

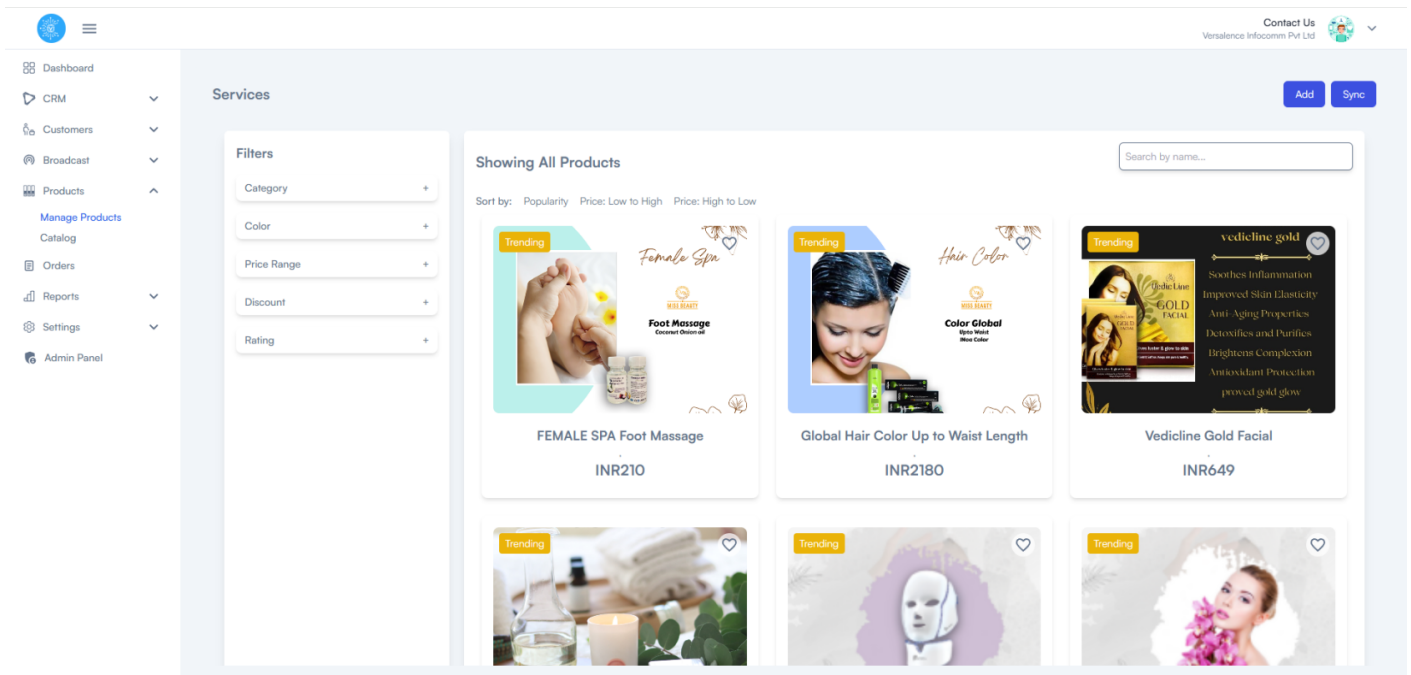
Manage Products

? Meta Commerce Integration with vCX – Manage Products Across Meta Platforms

Overview

vCX – The Social CRM now supports seamless integration with **Meta Commerce Manager**, enabling businesses to manage and publish their product catalogs across **Facebook**, **Instagram**, and **WhatsApp**—all from a single interface.

This feature empowers businesses to simplify their e-commerce operations by centralizing product management within the vCX **Products Page** and pushing those products directly to Meta’s ecosystem. Whether you’re showcasing a new service or launching a seasonal product line, your catalog is always up-to-date and accessible to your customers across Meta channels.



? What is Meta Commerce Manager?

