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To create your Merchant Center account, go to the Google Account email address and password. Note that a single Google Account email address and password. Note that a single Google Account email address and password. Note that a single Google Account email address and password. Account email for another account, you'll need to use a different email address. Go to Merchant Center Merchant Center is a free tool that helps millions of shoppers on Google discover, explore, and buy your products. With a Merchant Center account, you can upload and manage your product data so that your products appear across Google Search, Maps, YouTube and more, for free. Get started Note: A single user can be added to a maximum of 100 Merchant Center accounts. Signing up for Merchant Center accounts. Signing up for Merchant Center takes just a few steps. You'll tell us about your business and where you sell your products, whether online, in a physical store, or both. Your business profile details are your store name, your business hours, your services. Your business information will be applied across the different features and tools that you use in Merchant Center. You can always edit it later. You'll select the checkout options that apply to your business. For example, do you sell online, in a physical store, or both? You can choose more than one, and change them later in your Merchant Center account if you need to. You'll help us ensure we have the right information about your products. There are a few different options for getting your information from your can choose to upload your product data manually. Well help choose the right option for you among other available ones. You'll let us know if you work with a third-party platforms. You might work with a third-party platforms. You might work with a third-party platform to show, promote, or sell your products across Google. For example, if you use Shopify, you can link your Shopify account to your Merchant Center account. This will automatically sync your Shopify products in Merchant Center for you. You can always modify these products or add more products a new Google account you use has admin access to your Google Merchant Center. Make sure your business information is filled out completely and accurately. Merchant Center is automatically filled based on the country or region that you choose under Business address. The country selected during account set up cannot be changed later. If you dont specify the country from the aggregator Merchant Center account. Note: As Google enhances the new user onboarding process, new Google Ads users may experience an updated workflow. The content below pertains to Google Ads users who have already created, and logged into, their Google Ads account. Shopping campaigns help you promote your products by giving users detailed information about what you're selling before they even click your ad. Using retail-centric reporting tools, you'll then be able to track the performance of your products over time. In this article, we'll walk you through how to set up a Shopping campaign in Google Ads. Before you begin It doesn't look like you have an account yet. You can sign up on your own below or getfree, personalized support with a Google Ads Expert. Start Now If you're not familiar with Shopping campaigns, learn more about Shopping campaigns and Shopping campaigns run effectively, you should add products to your linked Merchant Center feed for shopping ads destination. This step is important for your campaigns to have relevant products displayed. Instructions Here are step-by-step instructions for creating a Shopping campaign: Note: The instructions below are part of the new design, click the "Appearance" icon, and selectUse previous design. If you're using the previous version of Google Ads, review the Quick reference mapor use the Search bar in the top navigation panel of Google Ads to find the page youre searching for. In your Google Ads account, click the plus button, then click New campaign. Choose Sales, Leads, Website traffic, Local store visits and promotions, or Create a campaign without a goals guidance as your campaign objective. Based on your objective, you can choose to Add goal or use the account default goal. Select Shopping as your campaign type. You can choose to create a Performance Max campaign or proceed with your Shopping as your campaign. accounts here, you'll need to link your Merchant Center and Google Ads account first. You can't change the merchant after you've created the campaign. (Optional) Select feeds by feed label: The feed label you select for this campaign determines which feeds from the selected Merchant Center account can be advertised in this campaign. You can edit your feed labels in Merchant Center. Select feeds by Country of Sale: Select the country where your products will be sold and shipped to. Ads will only be shown to people from the country you select. To advertise, you'll need to make sure that product data in the selected Merchant Center account is available for the country you select. If no products to advertise in the campaign as your campaign. You'll use this name to find the campaign later. You can change the name after the campaign has been created. Additional settings: Inventory filter. You only need to adjust this setting if you want to limit the number of products used in your campaign. To do so, choose the criteria a product must meet in order to be advertised. Only products that match all the requirements you select will be added to your campaign. You can change this setting after the campaign has been created. Local products, you can use local inventory ads to promote products that are sold in physical stores. Before including local products, make sure you have local product data in the selected Merchant Center account. Campaign URL options. You can set up a tracking template and final URL. Bidding to use in your campaign. You can change this setting after the campaign has been created. Daily budget. Select how much you're willing to spend on this campaign. Campaign priority. You only need to adjust this setting if you're advertising the same product in multiple campaigns for the same country of sale or feed label. Campaign priority determines which campaign's budget will be used when products overlap in your campaigns. Networks. By default, Shopping campaigns show ads in a few places. The default setting can help you drive traffic to your products and increase conversions. If you want to limit where your ads can appear, uncheck the box for any networks you want to exclude. Google Search Network Google search partners Devices. By default, ads can appear on any device, including computers and mobile devices. You can change this setting after the campaign has been created. Local inventory ads. You only need to adjust this setting if you want your Shopping campaign to include products sold in local stores. To advertise local products sold in local stores." Click Save and continue. Create your first ad group by entering a few pieces of information. Your ad group will include individual product ads that are created automatically using information from your Merchant Center a count. Ad group later. You can change the name after the campaign has been created. Bid. Enter the bid for the ad group. You'll use this name to find the ad group later. group, this bid will be applied to the first product group in the ad group: "All products." You can change the bid on the product group after the campaign has been created. Click Save. You'll be taken to the product group after the campaign has been created. manage your campaigns and create more product groups using subdivisions to make bidding more specific. Google Customer Reviews is a program that allows you to rate your purchase experience with our partners who participate in the program. The rating that you give in your review can help other shoppers make an informed decision to purchase. If you opt-in to receiving a survey from Google Customer Reviews, Google will email you a few days after your order has been delivered. It's important that you can review your entire shopping experience. We will not send any other emails as a result of you opting in. The email contains a one-minute survey that looks like this: Illustrative Google Customer Reviews survey. For an example of survey text, see example of survey at the right time, Google Customer Reviews receives the following information about your order after you optin: Data Description Order ID This ID is the unique order number for your purchase. Google customer Reviews at the completion of your purchase. The Google Customer Reviews at the completion of your purchase. Google customer Reviews at the completion of your purchase. Account information If you're logged in to a Google Account when opting-in, your Google Account information and associated identity. Country The country name identifies where your order will be delivered. Google Customer Reviews sends you a survey after your order has been delivered. GTIN GTIN is the Global Trade Item Number for products included in your order. This will identify which product the review data refers to. Associating your review with your Google Account If youre signed in to your Google Account If youre signed in to your Google Account when you opt-in to receiving a survey, the review you provide for that survey will be associated with your Google Account. Your content will appear publicly in Google's Service across the web with your profile name and photo. Viewing and managing reviews associated with your account You can find all seller and product reviews you've contributed on your reviews page. From there, you can delete any or all reviews listed. When you use Google Shopping, youre browsing products from advertisers and sellers who have chosen to feature their products on Google are shown to users based on recent activity, such as searches. The collection of user data is controlled by Web & App Activity. The use of data is controlled by personal results settings. The relative importance of these parameters is determined by algorithms to maximize listings relevance to users. how items are ranked and grouped. Google is compensated for clicks on these ads. To customize your Google Shopping results, you can view your activity from your Google Account by going to My Activity and visit Google's Consumer Ads Help Center to learn more. To block specific advertisers, opt out of personalized ads or confirm your opt-out status, visit Google's Ads Settings. Learn more about how users can control the information used to personalize their experience. The products displayed on Google Shopping search