

GOOGLE SHOPPING USER GUIDE

The logo for StiboSystems, featuring the company name in a white sans-serif font with a small crown-like icon above the 'i' in 'Stibo'. The logo is positioned on the right side of a large orange triangle that points to the right.

StiboSystems

STEP Trailblazer 8.1

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Google Shopping is a service Google provides that enables customers to find products they want to buy online. With STEP Google Shopping you can list your products on Google Shopping.

STEP Google Shopping allows you to create a data feed that you upload to Google Shopping using the Google Merchant tool.

The data feed that you create in STEP is a tab-separated file that complies with the minimum attribute requirements of Google's Products Feed Specification.

The attribute requirements vary depending on product type and target country. To find out about the exact requirements for your country and product types search Google's **'Products Feed Specification'**.

Creating a Data Feed

There are 3 main steps to creating a data feed.

1. Mapping products in STEP to the Google product taxonomy.
2. Creating a business condition that verifies that the relevant products contain all attributes required for a product for Google Shopping.
3. Creating an Outbound Integration Endpoint that produces a tab-separated file.

You need to create a Google Merchant account before you can submit your data to Google Merchant. Search **'Benefits and Features of Google Merchant'** for more information about Google Shopping.

You have to map products from STEP to the Google product taxonomy to be able to generate a tab-separated file that complies with Google's Products Feed Specification.

There are three main steps to categorizing products according to the Google product taxonomy.

- Mapping Attributes to Google Shopping on the next page: Most attributes in the Products Feed Specification are mapped directly from attributes in STEP. A component model specifies the mapping. Some attributes are mandatory and some are optional.
- Mapping the Google Product Category below: The Google Product Category attribute is derived from a product classification hierarchy that mirrors Google's product taxonomy.
- Mapping Prices and Availability to Google Shopping on page 5: Attributes containing prices and availability information are mapped using a terms lists.

Mapping the Google Product Category

The product category attribute is mapped separately using a classification hierarchy.

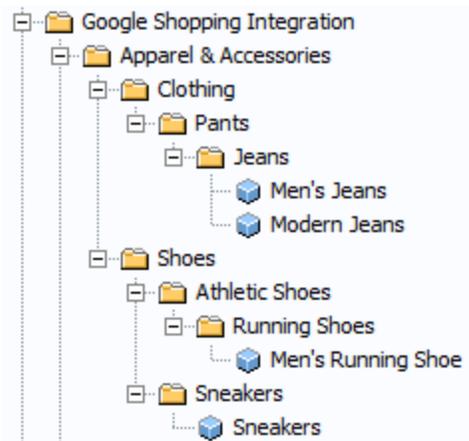
All products submitted to Google must have a product category that complies with Google's product taxonomy. The taxonomy is a hierarchy of categories that can be found on the **'Google Merchant Center Help'**. Once here, navigate to the **'Product data requirement > Categorize your products'** for further information.

To Create a Google Shopping Compliant Classification Hierarchy

In the component model, verify that you have selected a classification object type to be used for the Google product categories.

1. Use the object type to create a classification tree. The names of nodes in the hierarchy must match those of the taxonomy.
2. Link products into the classification hierarchy where they belong.

The following is an example of a correctly designed classification hierarchy. The root node in the hierarchy, which is the Google Shopping Integration node, does not use the classification object type selected in the component model configuration, but all other nodes do.

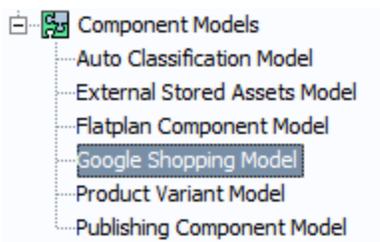


For information about how to create a classification hierarchy, see the Object Types and Structures in the System Setup documentation.

