

Google

Product	Description	Delivery	Suppliers	Media	Categories	Collections	Attributes	Addons	Related	Options	Inventory	Google	Ebay
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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	<p>Use this to determine the Brand sent in the feed</p> <p>Defaults to the Brand set in the CMS</p>
Product Type	<p>Use this to override the Google Category assigned to this product</p> <p>May be left blank</p> <p>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')</p>
Google Promotion ID	<p>Add a Google Promotion ID here</p>
Barcode	<p>By default, this will use the barcode set against the Variant</p>

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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