results may not include all available products. Product information used to personalize their experience. feature their products on Google Shopping are participating in commercial activity. They must comply with Google Shopping, Google Shopping will remove items that dont comply with these policies and may suspend a seller who violates these policies. Advertisers provide details about their products and update their listings on a regular basis. After an advertiser updates a listing, there may be a slight delay before the new information shows up on their listing on Google Customer Reviews program. These reviews are completely voluntary and we dont compensate reviewers for submitting their opinions. We also gather reviews from advertisers, sellers, and third-party review provide all reviews for submitting their opinions. An automated system processes these reviews before they show up on Google to remove spammy or inappropriate language. Spammy content includes reviews with the same content posted multiple times or from multiple accounts. After a review is published, it cant be modified or updated by Google and we arent able to contact reviewers or ask reviewers to update what they wrote. However, we may take down reviews that are flagged to us, in order to comply with legal obligations. A review can appear on Google for as long as the reviewed item is listed on Google. Reviews may be sorted in a number of different ways, including chronologically. Ratings are compiled from reviews across sources and aggregated into an overall rating for display on Google. As a result, Shopping ratings may not match the ratings available on a given merchant's website. Note: Reviews aren't verified by Google. Making a purchase When you find something youre interested in on Google. Making a purchase When you find something youre interested in on Google. product to go to the sellers site and purchase it. Shipping costs can vary depending on destination, shipping method, and seller so its a good idea to check the final price on the sellers site. Youll also find information about any applicable insurance or warranties. Each seller is responsible for their own customer support. If you have any issues with your purchase, please contact the seller directly. Notice to purchasers regarding Connecticut tax may be due on purchases delivered to persons in the state. Connecticut tax may be due on purchasers regarding Connecticut tax may be due on purchases delivered to persons in the state. Visit this link for additional information. About Google Shopping Google Shopping is: Powerful: Google's search technology to help you find and research products from online stores across the web and then points you directly to where you can buy them. Comprehensive: Find everything from common to unusual products. Fast: Almost instantly after entering a search, you'll see photos of relevant products and links to more information, including the stores that sell them. Frequently Asked Questions Google Shopping is a new product discovery experience. The goal is to make it easy for users to research purchases, find information about different products, their features and prices, and then connect with sellers to make their purchase. Google Shopping enables users to view product information from the sellers, this means were able to show the current prices, latest offers and current product availability. To learn more about how our product feeds and submissions work, visit our Google Merchant Center Help Center. When you do a search within Google Merchant Center Help Center. narrow down to the right product. When viewing certain apparel product detail pages (like dresses, coats and shoes), you'll also see items that are visually similar to the item you've selected. These are just a few of the many tools within Google Shopping and we look forward to providing more in the future. You can narrow your results by category. For example, a search for "bulb" shows results for both the plant and lighting category, you'll see results only in the category with the plant and lighting categories. By clicking on your desired category, you'll see results only in the category, you'll see results only in the category with the plant and lighting categories. By clicking on your desired category, you'll see results only in the category with the plant and lighting categories. By clicking on your desired category, you'll see results only in the category with the plant and lighting categories. By clicking on your desired category, you'll see results only in the category with the plant and lighting categories. By clicking on your desired category, you'll see results only in the category with the plant and lighting categories. By clicking on your desired category, you'll see results only in the category with the plant and lighting categories. By clicking on your desired category, you'll see results only in the category with the plant and lighting categories. By clicking on your desired category, you'll see results only in the category with the plant and lighting categories. 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To report suspicious activity, fill out the Report an ad or listing form. Some sellers let you ask questions about items before you place an order. While you browse Google Shopping, you may find the option to message a seller on a product listing: To send a message about a product to a shop: Select 'Message shop'. Enter your message to the shop. Click Send. You will receive an email response when the seller answers your question. Use this guide to format your product information for Merchant Center. Google uses this data to make sure that it's matched to the right queries. Sharing your product data in the correct format is important for creating successful ads and free listings for your products. In this article Before you begin Other requirements Formatting your product data Use English when submitting the names of attributes and the values for attributes that use supported values. For example, the condition [condition] attribute uses the supported values new, refurbished, and used, which must be submitted in English in order for the system to read them. For all attributes that don't use supported values, but rather allow for free form text, such as the title [title] or description [description] attributes, be sure to use the same language for all attributes in a feed. Use an underscore when submitting an attribute name with multiple words (for example, image_link). Learn more about how to submit attributes and attribute values Definitions Product: This is the actual product that potential customers search for on Google. Item: This is a product that has been added to your product data, either in a text feed, XML feed, or API. For example, an item is one line in your text feed. Variant: These are specific versions of a product that comes in different variations. For example, a shirt that comes in different variations. For example, a shirt that comes in different variations. free listings. It depends: You may not need to submit this attribute if you want to help boost your product's performance. Basic product data The product data The product information you submit this attribute if you want to help boost your product's performance. successful ads and free listings for your products. Make sure everything you submit is of the quality you'd show to a customer. Attribute and format Minimum requirements at a glance ID [id] Your products unique identifier Required Example A2B4 Syntax Max 50 characters Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Use a unique value for each product's SKU where possible. Keep the ID the same product across countries or languages. Title [title] or Structured title [structured title] Your products name Required Example (Title [title]): Mens Pique Polo Shirt Example (Structured title]): trained algorithmic media:"Stride & Conquer: Original Google Men's Blue & Orange Power Shoes (Size 8)" Syntax Title [title]): trained algorithmic media:"Stride & Conquer: Original Google Men's Blue & Orange Power Shoes (Size 8)" Syntax Title [title]): trained algorithmic media:"Stride & Conquer: Original Google Men's Blue & Orange Power Shoes (Size 8)" Syntax Title [title]): trained algorithmic media:"Stride & Conquer: Original Google Men's Blue & Orange Power Shoes (Size 8)" Syntax Title [title]): trained algorithmic media:"Stride & Conquer: Original Google Men's Blue & Orange Power Shoes (Size 8)" Syntax Title [title]): trained algorithmic media:"Stride & Conquer: Original Google Men's Blue & Orange Power Shoes (Size 8)" Syntax Title [title]): trained algorithmic media:"Stride & Conquer: Original Google Men's Blue & Orange Power Shoes (Size 8)" Syntax Title [title]): trained algorithmic media: "Stride & Conquer: Original Google Men's Blue & Orange Power Shoes (Size 8)" Syntax Title [title]): trained algorithmic media: "Stride & Conquer: Original Google Men's Blue & Orange Power Shoes (Size 8)" Syntax Title [title]): trained algorithmic media: "Stride & Conquer: Original Google Men's Blue & Orange Power Shoes (Size 8)" Syntax Title [title]): trained algorithmic media: "Stride & Conquer: Original Google Men's Blue & Orange Power Shoes (Size 8)" Syntax Title [title]): trained algorithmic media: "Stride & Conquer: Original Google Men's Blue & Orange Power Shoes (Size 8)" Syntax Title [title]): trained algorithmic media: "Stride & Conquer: Original Google Men's Blue & Orange Power Shoes (Size 8)" Syntax Title [title]): trained algorithmic media: "Stride & Conquer: Original Google Men's Blue & Orange (Optional): This sub-attribute supports 2 values: Default [default]: Specifies that the title provided using Generative AI. If no values algorithmic media [trained algorithmic media]. Specifies that the title provided using the content [content] sub-attribute was not created using Generative AI. If no values algorithmic media [trained algorithmic media]. is specified, the Default [default] value is used. Content [content] (Required): The title [structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Learn more about Merchant listing (Product, Offer) structured title]: Yes (Yes (Produ attributes to clearly identify the product you are selling. For titles created using generative AI, use the structured title [structured title] attribute, otherwise use the title [structured title] attribute. foreign characters. For variants: Include distinguishing features such as color or size. For mobile devices: Include with contract if sold in installments. For Russia: For books and other information products, include the age rating at the beginning of the title. Description [description] or Structured description]: Made from 100% organic