



Your guide to perfect product listings on Google Merchant Center



Table of contents

1. Google's rise in ecommerce... and complexity	3
<hr/>	
2. How to (not) get disqualified on Google Merchant Center	4
• Why was my product ad disqualified?	
<hr/>	
3. Roadblocks on the product content journey to Google success	5
• The Google product content journey	
• Manual setup, maintenance, and optimization	
• Business impacts	
<hr/>	
4. Best practices for creating perfect Google ads and listings	9
• Google Shopping Ads and product listings	
• Google Search Ads	
• Google Local Inventory Ads	
• Performance Max Campaigns	
• Google Comparison Shopping Service	
<hr/>	
5. Simplify and streamline your Google Merchant Center experience with Productsup	15
• Operating GMC with Productsup	
<hr/>	
6. Appendix (Key product feed attributes + Productsup rule boxes)	17

Google's rise in ecommerce... and complexity

As a 90's baby, Google has tenure in digital advertising and ecommerce compared to most of today's big tech companies. While brands and retailers experiment with new shopping capabilities and ad formats from the Meta's and TikTok's of the world, they've been running sophisticated campaigns on Google Shopping and Google Ads for the last two decades. In 2024, Google Ads (Search, YouTube, and Display) generated \$264.6 billion, making up over [75% of Google's total revenue](#).

But with its maturity, Google (and the ecommerce ecosystem as a whole) has become more nuanced, and in turn, more complex for businesses to navigate. Each year brings new guidelines for product content, new tools to operate, new technologies to understand, new markets and channels to expand to, and so on.

Instead of feeling overwhelmed by the intricacies of Google Merchant Center, this guide will help you simplify the process of uploading and managing your product content across Google Shopping, Ads, Search, etc. Remove the stress of updating and organizing product feeds, so you can take full advantage of all Google platforms as the perfect grounds for capturing consumer awareness, interest, and dollars.



How to (not) get disqualified on Google Merchant Center

Reigning as the most visited website in the world, it's safe to say Google knows best when it comes to providing users with content that keeps them coming back for more.

Google Merchant Center (GMC) acts as the central hub for ensuring high-quality product data across Shopping ads, free listings, and Performance Max campaigns. Years of analyzing user behavior have made GMC one of the strictest platforms when it comes to data quality, relevancy, and compliance.

Adherence to [GMC's specific guidelines](#) is not just a best practice but a prerequisite for successful product promotion. Without providing the mandatory attributes and giving meticulous attention to product data, Google is quick to hand out warnings and disqualify product ads. In fact, feed negligence can result in GMC account suspension, preventing you from generating any revenue from Google Shopping.

Why was my product ad disqualified?

If you find yourself on the receiving end of GMC warnings or disqualifications, it could be for a number of reasons. From data discrepancies and errors to policy violations, recognizing these potential pitfalls is the first step toward ensuring a smooth journey with the Merchant Center.

Top reasons businesses receive warnings

- Missing mandatory attributes
- Incorrect formatting
- Incorrect price
- Incorrect availability
- Missing country-specific requirements
- Inappropriate content (ie. nudity)

Depending on the type of product or country you're selling in, additional attributes like multipack, bundle, certification, tax, shipping, age group, color, gender, material, pattern, size type, item group id, and others may be required. Regional inventory feeds also demand their own set of attributes, like offer id and region id.

Beyond product data specifications, businesses must align with additional policies for data related to [shopping ads](#), [landing pages](#), tax and shipping rates, [checkout](#), and [currency and language](#).

See appendix for a complete look at feed specification requirements ([page 17](#)).

Roadblocks on the product content journey to Google success

While Google Merchant Center's strict requirements are for good reason, they're not the easiest to follow. Sometimes the product information Google is looking for simply doesn't exist. Sometimes it's hidden in data silos. And sometimes it changes so frequently that it's always outdated. Yes, the ROI of selling and advertising across Google platforms is huge, but the process of uploading and continuously managing product content on GMC is also a huge undertaking.

The Google product content journey

To understand the full extent of the struggle companies face in creating listings and ads for Google, it helps to visualize the long, hurdle-ridden route product content takes before it reaches consumers. Let's use a retailer like ALDI, for example.




