



## 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, 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:

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' tab in Google Merchant Center. It has a sub-tab 'Your add-ons'. Two add-ons are listed: 'Advanced data source management' and 'Promotions'. The 'Advanced data source management' add-on description says: 'Upload supplemental data sources or create attribute rules to modify your product data and match product data specifications. You can use the features from data sources under settings and tools. [Learn more about advanced data source management](#)'. The 'Promotions' add-on description says: 'The promotions add-on lets you show promotions like discounts and free delivery across Google. This can be managed in Merchant Centre. [Learn more about promotions](#)'. Both add-ons have a 'Remove' button and a 'Go to' link.

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_Beloi 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	jlifeacgrieche	US\$699.99	-	Out of stock	FEED GOOGLE MERCHANT	2 Sept 2025 00:00:00
<input type="checkbox"/>	Not approved		LG_Beloi inteligente de última generación	jglijepiedgrd	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](#)

Add supplemental product data

Name	Source	Last updated	Language	Used in	Actions
No results					

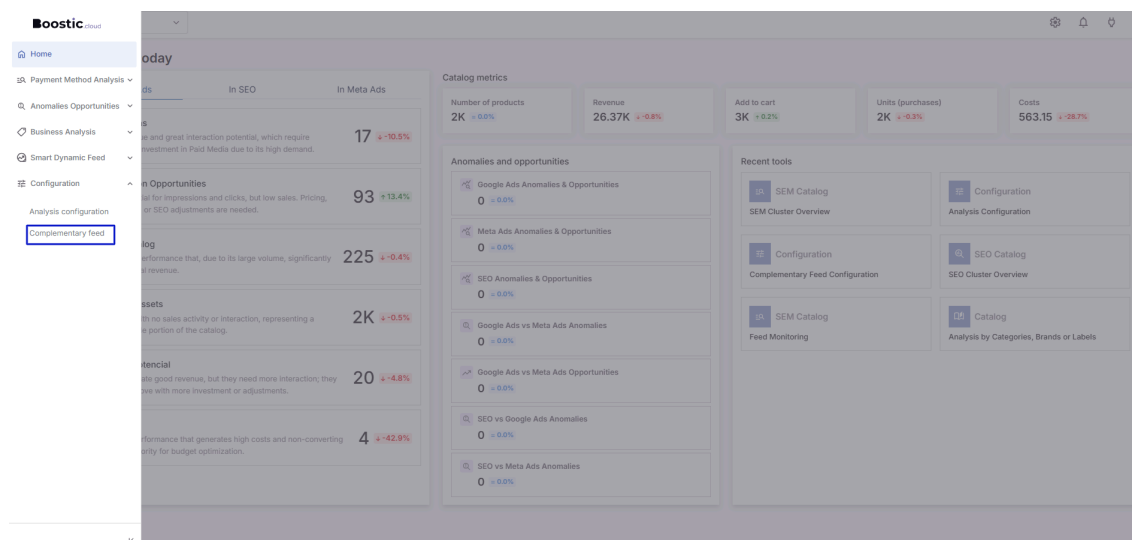
Once you click, a new tab will open. Select the option 'Add product data from a file'. You will be asked for a URL to link the two systems. To get it, go to Boostic.cloud.

## 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).

The screenshot shows the 'Entity Configuration Data "Demo 4 Boostic"' form. It is titled 'SETTING UP SUPPLEMENTAL FEED FOR GOOGLE MERCHANT'. The form contains three dropdown menus: 'Custom label - cluster' (set to 'custom\_label\_0'), 'Custom label - subcluster' (set to 'custom\_label\_1'), and 'Period' (set to '7\_days'). Below these, a message states: 'You must select a value for each of the three fields in order to get the feed URL.' The 'Supplemental Feed URL' field is populated with a long URL: 'fndSA\_QDPHMDL7JxL3s2BMpfaTCKlrWPL0STQS\_yXfWhN2Xpolo7fsjNvC2W&cluster\_label=custom\_label\_0&subcluster\_label=custom\_label\_1&period=7\_days'. A copy icon is visible to the right of the URL field.

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.

