LULU STEP-BY-STEP GUIDE

Connect Facebook & Instagram (catalog feed)

For store owners: install the free Facebook & Instagram app, turn on the catalog feed, add it in Meta Commerce Manager, and confirm every product and variant is syncing — plus what this does and doesn't do today.

For: Everyone · About 9 minutes · 6 steps · Updated November 20, 2026

Before you start You need access to Settings in your store admin, and a Meta Business Suite / Commerce Manager account (free to create) with a Facebook Page and, optionally, an Instagram account connected to it. Facebook & Instagram is a free App Store app (handle `facebook-instagram-channel`) — install it first if your store hasn't already. No Meta app review or developer account is needed for the feed itself — it's a standard scheduled catalog feed, the same mechanism most catalog-feed apps use.

Steps at a glance

1. Install the app and open Sales channels → Facebook & Instagram
2. Turn on the feed (Meta IDs are optional)
3. Copy or preview your feed URL
4. Add the feed in Meta Commerce Manager
5. Connect your Page and turn on Shops
6. Test that products are syncing

STEP 1

Install the app and open Sales channels → Facebook & Instagram

In your admin sidebar, under Sales channels, click “Facebook & Instagram” (`/admin/channels/facebook`). If the app isn't installed yet, you'll see a card titled “Install Facebook & Instagram from the App Store (free)” with an “Install Facebook & Instagram” button — click it, no payment method needed. Once installed, the page explains the honest scope up front: Lulu publishes a standards-based Meta commerce catalog feed of your products; you connect it once in Meta Commerce Manager and Meta refetches it on its own schedule. Direct API sync and on-Facebook/Instagram checkout need Meta's own app review and access tokens, which isn't part of this feed-based connection.

STEP 2

Turn on the feed (Meta IDs are optional)

Toggle "Enable the Facebook & Instagram feed" on and click Save. Your feed URL answers only while the app is installed and this toggle is saved on — turn it off and save, and the URL answers "not found", so Meta can no longer update your catalog. The Meta Business ID and Catalog ID fields are optional: the feed doesn't need them, because Meta reads your products from the feed URL. Paste them once your catalog exists in Commerce Manager, for your records, and optionally a Meta Pixel ID for conversion tracking reference.

- No catalog yet? Leave the ID fields empty, add the feed in Commerce Manager (step 4), then come back and paste the IDs in if you want them on record.
- The ID fields accept numbers only — copy them exactly as Commerce Manager shows them.

STEP 3

Copy or preview your feed URL

Under "Your catalog feed URL" you'll see your store's feed address at `/feeds/meta-catalog.xml` on your store's primary address — your connected custom domain, or your store's free address if you haven't connected one — so Meta fetches it directly, with no redirect. Use Copy to grab it, or Preview to open it directly and confirm it returns your product data (not an error page) before pasting it into Meta. If the feed is off, the page says so above the URL and Preview shows "not found".

STEP 4

Add the feed in Meta Commerce Manager

Open Meta Commerce Manager (business.facebook.com/commerce) and create, or open, a catalog of type E-commerce. In the catalog, open Data sources and add items from a data file using a URL — Meta currently labels this Add → Data file → Use a URL or Google Sheets (older accounts show Add items → Use a URL / scheduled feed). Paste your Lulu feed URL and set a refresh schedule — daily is fine for most stores. No field mapping is needed: the feed already uses Meta's standard `id`, `title`, `description`, `price`, `sale_price`, `availability` and `item_group_id` attributes.

- Each size, colour or other variant is sent as its own item, linked to its product by `item_group_id`, so shoppers can pick a variant on Facebook and Instagram. The item opens your product page with that variant already selected.
- A product on sale is sent with its regular (compare-at) price as `price` and the price you charge as `sale_price`, so Meta shows the regular price crossed out.
- Every item has its own ID: the variant's SKU when no other variant uses that SKU, otherwise a Lulu ID. Give every variant its own SKU to keep your SKUs as the IDs.