Mapping Attributes to Google Shopping

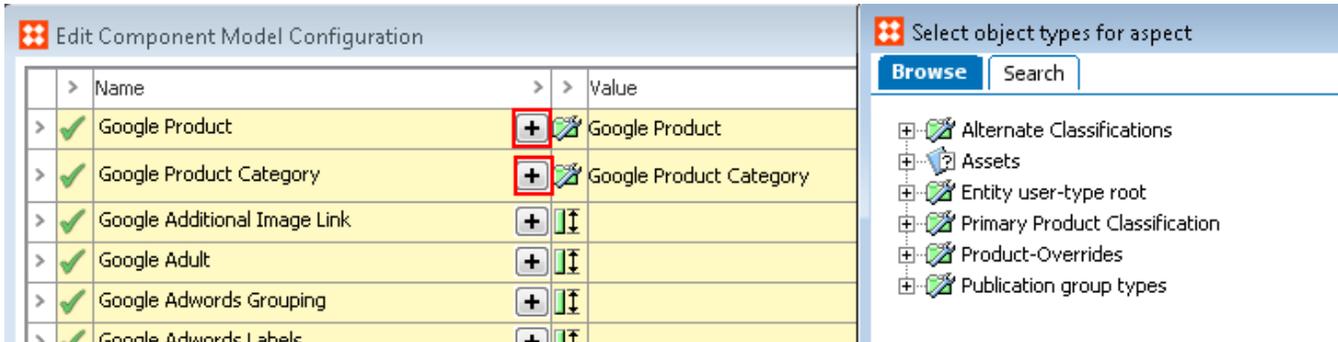
Most attributes in the Google Feed Specification can be copied directly from attributes that already exist in the STEP system. This mapping is specified by configuring the Google Shopping component model inside STEP.

1. In **System Setup**, expand **Component Models**.
2. Select **Google Shopping Model**.



3. On the **Component Model Configuration** tab, click **Edit**.

- In **Google Product**, click the + icon , and then browse or search for the value. The value is the product object type to be submitted to Google.
- In **Google Product Category**, click the + icon , and then browse or search for the value. The value is the classification object type that represents a node in Google's product taxonomy.



- Select the attributes that you want to map into Google's Products Feed Specification.

Important: When you set up the integration, it is highly recommended that you refer to Google's Product Feeds Specification for information about required attributes and local requirements and recommendations. Also note that the Product Feeds Specification is subject to change by Google.

Mapping Prices and Availability to Google Shopping

Prices and availability are typically not stored as attributes in STEP. However, this information is required by Google Shopping, and you therefore have to use a terms list to provide this information to Google Shopping.

Terms Lists Used by Google Shopping

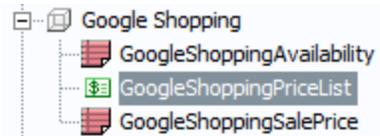
STEP's Google Shopping integration supports three kinds of terms lists:

- A required price terms list that is used to link prices to products. For products with a minimum order quantity, Google requires the total price. STEP obtains this price by using the lowest quantity price break for each product in the terms list. STEP also uses the currency from the price terms list.
- An optional sale price term list that is used to submit information about time-limited offers. The sale price and the currency are extracted from the sale price term list in the same way as regular price terms lists. In addition, the start and end date of each product term is used to determine when the sale is effective.
- An optional availability terms list is used to link products to an availability status. Google supports four availability values: "in stock", "available for order", "out of stock", and "preorder". Each term in the available terms list must have one of those values. If no availability terms list is used, STEP automatically submits "in stock" for all products. The supported availability values are subject to change by Google.

When you set up the integration endpoint that deploys the data feed you specify which terms list to relate to the data feed.

Storing Terms Lists Under Entities

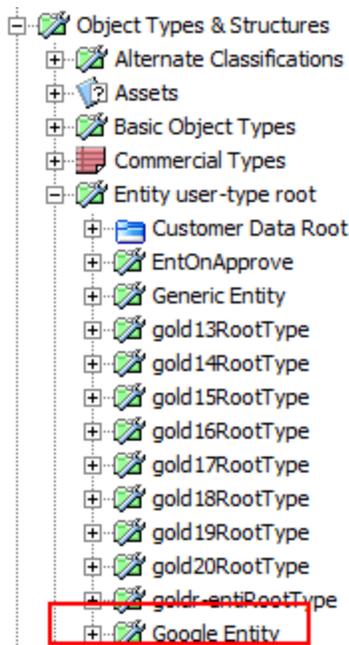
You can use any terms list stored in STEP to integrate with Google Shopping. However, it is recommended that you store terms lists specifically related to Google Shopping under an entity.