Organize product information

If ALDI wants to list its products on Google Shopping or set up Google Search Ads, it first needs to gather and organize its product information coming from various sources (ie. ERP, PIM, suppliers, etc.) Thinking back to the long list of GMC specifications, it needs to ensure that the data is accurate, up-to-date, optimized, and adheres to these guidelines.

1

Create a centralized product feed

To consolidate all of the information for its various products and brands, ALDI needs to develop a centralized product feed. Again, the feed should be formatted according to GMC's specifications.

 **Productsup tip!** Use automated rules to map inconsistent field names or fix formatting issues across large datasets.


Segment audiences

Given that ALDI operates in numerous markets, the retailer needs to tailor attributes such as language, currency, and regional specifications to match the requirements of each market. Additionally, different Google campaigns (like Performance Max vs. free listings) may require tailored feeds.

3

Upload the product feed to GMC

ALDI can upload its product feed to GMC either through a standard file upload or using Google's **Content API**. The Content API offers a more dynamic setup, allowing you to send product updates automatically, which is especially useful if you have a large catalog or frequently need to update prices and availability.

 **Productsup tip!** Use supplemental feeds to enrich titles or fix disapprovals without touching the primary source feed. They're especially useful for adding custom labels, handling seasonal updates, or managing availability changes quickly and flexibly.

4

Reconfigure data for specific Google channels

Once ALDI's product feed is error-free in GMC, the retailer needs to reformat the data again, this time according to the specific requirements of campaign types like Google Shopping, Google Search Ads, Performance Max, free listings, and local inventory ads. Note: Each Google platform, ad format, etc. has its own specifications in addition to the specifications of GMC.

5

6

Add shipping and tax information

For Google Shopping, ALDI needs to set up shipping and tax information for each market to ensure users see correct shipping costs and tax details when viewing its products on the platform.

7

Create ad campaigns

To set up campaigns for, let's say, Google Search Ads, ALDI needs to define bidding strategies, target audiences, and budget allocations based on the performance goals of each market.



Alas, ALDI's products are now live on Google Shopping and promoted in ads to consumers. However, this journey illustrated above only covers the basic steps of using GMC and one ad format, leaving out the ongoing monitoring, maintenance, and enhancements that follow.

By automating the product content journey with Productsup, ALDI's team saved 66 hours of work per month, and its business saw a 30% increase in possible impressions on the Google Marketing Platform.

[See similar succes stories!](#)

Manual setup, maintenance, and optimization

Taking into account the complexity of the Google [product content journey](#), many businesses struggle to set up and maintain their product content on GMC and the respective Google platforms effectively. They're reliant on manual processes that demand substantial effort from various teams companywide.

Beyond the initial setup, ongoing challenges emerge as businesses invest significant time in optimizing product listings, ensuring detailed product descriptions, and curating high-quality images. The struggle to keep data consistently updated, meet standard requirements to avoid suspensions, and manage errors becomes a continuous battle. The intricate task of identifying and rectifying errors demands valuable resources, both in terms of time and expertise.

Business impacts

The ramifications of these challenges are not just operational but have tangible business consequences. Mismanagement of GMC poses the following risks to companies:

- **Lost revenue:** When Google disapproves or removes product listings and ads, the flow of transactions is disrupted.
- **Damaged brand reputation:** The potential damage to brand reputation is a major concern when incorrect information is displayed. Consumer trust is critical in ecommerce, and any discrepancy in product data can lead to customer dissatisfaction and erode hard-earned credibility.
- **High costs:** Digital ads don't come cheap. Ensuring that listings and ads are optimized to their full potential prevents companies from wasting budget on ads that don't convert.



Best practices for creating perfect Google ads and listings

By mitigating these Merchant Center challenges and transforming them into opportunities for growth, companies can achieve success in all of their Google endeavors. In this section, we'll explore helpful features available in GMC, tips for optimizing your product content, and best practices for boosting performance across the entire Google ecosystem.

Google Shopping Ads and product listings

As a [\\$30 trillion retail market](#), Google Shopping is an extremely valuable channel for any business. It sees [1.2 billion product searches per month](#), and the number of clicks on the channel is growing by 17.7% every year. Supplemented with a strong Google Shopping Ads campaign, you can significantly improve the visibility of your products and drive relevant traffic and conversions for your ecommerce business.



