

amasty

Guide for Google Automated Discounts for Magento 2

Implement all essential Google requirements to enroll your Magento 2 for the Automated Discounts Program. Let Google algorithms define optimal discounts for your products and automatically showcase them across your Shopping ads and website's product pages to specific users.

- Set up a connection with your Google Merchant Center
- Configure your store to apply Google-recommended prices
- Prepare relevant merchant feeds for uploading
- Ensure conversion tracking with reporting cart data

This user guide fully describes the **Premium** extension version that includes the functionality of the Amasty **Product Feed** and **Google Analytics 4 with GTM support** extensions and allows you to cover all technical requirements outlined in [Google documentation](#) for participation in the Automated Discounts Program.

Also, you can choose the **Standard** or **Pro** extension versions.

However, please note that if you select **Standard** or **Pro** versions, you will need to fulfill feed (for Standard) and conversion reporting (for Standard and Pro) requirements on your own. That is why we recommend opting for the Standard or Pro versions only if you already utilize the Product Feed and Google Analytics 4 with GTM support extensions from Amasty, or if you are confident in implementing the mentioned requirements independently.

Pre-implementation stage

Please, log in to your Google Merchant Center account, go to **Growth** → expand the **Automated Discounts** tab, and click the **Continue** button to add account info, including preferred currency for reporting. Then, you can move to the next steps. If you don't see the Automated Discounts tab, provide the requested information [here](#) to activate it.

Google Merchant Center | Overview

- Overview
- Products
- Performance
- Marketing
- Growth**
 - Opportunities
 - Manage programs
 - Automated discounts**
 - Shopping experience scorecard

Feed uploads

Within 24 hours	Older than 24 hours	Older than 3 days
1	0	0

Feed name	Time	Status
Products source	Feb 21, 2024 11:00:00 AM +03	Uploaded

Free listings All countries ▾

← Growth > Automated discounts > Set up automated discounts ?

Set up automated discounts

- Add your account info
- Update your feed and conversions setup
- Update your store's website
- Wait for Google to review

Google can optimize your product prices automatically. Learn more about automated discounts [Learn more](#)

Continue

Got questions or need help? Email automated-discounts-support@google.com

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Please make sure that your account has at least 1000 product clicks per week at the merchant level, as it is one of the strict requirements for participation. Check out [this article](#) to learn more about this and other requirements.

Product Feed Generation (Pro and Premium)

To have automated discounts properly applied to your products, you must set up an appropriate feed containing two additional attributes (price types):

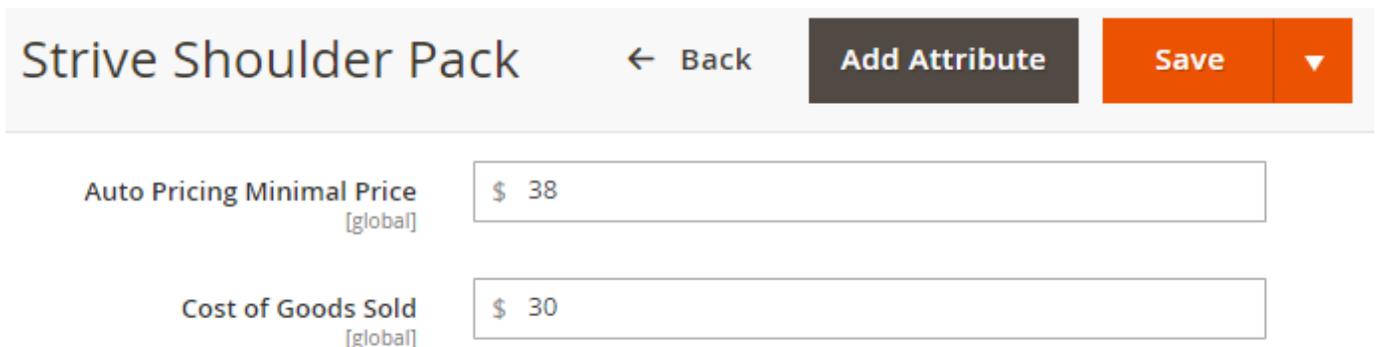
- `cost_of_goods_sold`
- `auto_pricing_min_price`

After uploading such feed to the Google Merchant Center, the added attributes will transmit information to Google regarding the minimum allowable price for products and cost of goods sold (COGS). This enables Google not only to prevent excessively large discounts but also to more effectively monitor and optimize performance.

