Boostic.cloud

Integration manual for Google Merchant Center

Table of contents

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, tROAS, 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:

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':

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

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


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'.
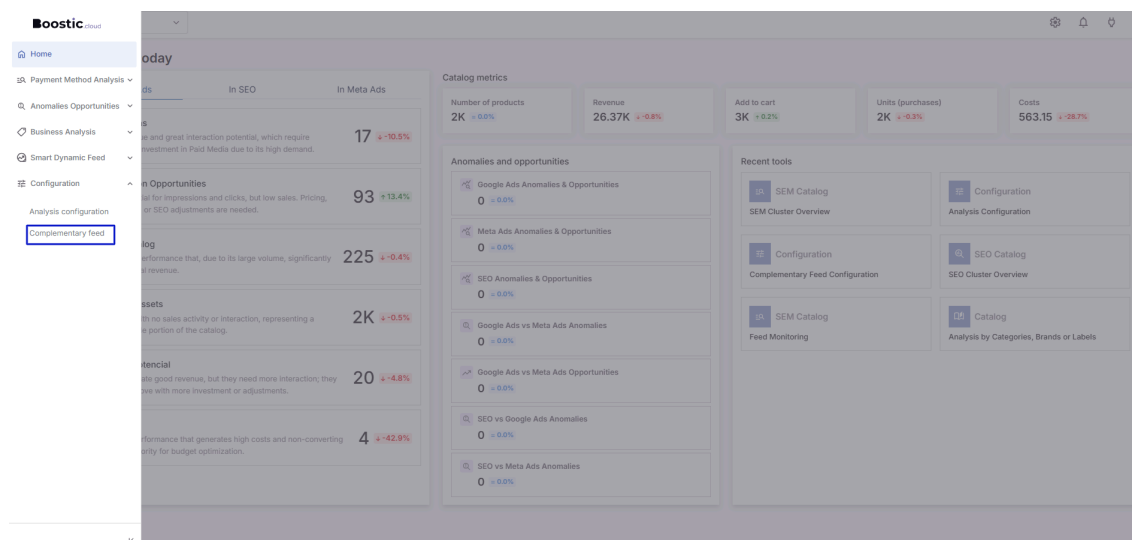
Next, you will have to choose the custom labels where you want Boostic.cloud to export the classification information of the cluster and/or subcluster products (if you do not want to use either of the two, you can also indicate this). In addition, you will need to set the analysis period that Boostic.cloud 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).

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.

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.

