

Amasty

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

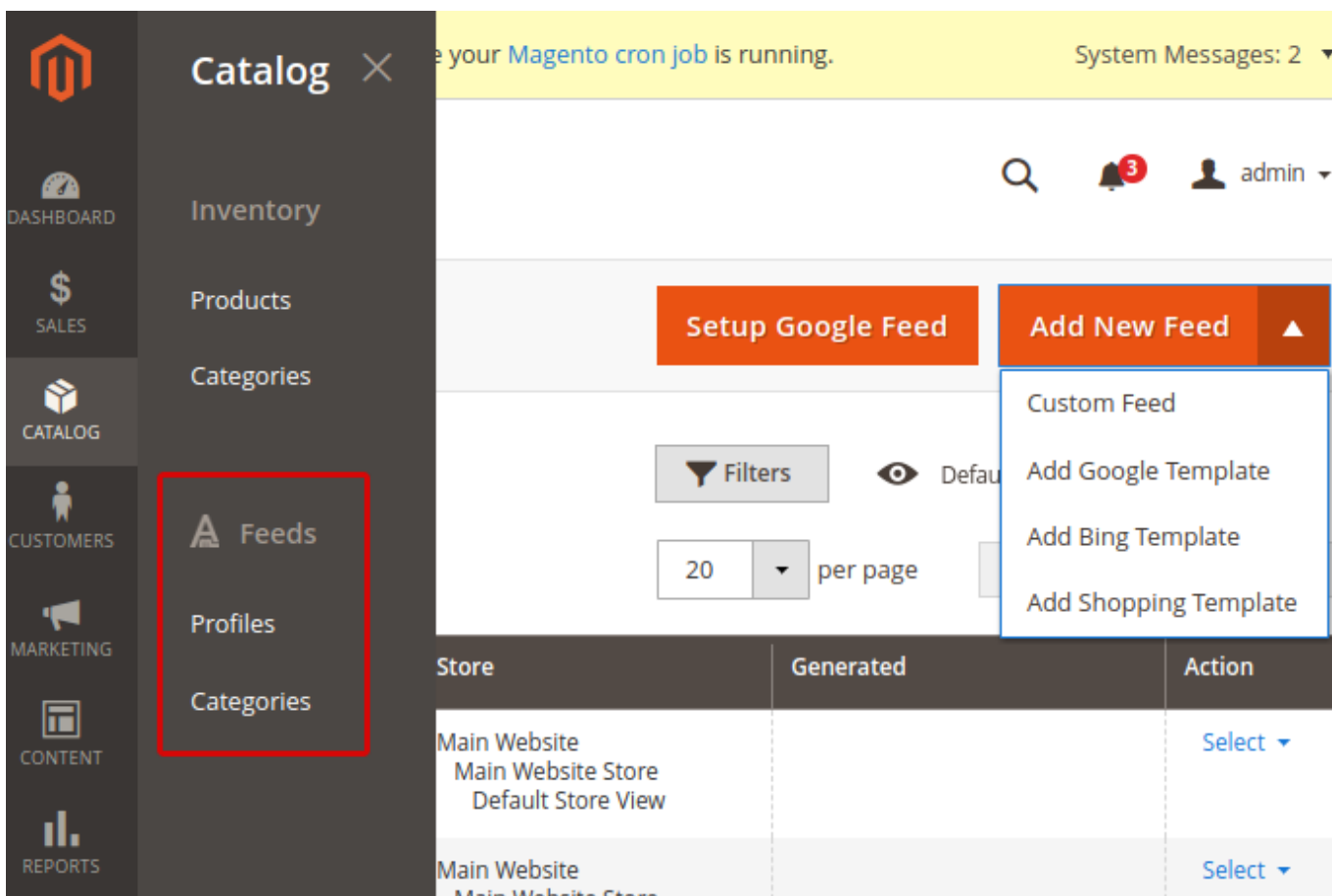
Product Feed for Magento 2

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

Creation of product feeds

To create a product feed, please go to **Catalog** → **'Feeds' section** → **Profiles**. You can add a new custom field or modify existing ones. In order to change an existing custom field please click on it.



