



Integration manual for Google Merchant Center

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Introduction

This manual shows how to integrate Boostic.cloud with Google Merchant Center using a supplemental feed. Unlike the primary feed, this type of feed allows you to add or modify attributes of existing products, without duplicating or replacing the original catalog.

The use of the supplemental feed is especially valuable because Boostic.cloud performs an automatic cluster segmentation of the catalog by grouping products into clusters and subclusters according to their business performance based on a total of 17 metrics such as CTR, clicks, ROAS, etc. This classification is translated into custom labels that can be synchronized with Google Merchant via the supplemental feed.

Thanks to this integration, you will be able to:

- Tag products by actual performance, directly in Merchant.
- View filtered reports according to the performance or commercial potential of each cluster.
- Optimize Shopping or Performance Max campaigns by segmenting by labels based on product performance.
- Easily detect which products stand out or require attention.
- Automate this categorization without manual intervention.

In short: this connection provides you with a layer of business intelligence directly within the Google ecosystem, in an automated and technically simple way.

Prerequisites

Before you get started, please make sure you meet the following requirements to connect and activate the supplemental feed:

- Active account: you must have a Google Merchant Center account activated.
- Primary feed operational: you must have a primary feed with the products in the catalog and it must be working properly.
- Matching product IDs: all products in Boostic.cloud must have the same IDs as those in the primary feed.
- Access permissions: you must have access and permissions for both Boostic.cloud and Google Merchant Center.



Once you have verified these requirements and have all the necessary access permissions, you can start setting up the supplemental feed in your Google Merchant Center account.

First steps

To start the configuration, follow these steps in your Google Merchant Center account:

Go to settings (gear icon) and select the 'Add-ons' option:

The screenshot shows the Google Merchant Center 'Products' page. On the left is a sidebar with navigation options: Overview, Notifications, YOUR BUSINESS (Products, Delivery and returns, Business info, Shop quality), MARKETING (Ad campaigns, Promotions, Marketing methods), and ANALYTICS (Summary, Products, Online shop). The main content area displays product statistics: 'Total products 2.48K' and 'Not being shown on Google 2.48K'. Below this is a table of products with columns for Visibility, Status, Image, Title, Product ID, Price, Suggested sale price, Availability, Data source, and Last update. A dropdown menu is open from the gear icon in the top right, showing options: Data sources, People and access, Apps and services, Add-ons (highlighted), Comparison Shopping Services, Key event setup, General account options, and Personal preferences.

Within the menu that will open, find and select the option 'Advanced data source management' and click 'Add' if you haven't added it before. After that, you can see it in the tab 'Your add-ons':

The screenshot shows the 'Add-ons' section with a tab labeled 'Your add-ons'. It contains two add-on cards. The first card is 'Advanced data source management', which includes a description about uploading supplemental data and a 'Go to Advanced data source management' link. The second card is 'Promotions', which includes a description about showing discounts and a 'Go to Promotions' link. Both cards have a 'Remove' button.

Once added, go back to the initial menu, select the configuration again and access the 'Data Sources' section:

Google Merchant Center Next

Products

All products Needs attention Automatic improvements Product Studio new

Get it View what needs attention

Total products 2.48K Not being shown on Google 2.48K

Add products Manage product sources Last updated at 00:00 2 Sept 2025

Visibility	Status	Image	Title	Product ID	Price	Suggested sale price	Availability	Data source	Last update
<input type="checkbox"/>	Not approved		Google_Auriculares de última generación	yhpocgizzeb	US\$699.99	-	Out of stock	FEED GOOGLE MERCHANT	2 Sept 2025 00:00:00
<input type="checkbox"/>	Not approved		Google_Botón inteligente de última generación	mngxmpmulum	US\$699.99	-	Out of stock	FEED GOOGLE MERCHANT	2 Sept 2025 00:00:00
<input type="checkbox"/>	Not approved		Samsung_Auriculares de última generación	jvskdgivmbad	US\$699.99	-	Out of stock	FEED GOOGLE MERCHANT	2 Sept 2025 00:00:00
<input type="checkbox"/>	Not approved		Apple_Smart TV de última generación	jlfefacgryeche	US\$699.99	-	Out of stock	FEED GOOGLE MERCHANT	2 Sept 2025 00:00:00
<input type="checkbox"/>	Not approved		LG_Botón inteligente de última generación	jgljlepedtdf	US\$699.99	-	Out of stock	FEED GOOGLE MERCHANT	2 Sept 2025 00:00:00

Go to the Supplemental Sources section and click on 'Add supplemental product data'.