Meta Commerce Manager is a centralized tool provided by Meta within the **Meta Business Suite**. It allows businesses to:

- Upload and manage product catalogs

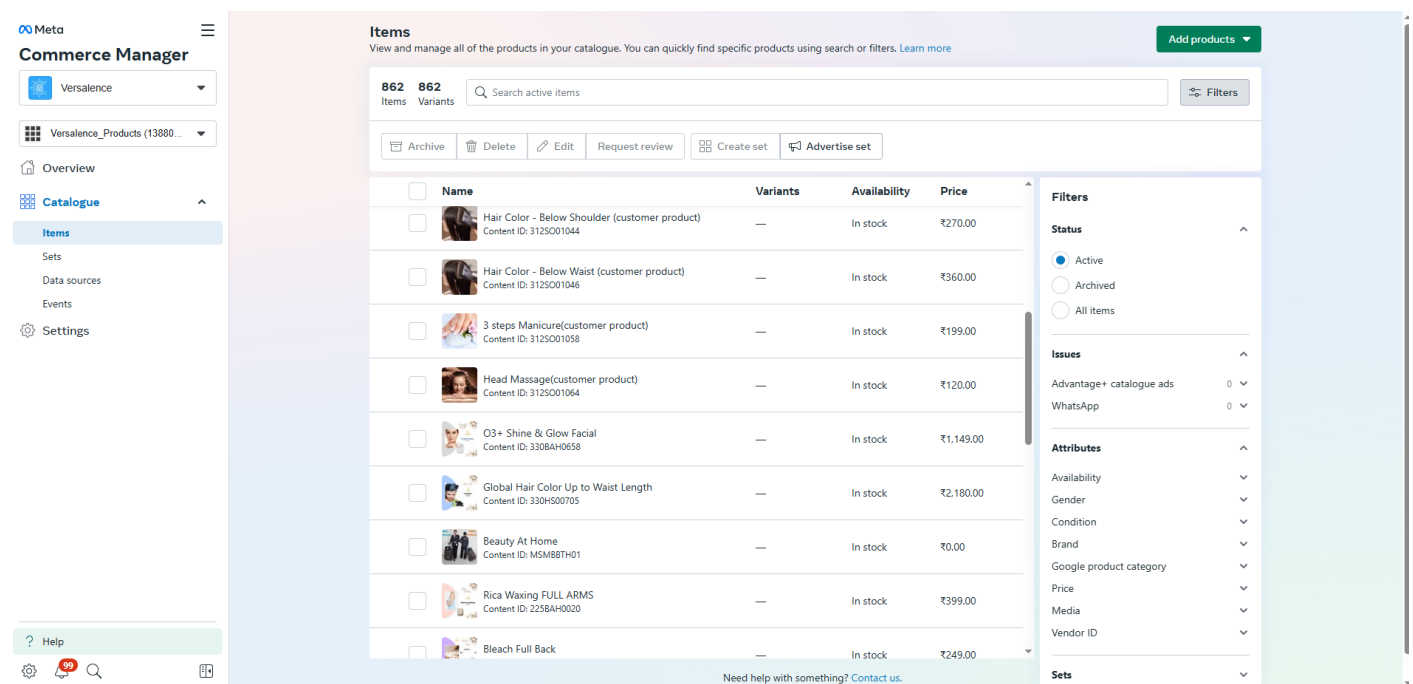
- Create product sets for targeted advertising and browsing
- Enable shopping features across **Facebook Shop**, **Instagram Shop**, and **WhatsApp Catalog**
- Track performance and insights of product listings

By integrating with Meta Commerce Manager, vCX extends your product visibility and reach directly to your audience where they are most active.

