GoMage FeedPro extension for Magento 2 Configuration Guide
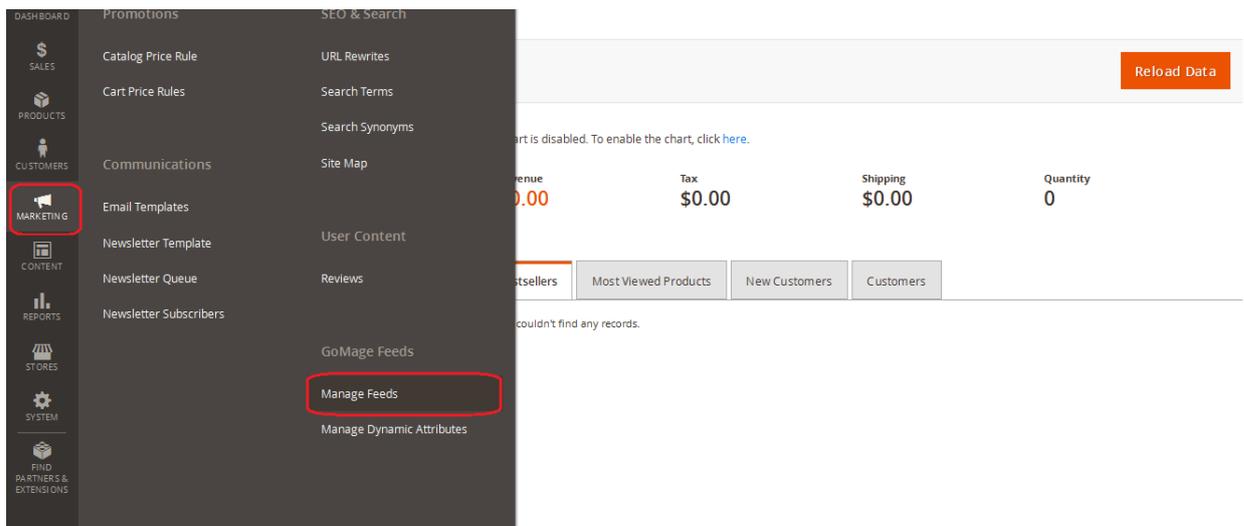
Adding a new feed

Step 1.

Login to Magento 2 Admin Panel and go to **Marketing >> Manage Feeds**.
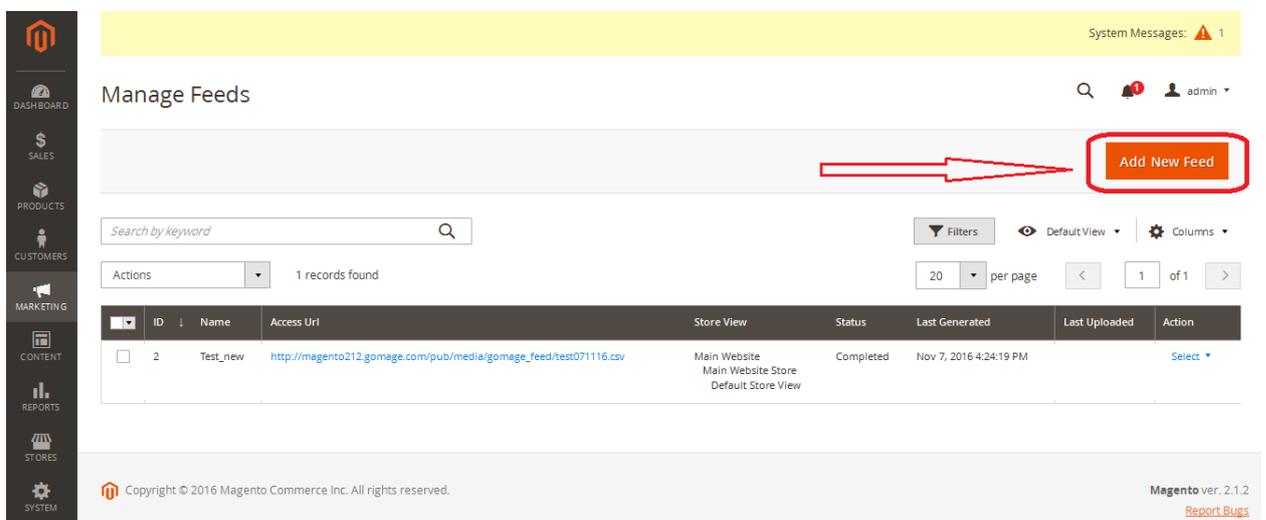
Screenshot: Feeds

Step 2.