Please note that the maximum price must be the regular price attribute already provided in your product feeds.

The included (in Pro and Premium versions) [Magento 2 Product Feed extension](#) provides the needed attributes: `cost_of_goods_sold` and `auto_pricing_min_price` with price type and allows to add them to product feeds.

First, you need to enter the values of these additional attributes for the necessary products on their edit pages:



The screenshot shows the product edit page for 'Strive Shoulder Pack'. At the top, there is a breadcrumb trail: 'Strive Shoulder Pack' followed by a 'Back' link. To the right are two buttons: 'Add Attribute' (dark grey) and 'Save' (orange) with a dropdown arrow. Below this, there are two attribute fields:

Auto Pricing Minimal Price [global]	\$ 38
Cost of Goods Sold [global]	\$ 30

To make attribute fields visible on the particular products edit pages, please navigate to **Stores** → **Attributes** → **Attribute Set** and add them to the needed attribute set. Save the changes.

Bag

Edit Attribute Set Name

Name *
For internal use

Groups

Double click on a group to rename it.

- weight_type
- category_ids
- visibility
- news_from_date
- news_to_date
- country_of_manufacture
- activity
- style_bags
- material
- color
- strap_bags
- features_bags
- eco_collection
- performance_fabric
- erin_recommends
- new
- sale
- hide_quote_buy_button
- amxnotif_hide_alert
- auto_pricing_min_price
- cost_of_goods_sold

To create a product feed, please go to **Catalog** → **Feeds** → **Profiles** → click the **Add New Feed** button.

Configure general feed settings and add the attributes to the Google feed output as follows (example):

```
<g:price>{attribute="price|final_price" format="price" parent="no" optional="yes" modify=""}</g:price>  
<g:tax>  
  <g:country>US</g:country>  
  <g:rate>{attribute="other|tax_percent" format="as_is" parent="no" optional="yes" modify=""}</g:rate>  
  <g:tax_ship>{attribute="other|tax_percent" format="as_is" parent="no" optional="yes" modify=""}</g:tax_ship>  
</g:tax>  
<g:auto_pricing_min_price>{attribute="product|auto_pricing_min_price" format="as_is" parent="no" optional="no" modify=""}</g:auto_pricing_min_price>  
<g:cost_of_goods_sold>{attribute="product|cost_of_goods_sold" format="as_is" parent="no" optional="no" modify=""}</g:cost_of_goods_sold>  
<g:shipping>  
  <g:country>US</g:country>  
  <g:price>0 USD</g:price>  
</g:shipping>  
<g:availability>{attribute="inventory|is_in_stock" format="as_is" parent="no" optional="yes" modify="replace:1'In Stock|replace:0'Out of Stock"}</g:availability>  
<g:google_product_category>{attribute="mapped_category|google_category_1" format="as_is" parent="no" optional="yes" modify="html_escape|length"}</g:google_product_category>  
<g:identifier_exists>FALSE</g:identifier_exists>  
<g:product_type>{attribute="category|category" format="as_is" parent="no" optional="yes" modify="html_escape"}</g:product_type>  
<g:sale_price>{attribute="product|special_price" format="price" parent="no" optional="yes" modify=""}</g:sale_price>  
<g:sale_price_effective_date>{attribute="other|sale_price_effective_date" format="as_is" parent="no" optional="yes" modify=""}</g:sale_price_effective_date>  
<g:brand>{attribute="product|manufacturer" format="as_is" parent="no" optional="yes" modify="html_escape"}</g:brand>  
<g:additional_image_link>{attribute="gallery|image_1" format="as_is" parent="no" optional="yes" modify=":gallery|image_1"}</g:additional_image_link>  
<g:additional_image_link>{attribute="gallery|image_2" format="as_is" parent="no" optional="yes" modify=":gallery|image_2"}</g:additional_image_link>  
</g:additional_image_link>  
</g:additional_image_link>
```

Tag	Attribute	Format	Optional	Parent
g:cost_of_goods_sold	COGS [cost_of_goods_sold]	As is	No	No

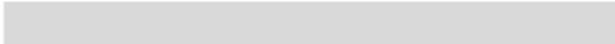
[add modifier](#)

When the feed configuration is finished, import it to your Google Merchant Center.