The following best practices will empower you to create highly effective ads and product listings on Google Shopping.



Free product listings: Taking advantage of [free product listings](#) is a strategic move to expand your online visibility without incurring additional costs. By participating in free listings on Google, your products can be showcased alongside paid ads, providing an additional avenue for potential customers to discover your offerings. This not only diversifies your online presence but also allows you to tap into a broader audience and drive more organic traffic to your product listings.



Use structured data markup: Implementing structured data markup (see appendix, [page 17](#)) on your website allows you to provide additional context to Google's crawlers. By incorporating schema markup on your website, you're essentially offering a more detailed and organized presentation of your product information to search engines. This not only enhances the visibility of your products in search results but also improves the accuracy of the data Google can extract. Structured data helps Google understand the context of your content, making it more likely to be featured in rich results, such as product snippets and enhanced search listings.



Utilize GMC feed rules: Employ feed rules in Google Merchant Center to optimize and automate data adjustments. You can dynamically modify your product data without the need for manual updates, streamlining the process of keeping your product feed accurate and up-to-date. For instance, you can use feed rules to standardize titles, adjust prices, or combine attributes.



Utilize custom labels: Use custom labels to group products by promotions, seasonality, margin, or performance. This enables strategic bidding and reporting across Performance Max and Shopping campaigns. For example, one of Productsup's rule box features can tag items with inventory under five items as "LowStock" to adjust visibility dynamically.



Utilize promotions: Take advantage of promotional features in GMC to boost the appeal of your products. Highlighting special offers, discounts, or free shipping directly in your Google Shopping Ads makes your products more enticing to potential customers. For instance, tools like [Google Promotion Feeds](#) allow you to schedule upcoming promotions and expedite the approval process.



Pricing competitiveness report: Google offers a [price competitiveness report](#) that allows you to compare how other retailers are pricing the same products you sell or plan to sell. With an overview of the average price for each product and the breakdown of benchmark prices over time, you can make informed decisions to remain competitive, adjust pricing strategies, or even highlight your products as the best value for customers. Find out how it works [here](#).



Certification attribute: Introduced in June 2023, the [certification attribute](#) is now essential for products with specific information requirements, such as local energy efficiency labeling regulations. It helps you ensure compliance with these regulations while also providing consumers with transparent product details needed to establish trust.

Find out how Productsup enables you to easily add the certification attribute to your Google Shopping listings and ads with [Productsup](#).



Performance tracking tip! Reference Google's [best sellers report](#) to see the top-performing brands and products currently used in Shopping ads and free listings. You can use this information to determine your own inventory levels for your product feed.

Google Search Ads

Driving conversions with Google Search Ads is all about optimizing product content for keyword searches. You need to keep your ads relevant by providing engaging and accurate information. By incorporating these best practices into your Search Ads strategy, you can optimize your ad performance, reach the right audience, and drive meaningful results for your business.



Utilize Performance Max: Google's [Performance Max](#) tool uses AI technologies to optimize attributions, bidding, budget, audiences, and creatives in real time and across all Google channels. It automates a lot of the Google Ads functionalities using machine learning systems, selecting the channel and ad that will best convert according to the goal you set. You can create up to 100 Performance Max campaigns in your Google Ads account.



Add negative keywords: Regularly review and update your list of negative keywords to prevent irrelevant clicks. Exclude terms that are not aligned with your product offerings to improve ad targeting. For example, a sunglasses brand could exclude terms like “wine glasses” or “drinking glasses” to avoid shoppers searching for the wrong product.



Implement ad extensions: Google offers ad extensions that provide additional information and enhance visibility for your Search Ads. For instance, you can include site link extensions to add additional links under the main ad, callout extensions to promote unique offers to shoppers, like free shipping or 24-hour customer service, and structured snippet extensions to provide a quick list of your product catalog. Find more information about Google ad extensions in this comprehensive guide from [Shopify](#).



Optimize landing pages: The success of Search Ads isn't just dependent on the ad content. The content you direct users to through the ad needs to maintain the same level of excellence. This means respective landing pages should be relevant to the ad content. It's also good practice to improve loading times, optimize for mobile devices, and include clear call-to-actions on landing pages.



Experiment with bids: Experiment with different bidding strategies provided by Google. Implement smart bidding options, such as Target CPA or Target ROAS, for automated and optimized bidding.



