

amasty

For more details see how the [Product Feed](#) extension works.

Guide for Product Feed for Magento 2

Create product feeds for Google Shopping, Nextag, Bing, Amazon and many other comparison shopping engines to attract more customers and drive sales to your Magento store.

- Ready-made feed templates for most popular shopping engines
- Automatic and manual feed generation
- Flexible feed configuration to comply with all shopping engines
- Ability to set particular time for feed generation
- Unlimited number of product feeds
- Include condition-based attributes into your feeds

[REQUEST CUSTOMIZATION](#)

Creation of product feeds

To create a product feed, please go to **Catalog** → **'Feeds' section** → **Profiles**.

When you create a feed, you can use ready-made templates. In this case, the feed will contain all the basic settings for a certain shopping search engine. You can do any custom adjustments while creating a feed or you can do them later.

To duplicate, generate and delete feeds in bulk select the feeds you need, click the button **Actions** and choose the action.

Feeds

[Setup Google Feed](#) [Add New Feed](#) ▲

[Filters](#) [Default](#)

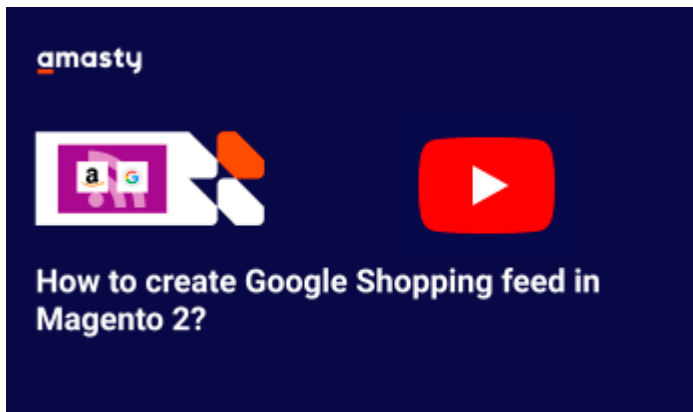
10 records found 20 per page

Actions	Name	File	Mode	Gen		
<input type="checkbox"/> Duplicate Delete	15	Google	google_feed.xml	Manually	Status : Not yet Generated	
<input type="checkbox"/>	17	Bing	bing_feed.txt Copy Link	Manually	Status : Not yet Generated Date : 09:10 Executed : Pro	
<input type="checkbox"/>	18	Shopping.com	shopping_com_feed.csv	Manually	Status : Not yet Generated Products : 500	
<input type="checkbox"/>	19	Google Feed	feed-1.xml Copy Link	By Schedule	Status : Ready Date : 2018-08-14 13:58:51 Executed : By Schedule Products : 2046	Edit
<input type="checkbox"/>	22	Shopping	Shopping.csv	Manually	Status : Not yet Generated	Edit
<input type="checkbox"/>	25	Google	Google.xml	Manually	Status : Not yet Generated	Edit
<input type="checkbox"/>	31	Amazon Product	AmazonProducts.xml	Manually	Status : Not yet Generated	Edit
<input type="checkbox"/>	33	Amazon Inventory	AmazonInventory.xml Copy Link	Manually	Status : Ready Date : 2019-09-18 07:52:33 Executed : Manually	Edit

The link to the generated feed is displayed on the grid. Click the **Copy Link** button to immediately get it.

Set up feed for Google and Facebook with Feed wizard

Watch the guide - get your prod feeds verified by Google on the first try:



Since Facebook is using the same feed format and tags as Google, the feed profile we're going to create here will work for both Google and Facebook.

To easily create a feed with a wizard in 7 short steps, go to **Feeds** and click the **Setup Google Feed** button.

Feeds 🔍 demouser ▾

Setup Google FeedAdd New Feed ▾

Filters ▾👁 Default View ▾⚙ Columns ▾

Actions ▾10 records found20 ▾ per page<1of 1>

<input type="checkbox"/>	ID ↓	Name	File	Mode	Generated	Action
<input type="checkbox"/>	15	Google	google_feed.xml	Manually	Status : Not yet Generated	Edit

Step 1: General settings

To start setting up Google Feed, configure the **General Settings**.


Google Feed Wizard

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Reset

Save and Start Generation

SETUP GOOGLE FEED

Step 1: General Settings 

Step 2: Exclude Categories

Step 3: Rename Categories

Step 4: Basic Product Information

Step 5: Optional Product Information

Step 6: Schedule Settings

Step 7: Upload to Google Server

Step 1: General Settings

Feed Name *

File Name *

Status * ▾

Store View * ▾

Price Currency ▾

Exclude Disabled Products ▾

Exclude Out of Stock Products ▾

Exclude Not Visible Products ▾

Feed Name - specify feed name.

File name - fill in the feed file name.

Status - here you can activate or deactivate the feed.

Store View - select which store view to take attribute values from. It's very useful when you have a multilingual store, for example, so you can create feeds using the names or descriptions in specific languages.

Price Currency - specify the currency. If you have a multistore configuration with different currencies

set for each store, then this setting will make the Feed fetch product prices in the currency assigned to the specific store.

Exclude Disabled Products - set to *Yes* to exclude products with the disabled status from the feed.

Exclude Out of Stock Products - enable the option if you don't want to include out of stock products to the feed.

Exclude Not Visible Products - set to *Yes* to skip not visible products so that they won't be included in the feed.

Step 2: Exclude Categories

Carefully review all the categories listed below and select those you want to exclude from your product feed by checking the corresponding checkbox(es). Excluded categories will not be mapped to Google Taxonomies and won't be included in the generated feed.

To speed up the process, select or deselect all categories at once.

Google Feed Wizard


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Save and Start Generation

Step 1: General Settings

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Step 3: Rename Categories

Step 4: Basic Product Information

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Step 2: Exclude Categories

Carefully review all the categories listed below and select those you want to exclude from your product feed by checking the corresponding checkbox(es). Excluded categories will not be mapped to Google Taxonomies and won't be included in the generated feed.

[Select All / Deselect All](#)

- Default Category
 - What's New
 - Women
 - Tops
 - Jackets
 - Hoodies & Sweatshirts
 - Tees
 - Bras & Tanks
 - Bottoms
 - Pants
 - Shorts
 - Men
 - Tops

Step 3: Rename Categories

To map your category to category in Google taxonomy, simply click on the category name and insert suitable category path from [Google taxonomy](#).

To match Google requirements, set the necessary **Google Taxonomy source** and easily rename the categories with the autocomplete function.

Google Feed Wizard

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Save and Start Generation

SETUP GOOGLE FEED

Step 1: General Settings

Step 2: Exclude Categories

Step 3: Rename Categories

Step 4: Basic Product Information

Step 5: Optional Product Information

Step 6: Schedule Settings

Step 7: Upload to Google Server

Step 3: Rename Categories

Please check [Google Taxonomy](#) and rename your categories to match the corresponding Google categories according to the requirements.

Important! You should define the full path of the category exactly as it is in the taxonomy. For instance, if you are trying to associate your Shorts category with Google's, you might rename it to "Apparel & Accessories > Clothing > Shorts".

Google Taxonomy source:

[default] en-US

Please make sure all categories are renamed and mapped to Google Taxonomy. If you don't need a certain category, please go to the previous step ("Step 2: Exclude Categories") and specify all unwanted categories that should be excluded from the feed.

Default Category Name	New Category Name
Women *	Apparel & Accessories > Clothing :
Tops *	Apparel & Accessories > Clothing :
Jackets *	Apparel & Accessories > Clothing :
Shorts *	Short
Men *	Apparel & Accessories > Clothing > Activewear > Bicycle Activewear > Bicycle Shorts & Briefs
Tops *	Apparel & Accessories > Clothing > Activewear > Boxing Shorts
Jackets *	Apparel & Accessories > Clothing > Activewear > Martial Arts Shorts
	Apparel & Accessories > Clothing > Shorts
Hoodies & Sweatshirts *	Food, Beverages & Tobacco > Food Items > Cooking & Baking Ingredients > Shortening & Lard

Step 4: Basic Product Information

Specify the basic attributes you want to output in the feed.

Google Feed Wizard

🔍 demouser ▾

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Save and Start Generation

SETUP GOOGLE FEED

Step 1: General Settings

Step 2: Exclude Categories

Step 3: Rename Categories ✎

Step 4: Basic Product Information

Step 5: Optional Product Information

Step 6: Schedule Settings

Step 7: Upload to Google Server

Step 4: Basic Product Information

Please select attributes to output in feed

Header	Attribute
id An identifier of the item	SKU ▾
title Title of the item	Product Name ▾
description Description of the item	Description ▾
link URL directly linking to your item's page on your website	With Category ▾
image link URL of an image of the item	Thumbnail ▾
condition Condition or state of the item (allowed values: new, refurbished, used)	new
price Price of the item	Final Price ▾
tax The tax rate as a percent of the item price, i.e., a number as a percentage	Tax Percents ▾

Wizard will have all fields already filled for you so you can skip to the next step if you don't want to make any changes. But in case you want, for example, to use **short description** instead of the **description** in your feed, choose it from the dropdown menu:

Google Feed Wizard

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SETUP GOOGLE FEED

Step 1: General Settings

Step 2: Exclude Categories

Step 3: Rename Categories

Step 4: Basic Product Information

Step 5: Optional Product Information

Step 6: Schedule Settings

Step 7: Upload to Google Server

Step 4: Basic Product Information

Please select attributes to output in feed

Header	Attribute
id An identifier of the item	SKU
title Title of the item	Product Name
description Description of the item	Description
link URL directly linking to your item's page on your website	Display Product Options In
image link URL of an image of the item	Performance Fabric
condition Condition or state of the item (allowed values: new, refurbished, used)	Price
price Price of the item	Dynamic Price
tax The tax rate as a percent of the item price, i.e., a number as a percentage	Price View
	Sale
	Ship Bundle Items
	Short Description
	Size
	SKU
	Dynamic SKU
	Sleeve
	Small
	Small Image Label
	Special Price From Date
	Special Price
	Special Price To Date
	Enable Product
	Strap/Handle
	Style Bags

The same can be applied to all other attributes.

