

# Product Feed for Magento 2



## Magento 2 Extension User Guide

**Official extension page:** [Product Feed for Magento 2](#)



User Guide: [Product Feed for Magento 2](#)

Support: <http://amasty.com/support.html>

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# 1. How to modify original attributes

**Products** ×

Inventory

Catalog

Categories

Feeds

Profiles

**Categories**

Profiles

20 per page 1 of 1

Magento ver. 2.0.

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**Add New Categories Mapping**

If you need to make changes to your store's categories to suit Google requirements, please go to Categories section.



# 1. How to modify original attributes

## General Information

Code \*

Name \*

To create new category mapping, please specify the name and code here.

Categories  Default Category

What's New

Women

Tops

Women Jackets (Jackets)

Hoodies & Sweatshirts

Tees

Bras & Tanks

Bottoms

Pants

Shorts

Men

Tops

Jackets

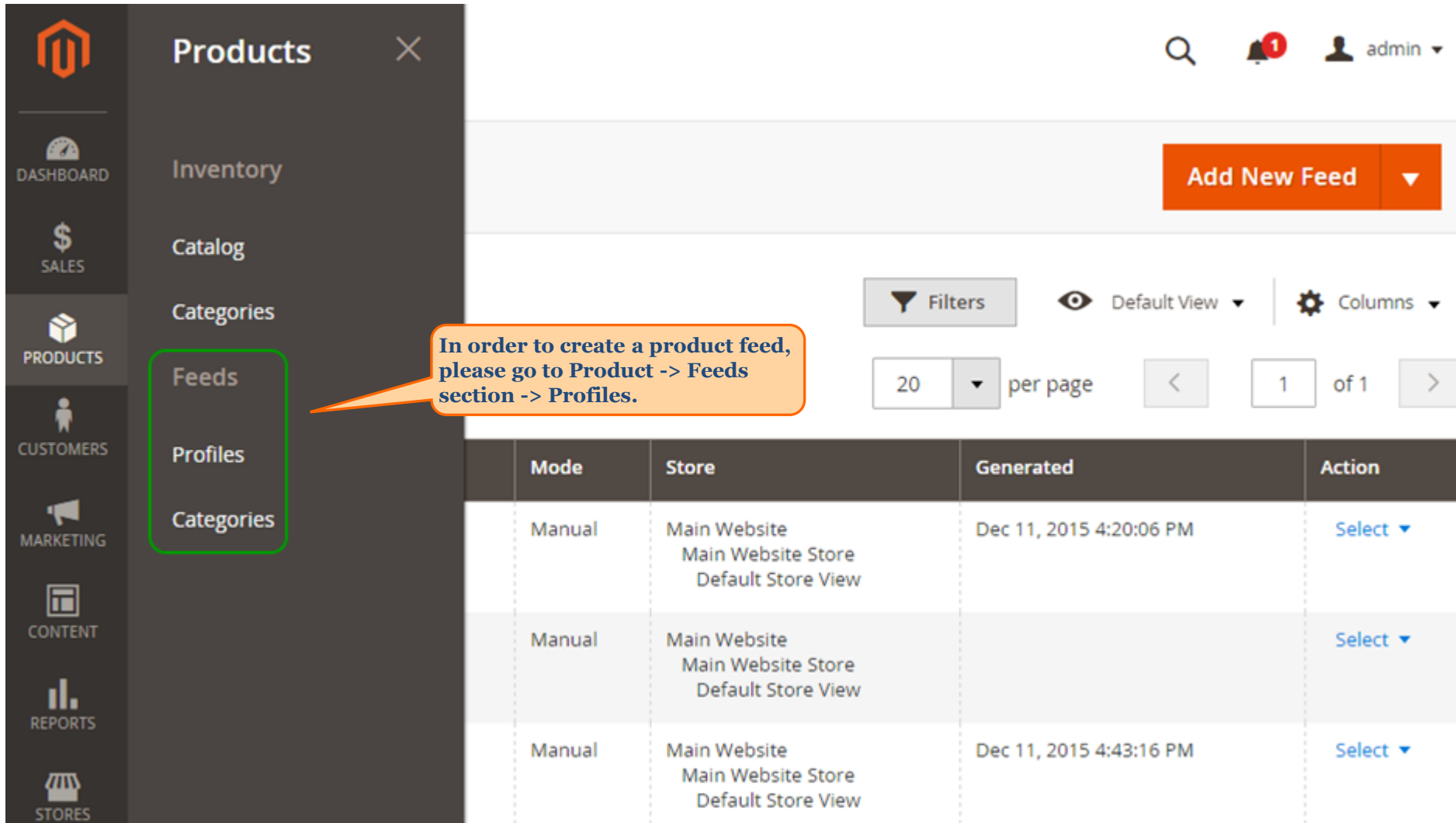
Hoodies & Sweatshirts

Click on category name to activate it and specify a new name. After you click 'Save' the name will be changed; previous category name will be displayed in brackets.

