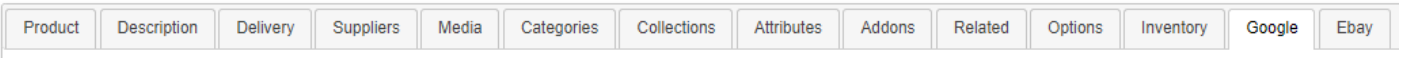
Google



This tab can be used to manage information sent to Google.

> For this tab to be visible, this Product must be linked to a Category that has been mapped to the Google category hierarchy

> See Integrations for more information.

Setup

Various bits of information about your product will be automated for the feed. These will include elements such as images and title.

> Some of this information is mandatory, and some will be optional; these requirements will vary based on the product category. You will need to refer to Google's documentation for further detail.

Field	Purpose
Brand	*Use this to determine the Brand sent in the feed* *Defaults to the Brand set in the CMS*
Product Type	*Use this to override the Google Category assigned to this product* *May be left blank* *By default, this will inherit the setting in the Product's parent Category (the Category that this is taken from will be clearly listed here as 'default')*
Google Promotion ID	*Add a Google Promotion ID here*
Barcode	*By default, this will use the barcode set against the Variant*

Field	Purpose
MPN	*By default, this will use the MPN set against the Variant*
Gender	*Use this to set the Gender for the Variant*
Age Group	*Use this to set the Age Group for the Variant*
Colour	*Use this to set the Colour for the Variant*
Size	*Use this to set the Size for the Variant*
Custom	*Use this to set additional information for the Variant*

This tab will only show Variants - Unique Stock Records will not be sent to Google.

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