Step 5: Optional Product Information

Here specify the optional product attributes to output in the feed.

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SETUP GOOGLE FEED

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Step 3: Rename Categories

Step 4: Basic Product Information

Step 5: Optional Product Information

Step 6: Schedule Settings

Step 7: Upload to Google Server

Step 5: Optional Product Information

Please select attributes to output in feed

Header	Attribute
product type Your category of the item	Default
sale price Advertised sale price of the item	Special Price
sale price effective date Date range during which the item is on sale	Sale Price Effective Date
brand Brand of the item	Country of Manufacture
color Color of the item	Color
size Size of the item	Size
gender Gender of the item	None
gtin Global Trade Item Number (GTIN) of the item Please check here for details on GTIN and MPN	SKU
mpn Manufacturer Part Number (MPN) of the item	Manufacturer

Just as in previous step here we see a list of attributes. But this time which attributes to use greatly depends on what you are selling. Google has different requirements for data that should be included in the feed. The requirements depend on your store location and the type of products you export from Magento in product feed.

For example, if you sell apparel and the **Condition** tag is set to **New** in your products, you will need to have attributes gtin, mpn and brand in the feed.

Brand should be set manually. For example, in our case, we have the brand info saved in the manufacturer attribute, so we choose it in the drop-down.

Step 6. Schedule Settings

Choose the automatic feed updating or set the necessary frequency manually. When you choose to generate feed by schedule, also specify the precise day or several days and time of its generation.

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Step 6: Schedule Settings

Step 7: Upload to Google Server

Schedule

Generate feed

Day *

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

Time *

- 12:00 AM
- 12:30 AM
- 1:00 AM
- 1:30 AM
- 2:00 AM
- 2:30 AM
- 3:00 AM
- 3:30 AM
- 4:00 AM

Step 7. Upload to Google Server

In the following example we're going to set up a feed to be uploaded to the Google servers daily, once a day, using SFTP in fully-automatic mode. We should start from the Google Merchant account setup. Add a new feed:

Amasty Support
Merchant ID: 99999999

Home

Business information

Products

Tax

Shipping


Shopping ads

Diagnostics

Feeds

List

Feeds



Name	Feed ID [?]	Mode [?]
Google.com	101599592	Test
Get by link	102566059	Test
Google Wizard	102589501	Test
UK test	103402125	Test
IT_test	103474026	Test

A **test** feed will do for now, but please keep in mind that test feeds can't be used in AdWords campaigns:

Left sidebar: Diagnostics, Feeds (selected), List

Feeds

Register a new feed

1 Basic information — 2 Input method — 3 Feed setup

Mode ?

Standard

Test

Type ?

Products ▾

Make sure your product data meets our [policies](#) and [Products Feed Specification requirements](#). You can use Feed Rules after you submit your product data to meet our requirements.

Target country ?

United States ▾

Language ?

English

Currency ?

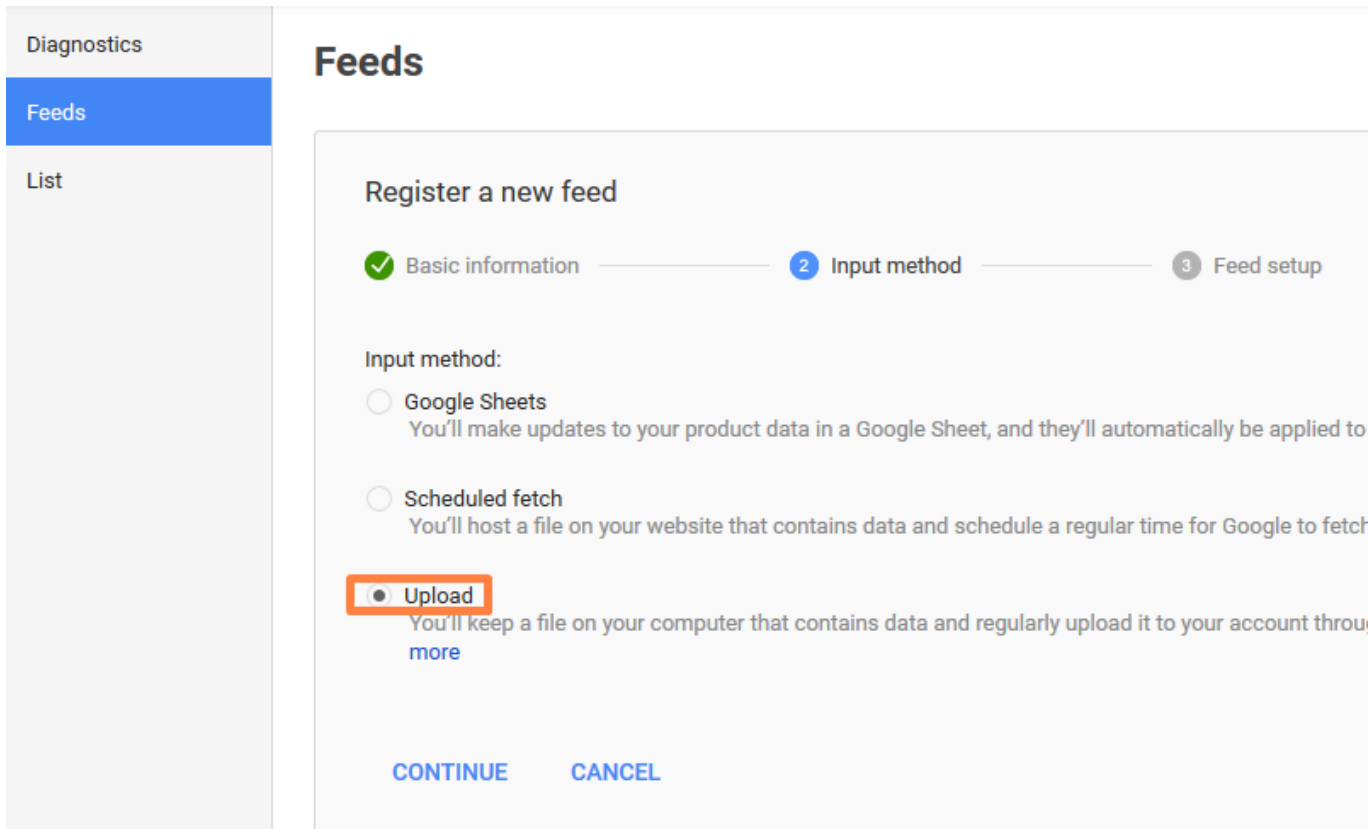
US Dollar

Feed name ?