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 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.

The screenshot displays the Amasty Product Feed Manager interface. At the top, there are buttons for 'Setup Google Feed' and 'Add New Feed'. Below these are filters and a '20 per page' selector. A table lists 8 records found. The table has columns for Name, Mode, Store, Generated, and Action. The first row is highlighted. Two red boxes highlight the 'Actions' menu (with options: Generate, Duplicate, Delete) and the 'Add New Feed' dropdown menu (with options: Custom Feed, Add Google Template, Add Bing Template, Add Shopping Template).

| Name | Mode | Store | Generated | Action |
|--|--------|--|-----------|----------|
| Google Feed | Manual | Main Website Main Website Store Default Store View | | Select ▾ |
| <input type="checkbox"/> 5 Google | Manual | Main Website Main Website Store Default Store View | | Select ▾ |
| <input type="checkbox"/> 6 Bing | Manual | Main Website Main Website Store Default Store View | | Select ▾ |
| <input type="checkbox"/> 7 Google Feed | Manual | Main Website Main Website Store | | Select ▾ |

Add new feed settings

General

Name - specify feed name.

File name - specify 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.

Execution mode - specify the feed generation mode (Manual, Hourly, Daily, Weekly or Monthly).

Cron Execution Time - specify feed generation time to generate feeds when the site workload is

minimal (for example, at nights). The option works only with automatic modes (hourly, daily etc.)

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

The screenshot shows the configuration interface for a product feed. On the left is a sidebar with tabs: General (selected), Content, Format, Conditions, Delivery, and Analytics. The main area is titled 'General Information' and contains the following fields:

- Name ***: Text input field containing 'Google'.
- File Name ***: Text input field containing 'Google'.
- Type ***: Dropdown menu set to 'XML'.
- Store ***: Dropdown menu set to 'Default Store View'.
- Status ***: Dropdown menu set to 'Active'.
- Execution mode**: Dropdown menu set to 'Manual'.
- Cron Execution Time**: A list of time slots from 12:00 AM to 4:30 AM in 30-minute increments. '3:00 AM' is selected and highlighted.
- Compress**: Dropdown menu set to 'None'.

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

Header - used to place some info into the XML header

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).

Attribute - When you configure product data, you can add a new attribute, image, custom field 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 configurable product.

