GODATAFEED

How to Connect the Meta Business Extension (MBE)

What is the Meta Business Extension?

The Meta Business Extension (MBE) is a popup-based, Meta-owned interface that lives on GoDataFeed sites as a plugin, and simplifies the overall integration process with Meta.
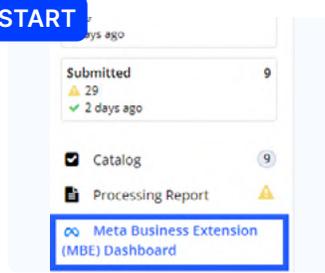
It helps businesses connect their products and services with Facebook and Instagram channels — and once connected in GoDataFeed — simplifies the overall integration process of submitting a feed to Meta, and syncing orders placed in Meta back to your shopping cart platform.

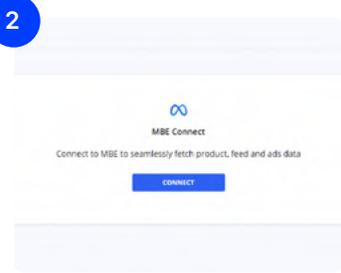# How to connect the MBE in your Facebook and Instagram Shops feed

Go through the steps from '**Start**' to '**Finish**' to see the steps to follow to successfully connect the MBE within your Facebook feed:
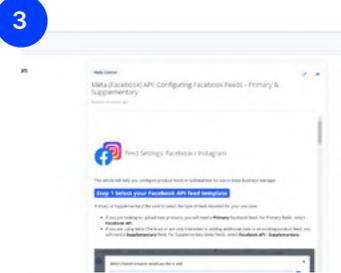

START

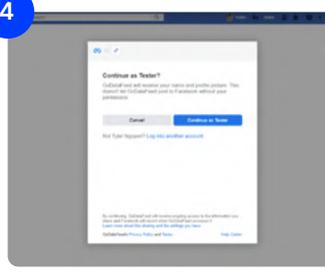In your Facebook and Instagram feed > click '**Meta Business Extension (MBE) Dashboard**'

2
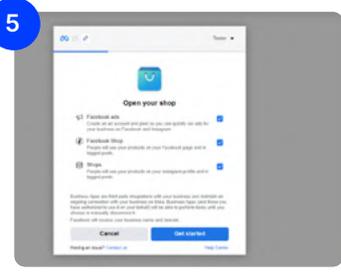
Click the blue "**Connect**" button

3

View the documentation on the right column, then proceed by clicking the "**Connect MBE**" button
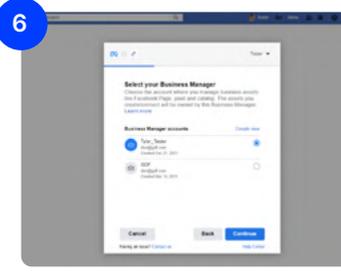

4

If you are not logged into Facebook, you will be prompted to login to your Facebook account > once logged in, you will see a dialog pop-up page > click the "**Continue as…**" button

5

Continue with the connected account > Select/unselect assets you would like to connect >click the "**Get Started**" button
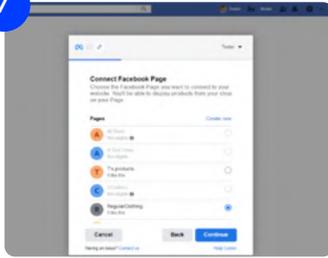

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Select your Business Manager account or create a new one > click the "**Continue**" button

NOTE:

Choose the account where you manage business assets like Page, Pixel, and Catalog. The assets you create/connect will be owned by this Business Manager.
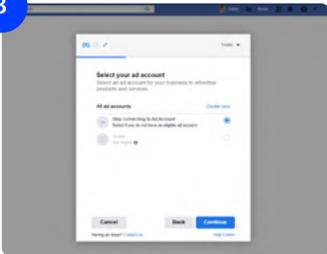

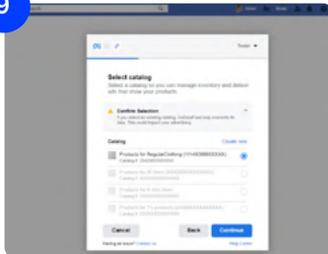Select a Facebook Page or create a new one > click the "**Continue**" button

NOTE:

You can only connect to the page that has access to the Business Manager account you selected in the previous step.

Connect to an existing Instagram account or create a new one > click the "**Continue**" button

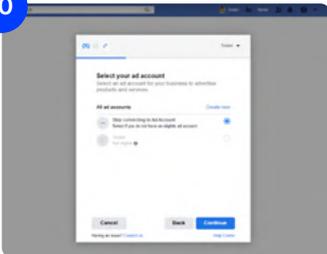

Select the Catalog or create a new on > click the "**Continue**" button

NOTE:

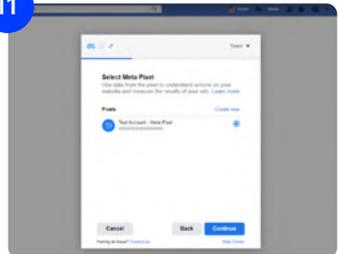Select a catalog so you can manage inventory and deliver ads that show your products.

Select your ad account, skip this step, or create a new one> click the "**Continue**" button

NOTE:

Select the ad account your business uses to advertise products and services.
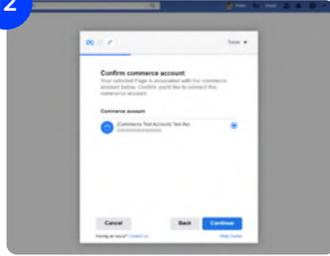

Select Meta Pixel or create new > click the "**Continue**" button

NOTE:

Use data from the pixel to understand actions on your website and measure the results of your ads.

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Connect your Commerce Account or create a new one > click the "**Continue**" button
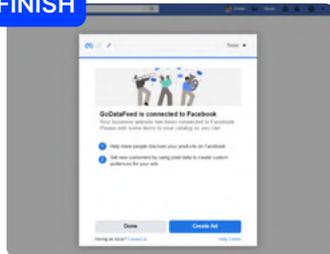

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Confirm all the permissions that GoDataFeed requested > click the "**Continue**" button
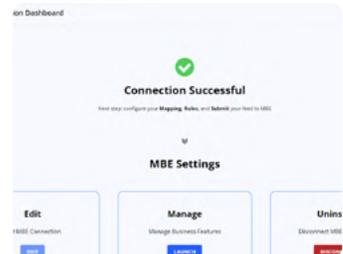
NOTE:

Recommended: turn on all permissions to ensure all the future features work properly.

FINISH

Congratulations! You are now connected to GoDataFeed > click the "**Done**" button

You will see '**Connection Successful**' now on the MBE Dashboard page of your Facebook feed

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