In order to create a new feed, click the **"Add New Feed"** button in the top right corner.
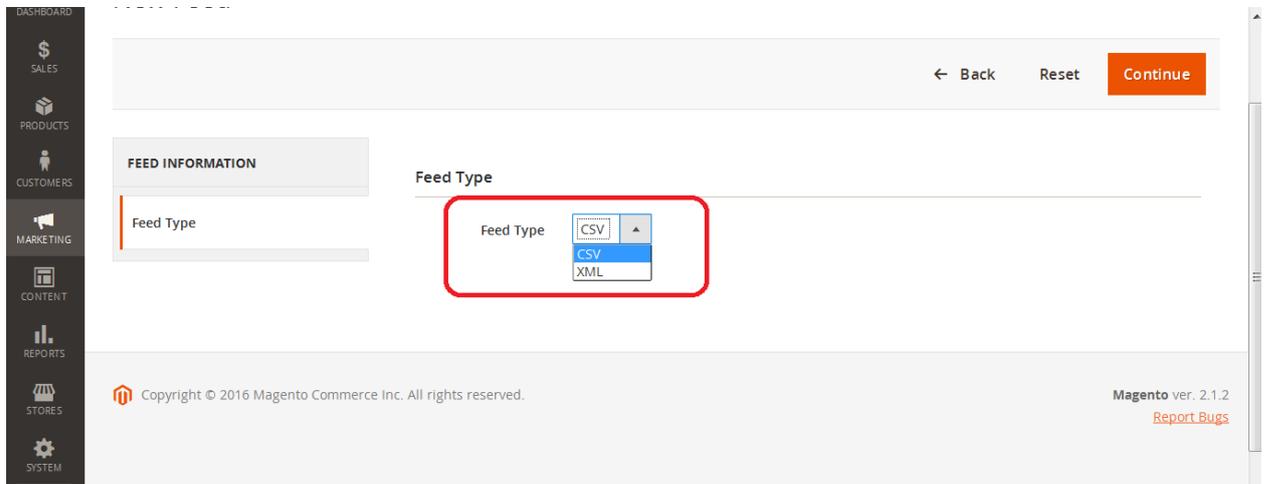
Screenshot: Manage Feeds

Step 3. Specifying the Feed Type

Select the file format for the new Feed and click "Continue".
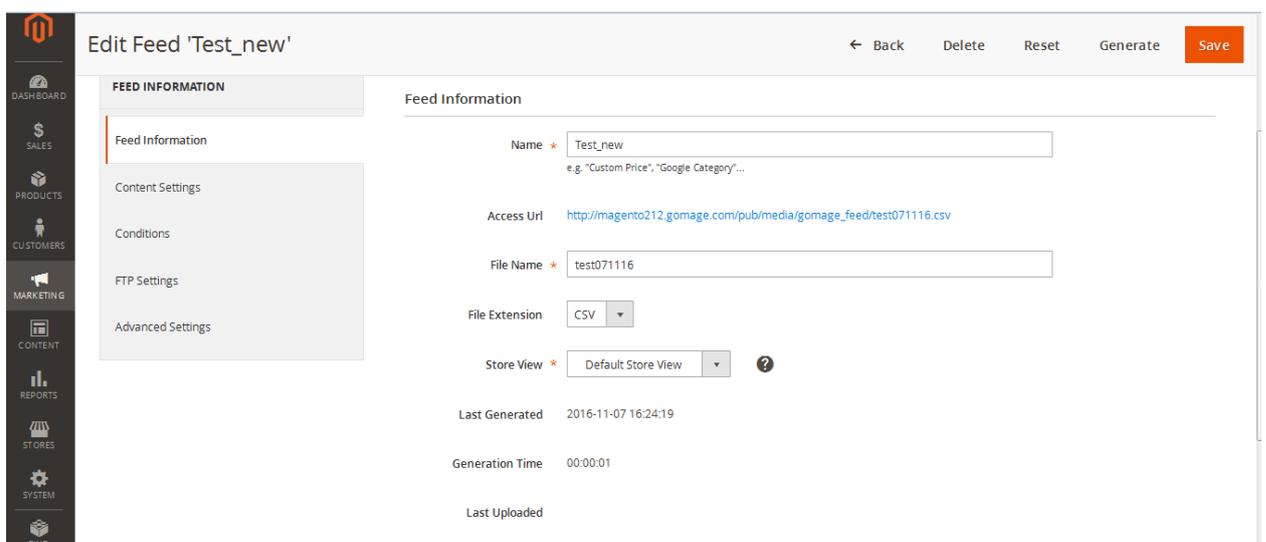
Screenshot: Feed Type

GoMage Feed Pro extension for Magento 2 supports the following formats:

- CSV (Comma-Separated Values)
- XML (Extensible Markup Language).

