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## Introduction

emarketing is the perfect platform for advertising your products on Google Shopping, Facebook and Amazon. The emarketing extension for Magento will generate the product data feed required and setup your Google Ads Conversion Tracking automatically.

If you don't advertise on Google yet, a Google Ads and Merchant Center account can be created on your behalf. Otherwise you can connect your existing Google accounts to emarketing.

From within the emarketing platform you can create and manage your Google Shopping campaigns – without any AdWords expertise. emarketing offers you powerful tools to run your advertisement most efficiently. Use cross-platform market data to learn more about your competitors and our unique price crawling tool to find out if you are offering your products at a competitive price.

## Getting started

1. **Install the emarketing extension** from the Magento Extension store.

After installing the emarketing extension, you must register your emarketing account. Registering with emarketing is free-of-cost and non-binding. Please perform the following steps to register your account:

2. **Go to <https://emarketing.com>** and click **"Get started"**.

**If you want to connect your existing Google Ads and / or Merchant Center account(s), please proceed with**

A. [Connecting existing Google Ads / Merchant Center account\(s\)](#)

**If you want emarketing to create Google Ads and Merchant Center for you, please proceed with**

B. [Create new Google accounts](#)

A. [Connecting existing Google Ads / Merchant Center account\(s\)](#)

1. To connect existing account(s), **click "Sign in with Google"**:

**Yes, connect my Google AdWords account**

Connect your Google AdWords account to grant access to your product data feed. Once connected, emarketing can optimize your Google campaigns and set up your Facebook & Amazon campaigns.

**SIGN IN WITH GOOGLE**



2. **Choose your appropriate Google account from the list. If your account is not listed, choose "Use another account"**. Make sure the account has administrative privileges for the Google Ads and Merchant Center accounts that you want to connect.
3. **Enter your Google login credentials** to complete the account connection.

As soon as the account setup is completed, you will be forwarded to the Welcome page of your emarketing account.

## B. Create new Google accounts



1. If you want emarketing to create new Google Ads and Merchant Center accounts on your behalf, **click "Create new account"**:

No, set-up a new Google AdWords account




emarketing creates a new Google AdWords account which is mandatory for your Google, Amazon & Facebook campaigns.

**CREATE NEW ACCOUNT**

2. **Please fill-in** the registration form:

  ✕









Where you want to advertise?

Daily Budget

Shop URL

Select your Shopsystem

 Shopify	 Magento	 Prestashop	 Lightspeed
 JTL Shop	 Shopware	 Afterbuy	 other

**ORDER NOW**

Please provide the following information:

1. Tick the **platform(s) you want to advertise on** (Google, Amazon, Facebook)
2. Enter your **daily ad spend** budget.
3. Enter your **Webshop URL**.
4. Click the **Magento icon**.
5. Click **"Order Now"**.
6. Click **"Confirm Order"**.
7. Click **"Create New account"**.

Please provide the information required to setup your Google Ads and Merchant Center accounts:

## Let's start

Please state your currency and country below and complete your registration.

E-mail \*  
youremail@yourdomain.com

Currency (Note: Can not be changed afterwards!) \*  
Euros €

Timezone \*  
Europe / Berlin

Country \*  
Germany

**CONTINUE**

1. Enter **your E-Mail-address**.
2. Choose your **currency, timezone and country** from the drop-down lists.
3. Click **"Continue"**.

**Please be patient, the setup of Google accounts can take up to one minute.**

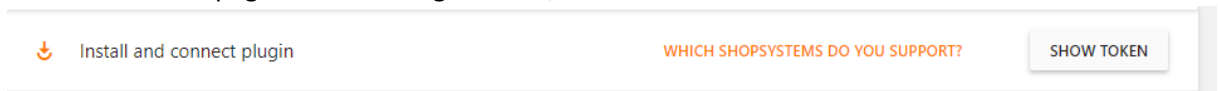
As soon as the account setup is completed, you will be forwarded to the Welcome page of your emarketing account.

## Configure the emarketing extension

### Inserting the Shop Token

After you have successfully registered your emarketing account, you will be forwarded to the Welcome page of your emarketing account. Now you must copy your Shop token and insert into the Magento extension in your Magento backend:

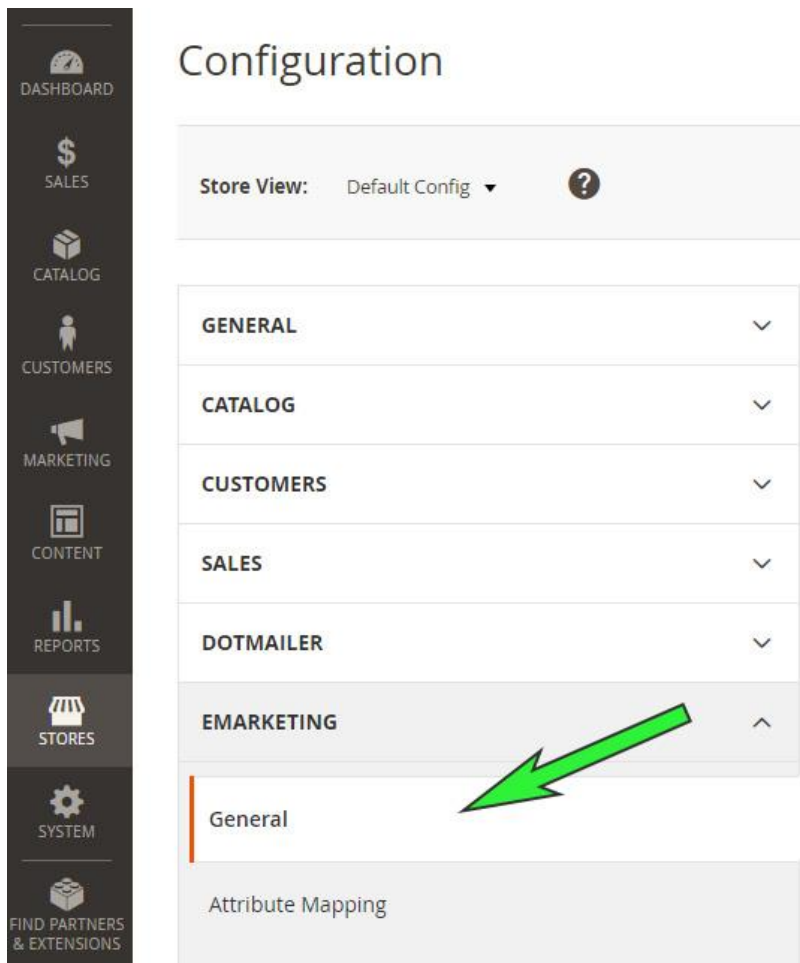
1. On the Welcome page of emarketing account, **click "Show Token"**:




2. **Copy the Shop Token** to your clipboard:



3. **Open the settings page of your emarketing extension** in your Magento backend (Stores -> Configuration -> emarketing -> General):



4. **Paste the Shop Token** into the input field **“Shop Token”**:

Shop Token [global]  

Please enter Access Token received from [global]

5. **Choose your root category** from the drop-down list, if you do not want to export all your products to emarketing (optional):

Root Category [global]

**We recommend not to change the default setting**, you can choose which products to promote later in your emarketing account.

6. **Enter the country code** for calculation of shipping rates into the field **“Country Code Shipping”**. You can enter multiple country codes (comma separated):

Country Code Shipping [global]

Comma separated country codes, like "US,DE,AT"

**We strongly recommend providing only the code for the country that your advertisement will target**. I.e. if you would like to advertise in the USA, enter “US”.

7. **Choose if you want to provide the title of your shipping** method by selecting **“Yes”** or **“No”** from the drop-down list:

Use Shipping Service Title [global]

**We recommend choosing “Yes”**, as the shipping title will be displayed in your ads and helps buyers to identify your shipping service.

8. **Choose if the extension should calculate individual shipping** rates for each product by selecting **“Yes”** or **“No”**:

Use more than Free Shipping and Flat Rate [global]

**Please be aware:** This option has to be set to **“Yes”** if you do not use Free Shipping or Flat Rate. I.e.: if you are using table rates like “Weight vs. Destination” or “Price vs. Destination”, you must set this option to **“Yes”**.

9. Click **“Save Config”**.

## Configure product data feed / Map Webshop attributes to Google Shopping attributes

Now you must configure your product data feed and map your Webshop attributes to Google Shopping attributes. Please be aware that providing certain Google Shopping attributes is required for certain product categories / countries. Google will not accept your products, if you do not provide required attributes. If an attribute is required, this is mentioned in the attributes list below.

Providing as many attributes as possible improves your data quality and your campaign performance. With the emarketing extension you can easily assign your Webshop attributes to Google Shopping attributes.

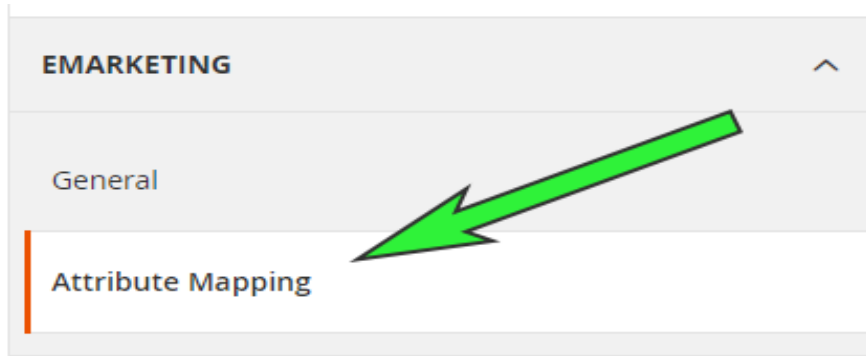
Webshop attributes are listed to the left, to the right you can find Google Shopping attributes. To assign a Webshop attribute to a Google Shopping attribute, just drag it from left to right and drop it there.