Data sources

Product sources Promotion sources SFTP and Google Cloud Storage

Provided by you

Your primary sources are used to add products to Merchant Center while your supplemental sources are used to add missing product details or update existing ones. [Learn more about data sources](#)

Primary sources		Supplemental sources			
Name	Source	Last updated	Language	Used in	Actions
No results					

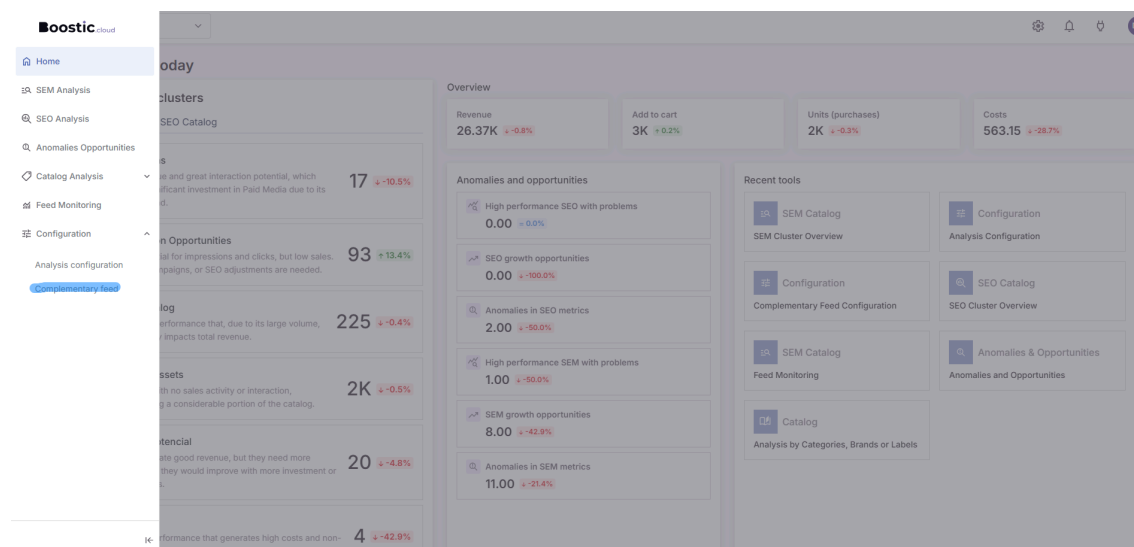
Once you click, a new tab will open. Select the option 'Add product data from a file'. You will be asked for a URL to link the two systems. To get it, go to Boostic.cloud.

How to get the URL

To get the necessary URL and be able to configure the supplemental feed, the next step is to access Boostic.cloud.

Once inside Boostic.cloud, open the side menu and go to the 'Preferences' section. Under 'Preferences', you will find and select the option 'supplemental feed'.





Next, you will have to choose the custom labels where you want Boostic.cloud to export the classification information of the cluster and/or subcluster products (if you do not want to use either of the two, you can also indicate this). In addition, you will need to set the analysis period that Boostic.cloud will use to generate updated data daily (for example, if you indicate 7 days, every day it will use the aggregate of the last 7 days to run the automatic clustering analysis).

Configuration/Data management

Entity Configuration Data "Demo 4 Boostic"

SETTING UP SUPPLEMENTAL FEED FOR GOOGLE MERCHANT

Custom label - cluster: custom_label_0

Custom label - subcluster: custom_label_1

Period: 7_days

ⓘ You must select a value for each of the three fields in order to get the feed URL.

Supplemental Feed URL:

`fndSA_QDPHMDL7JxL3s2BMp1aTCKirWPILOSTQs_yXfWhN2Xpolo7fsjNvc2W8&cluster_label=custom_label_0&subcluster_label=custom_label_1&period=7_days`

Once you have selected all this data, Boostic.cloud will automatically generate a URL. You can easily copy this URL by clicking on the button just to the right of it.

Setting up the supplemental feed in Google Merchant

Once you have obtained the Boostic.cloud URL, the next step is to go back to Google Merchant Center to add this link and synchronize your product data.



First, at the point where you were prompted for the URL, simply paste the link you generated in Boostic.cloud.

