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Data Feeds At a Glance

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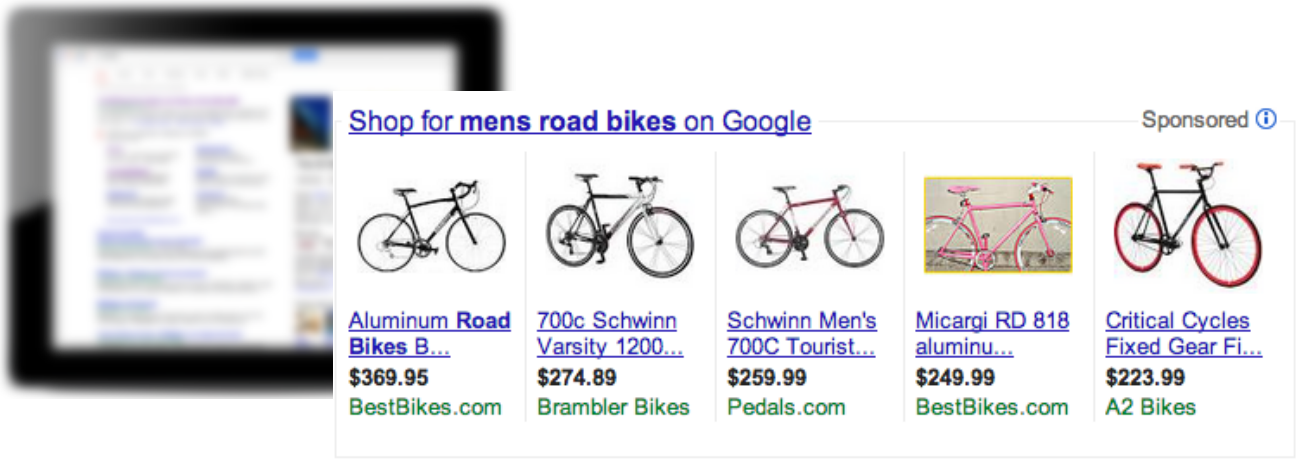
At a Glance: Product Listing Ads



Your Product Inventory → **Your Data Feed** → **Merchant Center** → AdWords → Product Listing Ads on Google and Google Shopping

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Data Feed Basics

What you must know about data feeds

- A data feed is a file containing a **list of products** you sell online and is the basis for a Google Product Listing Ads (PLA) campaign
- Uses categories of information about each product called "**attributes**," e.g.:
  - Title
  - Description
  - Price
  - Availability
- Some attributes can be filled with **custom values**, e.g.:
  - Title - *Mens Grey V-Neck T-Shirt, Size Small*
  - Price - *$29.99*
- Other attributes require **standard values**, e.g.:
  - Condition - *new*, *used*, *refurbished*
  - Availability - *in stock*, *out of stock*, *available for order*, *preorder*
- Feeds have **required attributes**, and others that are only **recommended attributes**:
  - Attribute requirements
  - All possible attributes

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Creating Your Feed

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Creating Your Feed

You have 2 main options for creating your data feed

Option 1 - Text

- Recommended for:
  - Merchants w/ small inventory
  - Beginners
- Requires only basic knowledge of creating/editing spreadsheets
- Can create with any spreadsheet editor - Microsoft Excel, Google Spreadsheets
- Submit as .txt or .csv file type

Option 2 - XML

- Recommended for:
  - Merchants w/ large inventory
  - Users of eCommerce databases that auto-generate XML files
- Requires XML coding knowledge
- Can be more powerful because easy to include multiple values for a single attribute
- Submit as .xml file type