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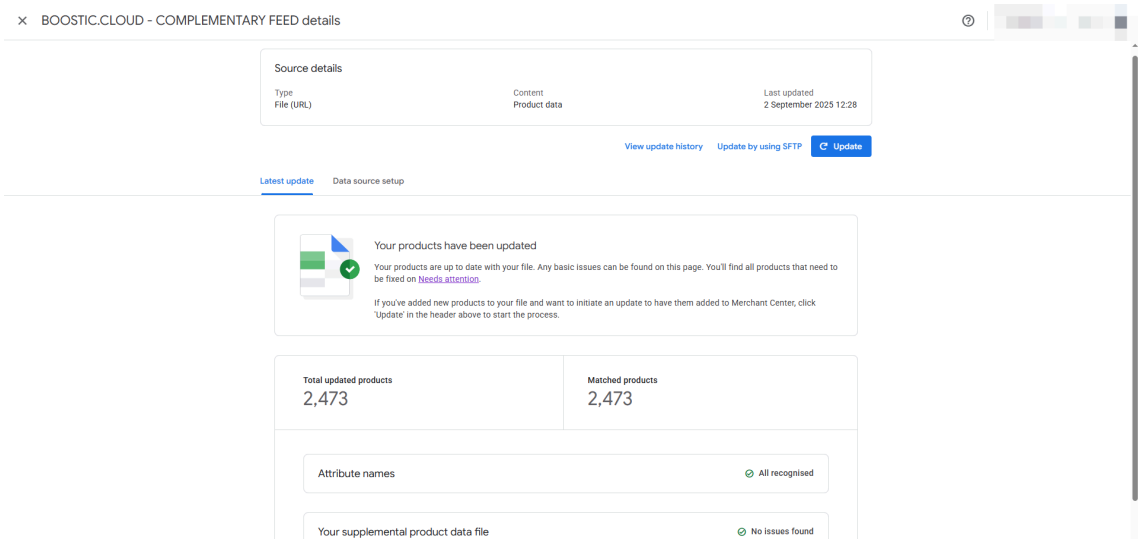
Finally, if you wish, you can modify the name of the supplemental source to easily identify it. To do this, go to the data source settings and use the pencil icon to give it a name that will help you remember that this data comes from Boostic.cloud. This is just a recommendation to help you stay organized.
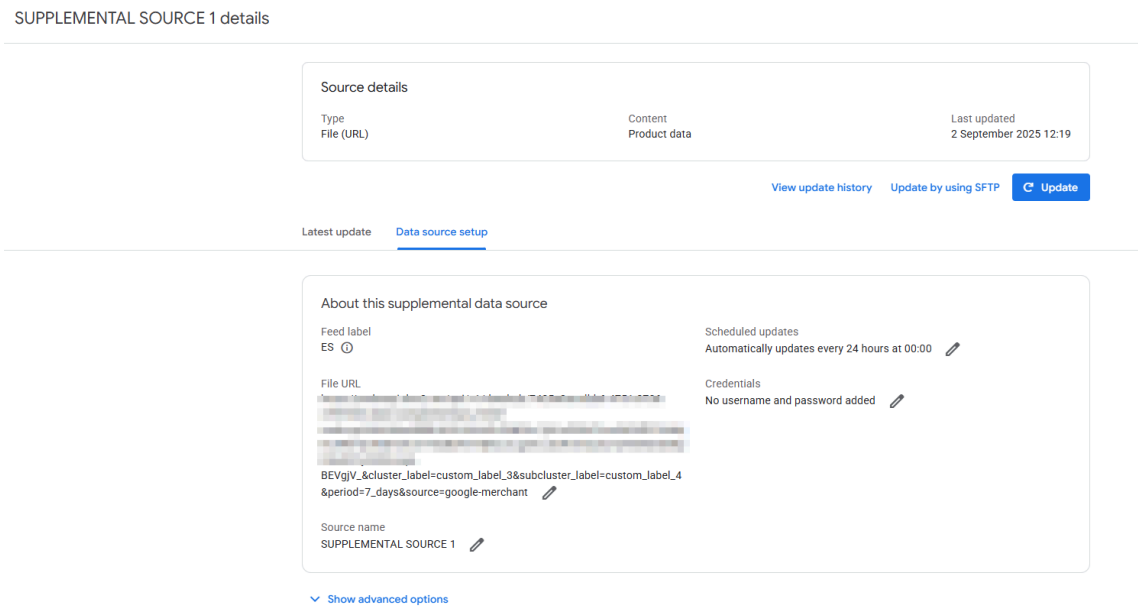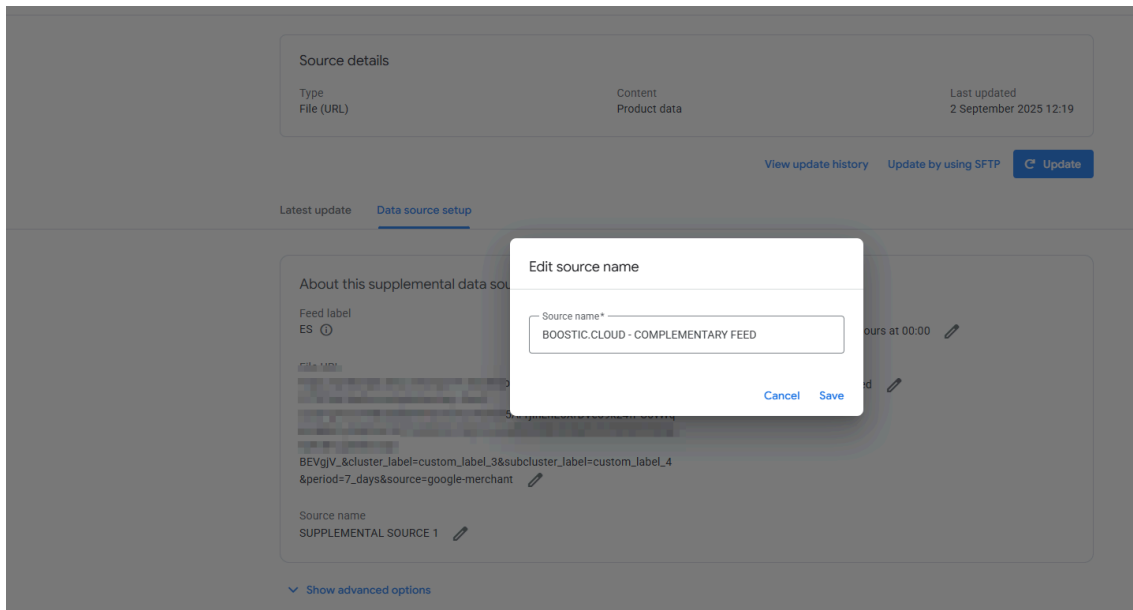
Analysis of the Boostic.cloud supplemental feed