?? How It Works with vCX

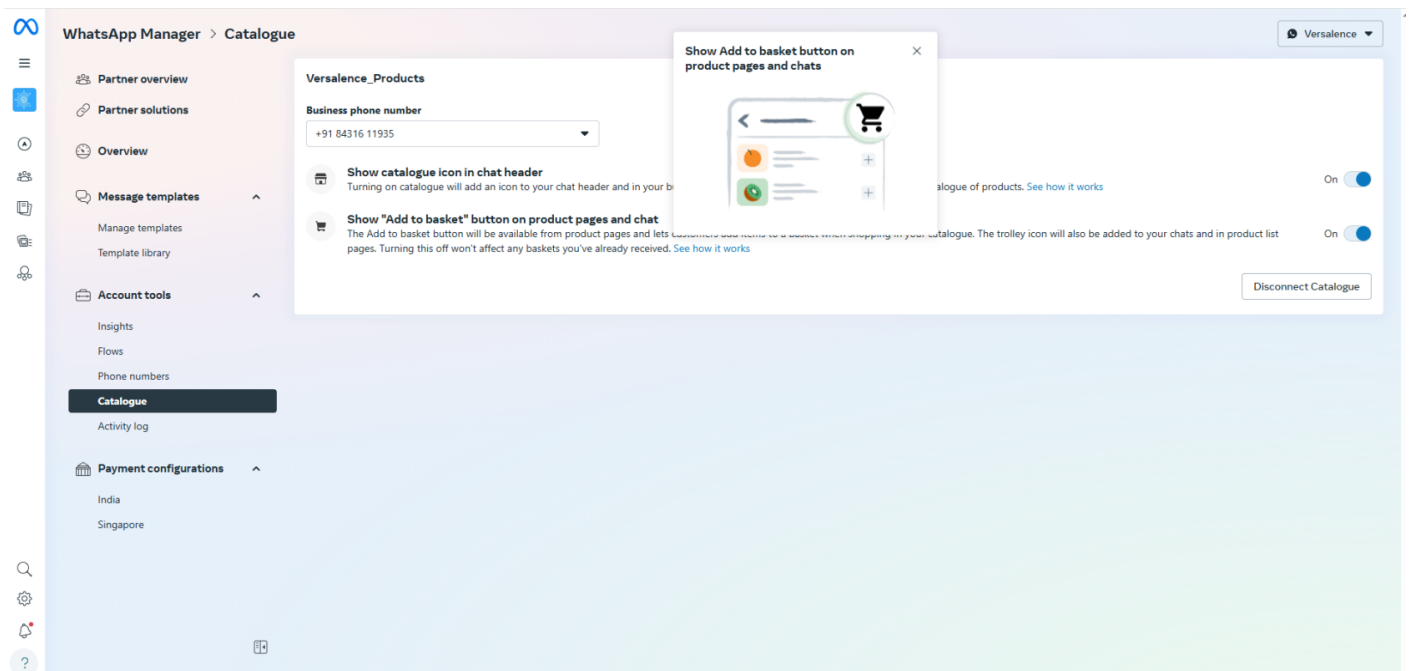
1. Connect Your Meta Commerce Manager Account

- vCX seeks access to **Meta Commerce Manager** account during embedded signup of WhatsApp or Instagram
- Once the META commerce catalog is setup (here [META Commerce Manager](#)), the catalog id is then attached to Whatsapp Catalog (here [WhatsApp Catalog](#))
- The catalogs id is finally added to product configuration in vCX
- This is a one-time authorization process and ensures secure access and synchronization of product data.



