

Google Shopping Ads by Squarefeed

If you haven't installed the extension, click here to see the installation guide:

<https://squarefeed.io/m2-installation-guide-marketplace/>

Introduction

Google Shopping Ads by Squarefeed is the easiest way for you to advertise your products using Google Shopping Ads.

It creates your product feed, submits it to Google Merchant, then publishes your Google Shopping Campaign to Adwords.

After your campaign is live, the module will show view the statistics right in your Magento admin panel and will update your product information on a daily or weekly basis.

In order for Squarefeed to work you need to install the Magento extension. During the installation process there will be an integration added to your store which will allow for communication between your store and our servers. If the integration is not active or doesn't have the necessary permissions you will not be able to use the extension.

User guide

After installing the extension, you will see a new button on the left navigation bar of your Magento admin panel. Click it and follow the steps:

1. Connect your Google account and select your Adwords and Google Merchant center accounts
2. Store Settings - select the country and language relevant to your store, then configure shipping information and, if you're a US merchant configure your tax settings.
3. Product Settings - take our simple quiz to provide information about your products, then submit to Google Merchant
4. Create campaign - fill in your campaign settings and click publish *
5. Fill in your details and click view dashboard to see campaign statistics

* After you publish the campaign, your products will be submitted to Google for review and the Google Shopping ads will automatically start running as soon as your products are approved.

Note that after the initial setup you will be able to modify the campaign and feed settings from the dashboard screen.

If you're having any issues, contact our support team at support@squarefeed.io.

Product FAQ

Which types of products do you support?

We support simple, configurable and grouped products only. We do not support: virtual, downloadable or bundled products at this time.

Can I exclude products from my feed?

You can use the "Filters" option to exclude products that match certain criteria from the feed. You can do this after you submit the feed for the first time and publish your campaign by going to Settings > Filters. You will need to specify one or more rules based on which the products will be exclusion (for example: product name contains 'widgets' or product url contains 'hidden')

I'm getting an error on product retrieval

Please refer to this article for more details:
<https://squarefeed.io/magento-2-error-on-retrieving-products/>