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Creating Your Feed

Example: Option 1 - Text

- Use a spreadsheet editing program - e.g. Google Spreadsheets, Microsoft Excel,
- Type **attribute names** in the first row
  - Think of theses as your column headers
  - Each should be in its own column and/or separated by a tab
- Enter **attribute values** for each product in its own row
  - All products should be entered after the first row with attribute names
  - Attribute values
  - Ensure column values correspond to the attribute header
- When complete, save your file as .csv or .txt

attribute names

id	title	description	price	condition	link
1	Schwinn 26" Ladies' Delmar Cruiser Bike	Classic styling meets modern innovation in the Schwinn Delmar 26" Ladies' Cruiser Bike. The steel cruiser frame features a comfortable, upright riding position. Rear coaster brakes make it easy to stop. You'll enjoy a smooth ride as you hit the beach or any paved path on this awesome bike.	220.99 USD	new	http://www.example.com/SchwinnCruiser
2	Tour De France Legacy Bike (Yellow, Black)	The Tour De France Legacy Bike matches innovation and performance with classic style and sleek lines. The Legacy comes fully stocked. All complete bikes are sold and delivered partially assembled.	1,999.99 USD	new	http://www.example.com/TDFLegacyBike

attribute values

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Creating Your Feed

Example: Option 2 - XML

- Use any text editing program to create and edit files - e.g. Notepage, SimpleText, etc.
- Google supports extended versions of RSS 2.0 and Atom 1.0
- XML uses tags to define blocks of content
  - Attributes values surround product information, in <angle brackets>
  - Product information is contained within these tags

Simple RSS 2.0 Data Feed Example

```
<?xml version="1.0"?>
<rss version="2.0" xmlns:g="http://base.google.com/ns/1.0">
 <channel>
  <title>Google_Shopping_Feed</title>
  <link>http://www.example.com</link>
  <description>Description of your content</description>
  <item>
    <g:id>1</g:id>
    <title>Schwinn 26" Ladies' Delmar Cruiser Bike</title>
    <description>Classic styling meets modern innovation...
</description>
    <g:price>220.99</g:price>
    <g:condition>new</g:condition>
    <link>http://www.example.com/SchwinnCruiser</link>
  </item>
</channel>
</rss>
```

Simple Atom 1.0 Data Feed Example

```
<?xml version="1.0"?>
<feed xmlns="http://www.w3.org/2005/Atom" xmlns:g="http://base.
google.com/ns/1.0">
 <title>Google_Shopping_feed</title>
 <link href="http://www.example.com" rel="alternate" type="
text/html" />
 <updated>2006-06-11T18:30:02Z</updated>
 <author><name>Google</name></author>
 <id>tag:example.com,2006-06-11:/support/products</id>
 <entry>
   <id>1/id>
   <title>Schwinn 26" Ladies' Delmar Cruiser Bike</title>
   <summary>Classic styling meets modern innovation..</summary>
   <g:price>220.99</g:price>
   <g:condition>new</g:condition>
   <link href="http://www.example.com/SchwinnCruiser" />
   <updated>2005-10-13T18:30:02Z</updated>
 </entry>
</feed>
```

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Your Turn

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Practice Building a Feed

Exercise A - Identifying Attributes

Analyze the product webpage below to identify what information describes the product.

Apparel > Non-Biking > Shirts > T-Shirts

Tour De France 2013 Womens T-Shirt (White)

This official Tour De France women's t-shirt let's you show your biking pride no matter where you go. Comfortable and stylish, it makes a great addition to any biking advocates wardrobe.

$19.99

in stock!

Add to Cart

- Free shipping
- 100% cotton
- Machine washable
- Unisex
- Adult sizes only
- Available in S, M, L, XL

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Practice Building a Feed

Possible Answers for Exercise A - Identifying Attributes

Analyze the product webpage below to identify what information describes the product.

Product Type

Apparel > Non-Biking > Shirts > T-Shirts

Images

Product Title

Tour De France 2013 Womens T-Shirt

Color

(White)

Description

This official Tour De France women's t-shirt let's you show your biking pride no matter where you go. Comfortable and stylish, it makes a great addition to any biking advocates wardrobe.

Price

$19.99

Availability

in stock!