cotton, this classic red mens polo has a slim fit and signature logo embroidered on the left chest. Machine wash cold; imported. Example (description]): Made from 100% organic cotton, this classic red mens polo has a slim fit and signature logo embroidered on the left chest. trained algorithmic media:"Transform your TV with the effortless power of Google Chromecast. This sleek device discreetly connects to your television, unlocking a world of wireless streaming and mirroring possibilities. From movies and TV shows to photos and presentations, cast your favorite content directly to the big screen with its integrated HDMI connector." Syntax Description [description]: Plain Text. Max 5000 characters Structured description]: 2 sub-attribute supports 2 values: Default [default]: Specifies that the title provided using the content [content] sub-attribute was not created using generative AI. Trained algorithmic media [trained algorithmic media]. Specifies that the title provided using the content [content] (Required): The description text. Max 5000 characters Schema.org property: Description [description]: Yes (Learn more about Merchant listing (Product, Offer) structured description [structured description] and structured description] and structured description] and structured description] and structured description]. page. For descriptions created using generative AI, use the structured description [structured_description] attribute, otherwise use the description] attribute, otherwise use the description] attribute. Dont include promotional text like "free shipping," all capital letters, or gimmicky foreign characters. Include only information about the product. Dont include links to your store, sales information, details about competitors, other products, or accessories. Use formatting (for example, linte breaks, lists, or italics) to format your description. Link [link] Your products landing page Required Example Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Use your Start with http or https. Use an encoded URL that complies with RFC 2396 or RFC 1738. Don't link to an interstitial page unless legally required. Image link [image link] The URL of your products main image Required Example http:// (Product, Offer) structured data on Google Search Central) For the image URL: Link to the main image of your product. Start with http or https. Use an encoded URL that complies with RFC 2396 or RFC 1738. Make sure the URL can be crawled by Google (robots.txt configuration allowing Googlebot and Googlebot-image). For the image: Accurately display the product. Use an accepted format: JPEG (.jpg/.jpeg), WebP (.webp), PNG (.png), non-animated GIF (.gif), BMP (.bmp), and TIFF (.tif/.tiff). Don't submit a placeholder or a generic image. All images created using generative AI must contain meta data indicating that the image was AI-generated (for example, the IPTC DigitalSourceType property from images created using generative AI tools, for example Product Studio. 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All images created using generative AI must contain meta data indicating that the image was AI-generated (for example, the IPTC) DigitalSourceTypeTrainedAlgorithmicMedia metadata tags such as the IPTC DigitalSourceType property from images created using generative AI tools, for example Product Studio. The following IPTC NewsCodes specify the type of digital source that was used to create the image, and should be preserved: TrainedAlgorithmicMedia: The image was created using a model derived from sampled content. Composite Synthetic: The image is a composite that includes synthetic elements. AlgorithmicMedia: The image was created by software using a mathematica formula). 3D model link [virtual_model_link] Additional link to show a 3D model of your product. Optional (available only in the US) Example Syntax URL (Must start with "http://") Up to 2000 characters Use a 3D model. Your file shouldnt exceed 15MB. Textures in the file can be up to 2K (4K isnt supported). Provide a valid URL in your product data. The link should point to a .gltf, or .glb file. Review your 3D model. You can use a validation tool to verify if your 3D model works properly. Mobile link [mobile_link] Your products mobile-optimized landing page when you have a different URL for mobile and desktop traffic Optional Example sp.asp?cat=12 id=1030 Syntax Max 2000 alphanumeric characters Schema.org property: No Meet the requirements for the link [link] attribute. Price and availability These attributes define the price and availability for your products. This information is shown to potential customers in ads and free listings. If your products' prices and availability change often, you'll need to let us know in order to show your products. Check out these tips for keeping your product information fresh Attribute and format Minimum requirements at a glance Availability [availability] Your product's availab property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Accurately submit the product's availability date [availability_date] attribute if you submit the product's availability and match the availability and match the availability date [availability_date] attribute if you submit the product's availability and match the availability value. Availability date [availability_date] The date a preordered product becomes available for delivery Required if product availability is set to preorder Example (For UTC+1) 2016-02-24T11:07+0100 Syntax Max 25 alphanumeric characters ISO 8601 YYYY-MM-DDThh:mm [+hhmm] YYY-MM-DDThh:mmZ Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Use this attribute if your product's availability date should also be added to the products landing page and be clear to your customers (for example, May 6, 2023). If an exact date cant be provided, you can use an estimated date (for example, May 2023). Cost of goods sold [cost_of_goods_sold] Your product as defined by the accounting convention you set up. These costs may include material, labor, freight, or other overhead expenses. By submitting the COGS for your products, you gain insights about other metrics, such as your gross margin and the amount of revenue generated by your ads and free listings. Example 23.00 USD Syntax ISO 4217 codes Use '.' rather than ',' to indicate a decimal point Numeric Schema.org property: No The currency must be in the ISO 4217 format. Fo example, USD for US dollars. The decimal point must be a period (.). For example, 10.00 USD. Expiration date [expiration_date] The date that your product should stop showing Optional Example (For UTC+1) 2016-07-11T11:07+0100 Syntax Max 25 alphanumeric characters ISO 8601 YYYY-MM-DDThh:mm [+hhmm] YYY-MM-DDThh:mmZ Schema.org property: No Use a date less than 30 days in the future. Note that a latency of several hours may occur. Price [price] Your product's price and currency, and match with the price from your landing page and at checkout. Make sure that your landing page and the checkout pages include the price in the currency of the target country in a place that's straightforward to find. Ensure that the product can be purchased online for the submitted price. Make sure that any customer can buy the product for the submitted price, without having to sign up for a membership program (loyalty_program] attribute when submitting the member price for both free and paid memberships. Dont use price [price] or sale price [sale_price] to submit member prices. Don't submit a price of 0 (a price of 0 is allowed for mobile devices sold in bulk quantities, bundles, or multipacks. Submit the total price of 0 is allowed for mobile devices sold with a contract only). For products sold in bulk quantities, bundles, or multipacks. Submit the total price of 0 is allowed for mobile devices sold with a contract only). price. For all other countries: Include value added tax (VAT) or Goods and Services Tax (GST) in the price. For additional options to submit price-related information, check the following attributes: Unit pricing_measure] Unit pricing_base_measure] Sale price [sale_price] Subscription cost [subscription_cost] Installment [installment] Loyalty program [loyalty_program] Sale price [sale_price] Your product's sale price optional Example 15.00 USD Syntax Schema.org property: Learn more about Merchant listing (sale pricing) structured data on Google Search Central. Meet the requirements for the price [price] attribute. Submit this attribute (sale price) in addition to the price [price] attribute set to the non-sale price. Accurately submit the product's sale price, and match the sale price [sale_price] attribute to submit loyalty prices (requiring membership in a loyalty program, free or paid) or promotional prices. Instead, use the loyalty program [loyalty_program] attribute in supported countries. Sale price effective_date [sale_price_effective_date] The date range during which the sale price applies Optional Example (For UTC+1) 2016-02-24T11:07+0100 / 2016-02-24T11:07+000 / 2016-02-200 / 2016-02-000 / 2016-02-000 / 2016-02-000 / 2016-02-000 / 2016-02-000 / 2016-000 / 2016-00 DDThh:mm [+hhmm] YYYY-MM-DDThh:mmZ Separate start date and end date with / Schema.org property: No Use together with the sale price [sale_price] attribute (sale price always applies. Use a start date before the end date. Unit pricing measure [unit_pricing_measure] The measure and dimension of your product as it is sold Optional (except when required by local laws or regulations) Example 1.5kg Syntax Numerical value + unit Supported units Weight: oz, lb, mg, g, kg Volume US imperial: floz, pt, qt, gal Volume metric: ml, cl, l, cbm Length: in, ft, yd, cm, m Area: sqft, sqm Per unit: ct Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Use the measure or dimension of the product without packaging. Use a positive number. For variants: Include the same value for item group_id] and different values for unit pricing base measure [unit pricing base measure] The products base measure for pricing (for example, 100ml means the price is calculated based on a 100ml units) Optional (except when required by local laws or regulations) Example 100g Syntax Integers 1, 10, 100, 2, 4, 8 Supported units Weight: oz, lb, mg, g, kg Volume US imperial: floz, pt, qt, gal Volume metric: ml, cl, l, cbm Length: in, ft, yd, cm, m Area: sqft, sqm Per unit: ct Additional supported metric integer + unit combinations 75cl, 750ml, 50kg, 1000kg Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Optional when you submit the unit pricing measure [unit pricing measure] attribute Use the same unit of measure for this attribute (unit pricing measure) and unit pricing base measure is set to 100ml, then the unit price of the product. For example, if the price (or sale price, if active) is used to calculate the unit pricing base measure is set to 100ml, then the unit price is 2 USD / 100ml. Installment [installment] Details of an installment payment plan Optional Not available for Display Ads. For Vehicle Ads: only available in Latin America for all product categories and in certain other countries for showing wireless products and services only. Example (implies a 199 EUR down payment and a "finance" credit type) 6:30 EUR:199 EUR Syntax This attributes: Months [months] (Required) ISO 4217, the amount the buyer has to pay per month Downpayment [downpayment] (Optional, not available in Latin America) ISO 4217, the amount the buyer has to pay upfront as a one time payment. Note: if you don't submit the sub-attribute uses the following supported values: Finance [finance] Lease [lease] Note: if you don't submit the sub-attribute uses the following support of the sub-attribute. the sub-attribute, the default value is finance [finance]. This sub-attribute is only applicable for Vehicle Ads. Schema.org property: No Match the installment option thats visible on your landing page. Don't require a loyalty card. Make sure the price [price] attribute is the total price when paid in full up-front and use the installment [installment] attribute to indicate an alternative payment option using installments with an optional initial down payment. Subscription cost [subscription cost] Details a monthly or annual payment plan that bundles a communications service soly. Note: Not available for Display Ads. Example month: 12:35.00USD Syntax Period [period] (Required) The duration of a single subscription period. This sub-attribute uses the following supported values: Month [month] Year [year] Period length [period] (Required) The duration of a single subscription period. pay. Amount [amount] (Required) ISO 4217, the amount the buyer must pay per month. When displaying this amount, Google may round up to the nearest whole unit of local currency to save space. The provided value must still exactly match the amount as shown on your site. price [price] attribute. When used in combination with the installment [installment] attribute, also include the total amount due at checkout in the downpayment [downpayment] sub-attribute. Match the communications payment plan that you display on your landing page. The plan must be easy to find on the landing page. Loyalty program [loyalty_program] The loyalty_program [loyalty_program] attribute allows setting up of member prices, loyalty_program] attribute uses ' sub-attributes: Program label [program label] (Required) The loyalty program label set in your loyalty program settings in Merchant Center. Tier label [tier label] (Required) The tier label] (Required) The tier label [tier label] (tier label] (tier label [tier label [tier label] (tier label [tier label [tier label] (tier label [tier labe program and tier. This will display alongside the non-member price to give shoppers an idea of the benefits of joining your program. This attribute should be used for free and paid memberships. Loyalty points [loyalty_points] (Optional) The points that the members gain on purchasing the product on your website. This needs to be a whole number Member price effective date [member_price_effective_date] (Optional): This sub-attribute allows merchants to specify when their member pricing benefit begins and ends. Shipping label [shipping_label] (Optional): This sub-attribute allows merchants to specify when their member pricing benefit begins and ends. Shipping label [shipping_label] (Optional): This sub-attribute allows merchants to specify when their member pricing benefit begins and ends. Shipping label [shipping_label] (Optional): This sub-attribute allows merchants to specify when their member pricing benefit begins and ends. Schema.org property: Yes (Learn more about Merchant listing (Member prices) structured data on Google Search Central) Submit the loyalty program label and tiers configured under your Merchant Center account. Make sure that member prices are clearly displayed on your website either on your landing page (as a \$ value or percentage off), in your loyalty overview page, or a dedicated sales event page. Ensure that member prices match between your product data source, landing page, and checkout. Member price for free and paid tiers needs to be submitted via this attribute. Submitting member price using price [price] or sale price [sale_price] is not allowed. Minimum price [auto_pricing_min_price] The lowest price to which a product's price can be reduced. Google uses this information for features such as sale price suggestions, automated discounts or dynamic promotions. Optional Example 15.00 USD Syntax Schema.org property: No Submit a minimum price [auto pricing min price] attribute. If you are using the automated discounts or dynamic promotions feature, to specify the minimum price to which your product can be reduced. If you want to limit sale price suggestions to a minimum price, for example, to comply with local pricing laws or to indicate a MAP (minimum advertised price). Maximum price to which your product can be reduced. retail price [maximum_retail_price] Your products price. Optional (available only in IN) Example 15.00 INR Syntax Accurately submit the product's maximum retail price and at checkout. Make sure that your landing page and at checkout. Make sure that your landing page and at checkout. that's straightforward to find. Don't submit a price of 0 (a price of 0 is allowed for mobile devices sold with a contract). For the US and Canada: Don't include tax in the price. For all other countries: Include value added tax (VAT) or Goods and Services Tax (GST) in the price. Product category You can use these attributes to organize your advertising campaigns in Google Ads and to override Google product category [google product category] Optional Google-defined product category [google product category] Optional Google-defined product category] Optional Google-defined product category] Optional Google product category] Optional Google product category] Optional Google product category] Optional Google-defined product category] Optional Google product category 371 Syntax Value from the Google product taxonomy The numerical category ID, or The full path of the category ID, or The full path of the category. Include either the full path of the category or the numerical category ID, but not both. It is recommended to use the category ID. Include a specific category for certain products. Alcoholic beverages must be submitted to only certain categories. Mobile Phones (ID: 267 For tablets: Electronics > Computers (ID: 4745) Gift Cards must be submitted as Arts & Entertainment > Party & Celebration > Gift Giving > Gift Cards & Certificates (ID: 53) Product type] Optional For example, include Home > Women > Dresses > Maxi Dresses instead of just Dresses only the first product type value will be used to organize bidding and reporting in Google Ads Shopping campaigns Product identifiers that define the product synutry is selling in the global marketplace and can help boost the performance of your ads and free listings. Attribute and format Minimum requirements at a glance Brand [brand] Your products brand name Required (For all new products, except movies, books, and musical recording brands) Optional for all other products Example Google Syntax Max 70 characters Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Provide the brand name of the product generally recognized by consumers. Providing the correct brand for a product will ensure the best user experience and result in the best performance. Only provide your own brand name as the brand if you manufacture the product or if your product falls into a generic brand category. For example, you could submit your own brand name as the brand (for example, a vintage dress without a label, generic electronics accessories, and other examples), leave this field empty. Don't submit values such as "N/A", "Generic", "No brand", or "Does not exist". For compatible products: Submit the GTIN and brand from the manufacturer who actually built the compatible products: Submit the GTIN and brand from the manufacturer who actually built the compatible products: Submit the GTIN and brand from the manufacturer who actu OEM brand's product. GTIN [gtin] Your products Global Trade Item Number (GTIN) It Depends (strongly recommended if available) Example 3234567890126 Syntax Max 50 numeric characters (max 14 per value - added spaces and dashes are ignored) Supported values UPC (in North America / GTIN-12) 12-digit number like 323456789012 8-digit UPC-E codes should be converted to 12-digit codes EAN (in Europe / GTIN-13) 13-digit number like 3001234567892 JAN (in Japan / GTIN-13) 8 or 13-digit number like 49123456 or 4901234567894 ISBN (for books) 10 or 13-digit number like 49123456 or 4901234567894 ISBN (for books) 10 or 13-digit number like 491234567894 ISBN (for books) 10 or 13-digit number like 49123456 or 4901234567894 ISBN (for books) 10 or 13-digit number like 49123456 or 4901234567894 ISBN (for books) 10 or 13-digit number like 491234567894 ISBN (for books) 10 or 13-digit number like and should be converted to ISBN-13 ITF-14 (for multipacks / GTIN-14) 14-digit number like 10856435001702 Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Exclude dashes and spaces. Submit only valid GTINs as defined in the official GS1 validation guide, which includes these requirements: The checksum digit is present and correct The GTIN is not restricted (GS1 prefix ranges 02, 04, 2) The GTIN is not a coupon (GS1 prefix ranges 02, 04, 2) Th limited visibility. Only provide a GTIN if youre sure it is correct. When in doubt dont provide this attribute (for example, do not guess or make up a value). If you submit a product will be disapproved. For compatible products: Submit the GTIN and brand from the manufacturer who actually built the compatible product. Don't provide the Original Equipment Manufacturer (OEM) brand to indicate that your product is compatible with or a replica of the multipacks: Use the product identifiers for the main product is compatible with or a replica of the OEM brand's product identifiers that relates to the multipacks. For bundles: Use the product identifiers that relates to the multipacks. engraving, or other personalization of a product that's been assigned a GTIN by the manufacturer: Submit the GTIN and use the bundle [is_bundle] attribute to let Google know that the product solution. MPN [mpn] Your products Manufacturer assigned GTIN) Optional for all other products Example GO12345OOGLE Syntax Max 70 alphanumeric characters Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Only