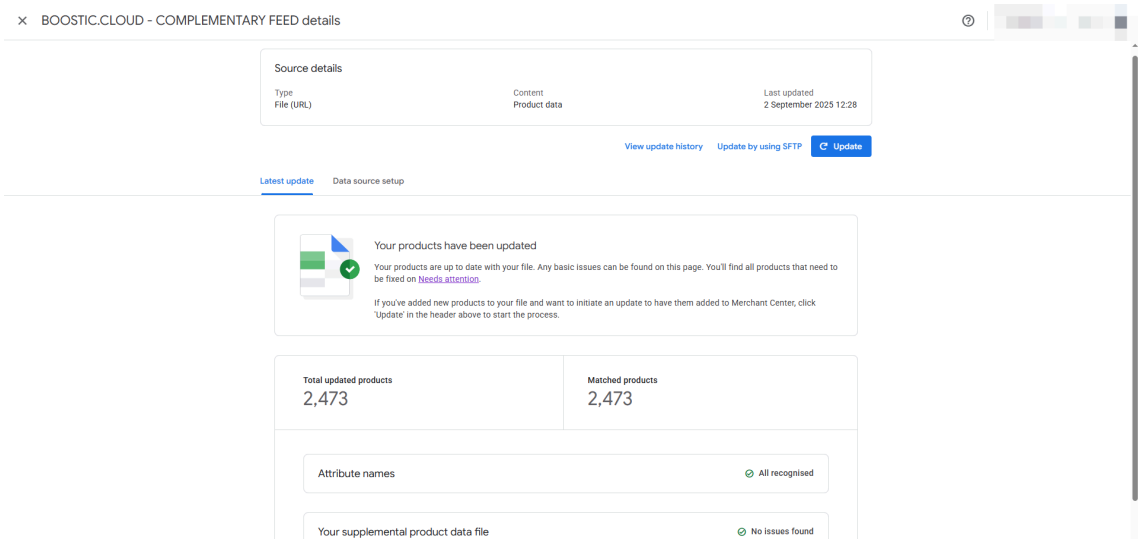
Select primary data sources

FEED GOOGLE MER...