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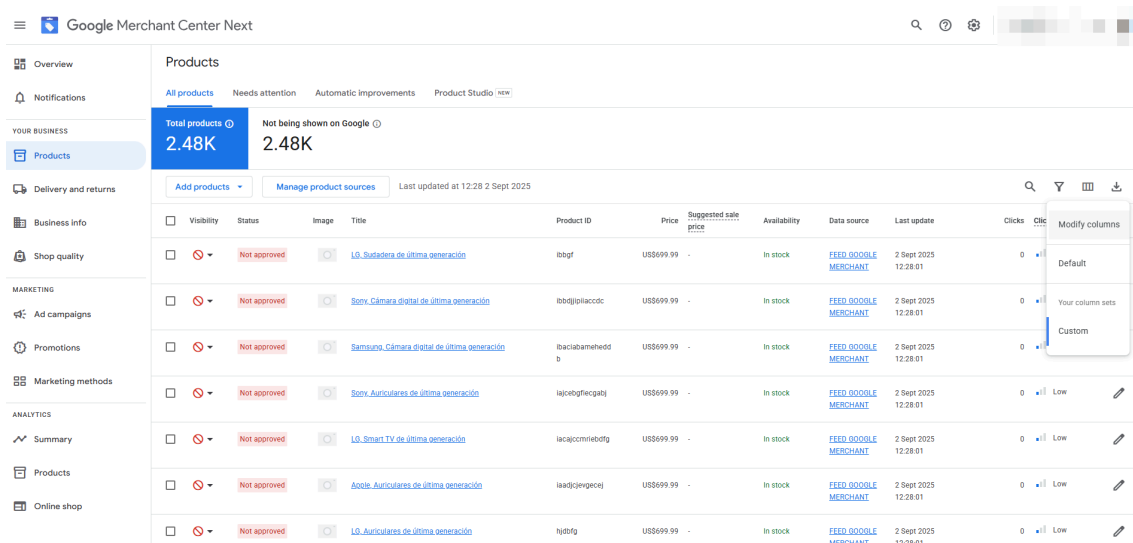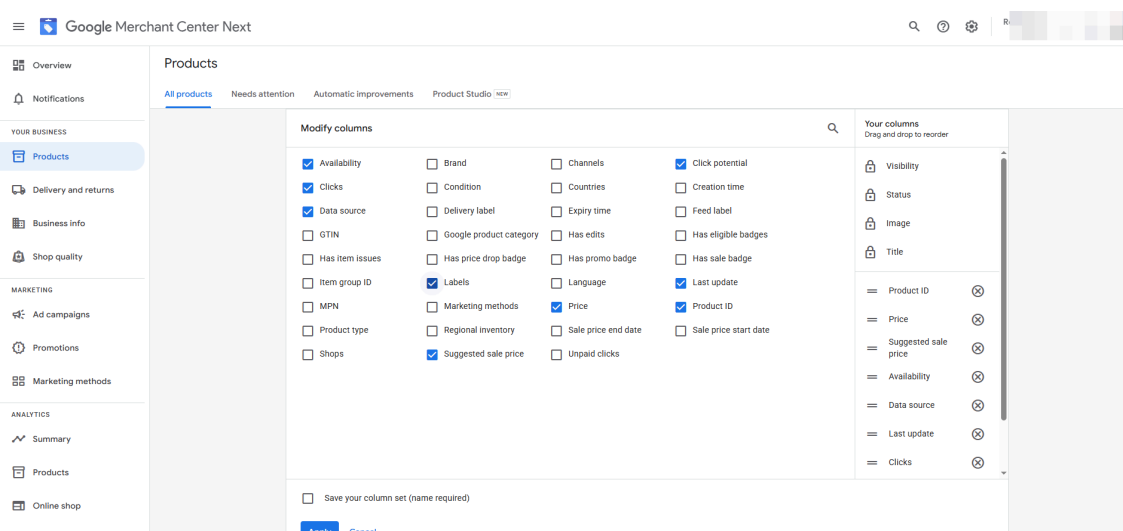
Once this column is applied, you will see how your product feed is enriched with valuable data. Each product will now show the labels corresponding to its cluster and subcluster. This classification, based on the performance analysis by Boostic.cloud, gives you immediate access to a detailed overview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

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

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 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.