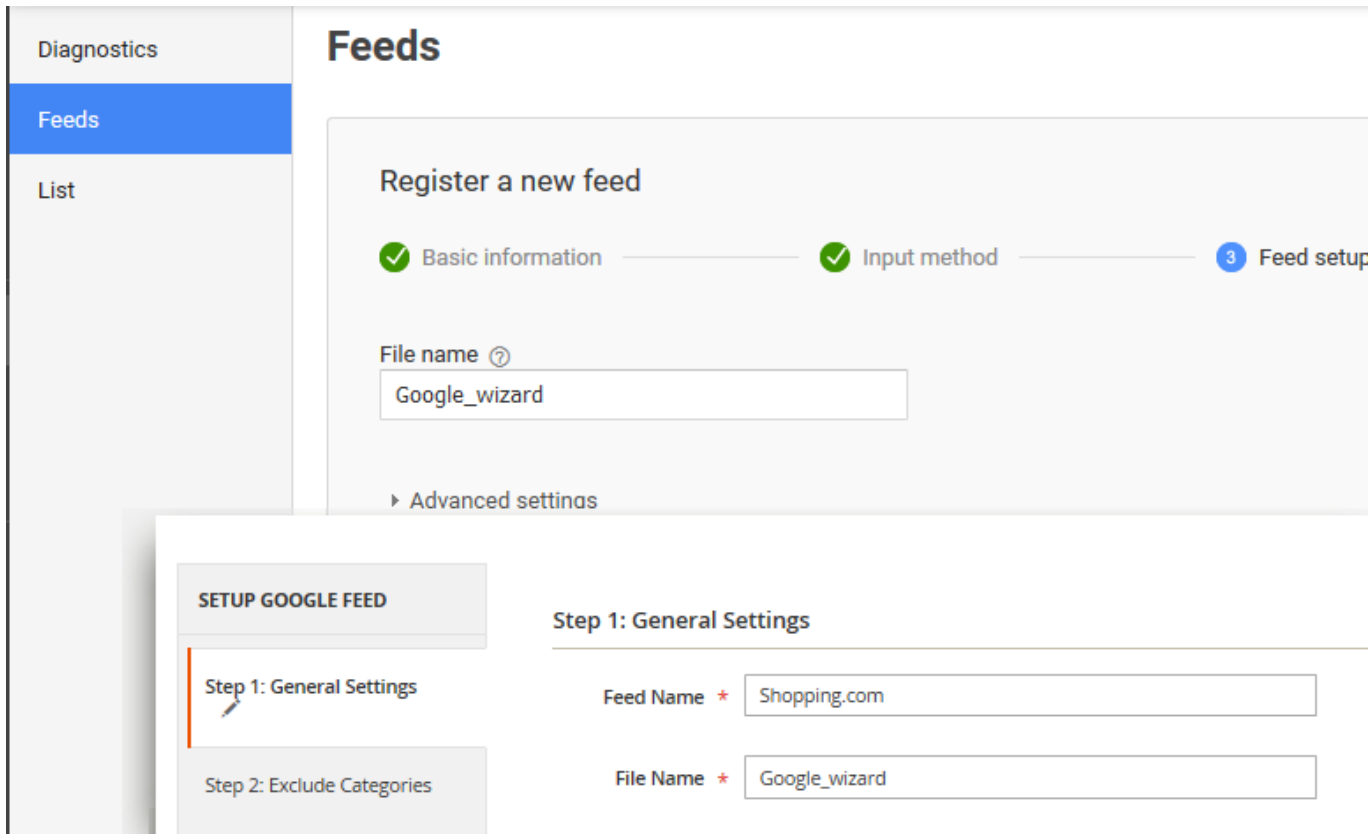
Google_Wizard

CONTINUE CANCEL

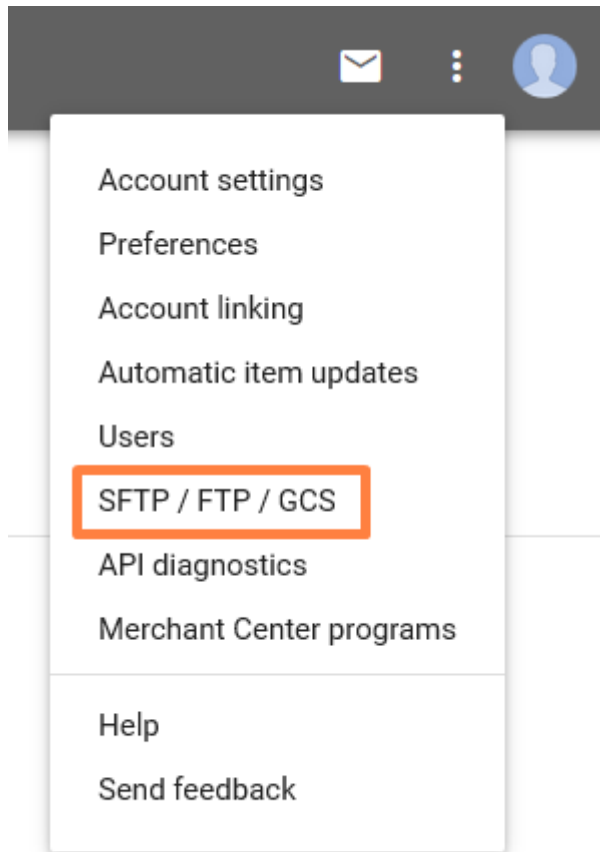
Since we're going to upload our feed files to Google server, **Upload** is what we need here:



The next one is important because the name of the feed file you set here should match the actual name of the file you're going to upload to Google. File name should correspond the one you specified in the **Step 1**.



In the Google Merchant dashboard, go to **Settings** (near your profile avatar) > **SFTP / FTP / GCS**:



Click **Reset password** and save the password. Now, on the **SFTP** settings page we can get the server address and login:

← SFTP / FTP / GCS

SFTP / FTP GOOGLE CLOUD STORAGE

SFTP and FTP

Use SFTP or FTP to transfer files directly to Google’s servers. SFTP is the recommended method as it’s the more secure way to transfer files. [Learn more.](#)

SFTP settings

Authenticate your SFTP account with a generated password.

Server

SFTP server name
partnerupload.google.com

SFTP server port
19321

SFTP server fingerprint
de:ff:00:ad:60:44:be:13:cc:ef:fe:3b:99:c7:a5:4d

Username

SFTP Username
mc-sftp-103099997

Password

You'll need to generate a password to enable this authentication method

RESET PASSWORD

Return to the Product Feed extension, **step 7**. Set **Enable** tab to Yes.

Enter the data you have received from the Google Merchant dashboard.

Here also goes the filename you've set in the Google Merchant feed settings.

In the tab **Protocol** choose the upload method. If FTP is set, you can enable or disable the **Passive Mode** below. Here’s how the configured step 7 may look like:

Google Feed Wizard

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Step 6: Schedule Settings 

Step 7: Upload to Google Server 

Upload feeds to google server automatically?

Enabled ▾

Host *

Add port if necessary (example.com:321)

Protocol ▾

User *

Password *

Path *

Test connection

As you click **Save and Start Generation**, the feed profile will open and the feed generation will start, and because we configured the **SFTP** upload, the feed will go to the Google server, too.

After the file is uploaded to the Google server, it will be automatically processed.

It is also possible to generate feed via CLI. To get the list of profiles, use the following command:

```
feed\profile:list
```

To start the generation of the profile, execute this one:

```
feed\profile:generate PROFILE_ID
```


Add New Feed

To choose a template or to create a custom feed, go to the **Catalog** → **'Feeds' section** → **Profiles** and click **Add New Feed**.

General

Specify the **General Information** about a new feed.

← Back Delete Reset Generate Preview Feed Save and Continue Edit **Save**

- General 
- Content
- Format
- Conditions
- Schedule
- FTP Settings
- Analytics

General Information

Name *

File Name *

Type * ▾

Store * ▾

Status * ▾

Compress ▾

Exclude Disabled Products ▾

Exclude Out of Stock Products ▾

Exclude Not Visible Products ▾

Name - specify feed name.

File name - fill in the feed file name.

Type - choose product feed format (XML, CSV or TXT).

Store - select for which store view you want to create the feed.

Status - here you can activate or deactivate the feed.

Compress - you can set to compress the feed to Zip, Gz or Bz format when it generates and uploads to the server.

Exclude Disabled Products - set to *Yes* to exclude products with the disabled status from the feed.

Exclude Out of Stock Products - enable the option if you don't want to include out of stock products to the feed.

Exclude Not Visible Products - set to *Yes* to skip not visible products so that they won't be included in the feed.

Content

The **Content** tab allows configuring product data that are included in the product feed. The functionality of the tab depends on the format you select at the 'General' tab. If you choose **CSV** or **TXT** format, you will get fields for entering the feed header, attribute, format and parent information.

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Delete
Reset
Generate
Preview Feed
Save and Continue Edit
Save

- General
- Content**
- Format
- Conditions
- Schedule
- FTP Settings
- Analytics

Options

Column Names *

Header

Fields enclosed by

Fields separated by

Header	Attribute	Format	Parent	
<input type="text" value="mpn"/>	<input type="text" value="SKU [sku]"/>	<input type="text" value="As Is"/>	<input type="text" value="No"/>	<input type="button" value="Delete"/>
add modifier				
<input type="text" value="manu"/>	<input type="text" value="Manufac"/>	<input type="text" value="As Is"/>	<input type="text" value="No"/>	<input type="button" value="Delete"/>
add modifier				
<input type="text" value="prod1"/>	<input type="text" value="Product I"/>	<input type="text" value="As Is"/>	<input type="text" value="No"/>	<input type="button" value="Delete"/>
show modifier(s)				
<input type="text" value="prod1"/>	<input type="text" value="Descripti"/>	<input type="text" value="As Is"/>	<input type="text" value="No"/>	<input type="button" value="Delete"/>
show modifier(s)				
<input type="text" value="price"/>	<input type="text" value="Price [pri]"/>	<input type="text" value="Price"/>	<input type="text" value="No"/>	<input type="button" value="Delete"/>
add modifier				
<input type="button" value="Add Attribute"/>		<input type="button" value="Add Static Text"/>		

Columns Names - set to Yes to show columns names.

Header - fill in the information about the header.

Fields enclosed by - choose the symbols to enclose the fields (Double Quote ("), Quote ('), Space, None).

Fields separated by - specify the symbols to separate the fields (Comma (,), Semicolon (;), Pipe (|), Tab).

Attribute - when you configure product data, you can add a new attribute, image and other entity. For example, add a Price with TAX(VAT) attribute to get more relevant information on the product prices.

Format - here you choose a format of the attribute field (as it is, data format or price format).

Parent - when enabled, simple products which are associated with configurable products will output attribute value from the parent product.

It is also possible to add various modifiers, show or hide them. For example, if the value of the selected attribute is not specified, you can apply 'If Empty' modifier. In this case, the value from this field will be filled in.