submit MPNs assigned by a manufacturer. Use the most specific MPN possible. For example, different colors of a product should have different MPNs. Providing the correct MPN for a product (when required) will ensure the best user experience and result in the best performance. Only provide an MPN if youre sure its correct MPN for a product with an incorrect value, your product will be disapproved. Identifier exists [identifier exists] Use to indicate whether or not the unique product identifiers (UPIs) GTIN, MPN, and brand are available for your product lacks a brand. GTIN, or MPN (view requirements to the right). If set to no, still provide the UPIs you have. Schema.org property: No If you don't submit the attribute, the default value is yes. Your products category type determines which unique product identifiers (GTIN, MPN, brand) are required. product is a media item and the GTIN is unavailable (Note: ISBN and SBN codes are accepted as GTINs Your product is an apparel (clothing) item and the brand is unavailable In all other categories, your product is an apparel (clothing) item and the brand is unavailable In all other categories, your product is an apparel (clothing) item and the brand is unavailable In all other categories, your product is an apparel (clothing) item and the brand is unavailable In all other categories, your product is an apparel (clothing) item and the brand is unavailable (Note: ISBN and SBN codes are accepted as GTINs Your product is an apparel (clothing) item and the brand is unavailable (Note: ISBN and SBN codes are accepted as GTINs Your product is an apparel (clothing) item and the brand is unavailable (Note: ISBN and SBN codes are accepted as GTINs Your product is an apparel (clothing) item and the brand is unavailable (Note: ISBN and SBN codes are accepted as GTINs Your product is an apparel (clothing) item and the brand is unavailable (Note: ISBN and SBN codes are accepted as GTINs Your product is an apparel (clothing) item and the brand is unavailable (Note: ISBN and SBN codes are accepted as GTINs Your product is an apparel (clothing) item and the brand is unavailable (Note: ISBN and SBN codes are accepted as GTINs Your product is an apparel (clothing) item and the brand is unavailable (Note: ISBN and SBN codes are accepted as GTINs Your product is an apparel (clothing) item and the brand is unavailable (Note: ISBN and SBN codes are accepted as GTINs Your product is an apparel (clothing) item and the brand is unavailable (Note: ISBN and SBN codes are accepted as GTINs Your product is an apparel (clothing) item and the brand is unavailable (Note: ISBN and SBN codes are accepted as GTINs Your product is an apparel (clothing) item and the brand is unavailable (Note: ISBN and SBN codes are accepted as GTINs Your product is an apparel (clothing) item and the brand is unavailable (Note: ISBN and SBN codes are accepted as GTIN a value of no or the product may be disapproved. Detailed product description These attributes are used to provide product syou're selling in the global marketplace and can help boost the performance of your ads and free listings. Attribute and format Minimum requirements at a glance Condition [condition] The condition of your product at time of sale Required if your product is used or refurbished [refurbished] Professionally restored to working order, comes with a warranty, may or may not have the original packaging Used [used] Previously used, original packaging opened or missing Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Adult [adult] Indicate a product includes sexually suggestive content Required (If a product contains adult content) Example yes Supported values Schema.org property: No Set the value of this attribute to yes if this individual product contains nudity or sexually suggestive content. If you don't submit the attribute, the default value is no. Learn about the adult-oriented content policy If your website is generally focused on an adult audience and contains adult-oriented content with or without nudity, indicate that in your Merchant Center settings. Find these settings in the "Business details" tab. Multipack [multipack] The number of identical products in Australia, Brazil, Czechia, France, Germany, Italy, Japan, Netherlands, Spain, Switzerland, the UK and the US) Required for free listings on Google if youve created a multipack Optional for all other products and target countries Example 6 Syntax Integer Schema.org property: No Submit this attribute if you defined a custom group of identical products in your multipack. If you don't submit the attribute, the default value is 0. If the product's manufacturer assembled the multipack instead of you, don't submit this attribute. Bundle [is_bundle] Indicates a product is a merchant-defined custom group of different products featuring one main product seturing one main product seture set Germany, Italy, Japan, Netherlands, Spain, Switzerland, the UK and the US) Required for free listings on Google if youve created a bundle containing a main product Schema.org property: No Submit yes if you're selling a custom bundle of different products that you created, and the bundle includes a main product (for example, a camera combined with a lens and bag). If you don't submit the attribute for bundles without a clear main product (for example, a gift basket containing cheese and crackers). Certification] Certifications, such as energy efficiency ratings, associated with your product Available for the EU and EFTA countries and the UK Required for products that require certain certification information to be shown in your Shopping ads or free listings, for example due to local energy efficiency labeling regulations Optional for all other products that require certain certification information to be shown in your Shopping ads or free listings, for example due to local energy efficiency labeling regulations Optional for all other products that require certain certification information to be shown in your Shopping ads or free listings, for example due to local energy efficiency labeling regulations (for example due to local energy efficiency labeling). targeting countries in the European Union and that are required to show graphical energy efficiency class labels, use the certification] attributes are now only available to show graphical energy efficiency class attributes are now only available to show graphical energy efficiency class attribute to show graphical energy efficiency efficiency class attribute to show graphical energy efficiency class attribute to show graphical energy efficiency for products that target Switzerland, Norway, or the United Kingdom. Example EC:EPREL:123456 Syntax This attributes: Authority [certification authority] Certification authority [certification authority] Certification authority] Certification authority [certification authority] Certification authority] Certification authority [certification authority] Certification authority] Certification] Certification authority] Certification] Cer [certification code] Code of the certification. For example, for the EPREL certificate with the link /dishwashers2019/123456 the code is 123456 th example: Domestic ovens Electronic displays such as televisions and other external monitors Fridges and freezers Household dishwashers Household dishwashe (starting June 20, 2025) Solid fuel boilers Space heaters Tyres Ventilation units Water heaters Energy efficiency class [energy efficiency class] Your products that target Switzerland, Norway, or the United Kingdom. Optional (except when required by local law or regulations) Note: Starting April 2025, the energy efficiency class [energy efficiency class] attributes are only available for products that target Switzerland, Norway, or the United Kingdom and are required to show the graphical energy efficiency class, use the certification [certification] attribute, which references the necessary graphical energy efficiency source data from the EU through the EPREL database. Example A+ A B C D E F G Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Include the legally required energy class. To be used in combination with minimum energy efficiency class [min energy efficiency class] and maximum energy efficiency class] to create an energy efficiency class [min energy efficiency class] The minimum energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy efficiency class] to create an energy efficiency class [min energy eff Only available for products that target Switzerland, Norway, or the United Kingdom. Optional (except when required by local laws or regulations) Note: Starting April 2025, the minimum energy efficiency class [min energy efficiency class] attribute is only available for products that target Switzerland, Norway, or the United Kingdom and are not sold in the EU. For products targeting countries in the European Union and are required to show the graphical energy efficiency source data from the EU through the EPREL database. Example A+++ Supported values Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Include the legally required minimum energy efficiency class [energy efficiency class] and maximum energy efficiency class [max energy efficiency class] to create an energy efficiency label, for example, A+ (A+++ to D). Maximum energy efficiency class in this products that target Switzerland, Norway, or the United Kingdom. Optional (except when required by local laws or regulations) Note: Starting April 2025, the maximum energy efficiency class in this products that target Switzerland, Norway, or the United Kingdom. efficiency class [max energy efficiency] attribute is only available for products that target Switzerland, Norway, or the United Kingdom and are required to show the graphical energy efficiency class, use the certification] attribute, which references the necessary graphical energy efficiency source data from the EU through the EPREL database. Example D Supported values Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Include the legally required maximum energy efficiency class. To be used in combination with energy efficiency class [energy efficiency class] and minimum energy efficiency class] to create a textual or graphical energy efficiency class] to create a textual energy efficiency class] to create a textual energy efficiency efficiency class] to create a textual energy efficiency efficiency efficiency efficiency efficiency efficiency efficiency efficiency efficiency Germany, Japan, the UK, and the US as well as all products with assigned age groups) Required for free listings for all Apparel & Accessories (ID: 166) products Optional for all other products and target countries Example infant Supported values Newborn [newborn] 0-3 months old Infant [infant] 3-12 months old Toddler [toddler] 1-5 years old Kids [kids] 5-13 years old Adult [adult] Teens or older Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Include one value per products color(s) Required (For all apparel products that are targeted to Brazil, France, Germany, Japan, the UK, and the US as well as all products optional for all other products and target countries Example Black Syntax Max 100 alphanumeric characters (max 40 characters per color) Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Dont use only one letter such as R. (For Chinese, Japanese, or Korean languages, you can include a single character such as .) Dont reference the product or image such as see image. Don't combine several color names into one word, such as "Red/Pink/Blue". Instead, separate them with a /, such as "Red/Pink/Blue". Instead, separate them with a /, such as "Red/Pink/Blue". multiple colors, list the primary color first. For variants: Include the same value for item group ID [item group id] and different values for color [color] Gender [gender] The gender for which your product is intended Required (Required for all apparel items that are targeted to people in Brazil, France, Germany, Japan, the UK, and the US as well as all gender-specific products) Required for free listings for all Google Apparel & Accessories (ID: 166) products Optional for all other products and target countries Example Unisex [unisex] Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) For some Apparel & Accessories (ID:166) categories like Shoelaces (ID:1856), this attribute is recommended instead of required since these categories aren't dependent on gender. For variants: Include the same value for item group ID [item group id] and different values for gender Material [material] Your products fabric or material Required (if relevant for distinguishing different products in a set of variants) Optional for all other products Example leather Syntax Max 200 characters Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) To indicate multiple materials for a single product (not variants), add a primary material, followed by up to 2 secondary materials, separated by a /. For example, instead of "CottonPolyester/elastane", use "cotton/polyester/elastane", use Required (if relevant for distinguishing different products in a set of variants) Optional for all other products Example striped polka dot paisley Syntax Max 100 characters Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) For variants: Include the same value for the item group ID [item group id] attribute and different values for the pattern attribute Size [size] Your products in Apparel & Accessories > Shoes (ID:187) categories targeted to people in Brazil, France, Germany, Japan, the UK, and the US as well as all products in Apparel & Accessories > Shoes (ID:187) categories targeted to people in Brazil, France, Germany, Japan, the UK, and the US as well as all products in Apparel & Accessories > Shoes (ID:187) categories targeted to people in Brazil, France, Germany, Japan, the UK, and the US as well as all products in Apparel & Accessories > Shoes (ID:187) categories targeted to people in Brazil, France, Germany, Japan, the UK as well as all products in Apparel & Accessories > Shoes (ID:187) categories targeted to people in Brazil, France, Germany, Japan, the UK as well as all products in Apparel & Accessories > Shoes (ID:187) categories targeted to people in Brazil, France, Germany, Japan, the UK as well as all products in Apparel & Accessories > Shoes (ID:187) categories targeted to people in Brazil, France, Germany, Japan, the UK as well as all products in Apparel & Accessories > Shoes (ID:187) categories targeted to people in Brazil, France, Germany, Japan, the UK as well as all products in Apparel & Accessories > Shoes (ID:187) categories targeted to people in Brazil, France, Germany, Japan, the UK as well as all products in Apparel & Accessories > Shoes (ID:187) categories targeted to people in Brazil, France, Germany, Japan, the UK as well as all products in Apparel & Accessories > Shoes (ID:187) categories targeted to people in Brazil, France, Germany, Japan, the UK as well as all products in Apparel & Accessories > Shoes (ID:187) categories targeted to people in Brazil, France, Germany, Japan, the UK as well as all products in Apparel & Accessories > Shoes (ID:187) categories targeted to people in Brazil, France, Germany, Japan, the UK as well as all products in Apparel & Accessories > Shoes (ID:187) categories targeted to people in Brazil, France, Germany, Japan, the UK as available in different sizes) Required for free listings for all Apparel & Accessories > Clothing (ID:1604) and Apparel & Accessories > Shoes (ID:187) products Optional for all other products and target countries Example XL Syntax Max 100 characters Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) For variants: Include this with the same value for item group ID [item group id] and different values for size [size] If sizes contain multiple dimensions, condense them into one value. For example, "16/34 Tall" is for neck size of 16 inches, sleeve length of 34 inches, and Tall fit If your item is one size fits all or one size fits most. you can use one size, OS, one size fits all, OSFA, one size fits most, or OSFM. For merchant-defined multipack quantity under the size attribute. Size type [size type] Your apparel products cut Optional (Available for apparel products only) Example maternity Supported values Regular [regular] Petite [petite] Maternity [maternity] Big [big] Tall [tall] Plus [plus] Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Submit up to 2 values. If you don't submit the attribute, the default value is regular. Size system [size system] The country of the size system used by your product Optional (Available for apparel products only) Example US Supported values US UK EU DE FR JP CN IT BR MEX AU Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) If you don't submit the attribute, the default value is your target country. Item group ID [item_group_id] ID for a group of products that come in different versions (variants) Required for free listings for all product variants Optional for all other products and target countries Example AB12345 Syntax Max 50 alphanumeric characters Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Product length [product length] Your product's length Optional Example 20 in Syntax Number + unit Supported values are supported values property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Include as many of the product dimension attributes (including product length, width, and height). Otherwise, the information won't be displayed. Product width [product_width] Your product's width Optional Example 20 in Syntax Number + unit Supported values 1-3000 Decimal values are supported values are supported units Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Include as many of the product measurement attributes as possible. Use the same unit of measurement for each product lengths, width, and height] Your product's height [product height] Your product's height [product height] Your product lengths, width, and height]. units Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Include as many of the product dimension attributes as possible. Use the same unit of measurement for each product dimension attributes as possible. be displayed. Product weight [product weight] Your product's weight Optional Example 3.5 lb Syntax Number + unit Supported values 0-2000 Decimal values are supported values of the actual assembled product. weight for this attribute. If your product comes in multiple pieces, for example, as part of a bundle, use the complete weight of all the pieces in the listing. Product Optional Example General: Product Optional Example General: Product detail [product detail] Technical specifications or additional details of your product Optional Example General: Product Optional Example General: Product detail] Technical specifications or additional details of your product Optional Example General: Product Optional Example General: Product Detail [product detail] Technical specifications or additional details of your product Optional Example General: Product Detail [product detail] Technical specifications or additional details of your product Optional Example General: Product Detail [product detail] Technical specifications or additional details of your product Optional Example General: Product Detail [product detail] Technical specifications or additional details of your product Optional Example General: Product Detail [product detail] Technical specifications or additional details of your product Optional Example General: Product Detail [product detail] Technical specifications or additional details of your product Optional Example General: Product Detail [product detail] Technical specifications or additional details of your product Optional Example General: Product Detail [product detail] Technical specifications or additional details of your product Optional Example General: Product Detail [product detail] Technical specifications or additional details of your product Detail [product detail] Technical specifications or additional details of your product Optional Example General: Product Detail [product detail] Technical specifications or additional details of your product Detail [product detail] Technical specifications or additional details of your product Details of your produ Section name [section name]: Max 140 characters Attribute value]: Max 140 characters information such as price, sale price, sale price, sale dates, shipping, delivery date, other time-related information, or your companys name. Only provide an attribute name and value when the value is confirmed. For example, provide an attribute name and value when the value is confirmed. products Optional Example Supports thousands of apps, including Netflix, YouTube, and HBO Max Syntax Max 150 characters Schema.org property: No Use between 2 and 100 product highlights. Describe only the product itself. Don't list keywords or search terms. Dont include promotional text, all capital letters, or gimmicky foreign characters. Shopping campaigns and other configurations These attributes are used to control how your product data is used when you create advertising campaigns in Google Ads. Attribute and format Minimum requirements at a glance Ads redirect [ads redirect] A URL used to specify additional parameters for your product page. Customers will be sent to this URL rather than the value that you submit for the link [link] attributes Optional Example Syntax Max 2000 characters Schema.org property: No Submit