You can assign multiple Webshop attributes to Google Shopping attributes, i. e. if you are using different size attributes for shoes and clothing, assign all attributes containing size information to the Google Shopping attribute. The first attribute containing data for a product will be used for the product data feed.

If all your products have the same attribute value, i.e. the condition of all your products is “new” you can set a default value for that attribute instead of mapping a Webshop attribute. You will find a default value input field for each Google Shopping attribute. Enter the desired value into that field if you want to use the same attribute value for all your products. Some attributes only accept certain values, if that is the case the supported values are listed next to the attribute name.

### Perform these steps to configure your data feed and to map attributes:

1. **Open the attributes mapping page of the emarketing extension** in your Magento backend (Stores -> Configuration -> emarketing -> Attribute Mapping):



2. **Drag & Drop the Webshop attributes** from the left to the right.
3. **Click “Save Config”** when you are done.

## List of Google Shopping attributes

### Product Title:

If you want to enhance your product titles, you can add Webshop attributes. I. e. you could add the value from your Webshop attribute "color" to your product title:



Insert Product Title before manually selected attributes:

No = Only your standard Webshop product title will be used for ads.

Yes = Your standard product title and all attributes selected at "Product Title" will build your product title used for ads.

This option is very helpful if you offer many variants of a product, i. e. T-Shirts in different sizes and colors. If you map your Webshop attributes "color" and "size" to "Product Title" and set "Insert Product Title before manually selected attributes" to "Yes", your resulting product title would be "Nice cotton T-Shirt, blue, XL" instead of "Nice cotton T-Shirt".

### Use Short Description:

No = Standard product description will be used.

Yes = Short product description will be used.

### Target Country:

Select the country that you want to target with your ad campaign from the drop-down list.

### Content Language:

Select the language of your content (product titles, descriptions, etc.) from the drop-down list.

### GTIN (required / i. e. UPC, EAN, JAN):

If GTIN for your products are available from the manufacturer, you must provide those GTIN, otherwise Google will reject your products.

### Condition (required):

supported values: new, refurbished, used

### Google Shopping category:

If you do not use Google Shopping categories for your products, you can leave this empty. The emarketing platform offers a convenient way to assign your Webshop categories to Google Shopping categories when you import your products for the first time.

### Product is adult only:

supported values: yes, no



If you do not sell products only suitable for adults (i. e. alcohol, erotic material), you can leave this empty. If all your products are only suitable for adults, you can enter **“Yes”** into the **“Default Value”** field.

Brand/manufacturer (required):

A brand / manufacturer name must be provided. In case you are the manufacturer of goods you want to promote, use your own company name.

MPN (Manufacturer Part Number):

Can be used instead of GTIN. If no GTIN exist for your products, you can provide the MPN instead.

Unit Pricing Measure, Unit Pricing Measure Unit, Unit Pricing Base Measure, Unit Pricing Base Measure Unit (required for some categories & countries):

[Click for more information!](#)

Gender of Target Group (required for some categories & countries)

supported values: male, female, unisex

[Click for more information!](#)

Age Group (of Target Group) (required for some categories & countries):

supported values: newborn, infant, toddler, kids, adult

[Click for more information!](#)

Color (required for some countries / categories):

[Click for more information!](#)

Size (required for some countries / categories):

[Click for more information!](#)

Size Type (for fashion only):

supported values: regular, petite, plus, big and tall, maternity

[Click for more information!](#)

Size System (for fashion only):

supported values: AU, BR, CN (China), DE, EU, FR, IT, JP, MEX, UK, US

[Click for more information!](#)

Material:

Describes the main fabric or material that your product is made of.

[Click for more information!](#)

Pattern:

Describes the pattern or graphic print on your product.

[Click for more information!](#)

Availability Date:

Used to provide information on the availability date of products that are currently not on stock but can be pre-ordered.

[Click for more information!](#)

Energy Efficiency Class (required for some categories / countries):

supported values: A+++, A++, A+, A, B, C, D, E, F, G More information to be found here:

[Click for more information!](#)

Promotion ID:

Can be used for Google Shopping promotion campaigns where you offer a bonus, gift or discount only for certain products. These products need a promotion ID which can be provided by mapping this attribute. More information to be found here:

[Click for more information!](#)

Shipping Dimension Unit, Shipping Length, Shipping Width, Shipping Height:

If your Shipping rates are based on Shipping weight or dimension, you can map these attributes to provide the information required for setting up shipping rules in Google's Merchant Center. If you do not want to calculate shipping rates based on dimensions in the Google Merchant Center you can leave this empty.

[Click for more information!](#)