The screenshot shows a configuration interface for an attribute. At the top, there is a text input field containing 'color' and a dropdown menu showing 'Color [color]'. Below this, there is another dropdown menu set to 'If Empty', a text input field containing 'Black', and a 'Delete' button.

If the values of the attribute are specified, but you want to replace them, choose 'If Not Empty' modifier.

The screenshot shows a configuration interface for an attribute. At the top, there is a text input field containing 'color' and a dropdown menu showing 'Color [color]'. Below this, there is another dropdown menu set to 'If Not Empty', a text input field containing 'Various colors available', and a 'Delete' button.

Keep in mind, that two different modifiers can't be applied as they will replace each other. So, if you want to replace the values in both cases, choose 'If Empty/Not Empty' modifier.

The screenshot shows a configuration interface for an attribute. At the top, there is a text input field containing 'color' and a dropdown menu showing 'Color [color]'. To the right of the dropdown is another dropdown menu set to 'As Is'. Below this, there is a dropdown menu set to 'If Empty/Not Empty', a text input field containing 'Black', another text input field containing 'Various colors available', and a 'Delete' button.

If you choose **XML** format, you will get fields for entering the feed header, footer and product information.

- General
- Content
- Format
- Conditions
- Schedule
- FTP Settings
- Analytics

XML Template

Header

```
<?xml version="1.0"?> <rss version="2.0" xmlns:g="http://base.google.com/ns
```

Item

item

XML Tag for Item (example for Google - item)

Content

```
<g:id>{attribute="basic|sku" format="as_is" parent="no" optional="yes" modi
<title>{attribute="product|name" format="as_is" parent="no" optional="yes"
<description>{attribute="product|description" format="as_is" parent="no" op
<g:product_type>{attribute="basic|product_type" format="as_is" parent="no"
<link>{attribute="url|short" format="as_is" parent="no" optional="yes" modi
<g:image_link>{attribute="image|thumbnail" format="as_is" parent="no" optio
<g:condition>New</g:condition>
<g:availability>{attribute="inventory|is_in_stock" format="as_is" parent="n
<g:price>{attribute="price|final_price" format="price" parent="no" optional
<g:brand>{attribute="product|manufacturer" format="as_is" parent="no" optio
<g:google_product_category>GOOGLE CATEGORIES (https://support.google.com/me
<g:tax>
  <g:country>US</g:country>
  <g:rate>0</g:rate>
  <g:tax_ship>n</g:tax_ship>
</g:tax>
<g:shipping>
  <g:country>US</g:country>
  <g:price>0 USD</g:price>
</g:shipping>
<g:identifier_exists>FALSE</g:identifier_exists>
```

Tag	Attribute	Format	Optional	Parent
<input type="text"/>	SKU	As Is	No	No
add modifier				
<input type="button" value="Insert"/>				

Footer

```
</channel> </rss>
```

Header - used to place some info into the XML header.

The time of the feed generation automatically adds to the header. If you don't need it, you can

remove it from the header at any time.

Header

```
google.com/ns/1.0" > <channel><created_at>{{DATE}}</created_at>
```

Item - a tag which will wrap each product in the feed.

Content - an XML editor where XML tags and attribute codes are inserted.

Tag - XML tag for the entity set up below. To add a line of data to a feed, please enter the attribute XML tag according to the specification of a particular shopping search engine (e.g. for google.com XML tag will be g:price).

Optional (available only for XML feeds) - use the option to exclude an attribute which have an empty value for a product from the feed. When set to **Yes**: the attribute will not be added to the feed for a product for which it has an empty value.

Footer - used to place some info into XML footer.

Also specify the **Attribute**, **Format** and **Parent**.

It is possible to add modifiers for cases when you need to modify the original values of an attribute. To do this, use **'Add modifier' action**; select one action from the available range:

- Strip tags - delete HTML and PHP tags from the line;
- HTML escape - escape special symbols from the product description;
- Lowercase - convert all attribute letters to lower case;
- Uppercase - convert all attribute letters to upper case;
- Capitalize - make the first uppercase letter;
- Round - round the number down to a whole following the mathematical rounding rules (0.5 - upwards to 1);
- If Empty - specify the value to use instead of an empty attribute's value;
- If Not Empty - fill in the value that will replace the original attribute's value;
- If Empty/Not Empty - set the algorithm according to which both empty and specified values will be replaced;
- To secure URL - replace http with https;
- To unsecure URL - replace https with http.

When you've chosen the modifier, click the **Insert** button to apply it.

XML Template

Header

```
<?xml version="1.0"?> <rss version="2.0" xmlns:g="http://base.google.com/ns/1.0"> <channel> <created_at>{{DATE
```

Item

```
item
```

XML Tag for Item (example for Google - item)

Content

```
<g:id>{{attribute="basic|sku" format="as_is" parent="no" optional="yes" modify=""}}</g:id>
<title>{{attribute="product|name" format="as_is" parent="no" optional="yes" modify="html_escape"}}</title>
<description>{{attribute="product|description" format="as_is" parent="no" optional="yes" modify="html_escape|len
```

Tag	Attribute	Format	Optional	Parent
<input type="text"/>	Description	As Is	Yes	No

[add modifier](#)

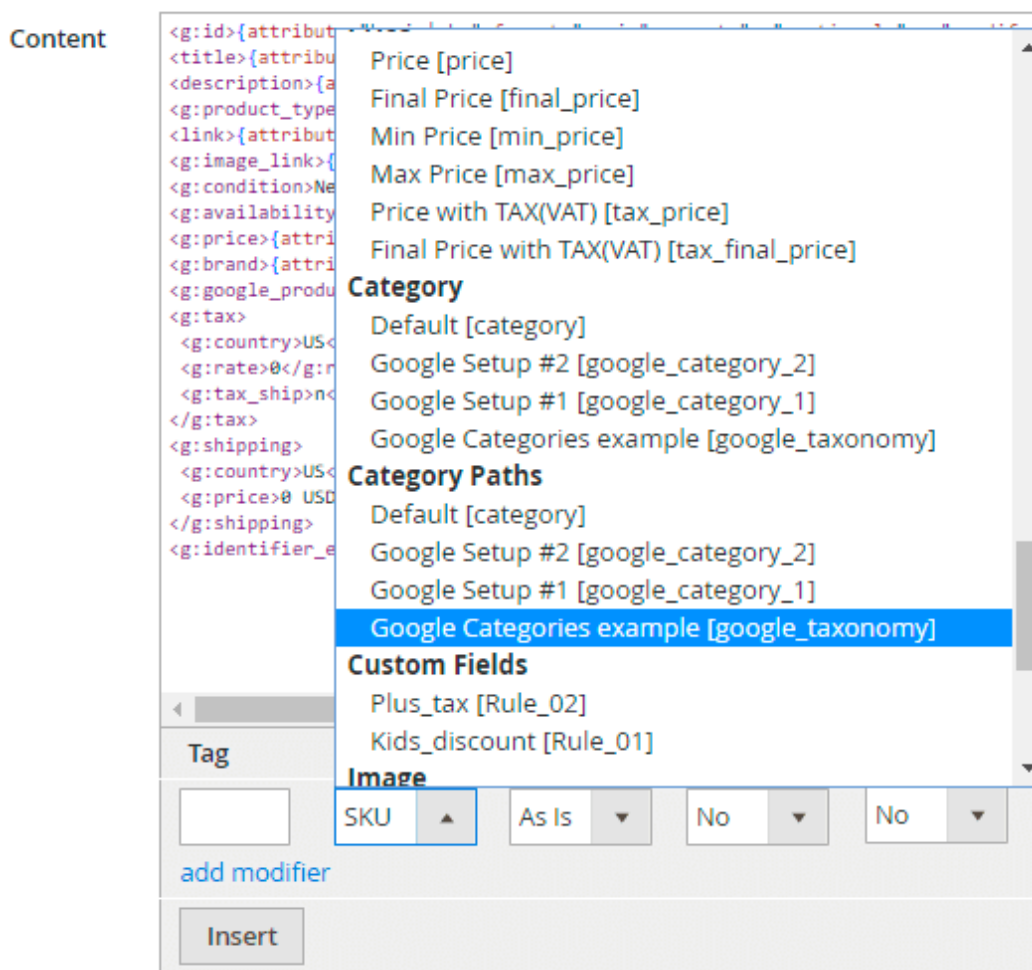
Footer

```
</channel> </rss>
```

In this example, we apply "HTML Escape" modifier to escape special symbols from the product description. It is important for XML format as special symbols can be treated as part of XML markup and break feed file.

For your convenience, attributes' codes are displayed when selecting an attribute to insert into the product feed.


You can also use a category mapping for any shopping platform. All you need to do is to add a new attribute from the list:



To learn more about category mapping, please, go to the [Configure Category Mapping for shopping platforms](#) section.

Format settings

In the **Formats** section, you can specify the date format for the feed file, choose how many digits should be displayed after delimiter for decimal prices. You can also specify price currency and abbreviation for it.