Add to Cart

- Free shipping
- 100% cotton
- Machine washable
- Unisex
- Adult sizes only
- Available in S, M, L, XL

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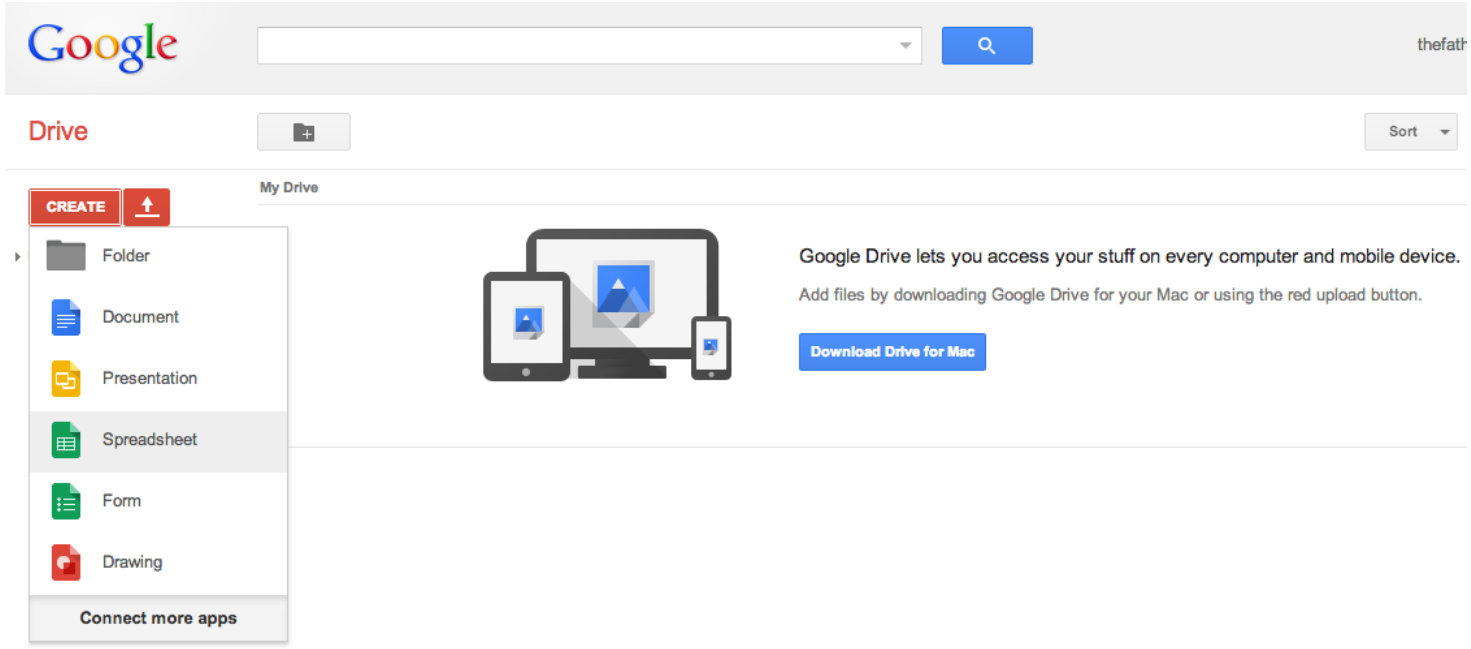
Practice Building a Feed

Exercise B - Build a Text Feed

1. Go to https://drive.google.com
2. Create a new spreadsheet (*Create* > *Spreadsheet* in upper left corner)
3. Enter the names of the attributes you identified in the first row
4. Enter the values of the attributes you identified in the second row



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Practice Building a Feed

Possible Answer for Exercise B - Build a Text Feed

title	description	price	availability	product type	gender	age group	color
Tour De France 2013 Womens T-Shirt	This official Tour De France women's t-shirt let's you show your biking pride no matter where you go. Comfortable and stylish, it makes a great addition to any biking advocates wardrobe.	19.99 USD	in stock	Apparel > Non-Biking > Shirts > T-Shirts	unisex	adult	white

- As you were doing this exercise, several questions probably came up:
  - What are all the possible attributes I can use?
  - Can I use any values or are the specific ones I need to choose from?
  - How do I submit currency information?
- This guide covers major data feed information, but check out feed specifications for comprehensive information

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Feed Specifications

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Attributes - Required & Recommended