STEP 5

Connect your Page and turn on Shops

Still in Commerce Manager, connect your Facebook Page and Instagram account to the catalog, then turn on Shops so products can be tagged in posts, Reels, and Stories. This step happens entirely on Meta's side.

STEP 6

Test that products are syncing

Back on the Lulu Facebook & Instagram page, the side panel shows how many of your products are "feed-ready" out of your total catalog, and how many feed items they become — one per variant, so this number is usually higher than your product count. It lists the reasons any products can't be listed yet (for example no price, no image, no description — Meta requires a description — or a starter sample product that still says “Replace this sample with your own product”) and warns about listed products Meta may flag (for example no brand, a SKU shared with another variant, or a placeholder stock photo such as picsum.photos instead of a real product photo). In Commerce Manager, check the catalog's item count matches Lulu's feed-item count, that products show their variants, and that items are Active (not Rejected or Pending review).

- A product can take a few minutes to a few hours to appear in Commerce Manager after the first scheduled fetch runs.
- Lulu never fills in made-up values: a product with no vendor is sent without a brand, and a product with no description isn't listed until you add one.

Check your work

- Facebook & Instagram shows installed (Sales channels → Facebook & Instagram, or App Store → Facebook & Instagram → “Manage app”).

- The "Enable the Facebook & Instagram feed" toggle is on and saved, and the page shows a live feed URL on your store's own address.
- Previewing the feed URL directly returns product data, not a 404 or empty page.
- The feed is added as a scheduled data source in Meta Commerce Manager, under an E-commerce catalog.
- The feed-item count on Lulu matches the item count Meta reports, and products with sizes or colours show their variants in Meta.
- The feed-ready panel shows no warnings you haven't reviewed (missing brand, shared SKU).
- A Facebook Page (and Instagram account, if used) is connected to the catalog with Shops turned on.

Troubleshooting

The Facebook & Instagram page just shows an install card, not the feed settings.

The app isn't installed on this store yet. Click “Install Facebook & Instagram” on that card (it's free, no payment method needed) and the normal feed settings page appears.

Meta says it can't fetch the feed URL.

Make sure the Facebook & Instagram app is installed and the "Enable the Facebook & Instagram feed" toggle is on and saved — the feed URL only answers while both are true, and answers "not found" otherwise. Also check you copied the full URL including `https://`. Preview the URL yourself first to confirm it loads.

Some products aren't in the feed.

Check the "feed-ready" panel on the channel page — products without a price, without images, without a description, that are a draft/archived status, that aren't published to Facebook & Instagram, or that are still a starter sample product (the description says “Replace this sample with your own product”) are excluded until you fix them. A product with no brand (vendor) also needs a barcode or SKU on its variants, because Meta requires a brand, GTIN or MPN.

Meta rejects items with "Content ID is duplicate".

Lulu no longer sends two items with the same ID: when two variants share a SKU, both are sent with a Lulu ID instead and the feed-ready panel warns "SKU used by more than one variant". Give each variant its own SKU (Products → the product → the variant) so your SKUs become the IDs again. Meta treats an item whose ID changed as a new item.

Meta shows the sale price as the regular price.

The feed sends one `price` (the regular compare-at price) and one `sale_price` for every product on sale. If Meta still shows the old price, wait for the next scheduled fetch, or run a manual fetch from the data source in Commerce Manager.

Can customers check out directly inside Facebook or Instagram?

Not through this connection. On-platform checkout and deeper API sync require Meta's own app review and access tokens, which Lulu's feed-based connection doesn't include. Today, tapping a product in Shops takes the shopper to your store to buy.

How often does Meta refresh my catalog?

Whatever schedule you set for the scheduled feed in Commerce Manager (daily is typical). Lulu's feed itself is always current when fetched — the delay is only how often Meta chooses to refetch it.

Need a hand? Contact support at https://lulu.us.com/contact. Screenshots use demonstration accounts; personal details were replaced.