Security protocol

Since there may be differences between the product feed used by Boostic.cloud and the primary feed used in Google Merchant (the same feed is not always used), it is possible that the complementary feed generated by Boostic.cloud may not include all products available in Google Merchant, and therefore some products may not be clustered and tagged by Boostic.

Therefore, we recommend including a special attribute rule that ensures that products whose IDs do not appear in the Boostic.cloud feed are labeled as 'Unclassified', allowing them to be easily identified and creating a 'backup' campaign where they can be placed and promoted, in case at any time the discrepancies between the feeds (the main one registered in Boostic.cloud and the main one registered in Google Merchant) leave them without a Boostic.cloud classification.
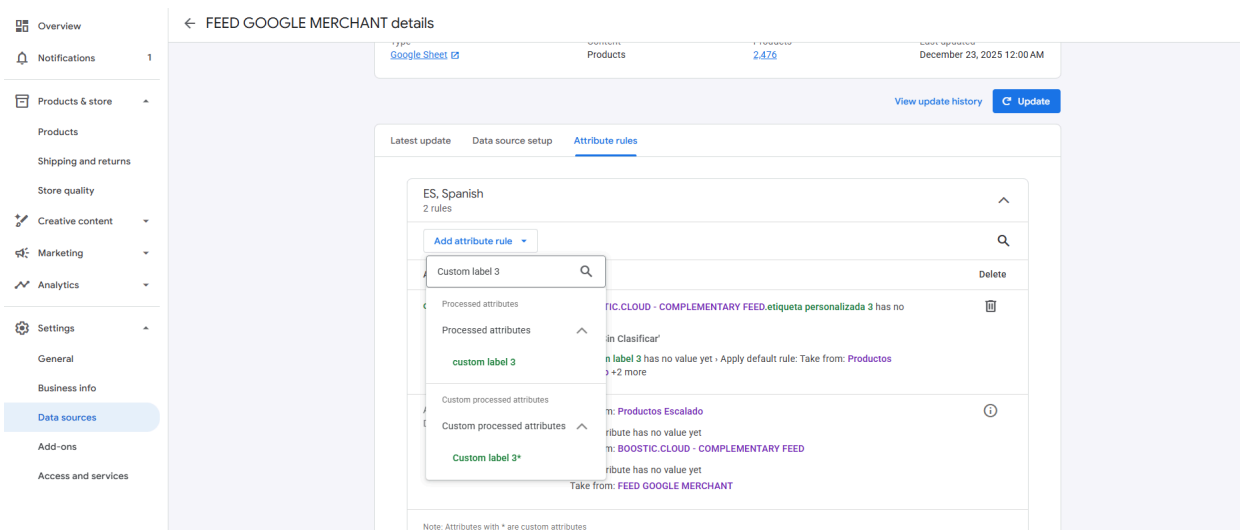
To do this, we need to configure a Google Merchant Center labeling rule by following these steps:

- Go to Settings > Data Sources > Feed > Primary Sources:

- We select the main feed we are using and go to the Attribute Rules tab:

- Click on Add new attribute rule and search for the custom label you are using in Boostic.cloud. When you select it, the following settings will open:

- We proceed to create our attribute rule so that the conditions added indicate the following:
    - Select the Boostic complementary feed and indicate that, when that feed has no value
    - Replacement of attributes: select Set to
    - We manually create a new value, which will be 'Unclassified'
    - We click on Ok

- Once the attribute rule has been created, it is important to click on 'Apply changes' in the main feed window so that it looks like this:

- To check if there are any products that are not using the Boostic.cloud label, we can go to the side menu, select 'Products and store' and in the 'Products' section we will see a list of them. There is a filter option that you can select to filter by this new 'Unclassified' label that we have added:

Once we have created the rule in Google Merchant, it is advisable to create a low-budget campaign for those products that, due to possible errors in the feeds, may have the label 'Unclassified'.