To ignore and exclude particular categories from the feed, check the necessary boxes.



## 2. Creation of product feeds



The screenshot displays the Magento 2 admin interface. On the left, a sidebar menu is visible with the 'PRODUCTS' section expanded, and the 'Feeds' option highlighted with a green box. A callout box points to 'Feeds' with the text: "In order to create a product feed, please go to Product -> Feeds section -> Profiles." The main content area shows the 'Products' page with a search bar, a notification bell, and a user profile 'admin'. An orange 'Add New Feed' button is located in the top right. Below the button, there are controls for filters, default view, and columns. A pagination bar shows '20 per page' and '1 of 1'. The main table displays a list of product feeds with columns for Mode, Store, Generated, and Action.

Mode	Store	Generated	Action
Manual	Main Website Main Website Store Default Store View	Dec 11, 2015 4:20:06 PM	Select ▾
Manual	Main Website Main Website Store Default Store View		Select ▾
Manual	Main Website Main Website Store Default Store View	Dec 11, 2015 4:43:16 PM	Select ▾



## 2. Creation of product feeds: ready-made templates

**You can duplicate and generate feeds in a bulk.**

**Add New Feed**

- Custom Feed
- Add Bing Template
- Add Shopping Template
- Add Google Template

Filters    Default

20 per page

4 records found

Actions		Mode	Store	Action
<input type="checkbox"/>		Manual	Main Website Main Website Store	Select
<input type="checkbox"/>	Shopping	Manual		
<input type="checkbox"/>	Bing	Manual	Main Website Main Website Store Default Store View	Select
<input type="checkbox"/>	Google	Manual	Main Website Main Website Store Default Store View	Select

**When you create a feed, you can use ready made templates.**

**In this case the feed will contain all the basic settings for the certain shopping search engine. You can do any custom adjustments while creating a feed or later.**

## 2. Creation of product feeds

### Feeds

You can add a new custom field or modify existing ones.

Add New Feed

Filters

Default View

Columns

Actions

4 records found

20

per page

1

of 1

	Name	Mode	Store	Action
<input type="checkbox"/>	Google	Manual	Main Website Main Website Store Default Store View	Select ▲ View Download
<input type="checkbox"/>	Shopping		Main Website Main Website Store Default Store View	
<input type="checkbox"/>	Bing	Manual	Main Website Main Website Store Default Store View	Select ▼
<input type="checkbox"/>	Google	Manual	Main Website Main Website Store Default Store View	Select ▼

In order to change existing custom field please click on it.

You also can view the template and edit it.



DASHBOARD

SALES

PRODUCTS

CUSTOMERS

MARKETING

CONTENT

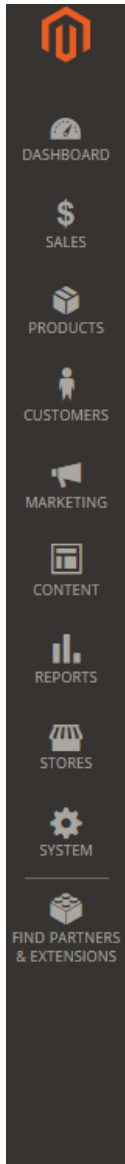
REPORTS

STORES

SYSTEM



# 3. Feed generation mode



Google



← Back   Delete   Reset   Save and Generate   Save and Continue

- General**
- Content
- Format
- Conditions
- Delivery
- Analytics

## General Information

Name \*

File Name \*

Type \*

Store \*

Status \*

Execution mode

Cron Execution Time

- Manual
- Hourly
- Daily
- Weekly
- Monthly

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

**At the General tab you can:**

1. Select for which store view to create the feed.
2. Specify feed name.
3. Choose product feed format (XML, CSV or TXT).
4. Specify the feed file name.
5. Select feed generation mode (Manual, Hourly, Daily, Weekly or Monthly).
6. Specify feed generation time to generate feeds when the site load is minimal (for example, at nights). The option works only with automatic modes (hourly, daily etc.)