Leverage remarketing lists: Leverage remarketing lists to re-engage users who have interacted with your site or products previously. You can then implement audience targeting to reach those specific customer segments.



Test for the best: Conduct A/B testing for ad variations to identify high-performing elements. Test different headlines, descriptions, and call-to-actions to refine your ad content.



Performance tracking tip! Add Cost of Goods Sold (COGS) to your reporting, even if it's not required. It gives you a clearer view of true ROI by showing how your ad spend compares to actual profit margins, helping you optimize for profit, not just performance.

Google Local Inventory Ads

[Google Local Inventory Ads \(LIAs\)](#) are a powerful omnichannel tool for driving foot traffic to physical stores and creating more personalized, engaging shopping experiences for local customers. Creating perfect LIAs involves a combination of optimizing your product data in Google Merchant Center and implementing best practices for local advertising. Here are best practices to enhance your Google LIAs:



Optimize local inventory data: Tailor your product data for local relevance by including details like store codes, availability, and pricing specific to each store location. This level of customization enhances the accuracy of your ads.



Implement local product availability: Leverage the Local Product Availability feature in GMC to highlight the availability of products in nearby stores. This information encourages local customers to visit your physical stores.



Use a local inventory feed: Employ a local inventory feed to provide detailed information about the availability of products in each store. This feed should be regularly updated to reflect changes in stock levels.



Leverage Google My Business integration: Integrate your Google My Business account with GMC. This ensures consistency between your online inventory and the information available on your Google My Business listings.



Utilize local extensions: Implement location extensions in your Google Ads campaigns to display additional information about your nearby stores, including addresses, contact details, and business hours.



Ensure mobile optimization: Given local searches tend to be carried out via mobile, ensure that your landing pages are mobile-friendly for a seamless user experience.



Promote special offers and in-store events: Use LIAs to highlight special promotions, discounts, or in-store events, creating a sense of urgency and encouraging potential customers to visit your physical stores.



Leverage existing campaigns: Instead of creating entirely new campaigns just for LIAs, condense your operations by adjusting your settings for existing Shopping and Performance Max campaigns to also show LIAs in conjunction. More information on how to enable local products in your campaigns can be found [here](#).



Adjust bids during peak times: Raise your local ad bidding during the peak shopping hours of the day. For instance, you're likely to attract more shoppers from 3-10 p.m. as opposed to the morning hours. Find more detailed recommendations for optimal LIA bidding strategies [here](#).



Performance tracking tip! Use GMC's local storefront tracking feature to monitor when users click on LIAs and later opt for online shopping instead of visiting your physical store. You can use this information to identify what hours to lower bidding.

For a more technical, comprehensive understanding of how Google LIAs work and guidance on how to set them up effectively, check out our [Google Local Inventory Ads guide](#).

Performance Max campaigns

Performance Max is Google's most automated and multi-channel campaign format running across Search, Display, YouTube, Discover, Gmail, and Maps. But its automation doesn't mean "set and forget."

To win with PMax, you must feed it high-quality inputs and actively guide the algorithm with clear business signals. These campaigns blend creative, audience, and product data, making it essential to optimize across all three pillars. Here are the best practices to enhance your PMax campaigns:



Set clear conversion goals: Define your key conversion actions like purchases or leads, and ensure accurate tracking through Google Ads or enhanced conversions to let automation optimize toward real business value.



Ensure high-quality feed data: Since Performance Max pulls directly from your Merchant Center, provide complete and accurate product data, including GTINs, prices, and titles, to avoid disapprovals and maximize visibility.



Build rich asset groups: Upload multiple headlines, descriptions, images, logos, and videos to enable your ads to perform well across all Google channels like YouTube, Search, Display, and Gmail.



Use audience signals wisely: Guide the algorithm by adding custom audience signals based on your high-value segments, website visitors, or customer lists to accelerate learning and improve targeting.



Leverage value-based bidding: Enable conversion value tracking and use 'Maximize conversion value' or 'Target ROAS bidding' to let Performance Max prioritize users most likely to generate high-value actions.



Monitor insights and asset performance: Regularly check the insights tab for top-performing audiences and creatives. Replace underperforming assets and refine your feed or creative based on what drives results.