You can use the special price terms list with the green icon when integrating with Google Shopping, but it is not a requirement. Any terms list that is configured appropriately will work. The standard terms lists for prices use a special icon.

Before you can store a terms list under an entity, you have to create a new entity type, and specify which commercial lists apply to the entity type.

1. In **System Setup**, right-click **Entity user-type root**, and then point to **New object type**.
2. Enter **ID**, **Name** and **Dimension Dependency** if any, and then click **Create**.



3. Expand **Commercial Types**, and then create a new commercial type or select an existing one.
4. On the **References Tab**, click **Add Parent**, and then select the entity type that you just created. You can now create a new entity in the Tree and add the relevant price lists.
5. In the **Tree**, click the **Maintain** menu, point to **Insert**, and then select **Entity Root**.
6. Right-click the **Entity Root** you just created, point to **New List**, and then select the list that you want to add.

Terms lists can have multiple price breaks for the same product. If this is the case, the integration always uses the lowest quantity price break for each product. In the following example,, "Modern Jeans" will be sold for 32 GBP and "Men's Jeans" will be sold for 42 GBP.

Showing 4 terms. There are terms for 2 different products.

Product	Value	Unit	Min Quantity	Max Quantity
Modern Jeans	32	£ (iso4217.unit.GBP)	1	
Men's Jeans	31		6	10
Men's Jeans	23		11	20
Men's Jeans	42		1	5
Add Product				

When a currency is not available for a specific term, the default currency for the terms list is used. In this example, the currency for "Modern Jeans" is GBP and for "Men's Jeans" it is the default currency (which is not displayed).

Currencies

Currencies are sent to Google using their ISO 4217 code as required by the Products Feed Specification. For the standard currency units in STEP, the ISO 4217 code is extracted from the ID of the unit, so that another symbol can be used as the unit's name, for example, GBP can be £.

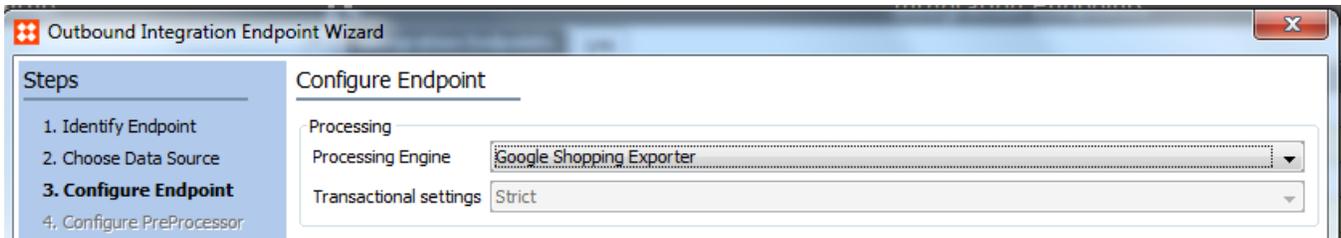
New currencies work the same way if their units are assigned ID's that use the same pattern as shown in the example above. If an ISO 4217 code is not found in the ID of the unit, then the integration will try to use the name of the unit.

The following describes how you setup an outbound integration endpoint that defines how the data feed is delivered to Google Shopping. The integration with Google Shopping is provided as a special processing engine.