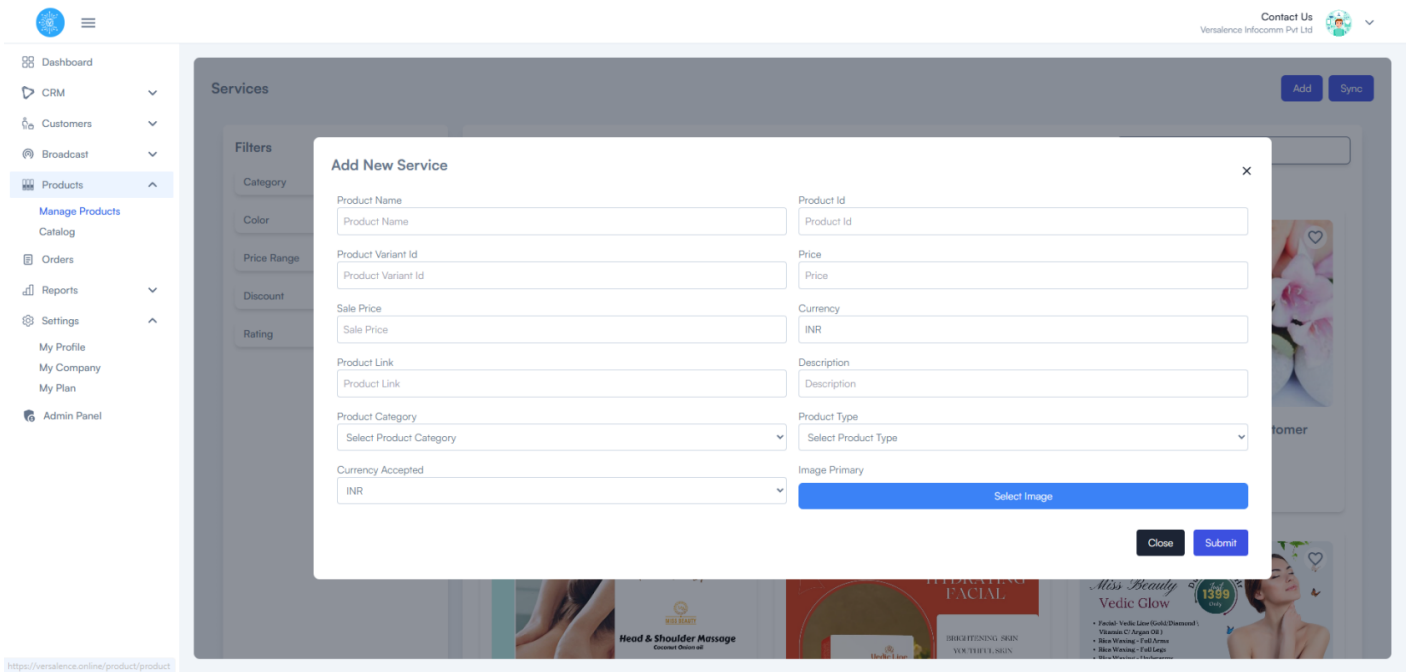
The screenshot displays the Meta Commerce Manager interface. On the left is a sidebar with navigation options: Overview, Catalogue, Items (selected), Sets, Data sources, Events, and Settings. The main area is titled 'Items' and shows a list of products. At the top of the main area, it says 'View and manage all of the products in your catalogue. You can quickly find specific products using search or filters. Learn more'. Below this, there are counts for '862 Items' and '862 Variants', a search bar for 'Search active items', and a 'Filters' button. A row of action buttons includes 'Archive', 'Delete', 'Edit', 'Request review', 'Create set', and 'Advertise set'. The product list has columns for 'Name', 'Variants', 'Availability', and 'Price'. The first few products are 'Hair Color - Below Shoulder (customer product)', 'Hair Color - Below Waist (customer product)', '3 steps Manicure(customer product)', 'Head Massage(customer product)', 'O3+ Shine & Glow Facial', 'Global Hair Color Up to Waist Length', 'Beauty At Home', 'Rica Waxing FULL ARMS', and 'Bleach Full Back'. On the right side of the main area, there is a 'Filters' panel with sections for 'Status' (Active, Archived, All items), 'Issues' (Advantage+ catalogue ads, WhatsApp), 'Attributes' (Availability, Gender, Condition, Brand, Google product category, Price, Media, Vendor ID), and 'Sets'.

Name	Variants	Availability	Price
Hair Color - Below Shoulder (customer product) Content ID: 3125001044	—	In stock	₹270.00
Hair Color - Below Waist (customer product) Content ID: 3125001046	—	In stock	₹360.00
3 steps Manicure(customer product) Content ID: 3125001058	—	In stock	₹199.00
Head Massage(customer product) Content ID: 3125001064	—	In stock	₹120.00
O3+ Shine & Glow Facial Content ID: 3308AH0658	—	In stock	₹1,149.00
Global Hair Color Up to Waist Length Content ID: 330H500705	—	In stock	₹2,180.00
Beauty At Home Content ID: MSM8BTH01	—	In stock	₹0.00
Rica Waxing FULL ARMS Content ID: 2258AH0020	—	In stock	₹399.00
Bleach Full Back	—	In stock	₹249.00