Combine with Google Analytics 4 (GA4): Integrate GA4 to enrich your performance view, track user behavior across touchpoints, and better inform bidding and creative optimization strategies.



Performance tracking tip! Use Google Ads Insights + GA4 pathing reports to evaluate which asset group and audience signals are driving results. PMax doesn't break down performance by placement or network, so rely on custom UTM parameters in Productsup to tag products and trace back performance across platforms.

Google Shopping CSS ads

Google Comparison Shopping Services (CSS) is a program that enables retailers to place Shopping Ads through approved CSS partners, rather than directly through Google ([only available in Europe](#)). Advertising through a [Google CSS partner](#) can help you gain additional ad placements at lower CPCs. Here's how to get the most out of it:

-  **Choose a certified CSS partner:** Work with a Google-approved CSS to ensure compliance, access full Shopping inventory, and unlock potential CPC savings of up to 20%.
-  **Optimize your product feed:** Clean, complete, and compliant product data is critical. Use feed rules and custom labels to improve targeting and reporting.
-  **Monitor CSS attribution:** Keep an eye on impression share, clicks, and conversions attributed to each CSS in your Google Ads reports. Adjust budgets based on ROI.
-  **Use merchant promotions:** Leverage promotions like discounts or free shipping to enhance your listings across CSS platforms and boost CTRs.
-  **Align bidding strategy with savings:** Reinvest CPC savings from CSS into higher bids or broader targeting to scale performance without increasing spend.



Performance tracking tip! Tag CSS ad URLs with custom UTMs to track performance separately in Google Analytics. This helps isolate CSS traffic and measure CPC savings, clicks, and ROAS more effectively.

Find out how [Productsup's Google CSS add-on](#) helps you save up to 20% on ad spend while boosting product visibility and conversions. Seamlessly integrated into our platform, it optimizes how your products appear and perform on Google Shopping.



Simplify and streamline your Google Merchant Center experience with Productsup

As an official Google partner and leading feed management platform, Productsup is the preferred solution for creating perfectly structured, Google-ready shopping feeds. Our customers see real results, such as reducing product upload time from 9 hours to just 90 minutes.

How? [Our Google Merchant Center integration](#) provides a direct connection between your product data and GMC, offering a single place to upload and manage all of your product content across the entire Google ecosystem. Within our platform, you can source, aggregate, enhance, and syndicate product data, while ensuring compliance with Google's constantly evolving feed requirements.



Productsup's **suite of advanced features** designed to boost efficiency and cut time-to-market:

Google Merchant Center API

Sync your latest product information automatically, with no manual updates needed



250+ rule boxes

Clean, transform, and optimize data without coding skills



Smart mapping automation

Automatically map product attributes and assign accurate Google categories in one click



Image Designer

Create channel-ready visuals without relying on design teams



Pre-built feed templates

Build structured, channel-ready feeds from the start using integrated specifications



Content Portal

Collect data directly from suppliers in a structured, standardized format



Google category translation

Translate your taxonomy for multilingual feeds across global markets



AI-powered automation

Map attributes, fix errors, and sync updates in real time, automatically



Curious what these features look like in action?

[Watch a custom demo.](#)

Appendix

Required attributes

Productsup rule box

Basic product data

id [id] – identifier string of the item

✓ Required

Generate Unique IDs

title [title] – title of the item

✓ Required

Append/prepend column
Append/prepend value
Set column if empty
Map replace
Separate words
Remove duplicate words

Trim to 150 characters
Remove consecutive whitespace
Uppercase to human
Remove html tags
Translate color
Replace if column contains

description [description] – description of the item

✓ Required

Append/prepend column box
Text replace
Map replace
Spellcheck

Remove consecutive
whitespace
Remove html tags
Cut last words

link [link] – URL directly linking to your item's landing page

✓ Required

Data crawl feature

image link [image_link] – URL of an image of the item

✓ Required

Image resize

Basic product data

additional image link [\[additional_image_link\]](#) - URL of an additional image for your product

⚠ Recommended

Append/prepend column

3D model link [\[virtual_model_link\]](#) - Additional link to show a 3D model of your product.

