Webgains Product Feed Integration
Google Shopping Feeds

Feed Platform Overview

Our newly launched product feed platform allows advertisers to seamlessly upload automated **Google Shopping Feeds** straight into the Webgains platform without requiring any manual intervention from a Webgains account manager.

When ingesting your feeds into our platform, we will check that the feed is valid and adheres to the Google Shopping Feed specifications. Any issues with the format of the feed will be highlighted directly in the platform, allowing you to easily resolve any formatting issues.

The Google Shopping format is common in online advertising and affiliate marketing, as well as being the preferred format for our key CSS partners. Providing your feed(s) in this format allows you to quickly and easily integrate with these publishers with minimal fuss. Advertisers can also define the frequency of when the feed is fetched so publishers are fed the most up to date data.

In order to migrate to our new feed platform, you will need to meet these Google Shopping Feed specifications providing either in an automated **XML** or **CSV** format. Specifications for each can be found below.

Specifications

What is a Google Shopping Feed?
A feed is a file that contains a list of products you want to advertise.
We currently support Google Product Feeds in either **CSV** or **XML** format. Please see specifications for each within this guide.

Column Headers & Tag Names

CSV	**Delimiters**
	Feeds must be provided in a file using one of the three supported delimiters:
	    • **,** (comma)
	    • **;** (semicolon)
		The first row of the file is called the header, it indicates the name of each column. Column names must match field names in the specification otherwise, they will be interpreted as custom fields.

	• **\t** (tab character - displayed as TSV in the Webgains Platform)	E.g.: **Incorrect** Column name (header): **google product category** 🚫 **Correct** Column name (header): **google_product_category** ✓
XML	Feeds must be provided in a file using **g:** before the tag name. You can find a feed example here: Product data specification - Google Merchant Center Help	They must match with the specification, otherwise they will be interpreted as custom fields. E.g.: **Incorrect** opening tag name: **<g:google product category>** ✗ **Correct** opening tag name: **<g:google_product_category>** ✅

Column Names

The **minimum** information that must be contained in a feed can be found below:

Name	Description	Documentation	Mandatory (Country list)
id	The ID should be the SKU of the product. The ID should be unique in the file. Duplicate IDs will result in the product being overwritten with the "latest" product in the feed. Google will lose your sales data if this is incorrect so take care to confirm this is the same used in Google.	G ID [id] - Google Merchant Center Help	All countries
title	The title of the product is the display name that will be surfaced to publishers.	G Title [title] - Google Merchant Center Help	All countries
description	The description for the product.	G Description [description] - Google Merchant Center Help	All countries

link	This is the link to the product on your site. This will be converted to a Webgains tracking link after processing.	Link [link] - Google Merchant Center Help	All countries
image_link	The link to the display image for this product.	Image link [image_link] - Google Merchant Center Help	All countries
availability	Whether the product is in stock or not.	Availability [availability] - Google Merchant Center Help	All countries
price	The price and currency of the product.	Price [price] - Google Merchant Center Help	All countries
google_product_category	The Google Shopping category most relevant to the product. See the **Categories** section for more information.	Google product category [google_product_category] - Google Merchant Center Help	All countries
sale_price	If your product is on sale, submit the new price using the sale price [sale_price] attribute.	Sale price [sale_price] Google Merchant Center Help	Germany & France
unit_pricing_base_measure	The unit pricing base measure attribute lets you include the denominator for your unit price. For example, you might be selling "150g" of a product, but customers are interested in seeing the price per	Unit pricing base measure [unit_pricing_base_measure] Google Merchant Center Help	Germany & France

	"kilo" e.g.: 8.5€ / 1kg		
unit_pricing_measure	Use the unit pricing measure to define the measure and dimension of your product. This value allows users to understand the exact cost per unit for your product. e.g.: 8.5€ / 1kg	Unit pricing measure [unit_pricing_measure] Google Merchant Center Help	Germany & France
shipping	Name: **shipping (price: min_transit_time:max_transit_time)** Possible value: "**9.95 EUR:2:5**" For a shipping cost of 9.95 and delivery period between 2 and 5 days	Shipping [shipping] Google Merchant Center Help	Australia, Austria, Belgium, Canada, Czechia, France, Germany, Ireland, Israel, Italy, Japan, The Netherlands, Poland, South Korea, Spain, Switzerland, The United Kingdom, The United States

The **recommended** information that must be contained in a product feed can be seen below:

Name	Description	Documentation
brand	Use the brand attribute to indicate the product's brand name.	Brand [brand] Google Merchant Center Help
mpn	Use the MPN attribute to submit your product's Manufacturer Part Number (MPN). MPNs are used to uniquely identify a specific product among all products from the same manufacturer	MPN [mpn] Google Merchant Center Help

gtin	Use the GTIN attribute to submit Global Trade Item Numbers (GTINs). A GTIN uniquely identifies your product. This specific number helps us make your ad or unpaid listing richer and easier for your customers to find	GTIN [gtin] Google Merchant Center Help
size	Use the size attribute to describe the standardized size of your product.	Size [size] Google Merchant Center Help

Each header must match these names exactly (case sensitive).

Categories

Each product must contain a category under the google_product_category field.
As the documentation shows, categories can be provided in either "ID" or "text" format.
E.g.: 2271 **or** Clothing & Accessories > Clothing > Dresses.