the same registered domain as for the link [link] attribute (and the mobile link [mobile link] attribute, if present). Valid registered domains include "example.com", "mexample.com", "example.co.uk", "example.co Shopping campaigns Optional Example Seasonal Clearance Holiday Sale Price range Syntax Max 100 characters Schema.org property: No Use a value that you'll recognize in your ads and free listings. Submit up to 5 custom labels per product by including this attribute multiple times: custom label 0 custom label 1 custom label 3 custom label 3 custom label 4 Use only 1,000 unique values for each custom label 4 Use only 1,000 unique values for each custom label 3 custom label 4 Use only 1,000 unique values for each custom label 4 Use only 1,000 unique values for the UK and the US) Example ABC123 Syntax Max 50 characters Schema.org property: No Use a unique and case sensitive ID without spaces or symbols (for example, %, !). To map specific products, submit the same promotion ID in your product data and promotion data. Submit up to 10 promotion IDs for one product by including this attribute multiple times. Lifestyle image link [lifestyle image link] Attribute used to include the URL for a lifestyle image for your product Only available for browsy surfaces Optional Example Syntax Max 2000 characters Schema.org property: No Use a URL that points to an image in a supported file format Start with http or https and comply with RFC 3986 Replace any symbols or spaces with URL encoded entities Make sure Google can crawl your URL All images created using generative AI must contain meta data tag). Don't remove embedded metadata tags such as the IPTC DigitalSourceType property from images created using generative AI tools, for example Product Studio. The following IPTC NewsCodes specify the type of digital source that was used to create the image, and should be preserved: TrainedAlgorithmicMedia: The image was created using a model derived from sampled content.

Composite Synthetic: The image is a composite that includes synthetic elements. AlgorithmicMedia: The image was created purely by an algorithm not based on any sampled training data (for example, an image created by software using a mathematical formula). Marketplaces These attributes are used to control how your product data is used if you are a marketplace and are using a multi-seller account. Attributes and format Requirements at a glance External seller ID [external seller id] Required for multi-seller account Used by a marketplace to externally identify a seller. (For example, on a website) Example SellerPublicName1991 Syntax 1 - 50 characters Schema.org property: No Use a unique value for each seller. Keep the ID the same when updating your data Use only valid characters. Avoid invalid characters like control, function, or private area characters Use the same seller across countries or languages Destinations. For example, you could use this attribute if you want a product to appear in a dynamic remarketing campaign, but not in a Shopping ads campaign, but not in a Shopping ads campaign. Attributes and format Requirements at a glance Excluded destination [excluded destination] A setting that you can use to exclude a product from participating in a specific type of advertising campaign. Optional Example Shopping ads Supported values Shopping ads Event intervalues Shopping ads Even and Support ads Free local listings YouTube Shopping ads Even and Support ads Even and Support ads Even and Support ads Even and Support ads Even address a a product in a specific type of advertising campaign Optional Example Shopping_ads Supported values Shopping_ads Buy_on_Google_listings Free_local_listings Free_local Shopping ads [shopping ads excluded country] A setting that allows you to exclude countries where yourproducts are advertised on Shopping ads Example DE Syntax 2 characters. Must be an ISO_3166-1_alpha-2country code. Schema.org property: No Pause [pause] A setting you can use to pause and quickly reactivate a product for all ads (including Shopping ads, and local inventory ads). A product can be paused for up to 14 days. If a product is paused for up to 14 days. If a product is paused for up to 14 days. If a product is paused for up to 14 days. together with the account shipping settings and return settings to help you provide accurate shipping and return costs. People who are shopping online rely on shipping costs and speeds, as well as return policies, to help them make choices about what to buy, so it's important to take the time to submit quality information. Attribute and format Minimum requirements at a glance Shipping [shipping] Your product's shipping costs, and the locations your product ships to It depends Shipping costs are required for Shopping ads and free listings for the following countries: Australia, Australia, Australia, Australia, Australia, Shipping costs, and the locations your product ships to It depends Shipping costs are required for Shopping ads and free listings for the following countries: Australia, Austr Japan, the Netherlands, Poland, Romania, South Korea, Spain, Switzerland, the UK, and the US You may also be required to provide shipping costs based on local laws or regulations. Optional (to specify additional countries your product ships to or destinations where shipping costs based on local laws or regulations. currencies) Example US:CA:Overnight:16.00 USD:1:1:2:3 Syntax This attribute uses the following sub-attributes: Country [country] (Required) ISO 3166 country [country] (Optional) Location ID [location ID [location ID [location ID [location] (Optional) Location] (Optional) Location ID [location] (Optional) Location ID [location ID [location] (Optional) Location ID [location] (Optional) Location] (Optional) Location ID [location] (Optional) Location ID [location] (Optional) Location ID [location] (Optional) Location ID [location] (Optional) Location] (Optional) Location ID [location] (Optional) Location ID [location] (Optional) Location] (Optional) Location] (Optional) Location ID [location] (Optional) Location] (Optional) Location Service class or shipping speed Price [price] (Optional) Fixed shipping cost, including time [min handling time] and maximum handling time] (Optional) To specify transit time time Shipping transit business days [shipping_transit_business_days(Optional) Shipping handling business days [shipping_handling_business_days] (Optional) Schema.org property: Yes (Learn more about Merchant listing (Product, Offer) structured data on Google Search Central) Use this setting when shipping costs for your product are not defined in your Merchant Center account or when you need to override shipping costs or speeds defined in your Merchant Center account. Do not include government- imposed fees, copyright fees, or state-specific retail delivery fees in the shipping cost. Include all additional fees that you charge as a merchant if they are not included in the product price. Include the charges that aren't directly related to shipping but relevant for the purchase during checkout. For example, activation, and handling fees that you charge. Carrier shipping [carrier shipping] Shipping services you use when delivering a product. US:80302:USPS_MEDIA_MAIL:1:3:2:5 Syntax This attribute uses the following sub-attributes: Country [country] (Required) ISO 3166 country code Region [region] (Optional) Origin Postal code [origin postal code] (Optional) Origin Postal code] (Optional (Optional) Shipping Price (Required) Choose only one from below: Manual Price [flat price] Carrier price [carrier price adjustment] (Optional) To specify carrier rate discounts or added fees Minimum handling time] min handling time] and maximum handling time [max_handling time] (Optional) To specify handling time], maximum transit time], maximum general delivery details, use account settings in Merchant Center. Use this setting only as a last resort. Do not include government- imposed fees in the shipping cost. Shipping label [shipping label] Label that you assign to a product to help assign correct shipping times and transit costs in Merchant Center account settings. The value won't be shown to customers. Examples: Sameday Oversize Only FedEx Shipping weight [shipping weight] The weight of the product used to calculate the shipping cost Optional (Required for carrier-calculated rates in your account shipping settings) Supported units Schema.org property: No Submit this value if you set up account shipping settings for carrier-calculated rates or weight-based shipping services Shipping length [shipping length] The length of the product used to calculate the shipping cost by dimensional weight Optional (Required for carrier-calculated rates in your account shipping cost by dimensional weight Optional (Required for carrier-calculated rates in your account shipping settings) Example 20 in Syntax Number + unit Supported values 1 - 150 for inches 1 - 400 for cm Supported units Schema.org property: No Submit this value if you set up account shipping settings for carrier-calculated rates. If you don't provide shipping dimension attributes while using carrier-calculated rates, Google won't be able to calculate rates based on the dimensional weight of the product. If that's the case, we'll just calculate the rates based on the value you provided in the shipping weight [shipping weight] attribute. If you submit this attribute, submit all shipping dimension attributes: Shipping height [shipping length] Use the same unit for all shipping weight] use the same unit for all shipping weight] attribute. If you submit this attribute, submit all shipping length [shipping height] use the same unit for all shipping dimension attributes that apply to a single product. calculate additional shipping cost for oversized products. If your package would be considered large or oversized by your carrier, you should use the shipping [shipping] attribute to set shipping cost for an individual product. Shipping width [shipping] attribute to set shipping [shipping] attribute to set shipping cost for an individual product. (Required for carrier-calculated rates in your account shipping length] settings) Example 20 in Syntax Number + unit Supported values 1 - 150 for inches 1 - 400 for cm Supported values 1 - 150 for inches 1 - 400 for cm Support values 1 - 150 for inches 1 - 400 for cm Support values 1 - 150 for inches 1 - 400 for cm Support values 1 calculate the shipping cost by dimensional weight Optional (Required for carrier-calculated rates in your account shipping settings) Example 20 in Syntax Number + unit Supported units Schema.org property: No Meet the requirements for the shipping length [shipping length] attribute. Ships from country [ships