- General
- Content
- Format**
- Conditions
- Schedule
- FTP Settings 
- Analytics

Price

Currency *

Show Currency Abbr *

Number of decimal points *

Separator for the decimal point *

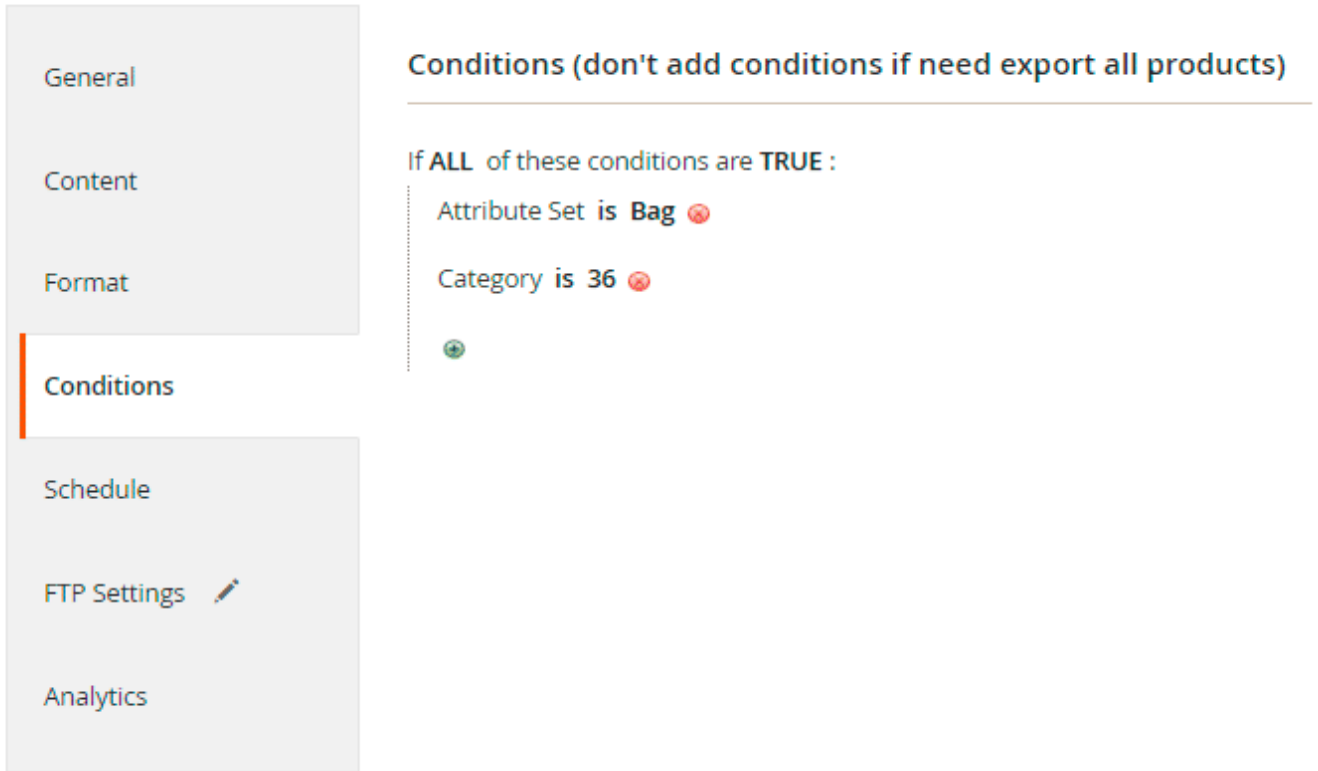
Thousands Separator *

Date

Date

Conditions

It's also possible to create a feed for specific products. For example, you can add configurable products in one feed, and simple products to another. At the **Conditions** tab, you can specify the products that will be included into the feed you are editing.




The screenshot shows the configuration interface for a product feed. On the left is a vertical sidebar with menu items: General, Content, Format, Conditions (highlighted with an orange bar), Schedule, FTP Settings (with a pencil icon), and Analytics. The main area is titled "Conditions (don't add conditions if need export all products)". Below the title, it states "If ALL of these conditions are TRUE :". A list of conditions follows: "Attribute Set is Bag" and "Category is 36", each with a red 'x' icon. A green plus icon is visible below the second condition, indicating an option to add more conditions.

In our example, we specified the conditions to generate the feed only for the products from the Category 36 and with the Attribute Set 'Bag'.


Schedule

Decide whether to generate feed manually or by schedule. When you choose to generate feed by schedule, also specify the precise day or several days and time of its generation.

- General
- Content
- Format
- Conditions
- Schedule** 
- FTP Settings
- Analytics

Schedule

Generate feed

By Schedule 

Day *

- Sunday
- Monday
- Tuesday
- Wednesday**
- Thursday
- Friday
- Saturday


Time *

- 12:00 AM
- 12:30 AM
- 1:00 AM
- 1:30 AM
- 2:00 AM
- 2:30 AM
- 3:00 AM
- 3:30 AM**
- 4:00 AM
- 4:30 AM

FTP Settings

Enable feed download on the 'FTP Settings' tab and enter FTP account credentials where the feed will be uploaded.

FEED VIEW

- General
- Content
- Format
- Conditions
- Schedule
- FTP Settings **
- Analytics

FTP Settings

Enabled

Host *
Add port if necessary (example.com:321)

Protocol

User *

Password *

Path *

Passive Mode

Host - FTP\SFTP server hostname or IP address.

User - FTP\SFTP username.

Password - FTP\SFTP password.

Path - path to directory on FTP\SFTP server. The path indicates the directory where this particular feed will be uploaded to, so for the Merchant Center you could try to use the default root path / along with the details provided in the GMC's SFTP settings:

SFTP settings

Server	partnerupload.google.com
Port	19321
Fingerprint	SHA256:+0f4WhxwRkG/WX0UJV9o1GunRcTzFA9en76QzIVVOPY MD5:85:19:8a:fb:60:4b:94:13:5c:ea:fe:3b:99:c7:a5:4d
Username	mc-sftp-143784138
Password	Last SFTP password update was on Dec 23, 2019 11:59:14 +03. Reset RESET

Passive Mode - can enable Passive mode for FTP connections. More on FTP modes [here](#).


Click the **Test connection** button to check whether the data for the FTP/SFTP connection is correct.

Analytics

These settings allow you to set utm-parameters, that will be added to the urls in your feed. Thus, you can collect all the sales statistics to your Google Analytics account.

The fields Campaign Source, Campaign Medium and Campaign Name are REQUIRED.

← Back Delete Reset Generate Preview Feed Save and Continue Edit **Save**

- General
- Content 
- Format
- Conditions
- Schedule
- FTP Settings
- Analytics**

Google Analytics

Campaign Source

Required. Use **utm_source** to identify a search engine, newsletter name, or other source.
Example: google

Campaign Medium

Required. Use **utm_medium** to identify a medium such as email or cost-per-click.
Example: cpc

Campaign Term

Used for paid search. Use **utm_term** to note the keywords for this ad.
Example: running+shoes

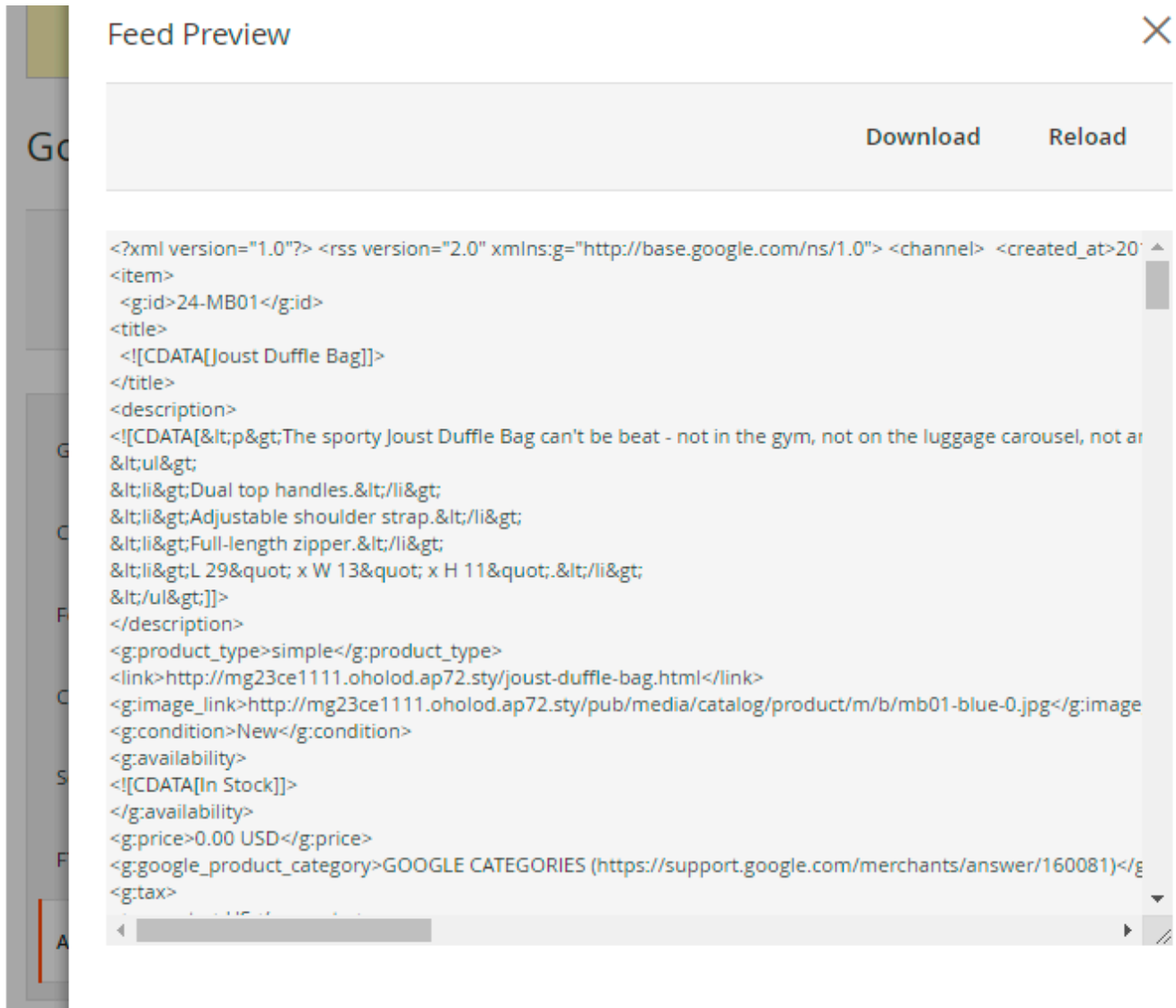
Campaign Content

Used for A/B testing and content-targeted ads. Use **utm_content** to differentiate ads or links that point to the same URL.
Example: logolink or textlink