The provided attributes are passed to Google in the following way (example):

Attribute names ^

Attribute names should follow the [product data specification](#) so that customers see your product listings when they search. [Learn more about how attributes are used](#)

Unused (0)	Used (22)
Attribute name	Example value
additional image link	
auto pricing min price	38.000000 USD
availability	In Stock
condition	new
cost of goods sold	30.000000 USD
description	
id	24-MB01
identifier exists	FALSE

You can access detailed information about product feed configuration with the help of the **Magento 2 Product Feed extension** in this [user guide](#).

Conversion Reporting Setup (Premium only)

We offer to fulfill the conversion reporting with cart data requirement through the included [Magento 2 Google Analytics 4 with GTM support extension](#).

Go to **Stores** → **Configuration** → **Amasty Extensions** → **Google Analytics 4 with GTM** → **General** → expand the **Google Adwords Conversion** tab.

Google AdWords Conversion

Enable <small>[store view]</small>	Yes
Google Conversion ID <small>[store view]</small>	768644934
	Follow Google documentation to find Google Conversion ID for AdWords.
Google Conversion Label <small>[store view]</small>	4UofCPns7plZEMauwu4C
	Follow Google documentation to find Google Conversion Label for AdWords.
Google Conversion Currency Code <small>[store view]</small>	usd
	Enter the currency used in AdWords account. E.g. usd
Exclude Orders with 0 Grand Total <small>[store view]</small>	Yes

Enable - set to **Yes** to enable the functionality of conversion tracking.

