Account -> Business Manager -> Target Pixel -> Default Google Product Category , and then enable or disable Include all variants according to your needs, select Product Image or Alternative Image, and finally enter Catalog Name to create Facebook Catalogs.

# Facebook Catalogs

Please note that if your account does not have Admin permissions for Business Manager, you will fail to create a catalog.

The 'Create Catalog' dialog box is shown with the following configuration:

- Account: [redacted] .om
- Business Manager: [redacted]
- Target Pixel: Ads pixel
- Default Google Product Category: Google Product Category
- Include All Variants:
- Image Selection:  Product Image  Alternative Image
- Catalog Name: Catalog Name

Buttons: Cancel, Create

The 'Create Catalog' dialog box is shown with the following configuration and an error message:

- Account: ni[redacted] .om
- Business Manager: M[redacted]
- Target Pixel: Ads pixel
- Default Google Product Category: Google Product Category
- Include All Variants:
- Image Selection:  Product Image  Alternative Image
- Catalog Name: Catalog Name

Buttons: Cancel, Create

Error message (indicated by a red arrow): You are not an ADMIN of the selected Business Manager. Only Admins can create new catalogs. Please obtain admin privileges for this Business Manager, or select a different one.

# Facebook Catalogs

When there are any changes to your products, you can click the Force Update Feed button, and the products in Facebook's Catalogs will be updated immediately. If a variant is added to or deleted from your product, we recommend to use this method to update it or you can also wait for the daily update.

The screenshot shows the Facebook Business Manager interface for managing catalogs. A sidebar on the left contains navigation options: MyPixels, Audiences, Facebook Catalogs (highlighted), AccountInfo, Event Settings, Pricing Plan, and FAQ. The main content area features a search bar with 'RTO' and a '+ CREATE' button. Below is a table of catalogs with columns for Catalog Name, Feed Name, Last Upload, Status, and Next Upload. A red arrow points to the 'Force Update Feed' button in the first row of the table.

Catalog Name	Feed Name	Last Upload	Status	Next Upload
RTO-1-rtoceshi3-RTO Owner: [redacted]	ROP20220223	2022-02-23 09:41 AM	5	Single upload - any change in product(s) will re-fresh feed
RTO-2-rtoceshi3-RTO Owner: [redacted]	ROP20220223	2022-02-23 09:42 AM	5	Single upload - any change in product(s) will re-fresh feed
test1-rtoceshi3-RTO Owner: [redacted]	R1P20220222	2022-02-22 04:04 PM	57	Single upload - any change in product(s) will re-fresh feed
RTO-3 Owner: [redacted]	https://rto-stu...	2022-02-23 09:52 AM	6	2022-02-23 02:52 PM
test4-rtoceshi3-RTO Owner: [redacted]	ROA20220222	2022-02-22 04:14 PM	5	Single upload - any change in product(s) will re-fresh feed
test3-rtoceshi3-RTO Owner: [redacted]	ROP20220222	2022-02-22 04:13 PM	5	Single upload - any change in product(s) will re-fresh feed

Rows per page: 10 < >

# Facebook Catalogs

You can edit Feed by clicking the Edit button, but Account, Business Manager, Target Pixel and Default Google Product Category cannot be edited.

	Feed Name	Last Upload
  	R0P20220223	2022-02-23 09:41 AM
	R0P20220223	2022-02-23 09:42 AM

Edit Catalog Settings

Account n[redacted]m Business Manager [redacted]

Target Pixel Advanced-test Default Google Product Category Animals & Pet Supplies > Pet Supplies

Include All Variants

Product Image  Alternative Image

Cancel Save

Please be noted that if a catalog is not created via RTO, the Force Update Feed and Edit functions cannot be used, and there will be corresponding prompts under Catalog Name.

Select an account n[redacted]m Business Manager [redacted]

Catalog Name

You do not have permission to edit this catalog

RTO-3

Owner: [redacted]