⚠ Recommended

Mobile link [\[mobile_link\]](#) - Your product's mobile-optimised landing page when you have a different URL for mobile and desktop traffic

⚠ Recommended

Data crawl feature

Required attributes

Productsup rule

Price and availability

Availability [\[availability\]](#) - Your product's availability

✔ Required

Set availability
Skip row if
Math

Availability date [\[availability_date\]](#) - The date a pre-ordered product becomes available for delivery

✔ Required

Convert datetime format

Price [\[price\]](#) - Your product's price

✔ Required

Make valid
price
Math
Append

Add VAT
Skip value in
Price comparison
service

Cost of goods sold [\[cost_of_goods_sold\]](#) - Indicates the total cost to produce or acquire a product, helping measure gross margin and ad profitability

⚠ Recommended

Expiry date [\[expiration_date\]](#) - The date that your product should stop being shown

⚠ Recommended

Sale price [\[sale_price\]](#) - Your product's sale price

⚠ Recommended

Make valid price
Append value

Sale price effective date [\[sale_price_effective_date\]](#) - The date range during which the sale price applies

⚠ Recommended

Compare columns

Price and availability

Unit pricing measure [\[unit_pricing_measure\]](#) - The measure and dimension of your product as it is sold

⚠ Recommended

Set value if contains
Split string

Unit pricing base measure [\[unit_pricing_base_measure\]](#) - The product's base measure for pricing

⚠ Recommended

Set value if contains
Split string

Installment [\[installment\]](#) - Details of an instalment payment plan

⚠ Recommended

Math
Append/prepend column

Subscription cost [\[subscription_cost\]](#) - Details a monthly or annual payment plan that bundles a communications service contract with a wireless product

⚠ Recommended

Loyalty programme [\[loyalty_program\]](#) - Defines member pricing, loyalty points, and delivery benefits for loyalty program users.

⚠ Recommended

Minimum price [\[auto_pricing_min_price\]](#) - The lowest allowable price for a product, used for auto discounts, sale suggestions, and dynamic pricing.

⚠ Recommended

Maximum retail price [\[maximum_retail_price\]](#) - Your product's price.

⚠ Recommended

Product category and identifiers

Google product category [google_product_category] - Google-defined product category for your product

⚠️ **Recommend**

Category mapping
Translate Google category
List functions
– Category mapping
– Blacklist / whitelist
– Normalization

Product type [product_type] - Product category that you define for your product

⚠️ **Recommend**

Split string

Brand [brand] - Your product's brand name

✅ **Required** for all new products, except films, books and musical recording brands

⚠️ **Recommended** for all other products

Detect brand
Merge feeds service
List Functions
– Category mapping
– Blacklist / whitelist
– Normalization

GTIN [gtin] - Your product's Global Trade Item Number (GTIN)

✅ **Required** for all products with a known GTIN to enable full offer performance

⚠️ **Recommended** for all other products

MPN [mpn] - Your product's manufacturer part number (MPN)

✅ **Required** only if your product does not have a manufacturer-assigned GTIN

⚠️ **Recommended** for all other products

Identifier exists [identifier_exists] - Indicates whether unique product identifiers (GTIN, MPN, and brand) are available for your product

⚠️ **Recommended**

Detailed product descriptions

Condition [\[condition\]](#) - The condition of your product at the time of sale

✔ **Required** if your product is used or refurbished

⚠ **Recommended** for new products

Set condition

Adult [\[adult\]](#) - Indicate that a product includes sexually suggestive content

✔ **Required**

Multipack [\[multipack\]](#) - The number of identical products sold within a merchant-defined multipack

✔ **Required**

Bundle [\[is_bundle\]](#) - Indicates that a product is a merchant-defined custom group of different products featuring one main product

✔ **Required**

Certification [\[certification\]](#) - Lists product certifications (e.g., energy ratings); available in the EU, EFTA, and UK

✔ **Required**

Energy efficiency class [\[energy_efficiency_class\]](#) - Your product's energy label

⚠ **Recommended**

Minimum energy efficiency class [\[min_energy_efficiency_class\]](#) - Your product's energy label

⚠ **Recommended**

Detailed product descriptions

Maximum energy efficiency class [max_energy_efficiency] - Your product's energy label

⚠ Recommended

Age group [age_group] - The demographic for which your product is intended

✅ Required

Colour [color] - Your product's colour(s)

✅ Required

Translate color
Detect color
List functions
– Category mapping
– Blacklist / whitelist
– Normalization