Details about all possible attributes and which are *required* to run PLAs

- Attribute requirements can vary according to product type, category, and target country
- See a complete list of all possible attributes you can submit about your products

all products
required for 100% of items submitted

e.g. ID, title, description, price, link, image link

certain categories
required for only some products

e.g. google product category, gender, age group

specific countries
required for only certain locations

e.g. shipping in US, UK, DE, FR

recommended
suggested for all applicable items submitted

e.g. product type

Not providing the attributes required for your products, categories,or location can prevent items from showing in Google Shopping results

See attribute requirements

Maximize performance by including as many relevant recommended attributes as possible

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Attributes with Standard Values

In other words, attributes with predefined options

- Certain attributes have standardized values that must be used
- Think of these as predefined, “acceptable answers” for your product info

condition	availability
new used refurbished	in stock available for order out of stock preorder
Required for all products	

identifier exists
true false
“False” required for products with no unique product identifier*

age group	gender
adult kids	male female unisex
Required for apparel items in US, UK, DE, FR, JP targeted feeds	

adult
true false
Recommended for items considered “non-family safe”

Note: Requirements are true for feeds targeting most countries. Refer to feed requirements for most up-to-date list of requirements.

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Important: Google Product Category

Attribute to help Google properly segment your products

- Attribute requires standardized values - download the complete taxonomy (English)
- Required for certain item categories: Apparel & Accessories, Media, Software
- Best practice to submit Google product category for all items in your data feed
- Strongly recommended to use the most specific category available for your items

```
Sporting Goods > Outdoor Recreation > Cycling > Bicycles
Sporting Goods > Outdoor Recreation > Cycling > Bicycles > Cruisers
Sporting Goods > Outdoor Recreation > Cycling > Bicycles > Electric Bicycles
Sporting Goods > Outdoor Recreation > Cycling > Bicycles > Hybrid Bicycles
Sporting Goods > Outdoor Recreation > Cycling > Bicycles > Mountain Bicycles
Sporting Goods > Outdoor Recreation > Cycling > Bicycles > Recumbent Bicycles
Sporting Goods > Outdoor Recreation > Cycling > Bicycles > Road Bicycles
Sporting Goods > Outdoor Recreation > Cycling > Bicycles > Triathlon Bicycles
Sporting Goods > Outdoor Recreation > Cycling > Tricycle Accessories
Sporting Goods > Outdoor Recreation > Cycling > Tricycles
Sporting Goods > Outdoor Recreation >
Sporting Goods > Outdoor Recreation >
Sporting Goods > Outdoor Recreation >
```

id	title	google product category	price	condition	link
1	Schwinn 26" Ladies' Delmar Cruiser Bike	Sporting Goods > Outdoor Recreation > Cycling > Bicycles > Cruisers	220.99 USD	new	http://www.example.com/SchwinnCruiser
2	Tour De France Legacy Bike (Yellow, Black)	Sporting Goods > Outdoor Recreation > Cycling > Bicycles > Road Bicycles	1,999.99 USD	new	http://www.example.com/TDFLegacyBike

Note: Requirements are true for feeds targeting most countries. Refer to feed requirements for most up-to-date list of requirements.

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Important: Unique Product Identifiers (UPIs)

Attribute that “universally” identifies products

- UPIs are codes associated with an individual product
- Required attribute for all items*
- See complete UPI definitions and requirements

Attribute	Values
gtin	Global Trade Item Numbers (GTINs) include: • UPC, EAN (in Europe) • JAN (in Japan) • ISBN
mpn	Manufacturer Part Number (MPN)
brand	The manufacturer's brand name

Product Category	UPI Requirements
Media & software	**gtin** - UPC, EAN, or JAN
Books	**gtin** - ISBN (either ISBN-10 or ISBN-13)
Apparel E.g. shoes, sunglasses, handbags, and watches	**brand** + [**gtin** or **mpn**]
Apparel Others	**brand**
All others	At least 2 of **gtin**, **mpn** and **brand**
Exceptions	For products where no UPI exists (e.g. custom goods), submit **identifier exists** attribute with a value of “false”

Note: Requirements are true for feeds targeting most countries. Refer to feed requirements for most up-to-date list of requirements.