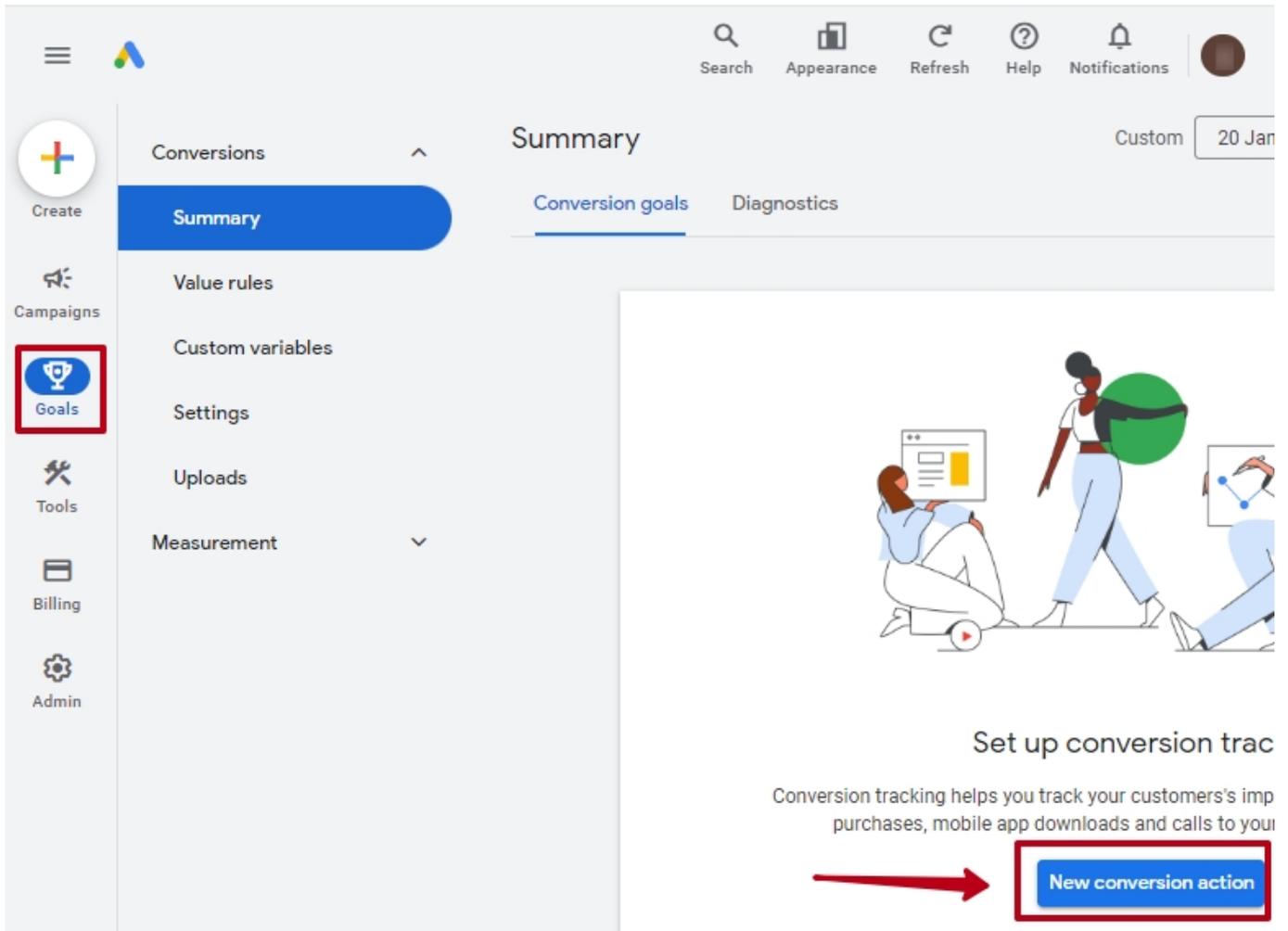
Google Conversion ID - paste the Google Conversion ID copied from your Google Ads account.

Google Conversion Label - paste the Google Conversion Label copied from your Google Ads account.

Please learn this [Google support article](#) to get comprehensive instructions about the setup of conversion reporting with cart data.

To find and copy the **Conversion Label** and **Conversion ID**, we recommend taking the following steps (they can slightly vary depending on whether you use an updated Google Ads interface or not):

Step 1. Sign in to your Google Ads account and go to **Goals** → **Conversions** → **Summary**. If you don't have any created conversion actions, click the **New Conversion Action** button:



Step 2. Then, select the kind of conversion:

The screenshot shows the 'New conversion action' setup interface. At the top, there is a navigation bar with icons for Search, Appearance, Help, and Notifications. Below this, the heading 'Start tracking conversions' is followed by an introductory paragraph about conversion tracking and a 'Learn more' link. The main content area is titled 'Select the kind of conversions that you want to track.' and contains four selectable options: 'Website', 'App', 'Phone calls', and 'Import'. The 'Website' option is highlighted with a red border, and a red arrow points to the instruction text above it.

Select the kind of conversions that you want to track. ?

- Website**
Track actions on your website
- App**
Track actions on your app
- Phone calls**
Track calls from your ads or website
- Import**
Import data from Google Analytics or another source

Step 3. After this, specify and scan your website domain. Click the **Add a Conversion Manually** button:

×  | **New conversion action** 🔍 Search  Appearance  Help  Notifications 

1 Add conversion actions ————— 2 Get instructions and finish

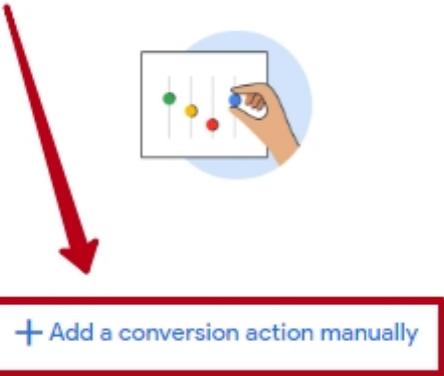
Enter the URL for the website where you want to measure your conversions

Scanning your website will determine if it's already set up to measure conversions. You may also see suggestions for conversion actions that you can create to measure conversions on your website.