Footer - used to place some info into XML footer

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, html escape, lowercase

Content

```
{attribute="basic|sku" format="as_is" parent="no" modify="strip_tags"}
<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" format="as_is" parent="no" modify=""}
<g:product_type>{attribute="basic|product_type" format="as_is" parent="no" modify=""}
<link>{attribute="url|short" format="as_is" parent="no" modify=""}</link>
<g:image_link>{attribute="image|image" format="as_is" parent="no" modify=""}</g:
<g:condition>New</g:condition>
<g:availability>{attribute="inventory|is_in_stock" format="as_is" parent="no" mo
<g:price>{attribute="price|final_price" format="price" parent="no" modify=""}</g
<g:brand>{attribute="product|manufacturer" format="as_is" parent="no" modify=""}
<g:google_product_category>GOOGLE CATEGORIES (https://support.google.com/merchan
<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 | Parent |
|------|-------------|--------|--------|
| g:id | Description | As Is | No |

Html Escape

Delete

add modifier

Update

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.

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.

New Feed

← Back Reset **Save and Continue Edit**

- General
- Format**
- Conditions
- Delivery
- 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.



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

✓ You saved the feed.

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

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

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

- Attribute Set is **Bag** 
- Category is **36** 
- 

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'.

Delivery

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

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

✓ You saved the feed.

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

Delivery

Enabled

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

Delivery Type

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. Please note: this path is set relative to FTP\SFTP user home directory. If the home directory is already set to desired feed destination then you don't need to set Path.