Campaign Name

Used for keyword analysis. Use **utm_campaign** to identify a specific product promotion or strategic campaign.
Example: spring_sale

When the feed is configured, press the **Preview Feed** button to preview the feed before its generation:



The screenshot shows a 'Feed Preview' window with a close button (X) in the top right corner. Below the title bar, there are two buttons: 'Download' and 'Reload'. The main content area displays an XML feed snippet for a product. The visible XML code is as follows:

```
<?xml version="1.0"?> <rss version="2.0" xmlns:g="http://base.google.com/ns/1.0"> <channel> <created_at>20<
<item>
  <g:id>24-MB01</g:id>
  <title>
    <![CDATA[Joust Duffle Bag]]>
  </title>
  <description>
    <![CDATA[&lt;p&gt;The sporty Joust Duffle Bag can't be beat - not in the gym, not on the luggage carousel, not a
    &lt;ul&gt;
      &lt;li&gt;Dual top handles.&lt;/li&gt;
      &lt;li&gt;Adjustable shoulder strap.&lt;/li&gt;
      &lt;li&gt;Full-length zipper.&lt;/li&gt;
      &lt;li&gt;L 29&quot; x W 13&quot; x H 11&quot;.&lt;/li&gt;
    &lt;/ul&gt;]]>
  </description>
  <g:product_type>simple</g:product_type>
  <link>http://mg23ce1111.oholod.ap72.sty/joust-duffle-bag.html</link>
  <g:image_link>http://mg23ce1111.oholod.ap72.sty/pub/media/catalog/product/m/b/mb01-blue-0.jpg</g:image
  <g:condition>New</g:condition>
  <g:availability>
    <![CDATA[In Stock]]>
  </g:availability>
  <g:price>0.00 USD</g:price>
  <g:google_product_category>GOOGLE CATEGORIES (https://support.google.com/merchants/answer/160081)</g
  <g:tax>
```

Amazon Feeds

Note, that you'll need several feeds to upload and manage your products on Amazon. Please go to **Catalog → 'Feeds' section → Profiles** and find 4 ready-made Amazon feed templates.

Product feed - contains descriptive information about the products in your catalog. Establishes the mapping between your unique identifier (the SKU) and the Amazon unique identifier (the ASIN: Amazon Standard Identification Number). This is always the first feed to send when listing a new item.

Inventory feed - communicates the current stock levels of the products you are listing on Amazon. Includes values for restock dates as well as your fulfilment latency (the time it will take you to process the order before shipping it).

Pricing feed - sets the current prices for your products, whether the regular (standard) prices or temporary (sale) prices.

Image feed - supplies URLs (on your server) from which Amazon can pull images to associate with your products.

To add a new Amazon feed please follow the same steps as described in the [Add New Feed section](#). Please view [this guide](#) for more information about selling on Amazon.

Configure Category Mapping for shopping platforms

If you need to make changes to your store’s categories to suit the requirements of the platform where you would like to upload your feed (for example, Amazon), please go to categories section.

Go to **Catalog** → **'Feeds' section** → **Categories Mapping**

Categories Mapping

demouser ▾

[Add New Categories Mapping](#)

Filters Default View ▾ Columns ▾

3 records found per page of 1

<input type="checkbox"/>	ID ↓	Name	Code	Action
<input type="checkbox"/>	1	Google Categories example	google_taxonomy	Edit
<input type="checkbox"/>	2	Google Setup #1	google_category_1	Edit
<input type="checkbox"/>	3	Google Setup #2	google_category_2	Edit

To create new category mapping, please hit on the **Add New Categories Mapping** button and specify the name and code here.

New Categories Mapping

[← Back](#)[Reset](#)[Save and Continue Edit](#)[Save](#)[General](#) [Exclude Categories](#)[Rename Categories](#)

General Information

Code * Name *

Exclude Categories and **Rename Categories** to add them in one click while creating the custom feed. Then click **Save**.

How does it work?

To IGNORE and exclude particular categories from the feed, CHECK the necessary boxes.

For example, if a product is assigned to the categories “Bags” and “Sale”, the extension will choose the category with the biggest value by default. In our case, it can be “Sale”. If you want to assign the product only to the “Bags” category - select the “Sale” checkbox to ignore it.

If you want to manage a category that will be selected for the product in the feed by yourself, select the categories that you would like to ignore. In this case, if the product is assigned to more than 1 category, the extension will ignore the checked checkboxes.

Condition-Based Attributes

To create a new condition-based attribute, please, go to **Catalog → 'Feeds' section → Condition-Based Attributes → Add Condition-Based Attribute** button.

Condition-Based Attributes are used to cover special cases: for example, when you need to change some attributes values or replace prices when meeting special conditions. You have the ability to create rule-based values for these fields.

Condition-Based Attributes

[Add Condition-Based Attribute](#)

Actions ▼

3 records found

<input type="checkbox"/>	ID	Code	Name	Action
<input type="checkbox"/>	1	Rule_01	Kids_discount	Edit
<input type="checkbox"/>	2	Rule_02	Plus_tax	Edit
<input type="checkbox"/>	3	manufacturer_attr_set	Manufacturer depending on attribute set	Edit

In the example below, we've configured the rule-based attribute: when the product's Size attribute value is XS, the Price attribute for this product will be discounted for 10%.

Plus_tax

[← Back](#) [Delete](#) [Reset](#) [Save and Continue Edit](#) [Save](#)



General

Code *

Name *

Conditions for Output Value

If **ALL** of these conditions are **TRUE** :

- Tax Class is Taxable Goods 
- 

Output Value

Type

Attribute

If you can't find the needed attribute in the list, please edit the needed attribute. Open the 'Storefront Properties' tab in the attribute edit menu and set 'Use for Promo Rule Conditions' field to 'YES'.

Modification

Default Output Value

Default value will be used if none of the conditions apply.

Type

Custom Text

Let's check the configuration steps:

In the **General** section, specify the **Code** and the **Name** for your condition-based attribute.

Then, determine **Conditions for Output Value**. On this step, choose attributes and their values that will be a trigger for applying the **Output Value**, configured below, instead of the original.

To configure the **Output Value**, choose the attribute option on the **Type** field. You can choose a certain attribute or specify a custom text. The value in this field should be changed when conditions apply. Specify the **Modification** to the attribute (text, percentage or fixed value). If the **Modification** field contains text, the value of the attribute will be replaced with this text.

You can also specify the **Default Output Value**, that will be used if none of the conditions applies.

When a condition-based attribute is configured, you can insert it to your product feed (available for all formats: xml, csv, txt):

Content

The screenshot shows a configuration window for a product feed. On the left, there's a 'Content' area with XML code. A dropdown menu is open, showing various attribute options. The 'Condition-Based Attributes' section is expanded, and 'Plus_tax [001]' is selected. Below the menu, there are several input fields and buttons. The 'Tag' field is empty. To its right, there are three dropdown menus with values 'As Is', 'No', and 'No'. At the bottom left, there is an 'Insert' button.

Here are some more examples of the condition-based attributes you can configure:

Example #1

When the "Price" value equals or greater than 50, replace the "Tax Class" value to "Taxable Goods".

Conditions for Output Value



If ALL of these conditions are TRUE :

Price equals or greater than 50



Output Value

Attribute

Tax Class



Modification

Taxable Goods

Example #2

Replace the "Size" attribute value for "All Sizes", when the "Gender" attribute is either "Women" or "Girls".

Conditions for Output Value



If ALL of these conditions are TRUE :

Gender is one of Male, Female



Output Value

Attribute

Size



Modification

All Sizes

General Settings

Go to Admin Panel - **Stores - Configuration - Amasty Extensions - Product Feed**

General

Batch Size [global]	<input type="text" value="500"/>
	Indicate how many products will be handled during one iteration. Affects the feed generation time and the server memory consumption.
URL with category [global]	<div><input type="text" value="Default Rules"/> ▲ Default Rules Shortest Path Longest Path</div>
Products in Feed Preview [global]	<input type="text" value="10"/>
Feed Files Storage Folder [global]	<div><input type="text" value="Use 'var' folder"/> ▲ Use 'pub/media' folder Use 'var' folder</div>
File Path (Local) [global]	<input type="text" value="amasty/feed"/>

Batch Size - specify how many products will be handled during one iteration.