Add supplemental product data

Select how to add product data

Add product data from a file

Create a file that contains the data that you want to add to your primary data sources. This method may require some technical knowledge.

Automatically updates

Use Google Sheets

Provide the product data that you want to add to your primary sources using a Google Sheets spreadsheet.

Automatically updates

Add product data using API

Use the Merchant API to update a large number of products or if you plan to make frequent changes to your product details. This method requires technical knowledge.

Scheduled updates

☒ Enter a link to your file

This only needs to be set up once. Your products on Merchant Center will automatically update with your file. [How to create a file](#)

Enter a link to your file*

`-custom_label4&period=7_days&source=google-merchant`

Edit schedule

Automatically updates every 24 hours at 00:00

Add authentication information

No username and password provided

☐ Add a file using SFTP or Google Cloud Storage

Your file must be under 4 GB in size

☐ Upload a file from your computer

Cancel Continue

Next, you will have the option to edit the update schedule. This allows you to define how often Google Merchant Center will synchronize your Boostic.cloud data. For example, you can set the update to be every 24 hours and specify a specific time, such as 07:00 in the morning. To adjust these settings to suit your needs, click on the pencil icon just to the right of this option. Once you are happy with the schedule, select 'Continue'.

The system will then ask you to select the primary feed that you have already created in Google Merchant Center. This is the source to which the details and performance labels of the products obtained thanks to Boostic.cloud will be added.

Add supplemental product data

Supplemental data sources are usually added to your existing primary data sources. Select the data sources to which you want to add any missing product details or update existing ones.

Primary data source to which the data from your supplemental data source is added.

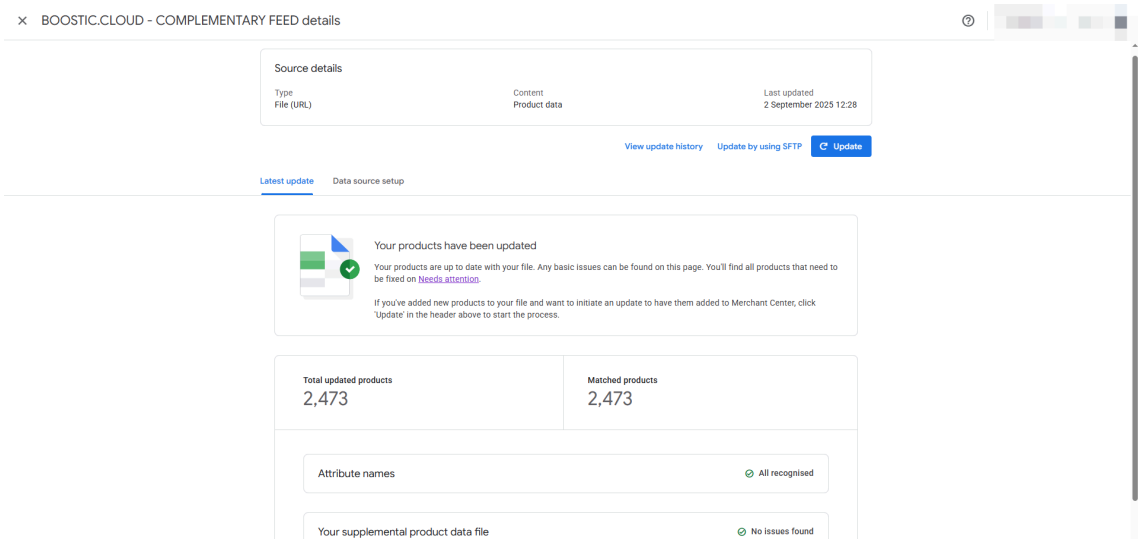
Select primary data sources

FEED GOOGLE MER...