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Special Cases: Apparel Products

Attribute to help Google properly segment your products

- Currently all apparel-specific attribute requirements only apply to feeds targeting certain countries: US, UK, DE, FR, JP
- Attributes **gender**, **age group**, **color** are required for apparel and accessories products
- Variants are a group of products that differ only by color, material, pattern, or size
  - Variant attributes **color**, **material**, **pattern** are required for apparel and accessories
  - Variant attribute **size** is required only for clothing and shoes apparel subcategories
- To identify items as variants, must include **item group id** attribute

id	title	price	availability	item group id	gender	age group	color	size
123-s	Tour De France 2013 Womens T-Shirt	19.99 USD	out of stock	123	unisex	adult	white	small
123-m	Tour De France 2013 Womens T-Shirt	19.99 USD	in stock	123	unisex	adult	white	medium
123-l	Tour De France 2013 Womens T-Shirt	19.99 USD	in stock	123	unisex	adult	white	large
123-xl	Tour De France 2013 Womens T-Shirt	19.99 USD	in stock	123	unisex	adult	black	x-large

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Special Cases: Shipping

Attribute to help Google understand the total cost of purchasing your item

- US, UK, DE, and FR targeted feeds are required to provide shipping information for all items in a data feed
- Two options to do this:
  - Provide **shipping** attribute with value for each item in the feed
  - Specify default values in Merchant Center by creating a custom table - go to *Settings* > *Tax & shipping*

id	title	price	condition	shipping	shipping
145	Tour De France 2013 Womens T-Shirt	19.99 USD	new	US::Standard:: 4.95	US::Express::9.95

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Special Cases: Tax

Attribute in US to help Google understand the total cost of your item

- US targeted feeds are required to provide tax information for all items in a data feed
- Two options to do this:
  - Provide **tax** attribute with value for each item in the feed
  - Specify default values in Merchant Center by creating a custom table - go to *Settings* > *Tax & shipping*

id	title	price	condition	tax
145	Tour De France 2013 Womens T-Shirt	19.99 USD	new	US:MI:6.0:Y

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Special Cases: Unit Pricing Measure

Attribute for EU countries and Switzerland only

- Attribute allows you to specify unit pricing information for an item
- Value should define the measure and/or dimension for an item, specifically:
  - Volume, weight, area, or length of product without packaging
  - Net drained weight of product (in case of food items)
- Recommended for UK, DE, FR, IT, ES, ES, CH, CZ, and NL targeted feeds
- Should also submit attribute **unit pricing base measure**

id	title	price	unit pricing measure	unit pricing base measure
145	Fever - Womens Perfume by G.S.	50 USD	50ml	100ml
267	Ardeur - Mens Perfume by G.S.	74.99 USD	75ml	150ml

Price for first item will be displayed as $50 ($100 /100ml)

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Special Cases: Energy Labels

Attribute for EU countries and Switzerland only

- Attribute allows you to specify the energy efficiency class for certain product categories as defined in EU directive 2010/30/EU
- Requires standardized values: G, F, E, D, C, B, A, A+, A++, A+++
- Recommended for UK, DE, FR, IT, ES, ES, CH, CZ, and NL targeted feeds (if applicable)

id	title	price	condition	energy efficiency class
145	Chest Freezer - 25 cubic feet, EnergyStar Rated	315.50 USD	new	A
267	Chest Freezer - 30 cubic feet	299.75 USD	used	B

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Special Cases: Installments

Attribute for Brazil only

- Attribute allows you to specify an option for shoppers to pay in multiple installments - in feed, you'll use "number of payments:payment amount"
- If multiple installment plans are offered, can specify which to use in PLAs
- Note: installment option outlined in feed must be visible on landing page

id	title	price	condition	installment
145	Chest Freezer - 25 cubic feet, EnergyStar Rated	315.60 BRL	new	6:52.60 BRL
267	Chest Freezer - 30 cubic feet	299.99 BRL	used	6:50 BRL

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Managing PLA Campaigns

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Product Listing Ads Campaigns