## 4. Configure feed content

**Content tab allows to configure product data included in the product feed. The functionality of the tab depends on the format you select at the 'General' tab. If you choose XML format, you will get fields for entering the feed header, footer and product information.**

**When you choose 'Yes' for 'Parent' setting, data from the main configurable product will be used.**

**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).**

**XML Template**

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

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

**Content**

```
<g:id>{attribute="basic|sku" format="as_is" parent="no" modify=""}/>g:id>  
<title>{attribute="product|name" format="as_is" parent="no" modify="html_escape"}<  
<description>{attribute="product|description" form  
<g:product_type>{attribute="basic|product_type" fo  
<link>{attribute="url|short" format="as_is" parent  
<g:image_link>{attribute="image|image" format="as  
<g:condition>New</g:condition>
```

Tag	Attribute	Format	Parent
<input type="text" value="g:price"/>	<input type="text" value="Features"/>	<input type="text" value="As Is"/>	<input type="text" value="No"/>

add modifier

Insert

**Footer** `</channel> </rss>`



# 4. Configure feed content

**Item**

XML Tag for Item (example for Google - item)

**Content**

```
<title>{attribute="product|name" format="as_is" parent="no" modify="html_escape"}</title>
<description>{attribute="product|description" format="as is" parent="no" modify="html_escape
<g:product_type>{attribute=
<link>{attribute="url|short
<g:image_link>{attribute="i
<g:condition>New</g:conditi
<g:availability>{attribute=
<g:price>{attribute="price|
<g:brand>{attribute="produc
<g:google_product_category>
<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<
```

Swatch  
Tax Class  
Thumbnail  
Thumbnail Label  
URL Key  
Visibility  
Weight  
Dynamic Weight  
**Inventory**  
Qty  
Is In Stock  
**Price**  
Price  
Final Price  
Min Price  
Max Price  
Price with TAX(VAT)  
Final Price with TAX(VAT)  
**Category**  
Default

Tag:

add modifier

Update

**Footer**

When configuring product data, you can add a new field - Price with TAX(VAT) - to get more relevant information on the product prices



## 4. Configure feed content

Content

```
<g:id>{attribute="basic|sku" format="as_is" parent="no" modify=""}</g:id>
<title>{attribute="product|name" format="as_is" parent="no" modify="html_escape"}</title>
<description>{attribute="product|description" format="as_is" parent="no" modify="html_escape"}</description>
<g:product_type>{attribute="basic|product_type" format="as_is" parent="no" modify=""}</g:product_type>
<link>{attribute="url|short" format="as_is" parent="no" modify=""}</link>
<g:image_link>{attribute="image|image" format="as_is" parent="no" modify=""}</g:image_link>
<g:condition>New</g:condition>
<g:availability>{attribute="inventory|is_in_stock" format="as_is" parent="no" modify="replace"}</g:availability>
<g:price>{attribute="price|final_price" format="price" parent="no" modify=""}</g:price>
<g:brand>{attribute="product|manufacturer" format="as_is" parent="no" modify=""}</g:brand>
<g:google_product_category>GOOGLE CATEGORIES (https://support.google.com/merchants/answer/10000000)
<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>
```

Actions, available for modifying:

Replace

Strip Tags

Html Escape

Lowercase

Integer

Length

Prepend

Append

Replace

It is possible to create custom fields 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.

Attribute	Format	Parent
In Stock	As Is	No

Replace

add modifier

Insert

Yes

In Stock


Delete

In this example we replace the value 'Yes' by the value 'In Stock', used by Google.



## 4. Configure feed content

General

Content 

Format

Analytics

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.

