# 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:



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#### 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.

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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.

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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.

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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

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#### 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.

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

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