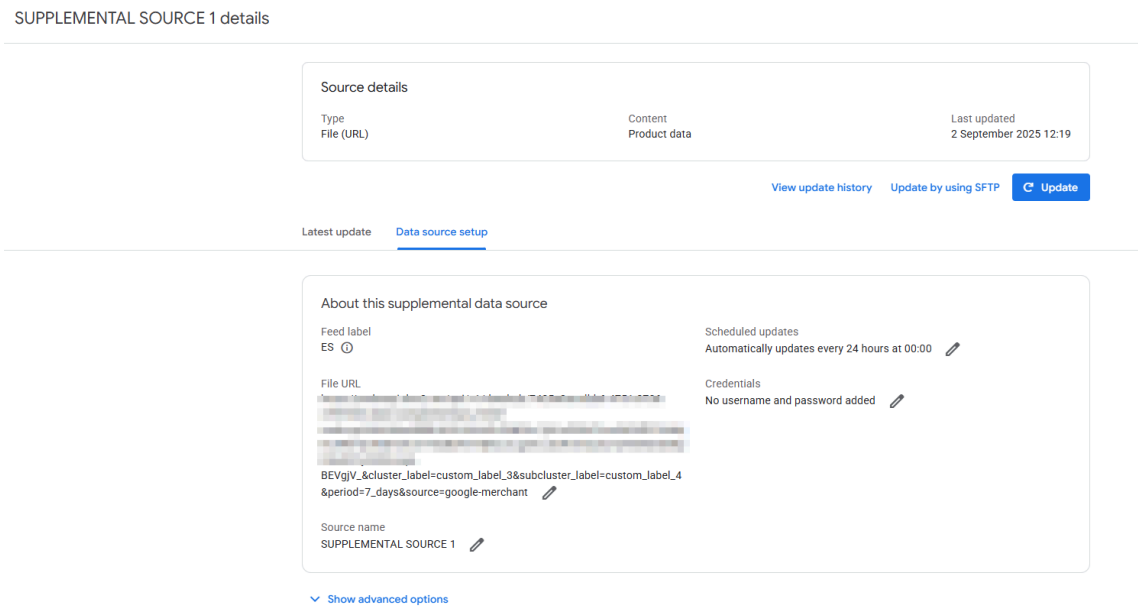
FEED GOOGLE MERCHANT, ES, Spanish



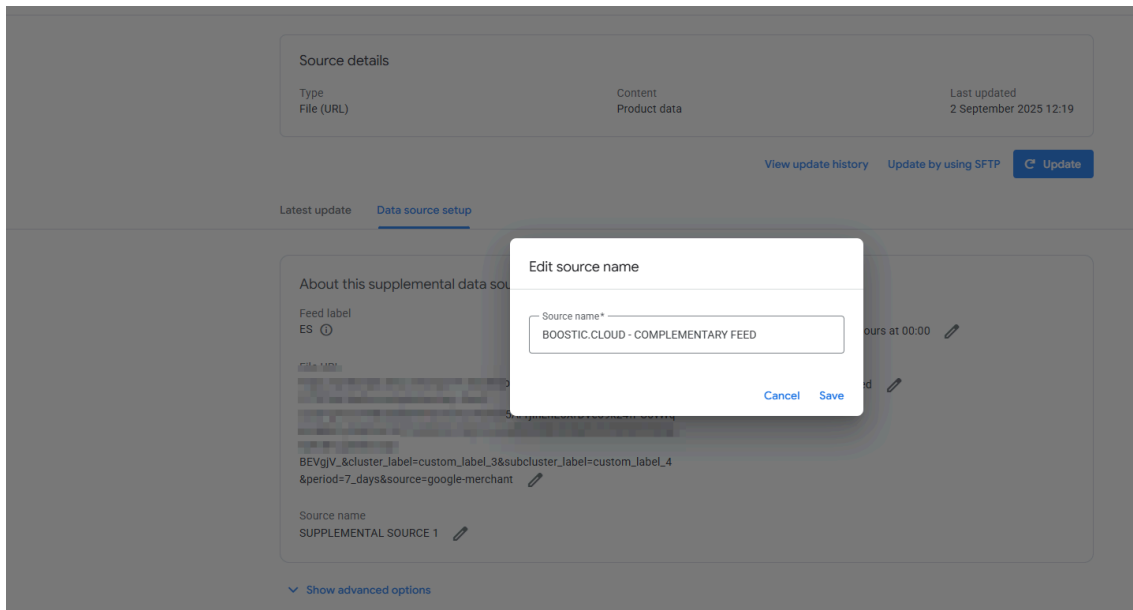
Once you have selected the main source, click on the 'Create data source' button. If you set up a schedule, please note that the data will be automatically updated after the specified time. It is crucial to check that the total number of updated products matches the number of matched products, as this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



