Facebook Business Extension Extended to Developers

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Developers can add Facebook Business Extension to their offerings
Businesses on Facebook already have the ability to use the social network’s tools to list products and offer service appointments directly via Facebook and Instagram, and the social network is making it easy for developers to provide those features.

Facebook said in a blog post that developers can now add Facebook Business Extension to their offerings, giving businesses access to those capabilities directly via developers’ websites.

The social network wrote, “With Facebook Business Extension, businesses can drive more product sales and appointment bookings to grow their business online. Businesses can connect their websites to Facebook to easily share their product

catalog with Facebook, automatically add a Facebook Pixel to their website and access more features like commerce and booking tools across the Facebook family of applications.”

https://www.adweek.com/digital/facebook-business-extension-extended-to-developers/