1. Manage Products in vCX

- Use the **Products** module in the vCX dashboard to add or edit products.
- Each product entry can include:
 - Product name
 - Description
 - Price
 - SKU
 - Product images
 - Availability

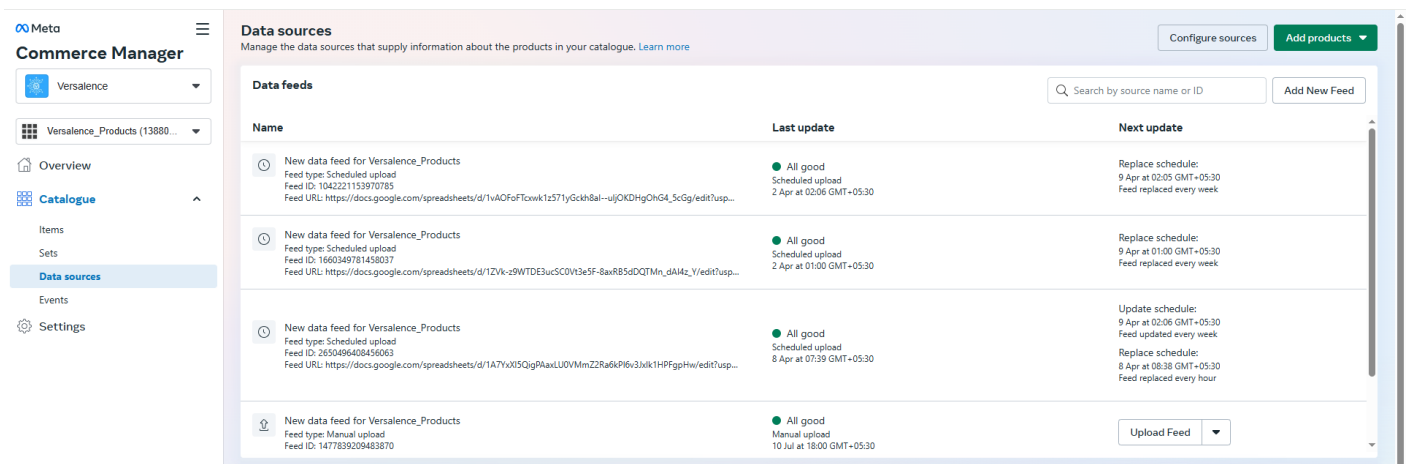


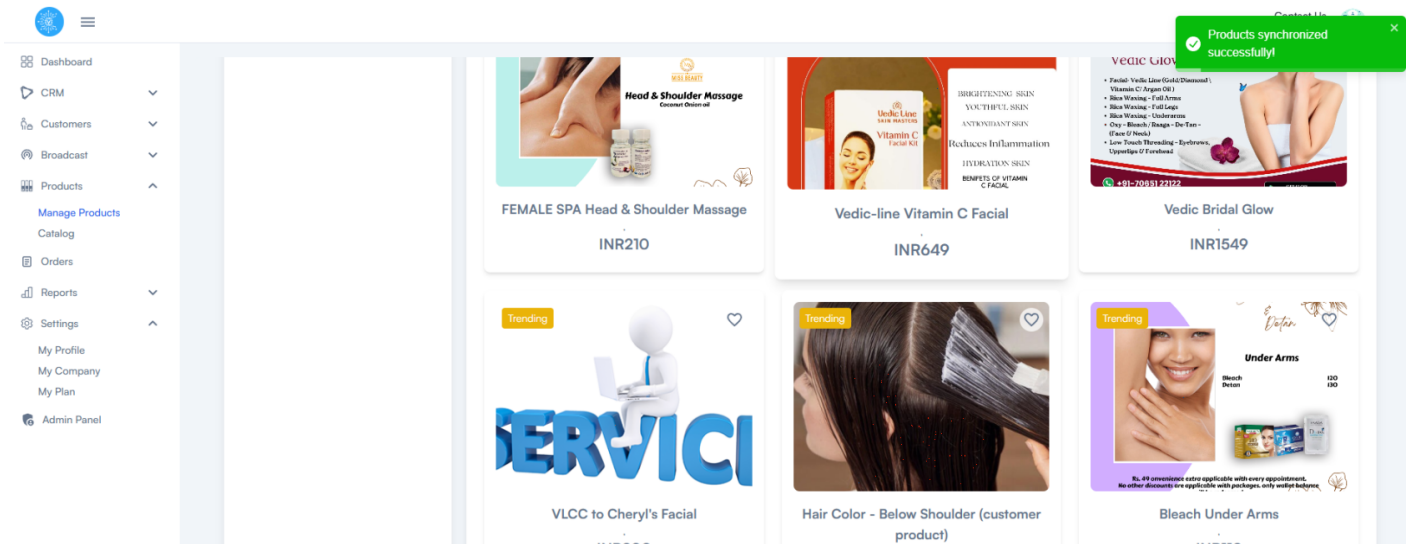
1. Upload Products to Meta Commerce

- With a single click, products added to vCX can be **pushed directly to Meta Commerce Manager**.
- No need to manage multiple catalogs across different Meta platforms manually.