URL with category - to generate an appropriate product feed, switch between shortest and longest URL paths.

Shortest Path — uses the shortest possible path in product URL;

Longest Path — uses the longest possible path in product URL;

Default Rule — utilizes the default Magento 2 rule for URLs, deactivates the extension.

For example, you have a product that is listed in 2 categories, therefore, it's available via two links:

1) store.com/category1/product.html

and

2) store.com/category2/subcategory2/product.html

If you choose the **Shortest Path**, the extension will use the first link, if you select the **Longest Path** - the second URL will be used.

Products in Feed Preview - specify the number of products you want to be displayed in the feed preview.

Feed Files Storage Folder - please, choose the folder where your generated feeds will be saved:

var or media

File Path (Local) - specify the file path.

Email Notifications



Email Sender [website]

Email [global]

Separate emails by commas.

Notification Events [website]

None

Successful Export

Unsuccessful Export

Successful Email Template [website]

Use system value


Unsuccessful Email Template [website]


Use system value

In the **Email Notifications** section, specify:

- **Email Sender** - choose an email sender from a list of configured email senders in Magento;
- **Email** - specify an email to which notifications should be sent. If there are several e-mails, separate them by a comma;
- **Notification Events** - select events to send notifications upon;
- **Successful/Unsuccessful Email Template** - choose email templates to use for notifications on successful/unsuccessful feed generation by cron.

Multi-Process Generation

Enable Multi-Process Generation [global] 

Number of Parallels Processes [global] 

Enable Multi-Process Generation - Multi-Process Generation significantly boosts the feed generation speed. But it generates extra load to the server as well. We recommend first to run the test feed generation process with the 'multi-process' ON and monitor your server performance. The 'Multi-Process Generation' feature needs the php extension 'pcntl' to be installed on the server. If you enable the feature and no performance boost happens, please ask your hoster/system administrator to check if the 'pcntl' extension installed.

Number of Parallel Processes - adjust the number of parallel processes for the Multi-Process Generation. Note, that the more parallel processes are set, the faster is the feed generation process, as well as the higher is the server load.

In the **Cronjob Information** section, check the information on the latest cron jobs.

Cronjob Information



Current Time 2018-12-03 11:13:38

Cron (Last 5)

feed_export	pending	2018-10-04 13:11:45
feed_export	success	2018-10-04 13:11:45
feed_export	pending	2018-10-04 13:11:45
feed_export	pending	2018-10-04 13:11:45

To prevent affecting the execution of other cron tasks, the feed cron job is moved to a separate cron group. It is possible to launch feed cron job by the **bin/magento cron:run - group="amasty_feed"** command.

Popular use cases

1. How to add custom condition-based attributes to a product feed

Let's imagine a big web store with a great variety of products. Some products were newly added, and

some of them were added a long time ago. At the stage of feed creation, the store owner finds out that the products have two different attributes for manufacturer info. Some products have the Manufacturer attribute filled in, and others have the Brand attribute filled in. The store owner can't include just one of the attributes in the feed because a part of the products will have it unfilled. The issue will remain the same even if he includes both attributes. In such a case, a smart solution is needed to automatically define which attribute should be added to the feed depending on the product specifics. You can easily solve this problem by adding condition-based attributes.

Step 1. First of all we should check required attributes settings. Please, go to the attribute grid: **Stores → Product**. Let's start with the Brand Attribute. Choose it from the grid or create it.

Product Attributes

  admin ▾

[Add New Attribute](#)

Search [Reset Filter](#) 70 records per page < of 4 >

Attribute Code ↓	Default Label	System	Visible	Scope	Searchable	Use in Layered Navigation	Comparable
<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
activity	Activity	No	Yes	Global	No	Filterable (with results)	Yes
brand	Brand	No	No	Global	Yes	Filterable (with results)	Yes
category_gear	Category Gear	No	Yes	Global	No	Filterable (with results)	No
category_ids	Categories	Yes	No	Global	No	No	No
climate	Climate	No	Yes	Global	No	Filterable (with results)	No
collar	Collar	No	Yes	Global	No	Filterable (with results)	No
color	Color	No	No	Global	No	Filterable (with results)	No

Configure the main attribute settings.

brand

← Back Delete Attribute Reset Save and Continue Edit **Save Attribute**

ATTRIBUTE INFORMATION

Properties ✎

Manage Labels

Storefront Properties

Attribute Properties

Default Label *

Catalog Input Type for Store Owner

Values Required

Manage Options (Values of Your Attribute)

	Is Default	Admin *	Default Store View	
<input type="checkbox"/>	<input type="radio"/>	<input type="text" value="Adidas"/>	<input type="text" value="Adidas"/>	Delete
<input type="checkbox"/>	<input type="radio"/>	<input type="text" value="Puma"/>	<input type="text" value="Puma"/>	Delete
<input type="checkbox"/>	<input type="radio"/>	<input type="text" value="Gucci"/>	<input type="text" value="Gucci"/>	Delete
<input type="button" value="Add Option"/>				

Adjust the attribute storefront settings. Note to set 'Yes' at 'Use for Promo Rule Conditions' field.

brand

← Back Delete Attribute Reset Save and Continue Edit **Save Attribute**

ATTRIBUTE INFORMATION

Properties

Manage Labels

Storefront Properties

Storefront Properties

Use in Search	<input type="text" value="Yes"/>	Position	<input type="text" value="0"/>
Search Weight	<input type="text" value="1"/>	Use for Promo Rule Conditions	<input type="text" value="Yes"/>
Visible in Advanced Search	<input type="text" value="Yes"/>	Allow HTML Tags on Storefront	<input type="text" value="No"/>
Comparable on Storefront	<input type="text" value="Yes"/>	Visible on Catalog Pages on Storefront	<input type="text" value="No"/>
Use in Layered Navigation	<input type="text" value="Filterable (with results)"/>	Used in Product Listing	<input type="text" value="No"/> <small>Depends on design theme.</small>
Use in Search Results Layered Navigation	<input type="text" value="No"/>	Used for Sorting in Product Listing	<input type="text" value="No"/> <small>Depends on design theme.</small>

Now we should configure the Manufacturer Attribute settings.

manufacturer

← Back Delete Attribute Reset Save and Continue Edit **Save Attribute**

ATTRIBUTE INFORMATION

Properties

Manage Labels

Storefront Properties

Attribute Properties

Default Label *

Catalog Input Type for Store Owner

Values Required

Manage Options (Values of Your Attribute)

Is Default	Admin *	Default Store View
<input type="button" value="Add Option"/>		

manufacturer

← Back Delete Attribute Reset Save and Continue Edit **Save Attribute**

ATTRIBUTE INFORMATION

Properties

Manage Labels

Storefront Properties

Storefront Properties

Use in Search	<input type="text" value="Yes"/>	Position	<input type="text" value="0"/>
Search Weight	<input type="text" value="1"/>	Use for Promo Rule Conditions	<input type="text" value="Yes"/>
Visible in Advanced Search	<input type="text" value="Yes"/>	Allow HTML Tags on Storefront	<input type="text" value="No"/>
Comparable on Storefront	<input type="text" value="Yes"/>	Visible on Catalog Pages on Storefront	<input type="text" value="No"/>
Use in Layered Navigation	<input type="text" value="Filterable (with results)"/>	Used in Product Listing	<input type="text" value="No"/> <small>Depends on design theme.</small>
Use in Search Results Layered Navigation	<input type="text" value="No"/>	Used for Sorting in Product Listing	<input type="text" value="No"/> <small>Depends on design theme.</small>

Step 2. Now you should create a Condition-Based Attribute. Please, go to **Catalog → Condition-Based Attributes → Add Condition-Based Attribute.**

Manufacturer depending on attribute set

← Back Delete Reset Save and Continue Edit **Save**

General

Code *

Name *

Conditions for Output Value

If ALL of these conditions are TRUE :

Attribute Set is Bag

Attribute Set is Gear



Output Value

Attribute

Default Output Value

Default value will be used if none of the conditions apply.

Attribute

Fill in the Condition-Based Attribute code and Name. Specify conditions. In this example, we chose the attribute set Bags and the attribute set Gear. Set Output Value and Default Output Value. This way, for the products, which match the conditions the attribute Manufacturer will be included in a product feed. If the products don't match the conditions, the attribute Brand will be included in a feed.

Step 3. Now let's add the Condition-Based Attribute in a product feed. Please, go to the feeds grid **Catalog → Feeds → Profiles**. Choose the needed feed from the grid. In our example, we chose the Google product feed. Go to **Content Section**.