from country] A setting that allows you to provide the country from which your product will typically ship Optional Example DE Syntax 2 characters. Must be an ISO 3166-1 alpha-2 country from which your product will typically ship this product. Maximum handling time] The longest amount of time between when an order is placed for a product ships Optional Example 3 Syntax Integer, greater than or equal to 0 Schema.org property: No Submit this attribute if you want to display the overall time it takes for a product to arrive at its destination. Submit the number of business days (as configured in Merchant Center). For products ready to be shipped the same day, submit 0. For submitting a time [min handling time]. Minimum handling time] in combination with minimum handling time [min handling time]. and when the product ships Optional Example 1 Syntax Integer, greater than or equal to 0 Schema.org property: No Meet the requirements for the maximum handling time] attribute. Shipping transit business days [shipping transit business days] Days of the week that your product is in transit when shipped to a customer. Optional Example Mon-Fri;Sun US:Mon-Sat Syntax This attributes is days [business days] (Required) ISO 3166 country [country] (Required) Semicolon separated attributes for each day of the week, or a range of days separated by a dash. Supported values M, Mon, Monday T, Tue, and the week of the w Tuesday for Tuesday W, Wed, Wednesday for Sunday for Sturday for Studay Configuration applies to all countries when not specified. A maximum of 10 transit business days [shipping handling business days] Days of the week that your business is operational. Use this to help calculate handling time. Optional Example Mon-Fri; U US:Tue-Fri;Sun Syntax Semicolon separated attributes for each day of the week, or a range of days separated by a dash. Supported values M, Mon, Monday for Tuesday F, Fri, Friday for Sunday for Sunday for Sunday for Sunday for Sunday for Sunday for Submit this separated by a dash. attribute if you want to customize your business operational days for handling time. Defaults to Mon-Sat when not filled. A maximum of 10 handling threshold [free shipping threshold] Order cost above which shipping is free. Optional Example US:16.00 USD Syntax This attribute uses the following sub-attributes: Country [country] (Required) ISO 3166 country code Price threshold [price threshold] (Required) Order cost above which shipping is free. Schema.org property: No The free shipping threshold currency must be the same as the offer's price currency. The currency must be in the ISO 4217 format. For example, USD for US dollars. The decimal point must be a period (.). For example, 10.00 USD. Tax These attributes can be used together with the account tax settings to help you provide accurate tax costs. Format Minimum requirements at a glance Tax [tax] Your products sales tax rate in percent Required (Available for the US only) Example US:CA:5.00:y Syntax This attribute uses 4 sub-attributes: Country [country] (optional) ISO 3166 country code Region [region] or postal code [postal code] or location ID [location id] (optional) Rate [rate] (required) Tax rate as a percentage Shipping tax [tax ship] (optional) Rate [rate] (required) Tax rate as a percentage Shipping tax [tax ship] (optional) Rate [rate] (required) Tax rate as a percentage Shipping tax [tax ship] (optional) Specify if you charge tax on shipping tax [tax ship] (optional) Rate [rate] (required) Tax rate as a percentage Shipping tax [tax ship] (optional) Specify if you charge tax on shipping tax [tax ship] (optional) Rate [rate] (required) Tax rate as a percentage Shipping tax [tax ship] (optional) Specify if you charge tax on shipping tax [tax ship] (to override the account tax settings for an individual product. We recommend that you submit tax information for all your products using the account settings in Merchant Center. For the US and Canada: Don't include tax in the price [price] attribute. For the US and Canada: Don't include tax in the price [price] attribute. settings. For all other countries: Include value added tax (VAT) or Goods and Services Tax (GST) in the price attribute. Tax category [tax_category] A category] A category [tax_category] A category [tax_category] A category] A cat Schema.org property: No Use this attribute if you have products that have a specific tax rate. Category labels in your product data must match the labels you enter in the Categories section in Merchant Center. Navigating the world of online clothing shopping can be tricky, especially when it comes to picturing how something will actually look on you To tackle this challenge, Google is harnessing the power of AI to allow shoppers to try billions of apparel garments on their own body, by uploading just a single image of themselves. This offers a helpful vibe check, giving you a general sense of how the item might complement your personal style as you explore different looks and discover new styles from countless retailers. Requirements This feature is currently available within the US for logged-in users on both mobile and desktop versions of Google Shopping and Google Shopping and Google Search. Please note that you need to opt in to Search Labs to turn this feature on. Users must be 18 years or older to use this feature and accounts must have Web & App Activity and Search Personalization turned on. How to get started Search for any top, bottom, or dress on Google. (Shoes, lingerie, bathing suits, and accessories are not supported.) Tap on the product you want to try on. Select the Try it on button. (If you dont see the button, that item is not eligible to try on.) Upload an image of yourself or a photo you have permission to use. Photos should meet the requirements listed below. After the image is generated, you can save or share your look. For convenience, your uploaded photo at any time. Tip: This feature is not available for Shopping Ads so products under Sponsored will not have the Try it on button. Photo requirements for best results To get the best out of the experience, shoppers must upload a photo that meets the following criteria: Our policy requires that shoppers only upload photos of themselves. Full-body images from head to toe with no other people in the photo. Avoid holding the photo. Standing tall, with hands outside of pockets, photos sitting down wont work. Good lighting and background free of clutter. Fitted clothing thats not too baggy. No far-away shots, make sure youre close enough to the camera. No photos of children Safety policies Uploaded photos must also abide by Googles safety guidelines. The following images are not permitted: If the photo does not abide by Googles Generated images Generated images may include mistakes, such as body shapes, personal features, or errors in clothing details. Your feedback on any discrepancies you encounter is essential in helping us make these visualizations even better. As you use this feature, there are a few things to keep in mind: The generated image can help you see how an item might look, but it does not determine or guarantee the actual fit of the garment. Our image generation provides a visual representation, and while we may visualize the item on a model, please note that the availability of specific sizes is determined by the merchant. Therefore, always refer to standard size charts, customer reviews, and product details on the product page to choose the best size for you, regardless of the size shown in the visualization. This feature aims to provide a helpful visualization, but it's an approximation and may not reflect body shape, personal features, or product details with perfect accuracy. Were committed to continuously improving this experience. If you have any comments or feedback about the generated images, click the Give feedback link at the bottom of the try-on screen, and tell us what you thought could have gone better. If there are issues related to something other than the try-on look. Google does not collect or store any biometric data during this experience, and your photo is never shared with other Google products, services, or third-party affiliates. To improve the Try On generative AI experience in Shopping, we evaluate the quality of our generated images responsibly with user feedback and trained human reviews. When trained reviewers evaluate the quality of Google's machine learning models, we take a number of precautions to protect users' privacy and remove a broad range of identifying info and sensitive personal information. We take your privacy and security seriously. All data is protected by Google's Privacy policy and are never used beyond the Try-on experience. You maintain control over your uploaded and generated images, with the freedom to save, share, or delete them at any time. Frequently asked questionsWhat if my photo doesn't meet all of the criteria? If your photo doesnt meet the guidelines, the results may not look as expected. For the best experience, please follow the photo requirements as closely as possible. If you don't have a suitable image, consider taking a new photo that meets the criteria. I keep getting errors in my generated image, what should I do? There are many safety checks to ensure generated images are safe and provide the best results. If you're experiencing errors with your generated image, ensure that your uploaded photo meets all of the requirements. If the problem continues, consider using a different photo or trying a different garment. Can I generate an image of another person? You may only upload an image of yourself. Generating images of other people is not allowed. What if I want to delete my photos? You have complete control over the photos that youve uploaded, including the ability to delete them. Your original uploaded photo can be deleted via the Camera icon in the upper right corner by selecting "Delete original photo." The generated images from your try-ons can be deleted from the "Recently tried" tray at the bottom. You are also able to delete photos from your Google Account saved items. What if I dont have this feature on a garment I want to try on? Not all products are eligible for this feature. If you do not find the "Try it on" button, try searching for a different product. Additionally, this feature is not available in Shopping Ads so products under "Sponsored" will not be shared with other Google products and services or any third-party affiliate companies. Please read Googles privacy policy to learn more about how Google uses your data. Related resources Contact us Tell us more and well help you get there SearchClear searchClose searchGoogle appsMain menu

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