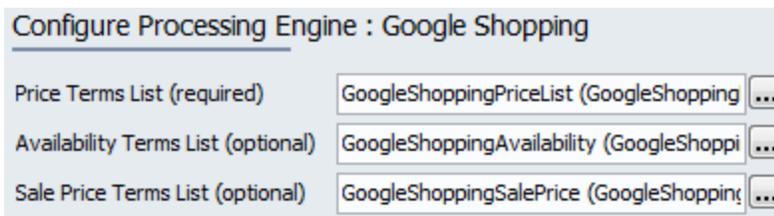
For detailed information about the Integration Endpoint wizard, see **Select Object Outbound Endpoint** section of the **Outbound Integration Endpoints** documentation. The following only describes steps specifically related to Google Shopping.

To Set up a Google Shopping Outbound Integration Endpoint

1. In **System Setup**, expand **Integration Endpoints**, select and right-click **Outbound Integration Endpoints**, and then choose **Create Outbound Integration Endpoint**. The Outbound Integration Endpoint Wizard is displayed.
2. In step 1, **Identify Endpoint**, provide basic information about the endpoint.
3. In step 2, **Choose Data Source**, choose **Select Objects** and then from the list choose the relevant objects.
4. In step 3, **Configure Endpoint**, from the **Processing Engine** list, choose **Google Shopping Engine**.



- In step 5.1, **Configure Processing Engine**, select the terms lists you want to use for the endpoint. Optionally, chose a sale price terms list and/or an availability terms list.



- In step 7, **Delivery Options**, choose one of the following:
 - Copy to directory** to deploy the tsv-file on a web server. You can then create a schedule in Google Merchant Center so that the file is fetched on a regular basis..
 - FTP** and upload the tsv-file to one of Google's FTP servers. For more information, see the Google Merchant Center documentation.
- In step 8, **Schedule Endpoint**, specify when to run the endpoint. If you have create a schedule in Google Merchant, match it with the outbound endpoint schedule to ensure that your data feed is up-to-date.

Running the Endpoint

When a Google Shopping endpoint is running, a background process produces an execution report.

It is recommended that you view the report see how many products were exported successfully.

Note: Export failure is typically caused by one or more missing required attribute values.

To View the Background Process Report

- In **System Setup**, expand **Integration Endpoints**, select the relevant outbound integration endpoint, and then click the Background Process tab.
- Double-click the process whose report you want to view.

For example, the following report shows that 2 out of 4 products were exported. It also describes why some products were not exported.

```

Execution Report
1 Logging on as user stepsys
2 Products exported: 2 of 4.
3 Encountered problems: Required value 'Google Price' not set.
4 Delivering to directory: /home/mryt/Desktop/Endpoint
5 Copy content to /home/mryt/Desktop/Endpoint/GoogleShopping-1377002937351.tsv
6 Export process completed

```

Important: STEP only checks that certain minimum requirements that apply to all products are met. A successful export from STEP is no guarantee that the data feed is accepted by Google Shopping. Always consult the Google Products Specification to ensure that all requirements are met.

The business condition, Validate Google Shopping Product, verifies that a product contains the attributes that are required for all products submitted to Google Shopping. That is, it only verifies that the minimum requirements are met. To ensure that all local requirements and specific product requirements are met, see the Google Products Feed Specification.

When you use Validate Google Shopping Product you can validate products on approval or inside a workflow. That means you do not have to wait until the outbound integration endpoint is run.

The validation performed by a business condition is slightly different from the one performed by the outbound integration endpoint.

The business condition does not know about terms lists because these are configured for individual endpoints. This means that the business condition does not validate whether a product has a price even though this is a required attribute. This check takes place when the outbound integration endpoint is run.

To Specify a Google Shopping Business Condition

1. In **System Setup**, expand **Business Rules**, and select the relevant business condition.
2. On the **Business Rule** tab, in the **Valid Object Type** field, click the ellipsis button (...), and then select the object types that you want to apply the condition to.
3. In the lower left corner, click **Add New Business Condition**.
4. Click the **Edit Operation**  icon.
5. In the **Edit Operation** dialog, from the drop-down list, select the **Validate Google Shopping Product**.

All information required to perform the validation is found using the Google Shopping component model, so no further configuration is required.