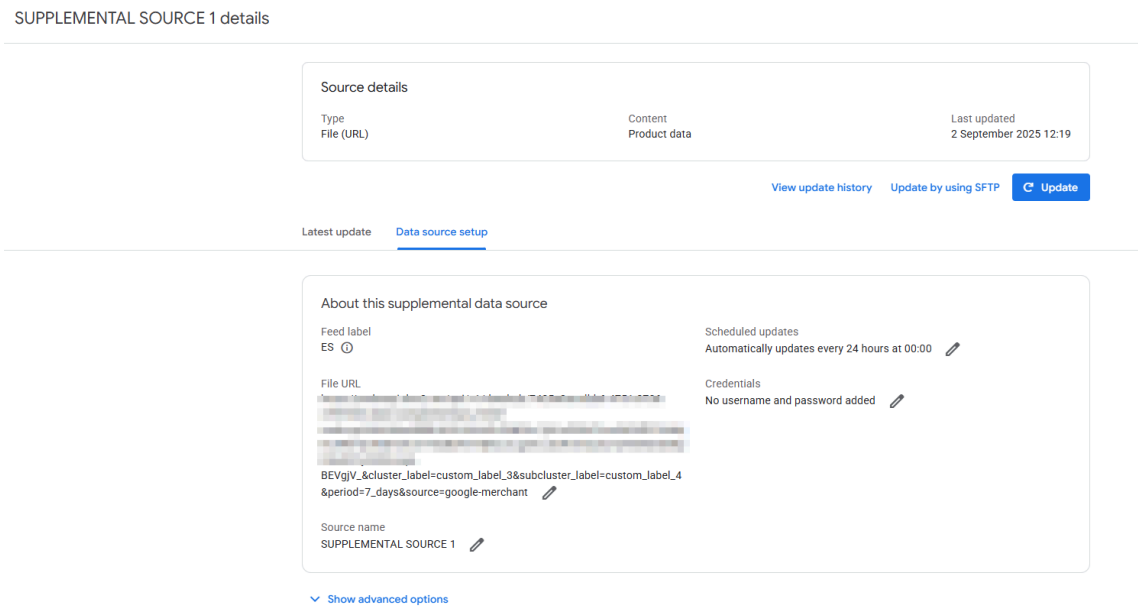
FEED GOOGLE MERCHANT, ES, Spanish

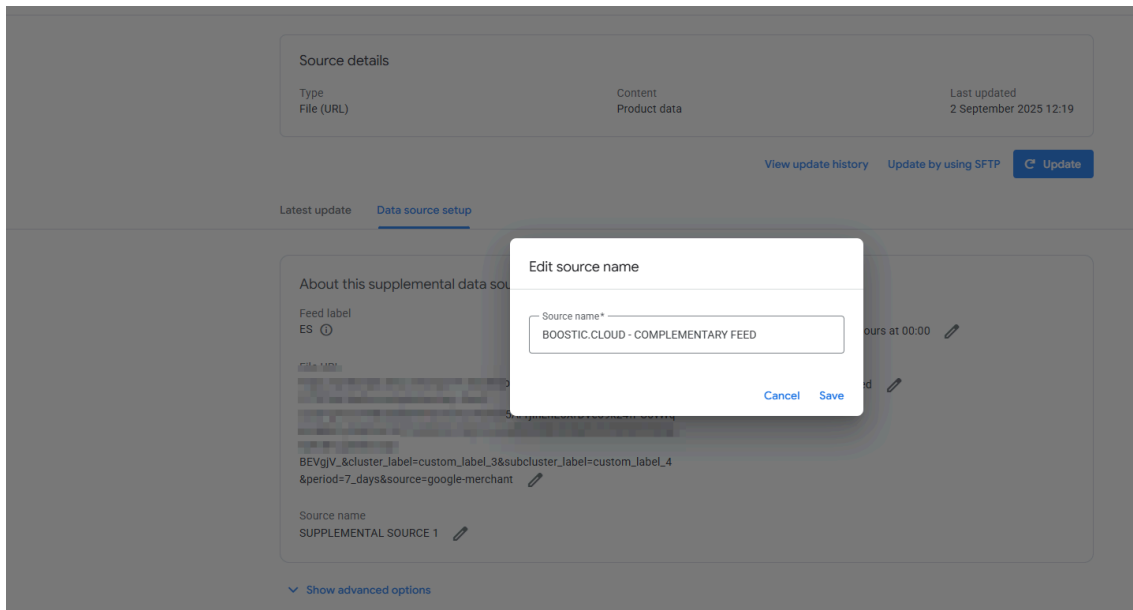


Once you have selected the main source, click on the 'Create data source' button. If you set up a schedule, please note that the data will be automatically updated after the specified time. It is crucial to check that the total number of updated products matches the number of matched products, as this confirms that the synchronization was successful.



Finally, if you wish, you can modify the name of the supplemental source to easily identify it. To do this, go to the data source settings and use the pencil icon to give it a name that will help you remember that this data comes from Boostic.cloud. This is just a recommendation to help you stay organized.