Website domain

Create conversion actions manually to access custom features

Create conversion actions manually using code



Set up conversion actions manually:

- If you use transaction specific values, transaction IDs and/or other custom parameters.
- If you want to measure clicks on buttons or links.

If you choose this option, you'll need to add an event snippet to your website code

[+ Add a conversion action manually](#)

Step 4. We suggest you use the following default settings:

- **Category:** Purchase
- **Conversion name:** Purchase
- **Value:** Use different values for each conversion
- **Default value:** zero
- **Count:** Every
- **Attribution:** Data-Driven

Conversion action details



Conversion actions created manually need to be added to your website's code. When you're finished creating conversion actions, you'll get instructions for setting them up on your website

Goal and action optimisation

Select the Goal category for this action

You can use these goals/categories to group your conversion actions and segment your campaign reports.

Conversion action optimisation options

Conversion name

 8 / 100

Example: 'June newsletter sign-ups', 'Manager job applications' or 'Big cookie sales'

Value

Measure the impact of your advertising by giving conversions a value

- Use the same value for each conversion
- Use different values for each conversion
You'll see the steps to add dynamic values to your tracking code on the next page. If you don't add this code, the default value entered here will be used.

Enter a default value

Swiss Franc (CHF)

- Don't use a value for this conversion action (not recommended)

If you sell multiple products at different prices, you can give each of them a different value. A unique value is recorded for each conversion.
[Learn more](#)

Count

Select how many conversions to count per click or interaction

- Every
Recommended for purchases because every purchase is valuable.
- One
Recommended for leads, sign-ups and other conversions because only the first interaction is valuable.

If someone clicks your ad and completes 2 separate purchases on different occasions, 2 conversions are recorded.
[Learn more](#)

Click-through conversion window	30 days
Engaged-view conversion window	3 days
View-through conversion window	1 day
Attribution	Data-driven Recommended
Enhanced conversions	Not configured

Done Cancel [Don't save this conversion](#)

Step 5. Once the **Purchase** conversion action is created, click to open it and copy the **Conversion ID** and **Conversion Label** from the **Use Google Tag Manager** tab.

In case you have such a conversion action already created, you can just open it and copy the conversion ID and label (no need to take the above creation steps).

New conversion action

Search Appearance Help Notifications

1 Add conversion actions 2 Get instructions and finish

⚠ You need to add tags for 1 conversion action

Set up with a Google tag Email instructions to your webmaster **Use Google Tag Manager**

Install the Google Ads conversion tracking tag

Use Google Tag Manager to [install the Google Ads conversion tracking tag](#).

Conversion ID
768644934

Conversion labels

Find below the conversion labels for the conversion actions that you have created

Purchase
4UofCPns7plZEMauwu4C

Next steps

Make sure that you add a [Conversion Linker tag](#) and configure it to fire on all of your web pages.

If you use AMP pages, you'll need a separate container. Add this information to that container on your AMP pages as well.

Done

Google Conversion Currency Code - enter the currency used in the Google Ads account. For example: USD, EUR, etc.

Exclude Orders with 0 Grand Total - select **Yes** to exclude orders with 0 Grand Total.

You can find more information about the **Magento 2 Google Analytics 4 with GTM support extension** configuration in this [user guide](#).

General Settings

Please navigate to **Stores** → **Configuration** → **Amasty Extensions** → **Google Automated Discounts** → **General** to configure general extension settings.