### Price

Currency \*

Show Currency Abbr \*

Number of decimal points \*

Separator for the decimal point \*

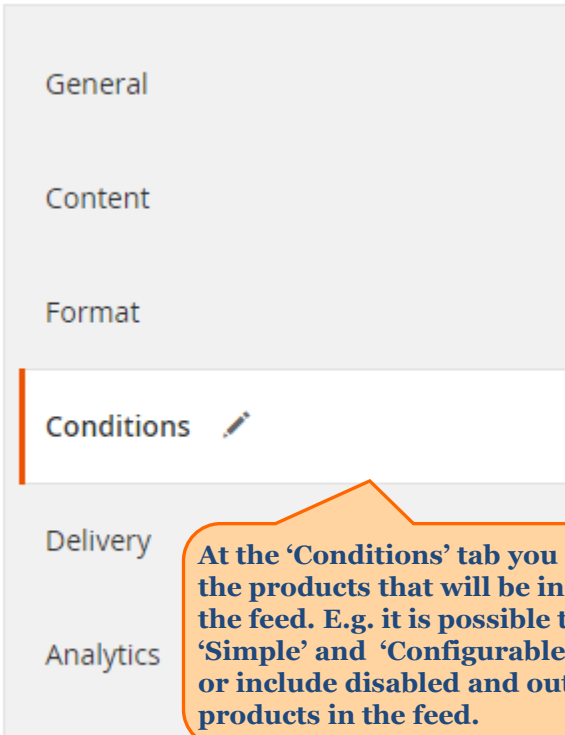
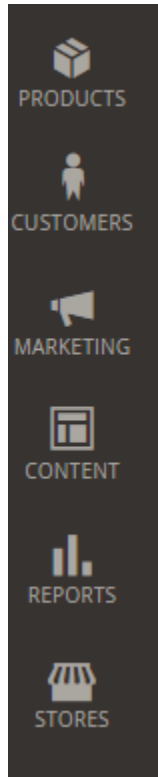
Thousands Separator \*

### Date

Date



## 5. Select products for feed



At the 'Conditions' tab you can specify the products that will be included into the feed. E.g. it is possible to add 'Simple' and 'Configurable' products or include disabled and out of stock products in the feed.

### Conditions (don't add conditions if need export all products)

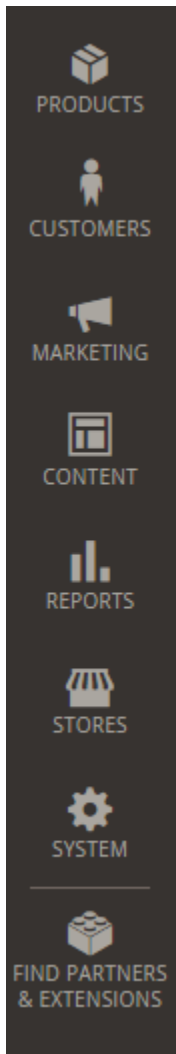
If ALL of these conditions are TRUE :

Category is 36 ❌

Attribute Set is Top ❌



## 6. Specify delivery options



General

Content

Format

Conditions

**Delivery**

Analytics

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

### Delivery

Enabled

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

Delivery Type

User

Password

Path

Passive Mode





# 7. Enable Google Analytics


General

Content

Format

Conditions 

Delivery 

**Analytics** 

These settings allow you to get Google Analytics statistics on your feeds.

**NOTICE:** the fields Campaign Source, Campaign Medium and Campaign Name are REQUIRED.

## Google Analytics

Campaign Source

google

**Required.** Use **utm\_source** to identify a search engine, newsletter name, or other source.  
*Example:* utm\_source=google

Campaign Medium

cpc

**Required.** Use **utm\_medium** to identify a medium such as email or cost-per-click.  
*Example:* utm\_medium=cpc

Campaign Term

running+shoes

Used for paid search. Use **utm\_term** to note the keywords for this ad.  
*Example:* utm\_term=running+shoes

Campaign Content

logolink

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

Campaign Name


spring\_sale

Used for keyword analysis. Use **utm\_campaign** to identify a specific product promotion or strategic campaign.  
*Example:* utm\_campaign=spring\_sale



## 8. Select URL Path

Go to Admin Panel – Stores – Configuration – Amasty Extensions – Product Feed

GENERAL	▼
CATALOG	▼
CUSTOMERS	▼
SALES	▼
SERVICES	▼
ADVANCED	▼
 AMASTY EXTENSIONS	▲
Extensions & Notifications	
Product Feed	

General

Batch Size  
[global]

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]

Default Rules

Default Rules

Shortest Path

Longest Path

To generate an appropriate product feed, switch between shortest and longest URL paths.





# Thank you!

Should you have any questions or feature suggestions, please contact us at:

<http://amasty.com/support.html>

Your feedback is absolutely welcome!