Feed Information

General information about your feed file will be displayed in this section.

Screenshot: Feed Information

Name

Enter the Feed Name that will be used in Magento. This can be any text or character value.

Access Url

After you generate the feed file for the first time, the "Access URL" link becomes available. Click the link to download the feed file or view the feed file in your browser.

File Name

Enter the file name that will be applied when the feed file is imported to the online marketplace. Do NOT include spaces. For example: *productfeed, googleshoppingfeed.*

File Extension

Select the file extension. Supported extensions are: .csv, .txt – for CSV format, .xml – for XML format.

Some Search Engines require the data feed file without any format. An empty value can be selected in this case.

Store View

Select the Store View from which the product feed information will be exported.

Note! The FeedPro extension must be activated for the necessary Store View before you start the feed creation. If there are no options available in the "Store View" drop-down, go to Stores > Configuration > Gomage > Activation section and make sure that the necessary stores are selected below the Activation Key field.

Last Generated

This field displays the date and time of the last successful feed generation.

Generation Time

This field indicates how long the last generation process was running.

Last Uploaded

This field displays the date and time of the last successful feed file upload via FTP/SFTP to the online marketplace.

Content Settings

This section is used to configure the content of the feed file. How many fields the feed file is going to have, what delimiters will be used, whether or not the headers will be included, by which attributes the products will be added to the feed, - all this information is specified under Content Settings. Depending on the feed type being used, the content can be filled for CSV or XML format.

Content Settings for CSV

Delimiter

A delimiter should be selected in order to split the text into columns in the feed file. Supported delimiters are:

- Comma (,)
- Tab (\t)
- Colon (:)
- Space (   )
- Vertical pipe (|)
- Semi-colon (;)

Enclosure

This option is used to enclose data in the feed file.

Single quote ' – the attribute value will be displayed in quotes;

Double quote " – the attribute value will be displayed in double quotes;

space - CSV format – this option is recommended for CSV feed type;

space - without double space – the attribute value will be framed with blank spaces in the file.

Here is an example of **space - CSV format** and **space - without double space** variants for understanding.

For instance, the attribute values are "aaaa,bbbb" and you choose the enclosure **space - CSV format**. In this case you will get "aaaa(2 blank spaces),(2 blank spaces)bbbb" value for this attribute in the feed file since the special characters (commas, quotes etc.) are framed with double enclosure.

If you choose the enclosure **space - without double space**, you will get "aaaa(1 blank space),(1 blank space)bbbb". Double space will be changed to single space in this case.

Show Header

Set this option to "Yes" if you need a header in the feed file. Set it to "No" if you don't.

Use Addition Header

This option is used for Amazon feeds to add specific text in the beginning of the feed file. The field for the text input is displayed if the option is set to "Yes". By default, the option is set to "No".