General



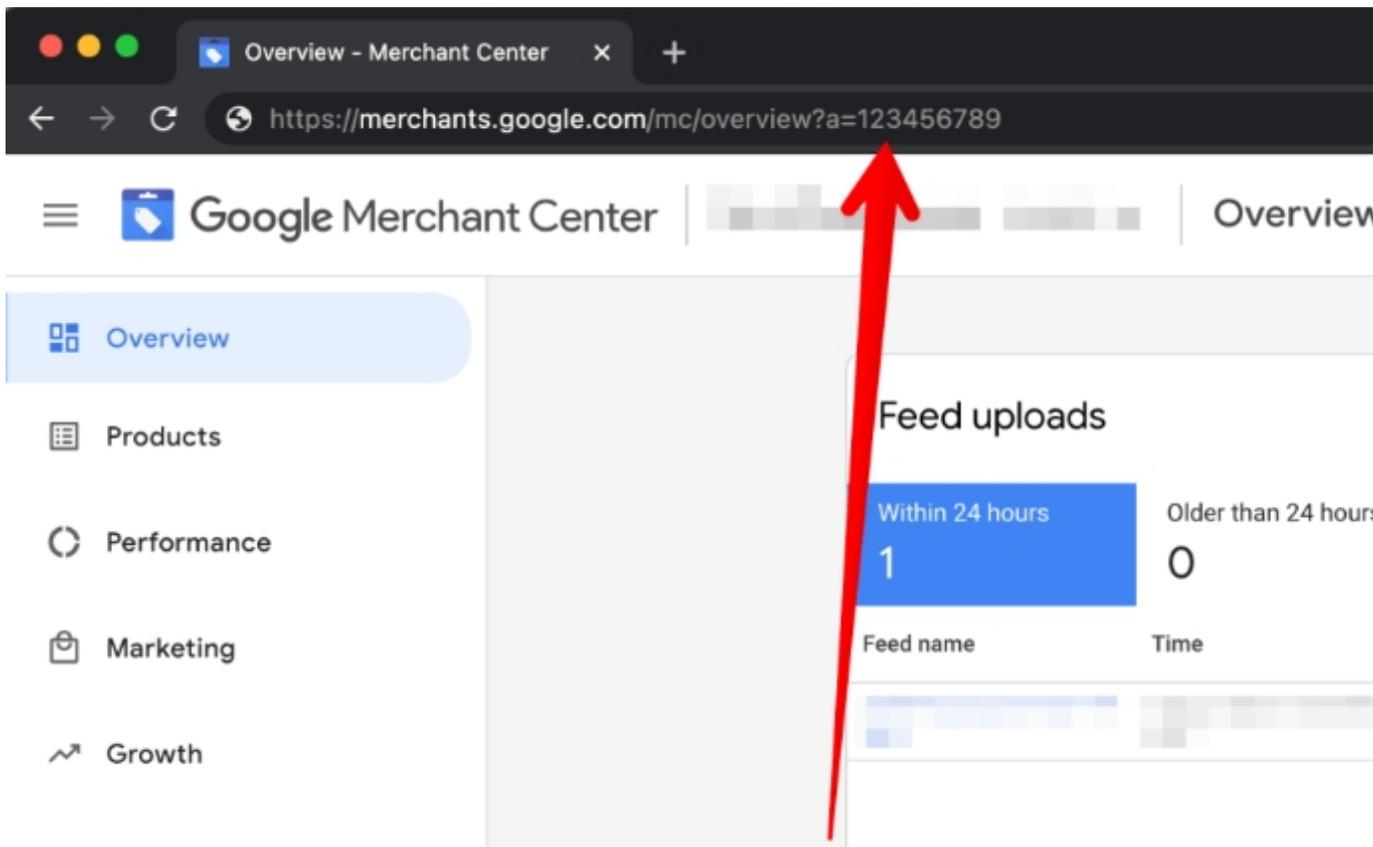
Enable Automated Discounts [global]

Google Merchant Center ID [global]

Enable Automated Discounts - select **Yes** to enable the Google Automated Discounts extension.