2. Sync Products from Meta Commerce

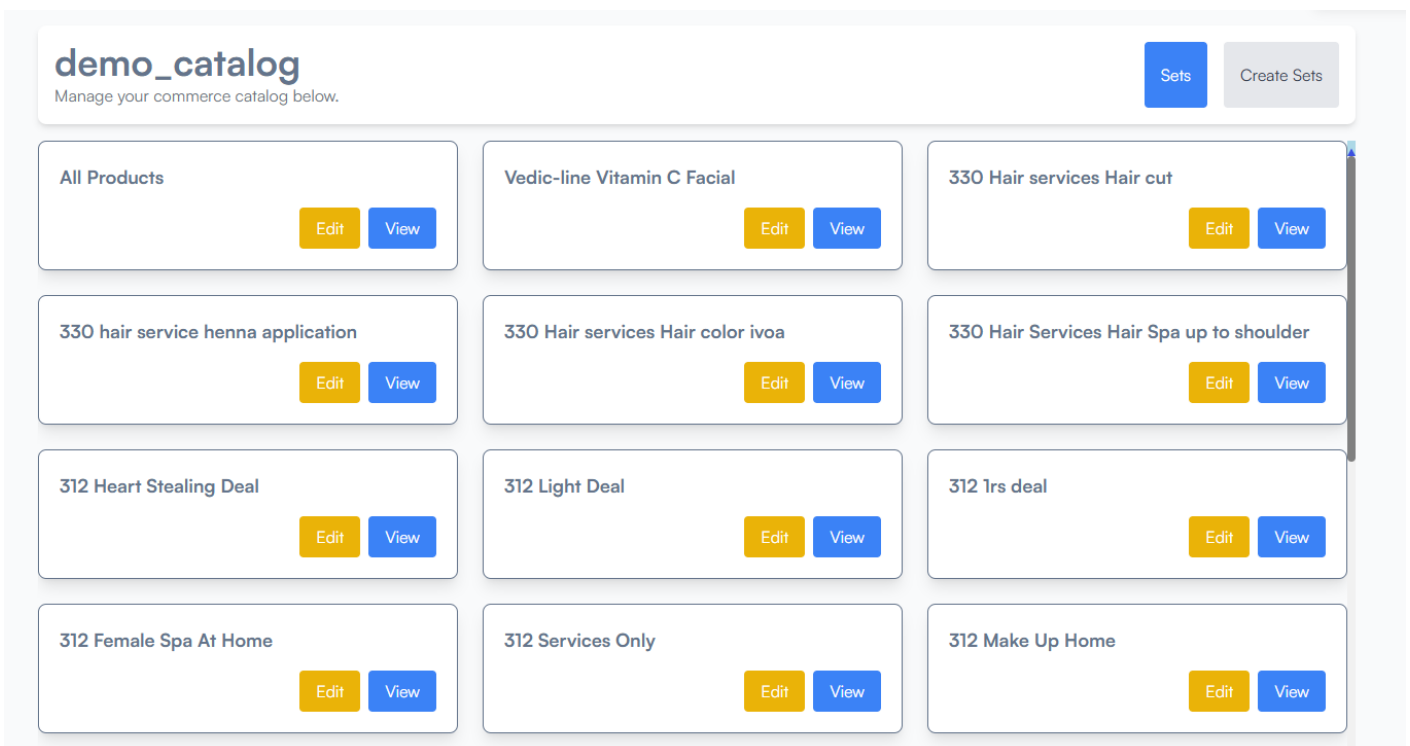
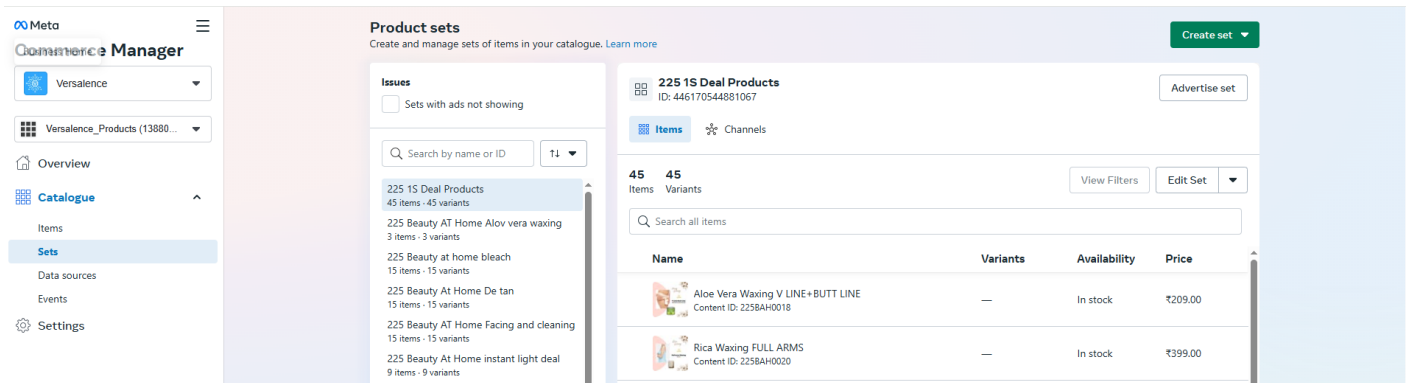
- Meta commerce supports adding products to catalog from various data sources. This could mean that vCX product manager may be out of sync
- To solve this problem, we have added **Sync** to the Products catalog
- Sync will sync the products & sets in Meta Commerce and ensure that vCX products manager and Meta Commerce are in sync