Google

← Back Delete Reset Generate Preview Feed Save and Continue Edit **Save**

- FEED VIEW
- General
- Content**
- Format
- Conditions
- Schedule
- FTP Settings
- Analytics

XML Template

Header

```
<?xml version="1.0"?> <rss version="2.0" xmlns:g="http://base.google.com/ns/1.0">
```

Item

item

XML Tag for Item (example for Google - item)

Content

```
<g:id>{attribute="basic|sku" format="as_is" parent="no" optional="no" modify="no"}</g:id>
<title>{attribute="product|name" format="as_is" parent="no" optional="no" modify="no"}</title>
<description>{attribute="product|description" format="as_is" parent="no" optional="no" modify="no"}</description>
<product_type>{attribute="basic|product_type" format="as_is" parent="no" optional="no" modify="no"}</product_type>
<link>{attribute="url|short" format="as_is" parent="no" optional="no" modify="no"}</link>
<image_link>{attribute="image|image" format="as_is" parent="no" optional="no" modify="no"}</image_link>
<g:condition>New</g:condition>
<g:availability>{attribute="inventory|is_in_stock" format="as_is" parent="no" optional="no" modify="no"}</g:availability>
<g:price>{attribute="price|final_price" format="price" parent="no" optional="no" modify="no"}</g:price>
<g:brand>{attribute="product|manufacturer" format="as_is" parent="no" optional="no" modify="no"}</g:brand>
<g:google_product_category>GOOGLE_CATEGORIES (https://support.google.com/merchandising/answer/9131063)
<g:tax>
  <g:country>US</g:country>
  <g:rate>0</g:rate>
  <g:tax_ship>n</g:tax_ship>
</g:tax>
<g:shipping>
  <g:country>US</g:country>
  <g:price>0 USD</g:price>
</g:shipping>
<g:identifier_exists>FALSE</g:identifier_exists>
```

Tag	Attribute	Format	Optional	Parent
g:price	Final Price	Pric	No	No

[add modifier](#)

Update

Choose **<g:brand>** in the Content window.

Content

```
<g:id>{attribute="basic|sku" format="as_is" parent="no" optional="no" modify=""}</g:id>
<title>{attribute="product|name" format="as_is" parent="no" optional="no" modify="html_e
<description>{attribute="product|description" format="as_is" parent="no" optional="no" m
<g:product_type>{attribute="basic|product_type" format="as_is" parent="no" optional="no"
<link>{attribute="url|short" format="as_is" parent="no" optional="no" modify=""}</link>
<g:image_link>{attribute="image|image" format="as_is" parent="no" optional="no" modify=""
<g:condition>New</g:condition>
<g:availability>{attribute="inventory|is_in_stock" format="as_is" parent="no" optional=""
<g:price>{attribute="price|final_price" format="price" parent="no" optional="no" modify=""
<g:brand>{attribute="product|manufacturer" format="as_is" parent="no" optional="no" modi
<g:google_product_category>GOOGLE CATEGORIES (https://support.google.com/merchants/answer
<g:
  <g:country>US</g:country>
  <g:rate>0</g:rate>
  <g:tax_ship>n</g:tax_ship>
</g:tax>
<g:shipping>
  <g:country>US</g:country>
  <g:price>0 USD</g:price>
</g:shipping>
<g:identifier_exists>FALSE</g:identifier_exists>
```

Tag	Attribute	Format	Optional	Parent
<input type="text" value="g:brand"/>	<input type="text" value="Manu"/> ▼	<input type="text" value="As Is"/> ▼	<input type="text" value="No"/> ▼	<input type="text" value="No"/> ▼
add modifier				
<input type="button" value="Update"/>				

In the Attribute dropdown choose **Condition-Based Attributes → Manufacturer depending on attribute set**.

Content

```
<g:id>{attribute=  
<title>{attribute=  
<description>{att  
<g:product_type>{  
<link>{attribute=  
<g:image_link>{at  
<g:condition>New<  
<g:availability>{  
<g:price>{attribu  
<g:brand>{attribu  
<g:google_product  
<g:tax>  
<g:country>US</g  
<g:rate>0</g:rat  
<g:tax_ship>n</g  
</g:tax>  
<g:shipping>  
<g:country>US</g  
<g:price>0 USD</  
</g:shipping>  
<g:identifier_exi
```

Google Setup #2 [google_category_2]
Google Setup #1 [google_category_1]
Google Categories example [google_taxonomy]
Condition-Based Attributes
Plus_tax [Rule_02]
Manufacturer depending on attribute set [manufacturer_attr_set]
Kids_discount [Rule_01]
Image
Thumbnail [thumbnail]
Base Image [image]
Small Image [small_image]
Gallery
Image 1 [image_1]
Image 2 [image_2]
Image 3 [image_3]
Image 4 [image_4]
Image 5 [image_5]
Url
Short [short]
With Category [with_category]

g:brand Mant As Is No No
add modifier
Update

Click the 'Update' button. And then save your product feed.

2. How to submit configurable products to Google Merchant

Related help article on [Google support site](#).

To let Google know that simple and configurable products you submit in the feed are related, you should use **g:item_group_id** tag. Add this tag to your feed profile, set it to output **SKU** attribute and enable **Parent** option.

```
<g:item_group_id>{attribute="sku" format="as_is" parent="yes"}</g:item_group_id>
```

Tag	Attribute	Format	Parent
g:item_group_id	SKU	As Is	Yes

add modifier
Update

With this setup, Feed extension will export products with same **g:item_group_id** if they are related, i.e. if they are associated products of the same Configurable Product. Then Google will check **g:item_group_id** value and treat these products as a variant of the same product.

Best practices:

These are best practices that can help you go beyond the basic requirements to optimize your product data for performance.

- Use the parent SKU as the *item_group_id* for all variants of the same product. Don't submit a parent SKU as a separate product. If you'd like to group variants using a parent SKU, use the parent SKU as the value for *item_group_id* for all products in the variant group.
- Don't mix up *item_group_id* and *id attributes*. Use the *id* attribute to uniquely identify a single product, and use *item_group_id* to group together several products as variants.
- Don't submit *item_group_id* if your product is not a variant. If your product is similar to other products, but not specifically a variant, don't submit *item_group_id*. Some examples of products that are not variants include assorted items (a suit consisting of a jacket and pants) or any other set of dissimilar items that are sold together (a set of bath accessories).
- Use a stable *item_group_id* for each group of product variants. Once you've assigned an *item_group_id* to a product, don't change it. If *item_group_id* changes often, it could cause inconsistency in the way variants are grouped and shown to users.
- Don't use *item_group_id* for unsupported variants. If your product varies by an unsupported attribute (such as car make and model), or if your product is a build-to-order custom good with a large number of variants (more than 30), then don't use *item_group_id* to indicate your variants.

Also, if Google Merchant displaying an error on an invalid image link for simple products, you can use the image of a parent product for a child simple product.

Content

```
<g: image>{attribute="product|image" format="as_is" parent="if_empty" optional="yes" mod
```

Tag	Attribute	Format	Optional	Parent
g: image	Base [▼]	As Is [▼]	Yes [▼]	Yes if [▲]
				No
				Yes
				Yes if empty

add modifier

Update

3. XML formatting error

In the most cases, this error appears when your feed has special characters inside tags. Please note

the line number in the error message, then open your XML feed file and check the aforementioned line. Note the tag used in this line, then open feed profile, find the tag and add a modifier “HTML Escape”

Header `<?xml version="1.0"> <rss version="2.0" xmlns:g="http://base.google.com/ns/1.0"> <channel>`

Item `item`
XML Tag for Item (example for Google - item)

Content `<description>{attribute="description" format="html_escape" parent="no"}</description>`

Tag	Attribute	Format	Parent
<input type="text" value="description"/>	<input type="text" value="SKU"/>	<input type="text" value="As Is"/>	<input type="text" value="No"/>
<input type="text" value="Html Escape"/>	<input type="button" value="Delete"/>		
add modifier			
<input type="button" value="Update"/>			

Click **Update**, save and generate the feed.

Cron Tasks List

Magento 2 Product Feed extension is preintegrated with Cron Tasks List to provide store owners with an opportunity to track and manage all cron tasks running in the website background.

To view all scheduled and executed cron tasks, go to **System → Cron Tasks List**

Run all cron tasks and generate their schedule by clicking the ‘Run Cron’ button. Also you can delete separate tasks in bulk, apply filtering and sorting options when it is needed.

Cron Tasks List

Run Cron

Last Cron Activity: 20 seconds ago

Filters Default View Columns

Actions 652 records found 20 per page 1 of 33

ID	Job Code	Status	Created At	Scheduled At	Executed At	Finished At
1038	sales_grid_order_shipment	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
1058	sales_grid_creditmemo_async	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
1078	sales_send_order_emails	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
1098	sales_order_invoice_emails	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
1118	sales_send_order_shipment	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
1196	indexer_reindex_all_invalid	SUCCESS	Mar 18, 2019 5:47:13 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:21 AM	Mar 18, 2019 5:47:21 AM
1200	indexer_update_all_views	MISSED	Mar 18, 2019 5:47:13 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:21 AM	Mar 18, 2019 5:47:21 AM
1018	sales_grid_order_invoice_async	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
1024	sales_grid_order_invoice_async	PENDING	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:53:00 AM		
1025	sales_grid_order_invoice_async	PENDING	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:54:00 AM		

ADD TO CART

REQUEST CUSTOMIZATION

Find out how to install the Product Feed for Magento 2 via [Composer](#).

From: <https://stg.amasty.net/docs/> - **Amasty Extensions FAQ**

Permanent link: https://stg.amasty.net/docs/doku.php?id=magento_2:product_feed

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