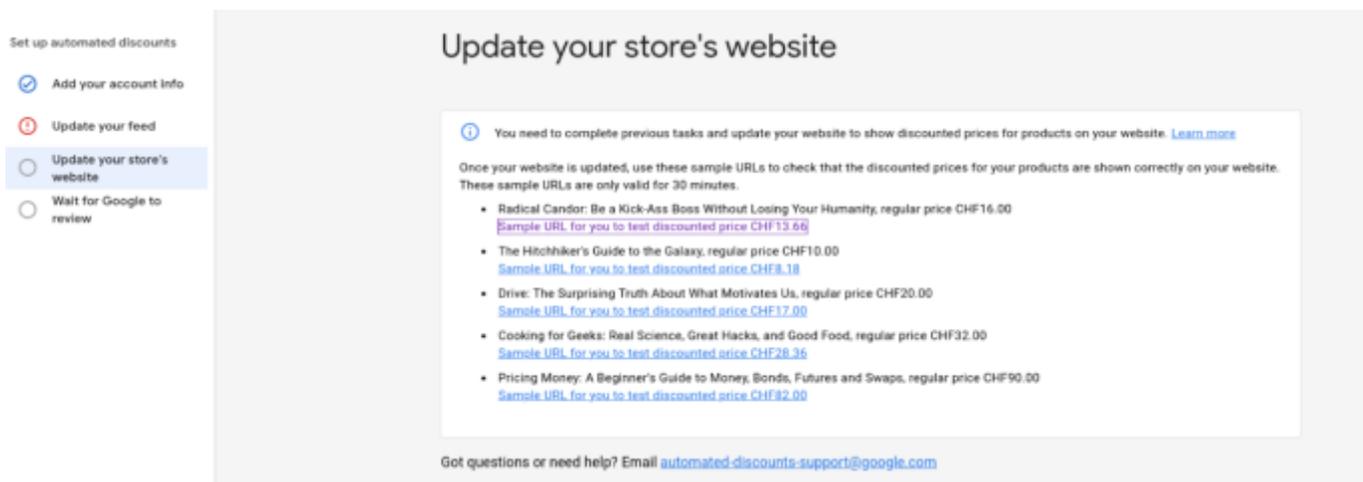
Google Merchant Center ID - specify your Google Merchant Center ID.

You can copy this ID from the URL after entering your Google Merchant Center account.



Post-implementation stage

When the above technical requirements are fulfilled, you will find example URLs for testing in the Merchant Center (**Growth** → **Automated Discounts** → **Update your store's website**). Clicking on these links, you should obtain the price mentioned in the link description, which includes the discount:



Set up automated discounts

- Add your account info
- Update your feed
- Update your store's website
- Wait for Google to review

Update your store's website

You need to complete previous tasks and update your website to show discounted prices for products on your website. [Learn more](#)

Once your website is updated, use these sample URLs to check that the discounted prices for your products are shown correctly on your website. These sample URLs are only valid for 30 minutes.

- Radical Candor: Be a Kick-Ass Boss Without Losing Your Humanity, regular price CHF16.00
[Sample URL for you to test discounted price CHF13.60](#)
- The Hitchhiker's Guide to the Galaxy, regular price CHF10.00
[Sample URL for you to test discounted price CHF8.10](#)
- Drive: The Surprising Truth About What Motivates Us, regular price CHF20.00
[Sample URL for you to test discounted price CHF17.00](#)
- Cooking for Geeks: Real Science, Great Hacks, and Good Food, regular price CHF32.00
[Sample URL for you to test discounted price CHF28.36](#)
- Pricing Money: A Beginner's Guide to Money, Bonds, Futures and Swaps, regular price CHF90.00
[Sample URL for you to test discounted price CHF82.00](#)

Got questions or need help? Email automated_discounts_support@google.com

The final step is to ask for a full review by clicking the **Request Verification** button.

Once your account receives approval from Google, you're ready to start using the automated discounts feature.

As a rule, Google offers to start from a ramp-up period - an A/B experiment that shows the discount prices to only a fraction of users (starting from 1% and ramping up to more than 50%). You will be able to monitor your ramp-up percentage in Merchant Center by navigating to the **Performance** tab and clicking **Automated Discounts**.

Find out how to install Google Automated Discounts for Magento 2 via [Composer](#).

From:

<https://amasty.com/docs/> - **Amasty Extensions FAQ**

Permanent link:

https://amasty.com/docs/doku.php?id=magento_2:google_automated_discounts

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