1. Create Product Sets

- Easily group products into **Sets** based on categories like “Summer Sale,” “New Arrivals,” or “Best Sellers.”
- Sets help improve visibility in ads and storefronts.



1. Use Catalogs Across Channels

- Once your product catalog is uploaded:
 - Use **catalog templates in WhatsApp** chats to showcase product options.
 - Enable **shopping experiences on Instagram and Facebook**.
 - Power your **Facebook and Instagram Ads** using the product catalog for dynamic, targeted promotions.

? Where Your Catalog Can Be Used

Platform	Usage
WhatsApp	Share product templates in real-time chats
Instagram	Tag products in posts and enable shopping
Facebook	Create a full storefront with checkout
Meta Ads	Use dynamic product sets in targeted campaigns

? Security & Permissions

Your Meta account and product data are handled with utmost security. vCX uses secure APIs and only accesses the data necessary for catalog management. You retain full control and visibility over your product listings on Meta platforms.

? Benefits

- **Centralized product management** across platforms
- **No technical complexity** for users—intuitive UI in vCX
- **Streamlined sync** between your business and Meta
- **Boost discoverability** via Facebook/Instagram Shop
- **Real-time updates** to product details, reflected instantly across Meta

? Requirements

- A verified Meta Business Manager Account
- Admin access to Meta Commerce Manager
- Product data prepared in vCX
- Business approved for Instagram or Facebook Shops (for those platforms)