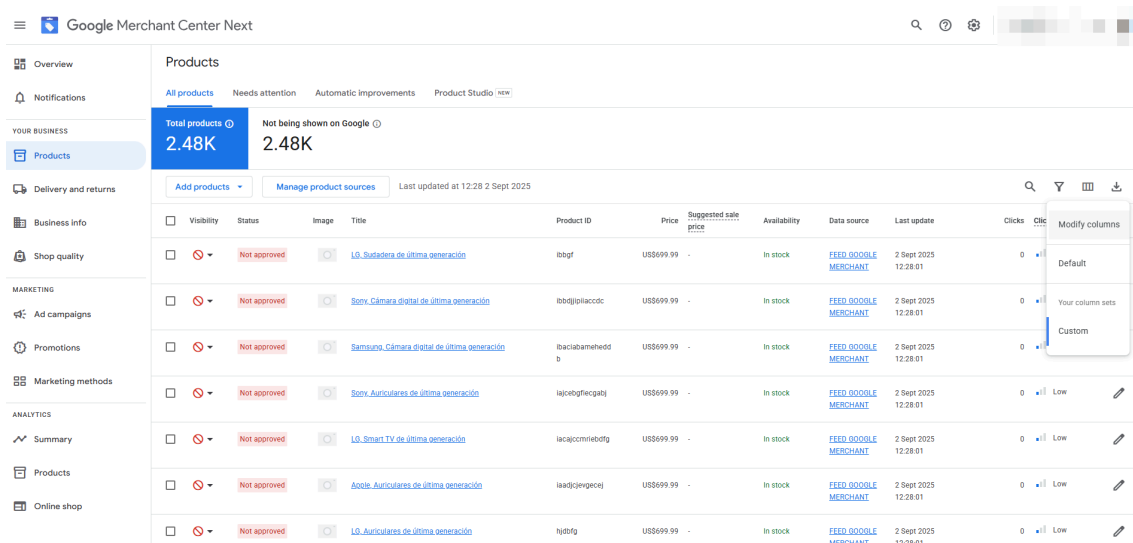


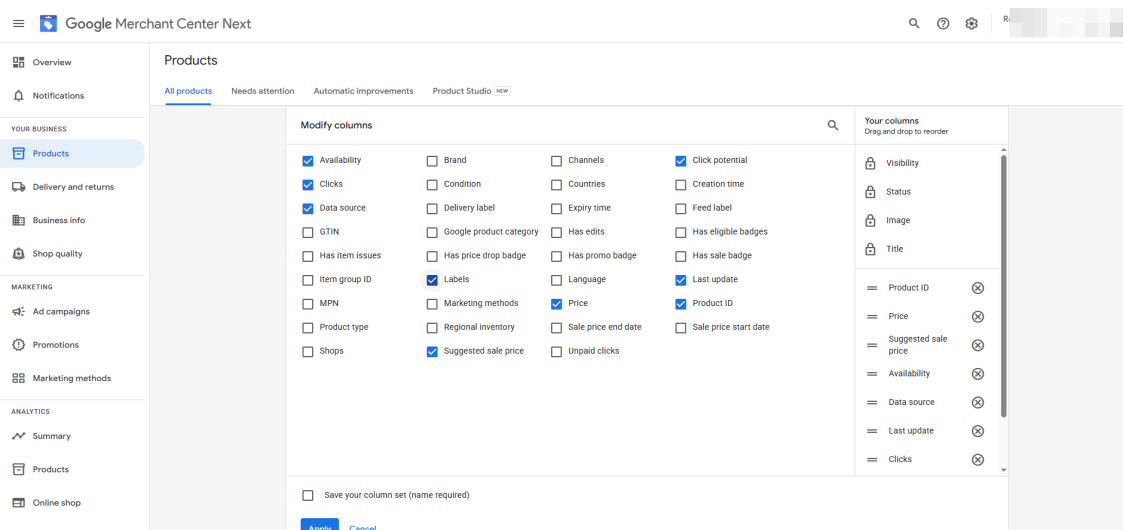


Analysis of the Boostic.cloud supplemental feed

Once you have connected and synchronized the Boostic.cloud supplemental feed with Google Merchant Center, a world of possibilities opens up to analyze and optimize the performance of your products directly from your account.

To start viewing this new information, go to your product feed in Google Merchant Center. There, you will have the option to add a new column called 'Labels'. Simply select it to display it.