You'll use certain attributes to target and track your PLA campaign

Attribute	Definition
id	Unique identification number for every product in feed - useful for bidding on individual products, perhaps best sellers
product type	Classification of of your products by category (e.g. Bikes > Road Bikes > Mens) - useful for bidding differently on different product categories Note: while you can customize values in this attribute however you'd like, many merchants simply copy the values they're already using for the "google product category" attribute
brand	Manufacturer's brand name for a product - useful for submitting on particular brands of products
adwords labels	Custom tags for products - useful for grouping products in an arbitrary way so that you can bid on them as a group (e.g. "clearance" label to tag shirts, shoes, and handbags that are on sale but share no other attribute values) - can use multiple labels for a single item
adwords grouping	Very similar to "adwords labels" -- only difference is that you can only have 1 grouping tag per item Note: for the CPA% bidding beta, can only use this attribute to target groups of products
adwords redirect	Two main uses: 1) Specify a separate tracking URL to report on traffic coming from Google Shopping 2) Specify a mobile landing page for products In both cases, must ensure URL redirects to the same domain as the item's product page URL

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Product Listing Ads Campaigns

Example: Acme Bikes Shop PLA campaign attributes

- Acme Bikes Shop wants to prioritize their best selling and their high margin items - so, they use labels to tag relevant products in their data feed
- **Tip:** Important to think about how you want to bid on groups of your products when creating feeds - this way, you can ensure they share at least 1 attribute so you can target them together

id	title	price	availability	adwords labels	adwords labels	product type	brand
1	Schwinn 26" Ladies' Delmar Cruiser Bike	220.99 USD	in stock	bestseller	high margin	Bikes > Cruisers	Schwinn
2	Tour De France Legacy Bike (Yellow, Black)	1999.99 USD	in stock		high margin	Bikes > Performance> Road	Tour de France
123	Tour De France 2013 Womens T-Shirt	19.99 USD	in stock	bestseller		Apparel > Non-Biking> Shirts	

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Your Turn

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Product Listing Ads Campaigns

Exercise C - Build a complete data feed

Use the same product from exercise A.

Apparel > Non-Biking > Shirts > T-Shirts

Tour De France 2013 Womens T-Shirt (White)

This official Tour De France women's t-shirt let's you show your biking pride no matter where you go. Comfortable and stylish, it makes a great addition to any biking advocates wardrobe.

$1,999.99

- Free shipping
- 100% cotton
- Machine washable
- Unisex
- Adult sizes only
- Available in S, M, L, XL

in stock!

Add to Cart

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Product Listing Ads Campaigns

Exercise C - Build a complete data feed

1. Add a new sheet to the spreadsheet from exercise A
2. Enter the names of the attributes you identified in the first row
3. Enter the values of the attributes you identified in the second row
4. Add additional recommended attribute names and values as you see fit to fully describe the product

Tips

- This product is an “apparel” product, so check special attribute requirements
- The product has different size variants available
- It’s sold in US dollars, so assume the feed will target the US