Gender [gender] - The gender for which your product is intended

✅ Required

Set gender
Text replace
Set gender by Regex

Material [material] - Your product's fabric or material

✅ Required

Pattern [pattern] - Your product's pattern or graphic print

✅ Required

Size [size] - Your product's size

✅ Required

Size type [size_type] - Your clothing product's cut

⚠ Recommended

Detailed product descriptions

Size system [\[size_system\]](#) - The country of the size system used by your product

⚠️ Recommended

Item group ID [\[item_group_id\]](#) - ID for a group of products that come in different versions (variants)

✅ Required

Split/merge variants service

Product length [\[product_length\]](#) - Your product's length

⚠️ Recommended

Product width [\[product_width\]](#) - Your product's width

⚠️ Recommended

Product height [\[product_height\]](#) - Your product's height

⚠️ Recommended

Product weight [\[product_weight\]](#) - Your product's weight

⚠️ Recommended

Product detail [\[product_detail\]](#) - Technical specifications or additional details of your product

⚠️ Recommended

Product highlight [\[product_highlight\]](#) - The most relevant highlights of your products

⚠️ Recommended

Required attributes

Productsup rule box

Shopping campaigns and other configurations

Ads redirect [\[ads_redirect\]](#) - Specifies a custom URL with additional tracking or parameters; shoppers are directed here instead of the standard link or mobile_link URL.

✔ **Required**

Add/change link parameter

Custom label 0–4 [\[custom_label_0–4\]](#) - Custom tags to organize products for bidding and reporting in Shopping campaigns

⚠ **Recommend**

Promotion ID [\[promotion_id\]](#) - An identifier that allows you to match products to promotions

⚠ **Recommend**

Lifestyle image link [\[lifestyle_image_link\]](#) - Includes the URL for a lifestyle image for your product

⚠ **Recommend**

Marketplaces

External seller ID [\[external_seller_id\]](#) - Used by a marketplace to externally identify a seller

✔ **Required** for multi-seller account

Destinations

Excluded destination [\[excluded_destination\]](#) - Used to exclude a product from a specific ad campaign

⚠ Recommended

Set value if value in
Set value if contains
Set value if value not in
Set value by column compare

Included destination [\[included_destination\]](#) - Used to include a product in a specific type of ad campaign

⚠ Recommended

Excluded countries for Shopping ads - [\[shopping_ads_excluded_country\]](#) - Used to exclude countries where your products are advertised on Shopping ads

⚠ Recommended

Pause [\[pause\]](#) - Temporarily pauses a product from all ads for up to 14 days; remove the attribute to reactivate after that

⚠ Recommended

Delivery

Delivery [\[shipping\]](#) - Defines delivery cost, speed, and destination for your product

⚠ Recommended

Append/prepend value

Delivery label [\[shipping_label\]](#) - Custom label used to apply the correct delivery speed and costs in Merchant Center

⚠ Recommended

Delivery weight [\[shipping_weight\]](#) - Product weight used to calculate the delivery cost

⚠ Recommended

Delivery length [\[shipping_length\]](#) - Product length used to calculate delivery costs based on dimensional weight

⚠ Recommended

Delivery width [\[shipping_width\]](#) - Product width used to calculate the delivery cost by dimensional weight

⚠ Recommended

Delivery height [\[shipping_height\]](#) - Product height used to calculate the delivery cost by dimensional weight

⚠ Recommended

Dispatched from country [\[ships_from_country\]](#) - Specifies the country your product is dispatched from

⚠ Recommended

Delivery

Maximum handling time [\[max_handling_time\]](#) - Maximum time between order placement and product dispatch

⚠ Recommended

Minimum handling time [\[min_handling_time\]](#) - Shortest amount of time between order placement and order dispatch

⚠ Recommended

Free delivery threshold [\[free_shipping_threshold\]](#) - Order cost above which delivery is free.

⚠ Recommended

Interested in seeing how **Productsup** can support your business with **Google Merchant Center** to empower you to **lower costs, boost performance, and grow revenue?**

[Learn more about Productsup and GMC](#)

[Get in touch with our team](#)

[Explore our pricing](#)



Connecting commerce. Powering performance.

Get in touch today!

hello@productsup.com | www.productsup.com