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

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 statistics to your Google Analytics account. NOTICE: the fields Campaign Source, Campaign Medium and Campaign Name are REQUIRED.

← Back

Delete

Reset

Save and Generate

Save and Continue Edit

Save


General

Content

Format

Conditions

Delivery

Analytics 

Google Analytics

Campaign Source

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

Campaign Medium

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

Campaign Term

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

Campaign Content

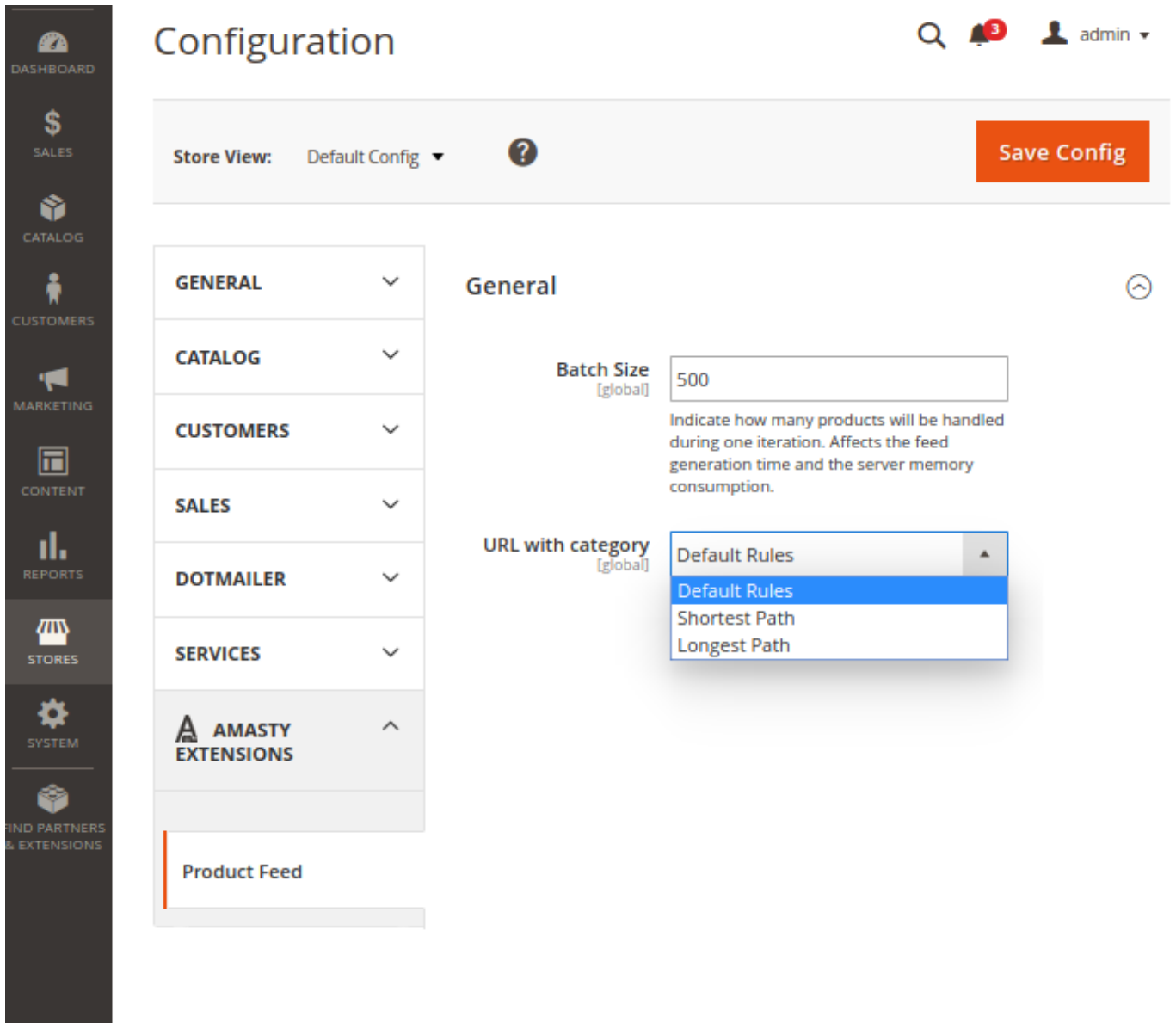
Used for A/B testing and content-targeted ads. Use **utm_content** to differentiate ads or links that point to the same URL.
Example: utm_content=logolink or utm_content=textlink

Campaign Name

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

General Settings

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



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.

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** → **'Feed' section** → **Categories**

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

New Categories Mapping

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

General 

General Information

Code *

Name *

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

Click on the 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.

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.

Set up feed for Google and Facebook with Feed wizard

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.

Feeds 🔍 3 👤 admin ▾

Setup Google Feed Add New Feed ▾

🔽 Filters 👁 Default View ▾ ⚙ Columns ▾

Actions ▾ 10 records found 20 ▾ per page < 1 of 1 >

| <input type="checkbox"/> | ID ↓ | Name | Mode | Store | Generated | Action |
|--------------------------|------|-------------|--------|--|-------------------------|----------|
| <input type="checkbox"/> | 4 | Google Feed | Manual | Main Website Main Website Store Default Store View | | Select ▾ |
| <input type="checkbox"/> | 5 | Google | Manual | Main Website Main Website Store Default Store View | | Select ▾ |
