



Dynamic product ads

Automatically promote your entire product catalog on Facebook

Facebook's dynamic product ads enable you to automatically promote relevant products from your entire catalog with unique creative, showcasing one or more products, across any device.

Power of dynamic product ads:

- **Scale:** Promote all of your products with unique creative without having to configure each individual ad
- **Always-on:** Set up your campaigns once and continually reach people with the right product at the right time based on actions taken on your website or mobile app
- **Cross-device:** Reach people with ads on any device they use, regardless of their original touch-point for your business
- **Highly relevant:** Show people ads for products that they have shown interest in from your product catalog

How dynamic product ads work

Dynamic product ads leverage Custom Audiences to help you create targeted audiences of people who have viewed, added to cart or purchased products on your website or mobile app. By uploading your product catalog to Facebook, you can reach shoppers with dynamically generated product ads showcasing relevant products they may be interested in purchasing.

For example, an e-commerce company wants to automatically reach people who browsed for shoes on their mobile website and didn't purchase. The advertiser can use dynamic product ads to automatically reach their mobile cart abandoners when they visit Facebook on desktop to drive them back to their website to purchase.

Advertise all of your products

Many advertisers are already using Facebook to promote their products. But, customizing creative with the right targeting for each and every product takes time, especially when inventory changes frequently. Dynamic product ads enable you to import your entire product catalog to Facebook so that you can automatically promote any product from your inventory to people who visited your website or mobile app, without having to create thousands of individual ads.

Dynamic product ads provide you with the power and control over the products that are advertised, ensuring you are only showing ads for products that are in stock and correctly priced.

Capture sales from people already interested in your products

With dynamic product ads, you can keep your business top of mind with people already interested in your products by reaching them on Facebook. Automatically bring your potential customers back to your website or mobile app to purchase.

Complementary to Facebook Exchange (FBX)

Dynamic product ads and Facebook Exchange both enable product level retargeting on Facebook. You can use Facebook Exchange when you need highly flexible bidding across publishers. You can use dynamic product ads to leverage Facebook native targeting and multi-product ad formats across devices.

Getting started with dynamic product ads

To use dynamic product ads, follow these steps:

- 1. Upload a product catalog to Facebook or through a third-party partner.** The product catalog contains a list of products and other product information that will be included in the ad.
- 2. Implement a modified Custom Audience pixel on your website, or Facebook SDK and App Events in your mobile app.** The Custom Audience pixel and SDK report when products are viewed, added to cart or purchased.
- 3. Create a template for your creative.** You can create an ad template for their creative that will dynamically insert product images from their catalog, based on actions taken on your website or mobile app.