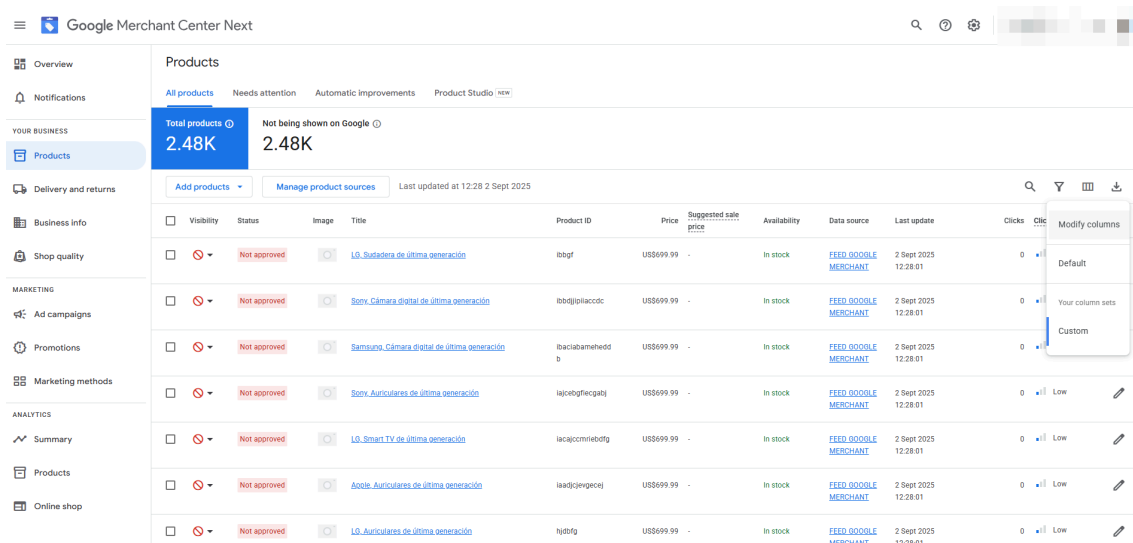


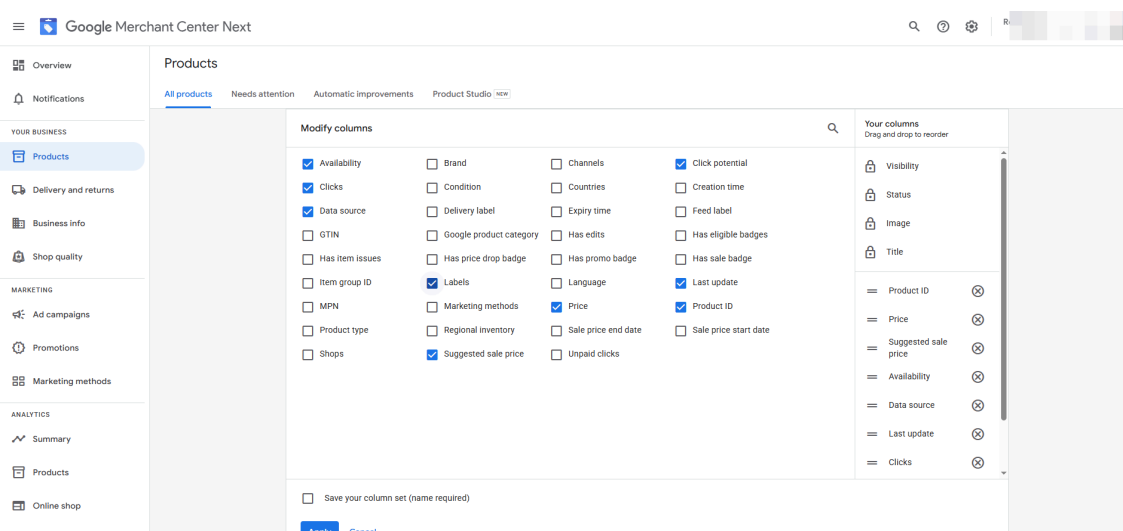


## Analysis of the Boostic.cloud supplemental feed

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 page displays a list of products with their status, image, title, product ID, price, suggested sale price, availability, data source, last update, clicks, click potential, and labels. The 'Labels' column is highlighted in the table.

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	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	lca0djevncej	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	hy0drg	US\$699.99	-	In stock	FEED GOOGLE	2 Sept 2025	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' filter 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' filter menu is still open, and the 'revenue\_champions' label is selected. The main table now displays only products that belong to the 'revenue\_champions' cluster. The table columns are the same as in the previous screenshot, and the products shown are filtered accordingly.

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.

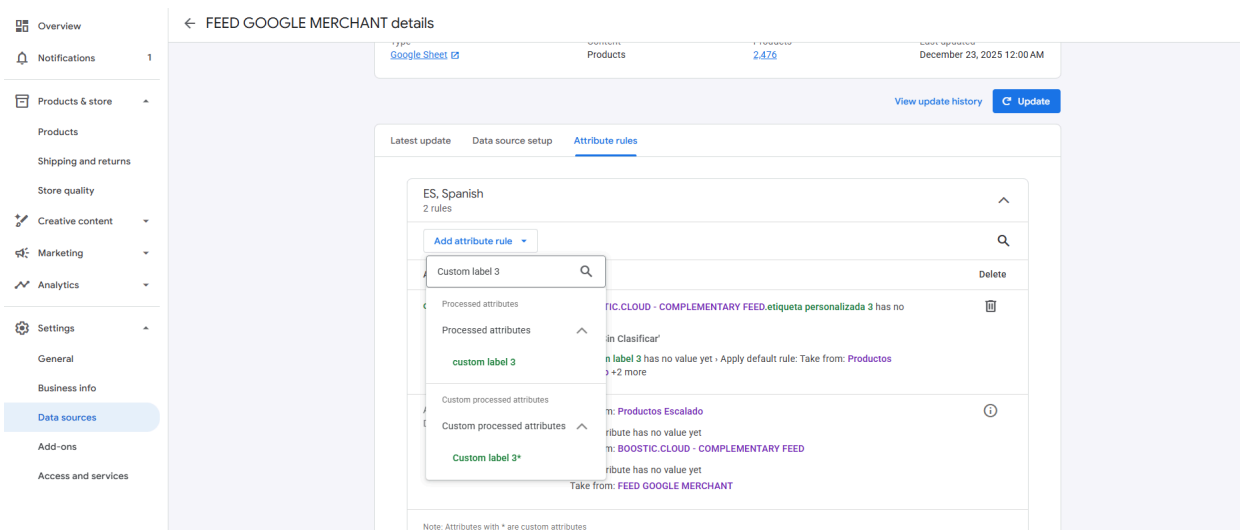
To do this, we need to configure a Google Merchant Center labeling rule by following these steps:

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

The screenshot shows the Google Merchant Center 'Data sources' page. The 'Primary sources' tab is active, showing a table of product feeds. The table has columns for Name, Source, Products, Last updated, Countries, Language, and Actions. One feed is listed: 'FEED GOOGLE MERCHANT' from 'Google Sheet' with 2,476 products, last updated on Dec 23, 2025 at 00:00 CET. The feed label is 'ES'. There is an 'Update' button and a menu icon for each feed.

- 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:

Attribute  
**custom label 2**

Replace attribute data ⓘ

+ Add more ways to replace data

Edit source

Select when to replace attribute data

Conditions  
**None** (This rule will always be applied) ⓘ

Select how to replace attribute data

☐ **Set to**  
You can create a new value or use a specific value from a data source for this attribute

☐ **Extract**  
Look for certain words from your data source and use them for this attribute

☐ **Take latest**  
Use the most recent value from your data source for this attribute

Cancel Ok

If **custom label 2** has no value yet › Apply default rule: Take from: **Productos Escalado** +2 more [Change](#)

Modify attribute data ⓘ

- 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



**Replace attribute data** ⓘ

+ Add more ways to replace data

**Edit source**

Select when to replace attribute data

Conditions  
Update attribute values if the following conditions are met ⓘ

BOOSTIC.CLOUD - COMP... has no value And

Or

Select how to replace attribute data

☒ **Set to**  
You can create a new value or use a specific value from a data source for this attribute

☐ **Extract**  
Look for certain words from your data source and use them for this attribute

☐ **Take latest**  
Use the most recent value from your data source for this attribute

You can create a new value or use a specific value from a data source for this attribute [Learn more](#) ⓘ

Set to 'Unclassified' X Type or select ▼

Cancel 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:

← FEED GOOGLE MERCHANT details

View update history **Update**

Latest update Data source setup **Attribute rules**

ES, Spanish  
2 rules

Add attribute rule ▼

Attribute	Rule	Delete
custom label 3	If BOOSTIC.CLOUD - COMPLEMENTARY FEED.etiqueta personalizada 3 has no value › Set to: 'Unclassified' If custom label 3 has no value yet › Apply default rule: Take from: Productos Escalado +2 more	🗑️
All other attributes Default rule	Take from: Productos Escalado If the attribute has no value yet Take from: BOOSTIC.CLOUD - COMPLEMENTARY FEED If the attribute has no value yet Take from: FEED GOOGLE MERCHANT	ⓘ

Note: Attributes with \* are custom attributes

- 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:



Overview

Notifications1

Products & store

Products

Shipping and returns

Store quality

Creative content

Marketing

Analytics

Settings

General

Business info

Data sources

Add-ons

Access and services

Products

All productsNeeds attentionAutomations

Total products2.48KNot showing on Google2.48K

Add productsManage product sourcesLast updated at 12:08 PM Dec 23, 2025

Add filter

Labels

☐ zero\_revenue\_\_medium\_cost

☐ low\_revenue\_\_high\_potential

☐ high\_revenue\_\_zero\_cost

☐ high\_revenue\_\_medium\_cost

CUSTOM LABEL 3

☐ unclassified

Apply

	Product ID	Price	Suggested sale price	Availability	Data source	Last update	Clicks	Click potential	Labels		
<input type="checkbox"/>	<a href="#">Artículos de última generación</a>	ybgpqqgizreb	abhs	\$699.99	-	Out of stock	FEED GOOGLE MERCHANT	Dec 23, 2025 6:00:00 AM	0	Low	conversion_opo... unclassified
<input type="checkbox"/>	<a href="#">Artículo inteligente de última generación</a>	rmgyxmpmum	jebabsq	\$699.99	-	Out of stock	FEED GOOGLE MERCHANT	Dec 23, 2025 6:00:00 AM	0	Low	back_catalog unclassified
<input type="checkbox"/>	<a href="#">Artículos de última generación</a>	jvskdgivmbab		\$699.99	-	Out of stock	FEED GOOGLE MERCHANT	Dec 23, 2025 6:00:00 AM	0	Low	conversion_opo... unclassified

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'.