| <input type="checkbox"/> | 6 | Bing | Manual | Main Website Main Website Store Default Store View | | Select ▾ |
| <input type="checkbox"/> | 7 | Google Feed | Manual | Main Website Main Website Store Default Store View | | Select ▾ |
| <input type="checkbox"/> | 10 | Google Feed | Daily | Main Website Main Website Store Default Store View | Feb 26, 2018 3:17:16 PM | Select ▾ |
| <input type="checkbox"/> | 11 | Google Feed | Daily | Main Website Main Website Store | Feb 26, 2018 3:29:36 PM | Select ▾ |

Go to **Feeds** and click the **Setup Google Feed** button.

Step 1: Categories

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

Google Feed Wizard

Proceed to next step

SETUP GOOGLE FEED

- Step 1: Categories
- Step 2: Basic Product Information
- Step 3: Optional Product Information
- Step 4: Run and Upload

Step 1: Categories

Please check [Google Taxonomy](#) and associate your categories to Google's according to requirements.
Notice: you should define full path when associating category, just like in taxonomy.
For example if you want to associate category where you have Shorts, you should rename it to "Apparel & Accessories > Clothing > Shorts"

- Default Category**
 - What's New
 - Women**
 - Apparel & Accessories > Clothing > Shirts & Tops (Tops)
 - Apparel & Accessories > Clothing > Shirts & Tops (Jackets)
 - Apparel & Accessories > Clothing > Shirts & Tops (Hoodies & Sweatshirts)
 - Apparel & Accessories > Clothing > Shirts & Tops (Tees)
 - Apparel & Accessories > Clothing > Shirts & Tops (Bras & Tanks)
 - Apparel & Accessories > Clothing > Pants (Bottoms)
 - Apparel & Accessories > Clothing > Pants (Pants)
 - Apparel & Accessories > Clothing > Shorts (Shorts)
 - Men**
 - Apparel & Accessories > Clothing > Shirts & Tops (Tops)
 - Apparel & Accessories > Clothing > Shirts & Tops (Jackets)
 - Apparel & Accessories > Clothing > Shirts & Tops (Hoodies & Sweatshirts)
 - Apparel & Accessories > Clothing > Shirts & Tops (Tees)
 - Apparel & Accessories > Clothing > Shirts & Tops (Tanks)
 - Apparel & Accessories > Clothing > Pants (Bottoms)

Hit **'Proceed to next step'** to continue.

Step 2: Basic Product Information

SETUP GOOGLE FEED

Step 1: Categories