Answer

- Your feed should look similar to this

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Submitting Your Feed

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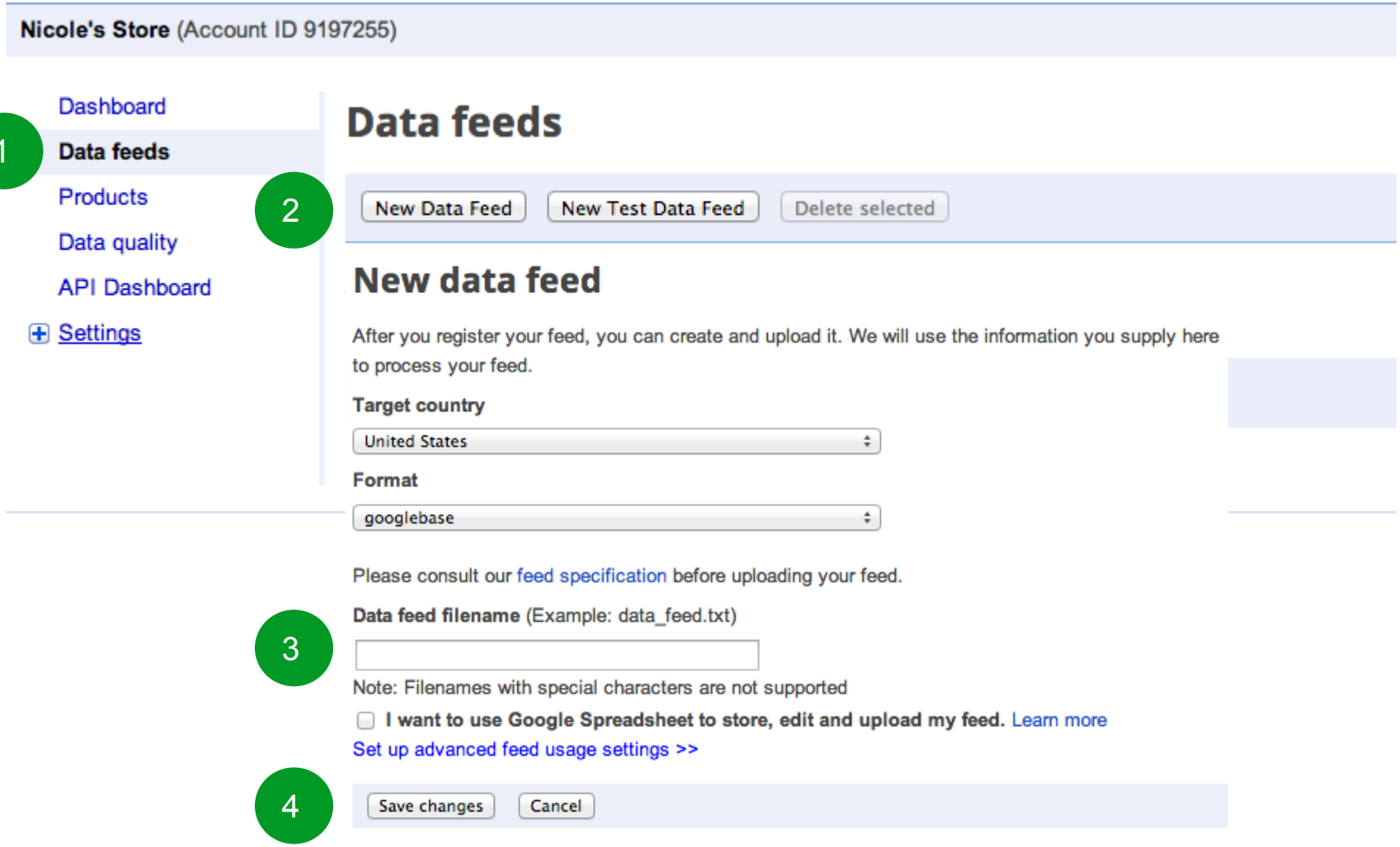
Submitting Your Feed

1) Register your feed in your Merchant Center account



Help: Learn more about registering a data feed.

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Submitting Your Feed

2) Upload your feed to Merchant Center

1) Direct upload

Recommended for:

- Beginners
- Feeds <20MB

2) File transfer protocol

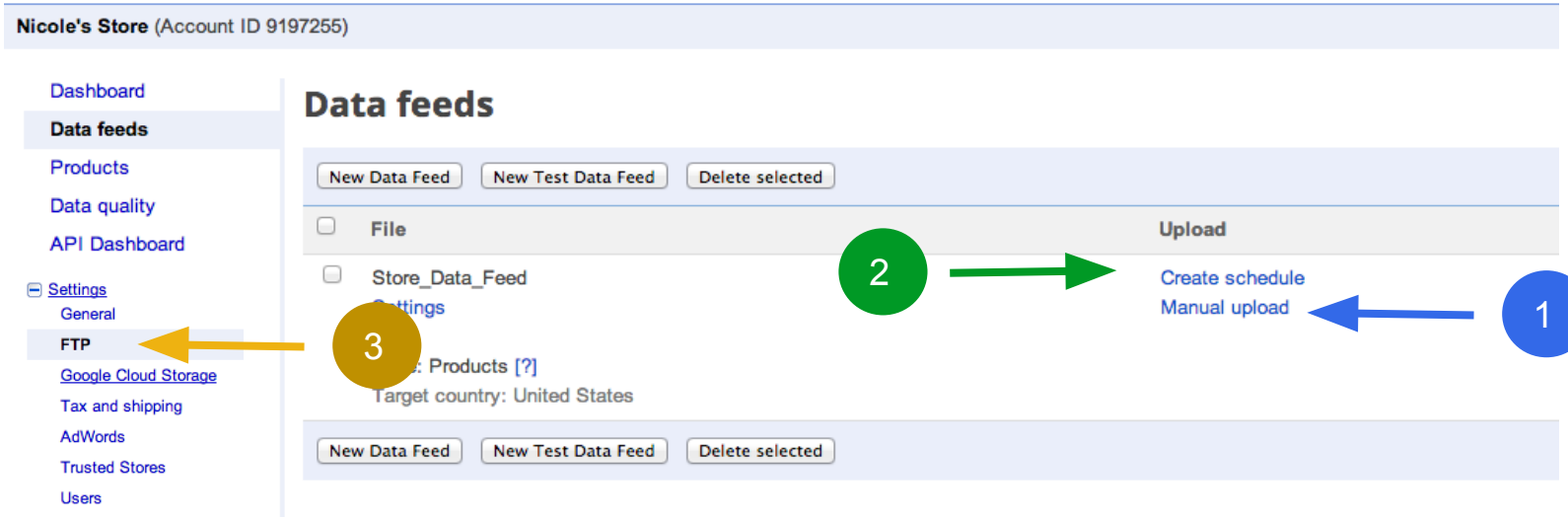
Recommended for:

- Advanced users
- Feeds <1GB

3) Automatic uploads

Recommended for:

- Advanced users
- Feeds <1GB



Help: Learn more about feed upload options.

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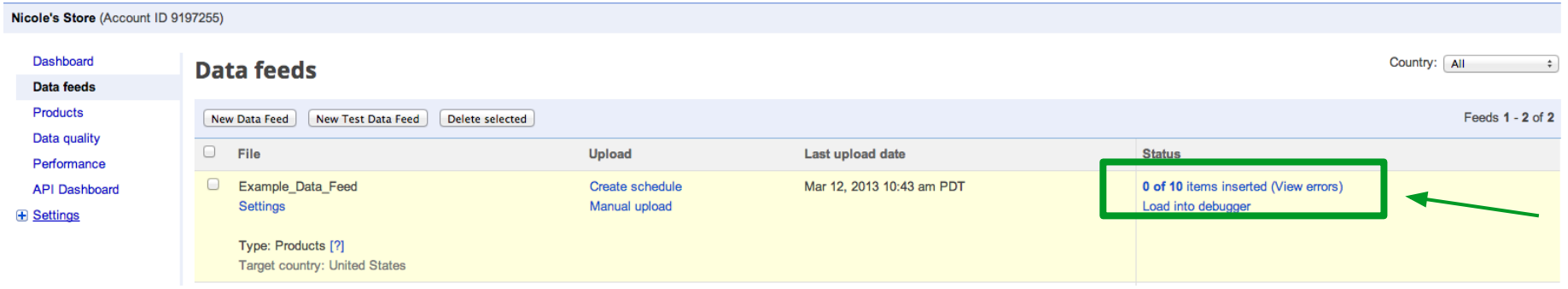
Submitting Your Feed

Tips for success with data feed submission

- When submitting a new feed or a feed with new items, it may take **up to 2 business days** for your items to be reviewed and approved to run as PLAs
- Must submit your feed **at least once every 30 days** - for optimal performance, should re-submit your feed whenever product information changes, up to once per day
- If you're using multiple feeds, **keep items in the same feed** with each submission - in other words, avoid moving items to different feeds
- Upload your feed as a "**test feed**" to get a report of errors and issues with your feed
  - In *Data Feeds* tab in Merchant Center, click "New Test Data Feed" to register a new test feed
  - Upload feed in registered test feed slot
  - To view errors report:



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Good luck!