Fields Mapping

The online marketplaces such as Google Shopping, Amazon, eBay and others require specific information about the products to be present in the feed files. The list of mandatory fields varies for each shopping system. But the basic information is always required: the name of the product, its SKU, brand (manufacturer), category to which the product belongs, color, size, stock availability. In order to include all necessary information in the feed, the required fields must be created and mapped to the corresponding Magento attributes.
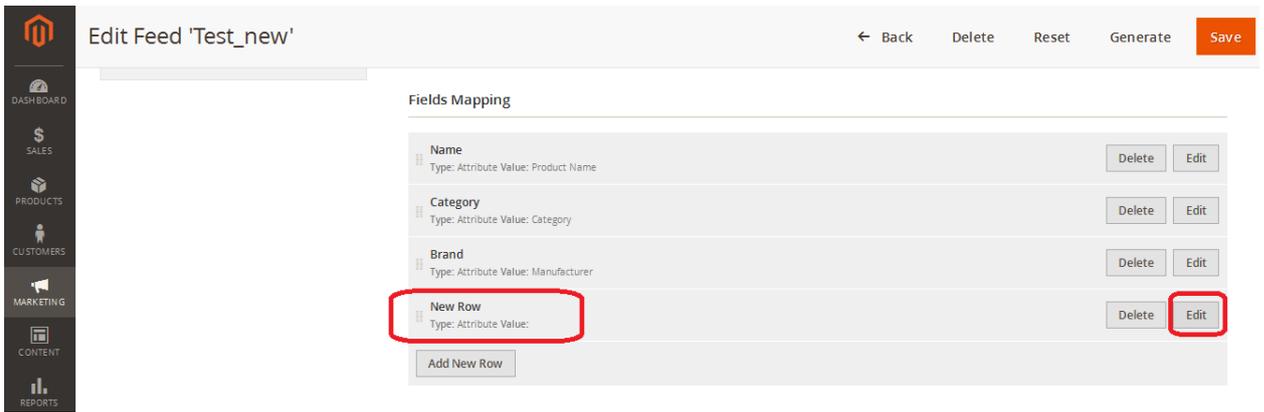
To create a new field, click **"Add New Row"** button.
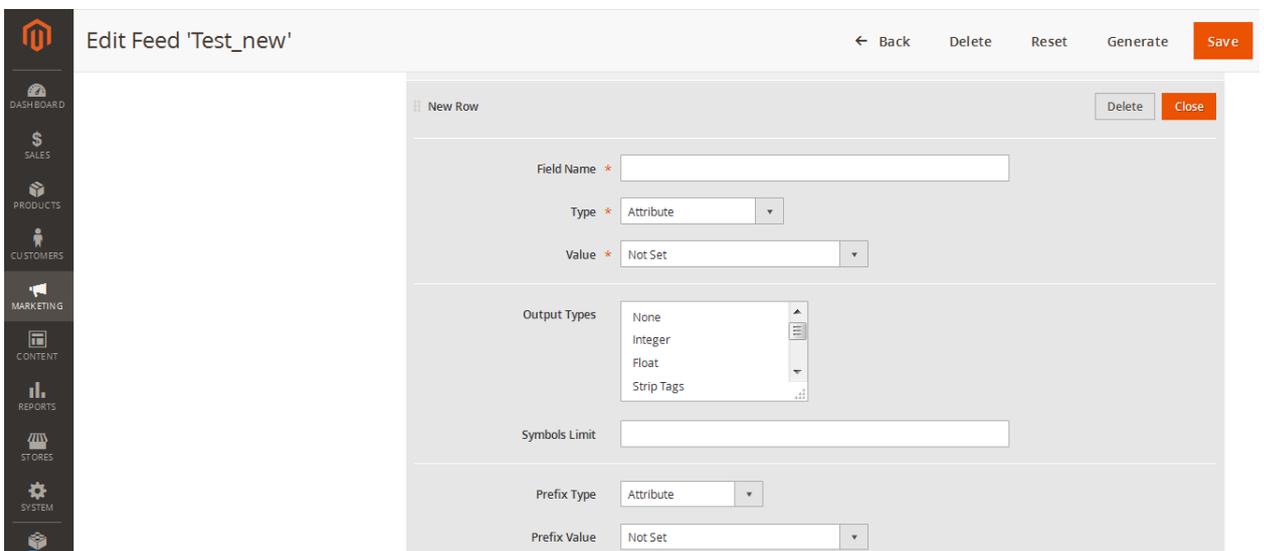
Screenshot: Fields Mapping
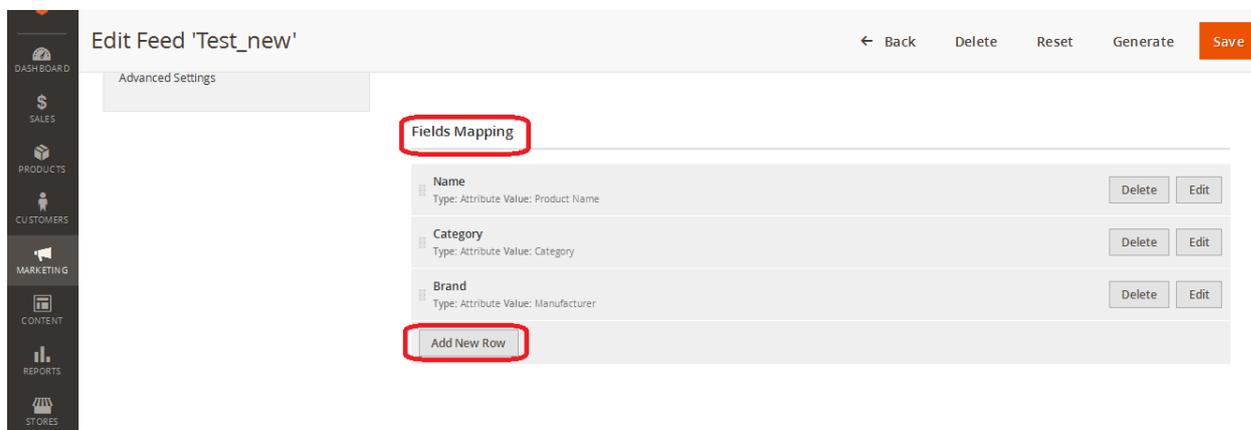
When the row is added, click **"Edit"** in order to configure the parameters of the field.