⚠️ **Spaces must be respected when using the text format.**
E.g.:
Incorrect category name: Clothing & Accessories>Clothing>Dresses 🚫
Correct category name: Clothing & Accessories > Clothing > Dresses ✓

Please note: If you provide us with category IDs, we will record the en-US text for that category.

Our feed platform will then be able to process your feed, without the need for manual category mapping.

Google supports many different **languages** for the categories; a complete list of the available taxonomies can be viewed here. Our system supports the locales of most of our networks:

- en-GB (English)
- fr-FR (French)
- de-DE (German)
- nl-NL (Dutch)
- da-DK (Danish)
- sv-SE (Swedish)

- es-ES (Spanish)
- en-US (American English)
- pl-PL (Polish)
- it-IT (Italian)
- pt-BR (Brazilian Portuguese)

Custom Fields

As mentioned, feeds will be required to be in the Google Shopping specification format. However, we understand that in some cases there can be a need for **custom fields** within a feed, for example if a certain publisher has a specific field requirement in order to facilitate a partnership.

Currently, we allow for up to **10 custom fields** in your product feeds via the platform. The fields can have any name, as long as it does not clash with a Google Shopping field name, and any value. Custom fields are valuable for providing extra information about your products that is not covered by the Google Shopping specification.

In **XML feeds**, custom fields will also need to be **prefixed with g:** otherwise they won't be picked up. If there's no **g:** before the tag, Google will also not recognise these custom fields.

E.g.:
Incorrect custom field name: price 🚫
Correct custom field name: special_price ✓
Incorrect custom field name: availability 🚫
Correct custom field name: in_stock ✓

If you find you need more than 10 custom fields for any reason, please speak with your account manager or contact uksupport@webgains.com who will be able to help advise.

Common Errors

Our new product feed platform allows advertisers to leverage much more control with feed management, providing visibility when there are errors, but also *what* the error is, allowing for advertiser feed content handling. Some examples of more common errors when processing feeds have been included below.

Fetching Error

RUN	URL	SCHEDULED	PROCESS RESULTS	DETAILS	
2021/11/04 15:23:23	https://feed.aopcdn.com/feed/cloud/prod/luk... google_complex-1955.csv	Daily at 15:15:00	Error	Error occurred while fetching file	⬇

If a feed could not be fetched for any reason, then the feed will be marked as ERROR.
The platform will display a fetching error along with the status code that was returned.
This status code should help you understand why the feed could not be fetched.
E.g.: 404 – Feed not found *or* 403 – Feed could not be accessed due to permissions.

Missing Required Fields

RUN	URL	SCHEDULED	PROCESS RESULTS	DETAILS	
2021/10/27 16:24:29	https://webgains-product-feed-demo.s3.eu-west-1.amazonaws.com/small-feed-missing-required.csv	Daily at 16:15:00	Error	Required fields missing were link, image_link	⬇

Please ensure you add **all 8 mandatory fields** before uploading your feed. The required fields are:
id, title, description, link, image_link, availability, price, google_product_category

Invalid Categories

RUN	URL	SCHEDULED	PROCESS RESULTS	DETAILS	
2021/10/27 14:54:25	https://webgains-product-feed-demo.s3.eu-west-1.amazonaws.com/small-feed-invalid-categories.csv	Daily at 14:45:00	Error	Invalid category on line 345, category given was 344	⬇

Feeds must provide categories matching the Google Shopping specification.
If a single product in the feed has an invalid category, then the **entire feed will be rejected,** and the feed will be marked as ERROR.

If our system finds errors in the first 100 categories the processing will be abandoned to save resources, so please be aware that you might have more than 100 erroneous categories.

Please remember to check the **history log** for the affected feed. The log can be downloaded to view which products had invalid categories

Too Many Custom Fields

RUN	URL	SCHEDULED	PROCESS RESULTS	DETAILS	
2021/10/28 05:40:16	https://webgains-product-feed-demo.s3.eu-west-1.amazonaws.com/small-feed-excess-custom.csv	Daily at 05:30:00	Error	Custom fields present were inventory_management, custom_1, custom_2, custom_3, custom_4, custom_5, custom_6	⬇

If a product feed exceeds the limit of **10 custom fields,** then the feed will not be processed. The status of the feed will be marked as ERROR and the information will be visible in the history log for that feed - see screenshot above.

To resolve this, you will need to lower the number of custom fields to 10.

Sub-attributes and Repeated Fields

Our platform also supports the ability to include sub-attributes for both CSV and XML feeds. This is most common with the shipping field, which you may see formatted like this:

```
1 <item>
2   <g:id>TV_198536</g:id>
3   ...
4   <g:shipping>
5     <g:country>AUS</g:country>
6     <g:service>Standard</g:service>
7     <g:price>14.99 USD</g:price>
8   </g:shipping>
9 </item>
```

This allows you to include more shipping information for each product. Please refer to the Google Shopping specification to see a complete list of fields supporting sub-attributes.

Some fields can be repeated for a product e.g. shipping, product_type and additional_image_link. We also support this, allowing you to provide additional shipping information, product data and image links for each product.

Key Reads

Google Shopping Specification:
https://support.google.com/merchants/answer/7052112?hl=en-GB

Google Merchant Taxonomy: https://feedarmy.com/kb/google-merchant-taxonomy-list-for-all-countries/

Google Product Category:
https://support.google.com/merchants/answer/6324436

Google Repeated Fields:
https://support.google.com/merchants/answer/7278995