Step 2: Basic Product Information

Step 3: Optional Product Information

Step 4: Run and Upload

Step 2: 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 |

Options

Store View *

Price Currency

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, then you can do it like this:

SETUP GOOGLE FEED

- Step 1: Categories
- Step 2: Basic Product Information**
- Step 3: Optional Product Information
- Step 4: Run and Upload

Step 2: 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 Actual Price |
| image link URL of an image of the item | Product Name |
| condition Condition or state of the item (allowed values: new, refurbished, used) | New |
| price Price of the item | Set Product as New from Date |
| tax The tax rate as a percent of the item price, i.e., a number as a percentage | Set Product as New to Date |

Options

Store View *

- Display Actual Price
- Product Name
- New
- Set Product as New from Date
- Set Product as New to Date
- Display Product Options In
- Performance Fabric
- Price
- Dynamic Price
- Price View
- Sale
- Ship Bundle Items
- Short Description**
- Size
- SKU
- Dynamic SKU
- Sleeve
- Small
- Small Image Label
- Special Price From Date

The same can be applied to all other attributes.

Also check the **Options** section. There you can select which storeview 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. Same works for **currencies**. 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.

Hit '**Proceed to next step**' to continue.

Step 3: Optional Product Information

SETUP GOOGLE FEED

Step 1: Categories

Step 2: Basic Product Information

Step 3: Optional Product Information

Step 4: Run and Upload

Step 3: 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 | Manufacturer |
| color Color of the item | None |
| size Size of the item | None |
| gender Gender of the item | None |
| gtin Global Trade Item Number (GTIN) of the item Please check here for details on GTIN and MPN | None |
| mpn Manufacturer Part Number (MPN) of the item | None |

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.

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 4. Run and Upload

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:

Diagnosics