Once this column is applied, you will see how your product feed is enriched with valuable data. Each product will now show the labels corresponding to its cluster and subcluster. This classification, based on the performance analysis by Boostic.cloud, gives you immediate access to a detailed overview of how each item is performing.

The screenshot shows the 'Products' page in Google Merchant Center Next. The table displays a list of products with their status, image, title, product ID, price, and labels. The 'Labels' column shows two distinct labels for each product: 'inactive_assets' and 'zero_revenue'.

Visibility	Status	Image	Title	Product ID	Price	Suggested sale price	Availability	Data source	Last update	Clicks	Click potential	Labels
<input type="checkbox"/>	Not approved		LG Sustadera de última generación	ib0gl	US\$699.99	-	In stock	FEED GOOGLE MERCHANT	2 Sept 2025 12:28:01	0	Low	inactive_assets, zero_revenue
<input type="checkbox"/>	Not approved		Sony Cámara digital de última generación	ib0djlplacdc	US\$699.99	-	In stock	FEED GOOGLE MERCHANT	2 Sept 2025 12:28:01	0	Low	inactive_assets, zero_revenue
<input type="checkbox"/>	Not approved		Samsung Cámara digital de última generación	ibacibamehe ddb	US\$699.99	-	In stock	FEED GOOGLE MERCHANT	2 Sept 2025 12:28:01	0	Low	inactive_assets, zero_revenue
<input type="checkbox"/>	Not approved		Sony Auriculares de última generación	laj0et0glecga b j	US\$699.99	-	In stock	FEED GOOGLE MERCHANT	2 Sept 2025 12:28:01	0	Low	inactive_assets, zero_revenue
<input type="checkbox"/>	Not approved		LG Smart TV de última generación	laccjccmrie bdf g	US\$699.99	-	In stock	FEED GOOGLE MERCHANT	2 Sept 2025 12:28:01	0	Low	inactive_assets, zero_revenue
<input type="checkbox"/>	Not approved		Auriculares de última generación	lca0j0evncej	US\$699.99	-	In stock	FEED GOOGLE MERCHANT	2 Sept 2025 12:28:01	0	Low	pending, pending
<input type="checkbox"/>	Not approved		LG Auriculares de última generación	hy0tblg	US\$699.99	-	In stock	FEED GOOGLE MERCHANT	2 Sept 2025 12:28:01	0	Low	back_catalog, low_revenue_2

You will be able to clearly distinguish one label for the cluster and another for the subcluster, giving you a useful level of granularity.

The screenshot shows the Google Merchant Center Next interface. On the left is a sidebar with navigation options: Overview, Notifications, YOUR BUSINESS (Products, Delivery and returns, Business info, Shop quality), MARKETING (Ad campaigns, Promotions, Marketing methods), and ANALYTICS (Summary, Products, Online shop). The main area is titled 'Products' and shows 'Total products 2.48K' and 'Not being shown on Google 2.48K'. Below this, there's a table of products. A 'Labels' dropdown menu is open, showing a list of labels: 'inactive_assets', 'back_catalog', 'conversion_opportunities', 'hidden_potential', and 'revenue_champions'. The table columns include: Visibility, Status, Image, Title, Product ID, Price, Suggested sale price, Availability, Data source, Last update, Clicks, Click potential, and Labels. The table shows several products, some with 'Not approved' status and others with 'In stock' or 'Out of stock' status.

With these labels in place, you can filter your product feed to accurately segment your inventory. To do this, use the 'Filters' option at the top of your product feed. From there, select the 'Labels' column and choose the specific cluster(s) you are interested in.

This screenshot shows the same Google Merchant Center Next interface, but with a filter applied. The 'Labels' dropdown menu is now set to 'revenue_champions'. The table below shows only the products that belong to this label. The columns are the same as in the previous screenshot. The table shows several products, all with 'Not approved' status and 'Out of stock' availability. The 'Labels' column for these products shows 'revenue_champ...' and 'high_reven...'.

This will allow you to refine your catalog view, concentrating only on the products that meet your performance criteria. You will be able to precisely select only the products that belong to your desired clusters.

In addition to visualization, this integration allows you to take concrete actions. For example, if your marketing strategy includes launching a new Shopping or Performance Max campaign focused on a specific segment of high-performing products, you can easily filter your feed using these labels. This way you will precisely select only the products that belong to the desired cluster, optimizing your investments and maximizing the impact of your campaigns.