Feeds

List

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 ?

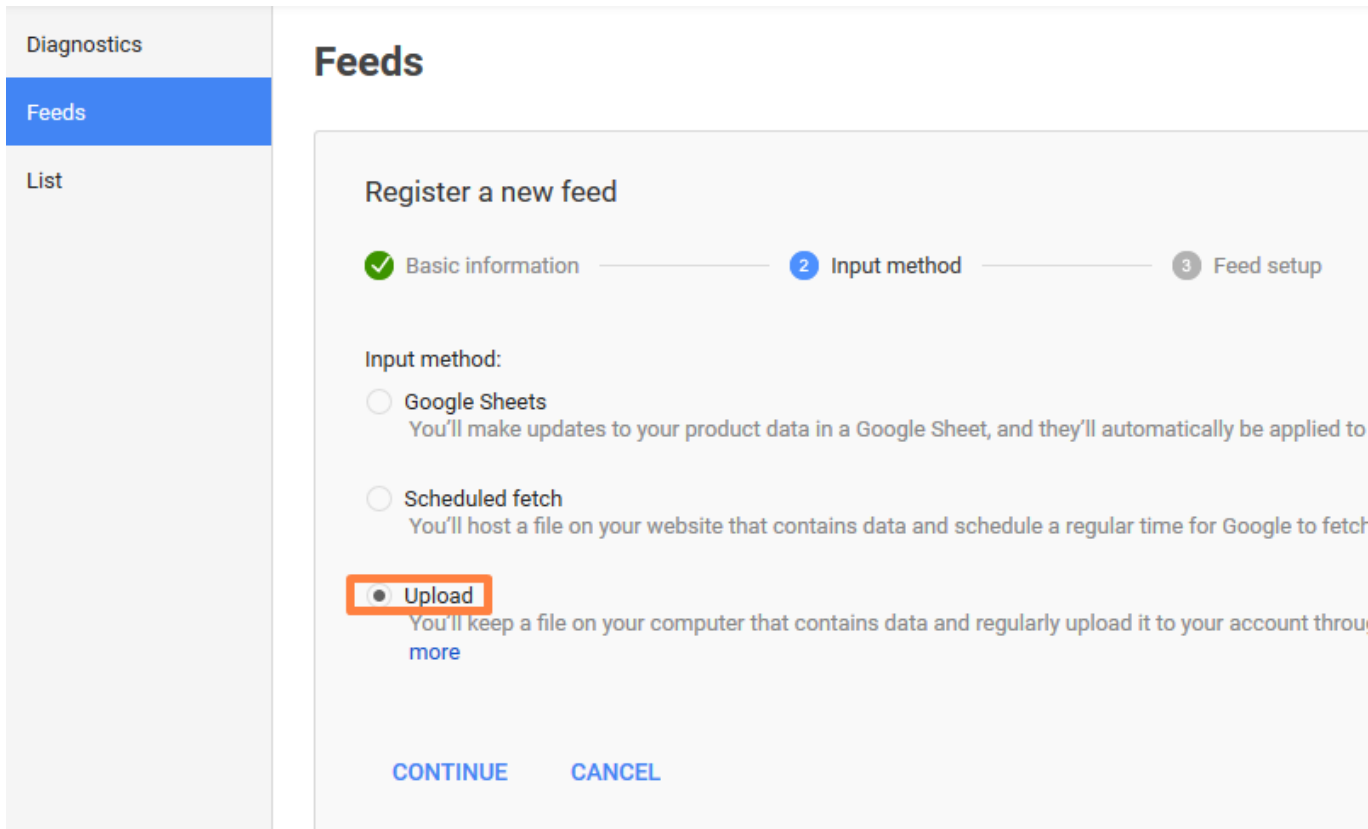
US Dollar

Feed name ?

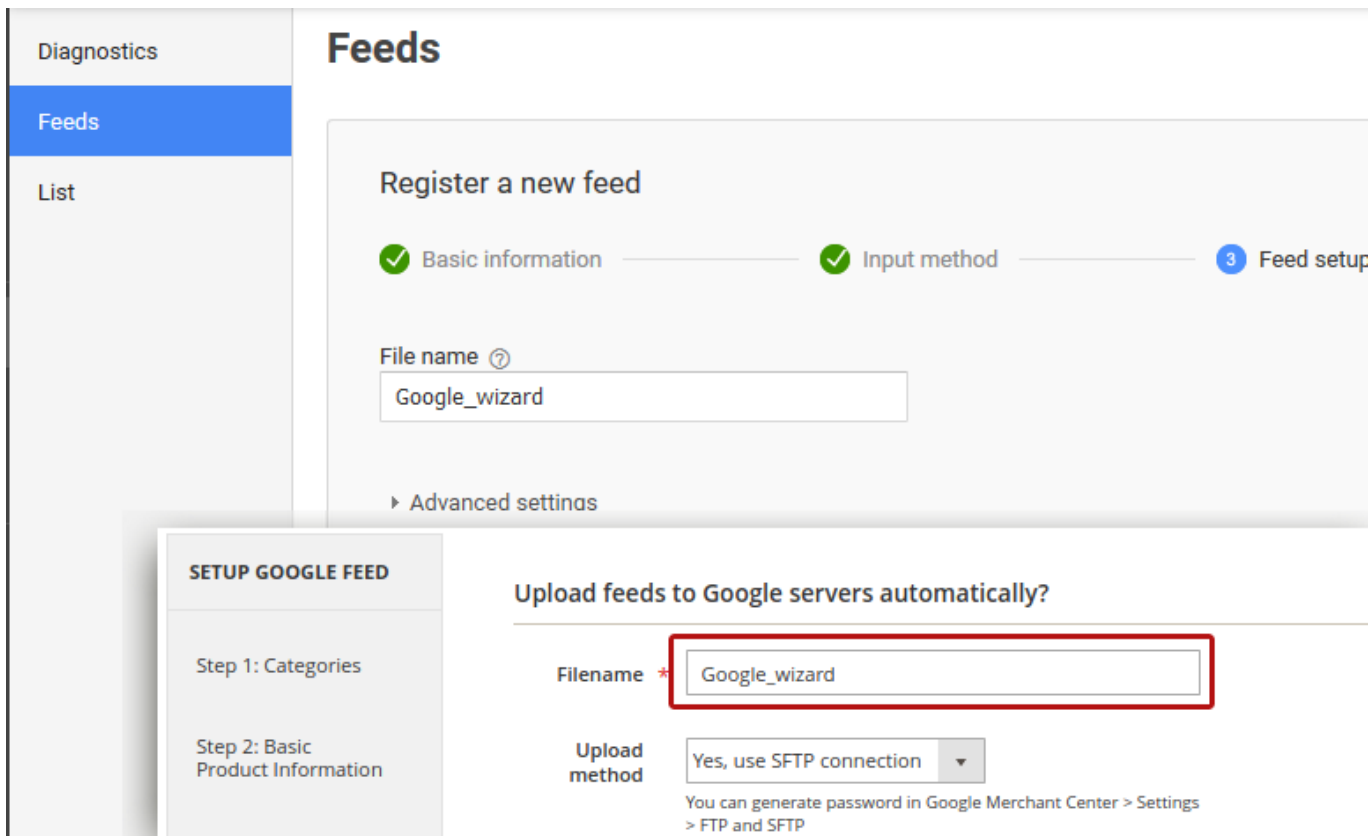
Google_Wizard

CONTINUE **CANCEL**

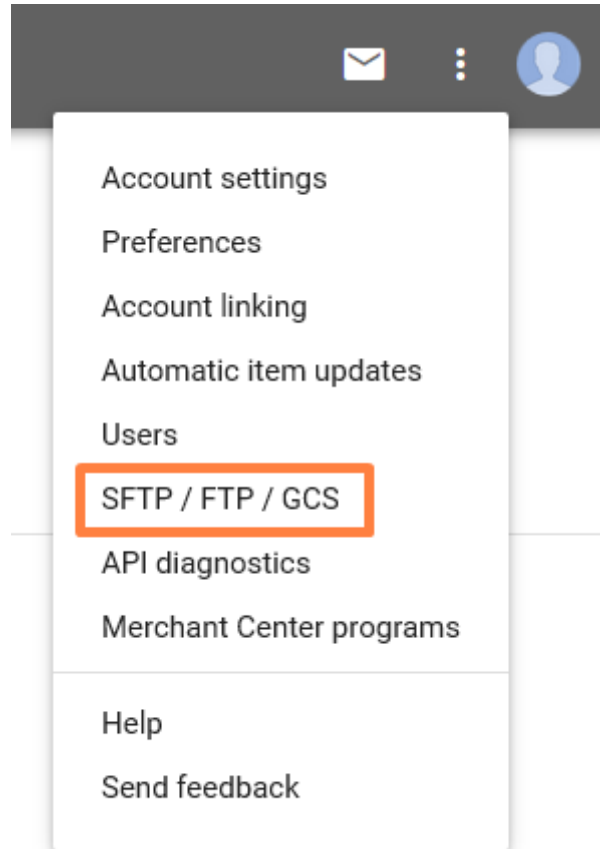
Since we're going to upload our feed files to Google server, **Upload** is what we need here:



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. The same name we're going to use in Wizard a bit later:



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 4**, choose **SFTP** as the upload method and enter the data you have received from the Google Merchant dashboard. Here also goes the filename you've set in the Google Marchant feed settings. Switch the **Generate feed** setting to **Daily**, and you’re done!

Here’s how the configured step 4 may look like:

Finish and start generation

SETUP GOOGLE FEED

Step 1: Categories

Step 2: Basic Product Information

Step 3: Optional Product Information

Step 4: Run and Upload 

Upload feeds to Google servers automatically?

Filename *

Upload method

You can generate password in Google Merchant Center > Settings > FTP and SFTP

Host

Add port if necessary (example.com:321)

Login

Password

Generate feed

As you click **Finish 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.

Popular use cases

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 |
|--|----------------------------------|------------------------------------|----------------------------------|
| <input type="text" value="g:item_group_id"/> | <input type="text" value="SKU"/> | <input type="text" value="As Is"/> | <input type="text" value="Yes"/> |

[add modifier](#)

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.

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

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

Content

| 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"/> |

[add modifier](#)

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

Rate the user guide

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○ ○ ○ ○ ○

★☆☆☆☆ 0 visitor votes

★★☆☆☆ 0 visitor votes

★★★☆☆ 0 visitor votes

★★★★☆ 0 visitor votes

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