Screenshot: New Row

The configuration panel with all parameters of the field will be displayed.

Screenshot: Field Config 1

Field Name

The name of each field (column) in your feed based on the template or requirements of the corresponding shopping system.

Type

The type of the field should be selected. The following types are available:

Attribute – the field presents the value of the corresponding Magento attribute for each product.

Parent Attribute – the field presents the value of the corresponding Magento attribute of the Parent (Configurable) product. This type is used to export the values of Parent products instead of the values of Child (Simple) products in the feed.

Static Value – this type is used if the field is not mapped to a specific attribute but presents some static data instead.

Dynamic attribute – this type is used to include the values of Dynamic attributes in the feed.

Parent Dynamic Attribute: this type is used to include the Dynamic Attribute values of parent products for simple products in the feed.

If Parent attr. is empty – this type is used to set the Child product values to be exported in case the Parent product attribute is empty.

If Child attr. is empty – this type is used to export the Parent product values in case the Simple (Child) product attribute is empty.

Value

Select the Magento attribute from which the value will be exported. Make sure that the attribute values are not empty in the products configuration in Magento, otherwise the corresponding fields will be blank in the feed.

Output Type

Output Type is a filter that you can apply to the data in each column. The following filter types are supported:

None: the data in this column will be generated as is.

Integer: this function converts numbers into integers.
For example:
50.0000 USD → integer → 50
<u>BUT</u>
USD 50.0000 → integer → 0 (because the value starts with a letter (USD) and not with a number).

Float: this function standardizes numbers to two decimal places.
For example:
50.0000 → float → 50.00
<u>BUT</u>
USD 50.0000 → float → 0 (because the value starts with a letter (USD) and not with a number).

Note! We recommend using this filter for prices because most shopping systems require price values with a maximum of two decimal places (for example: 50.00).

Strip Tags: this function removes html tags from the text.
For example: *example → striptags → example*.

Encode special chars: this function converts all applicable characters to HTML entities.
For example: *& → encode special chars → &amp*.
See more info on **HTML entities here**.

Encode HTML special: this function converts certain special characters to HTML entities.
See more info on **HTML specialchars here**.

Decode special chars: this function converts HTML entities to special characters.
For example: *& → decode special chars → &*.

Delete Space: this function deletes spaces in the attribute values.
For example: *s k u name → delete space → skuname*

Big to Small: this option converts capital letters in the attribute values into lowercase ones.

Remove line break symbols: this option removes line break symbols **\r** and **\n** from the feed file.
For example:
This is
a sample   -- > This is a sample text.
text

Symbols Limit

This option is used to limit the number of characters in the attribute values of the feed file. The limits are sometimes set by the shopping systems to avoid too long product names, descriptions etc. You may set your own limits in case you have extended product names or descriptions and do not want them to be exported in full length.

Screenshot: Field config 2

Prefix

This function allows you to control where data starts in each cell or add the desired information in the beginning of the attribute line in the feed. Depending on the prefix type and prefix value being used, the information is pulled from Magento attributes, Dynamic attributes or specified as static value.

For example: *the prefix is "abc-" and the attribute is "name". The product names will be output as "abc-name1", "abc-name2" etc.*

Suffix

This function allows you to control where data ends in each cell or add the desired information in the end of the attribute line in the feed. Depending on the suffix type and suffix value being used, the information is pulled from Magento attributes, Dynamic attributes or specified as static value.

For example: *the suffix is "suf" and the attribute is "name". The product names will be output as "name1suf", "name2suf" etc.*

Content Settings for XML

If XML format is selected for the feed file, the structure of this file is entered in the corresponding text area according to the template provided by the target shopping system or based on the general requirements for XML files.

Screenshot: XML content
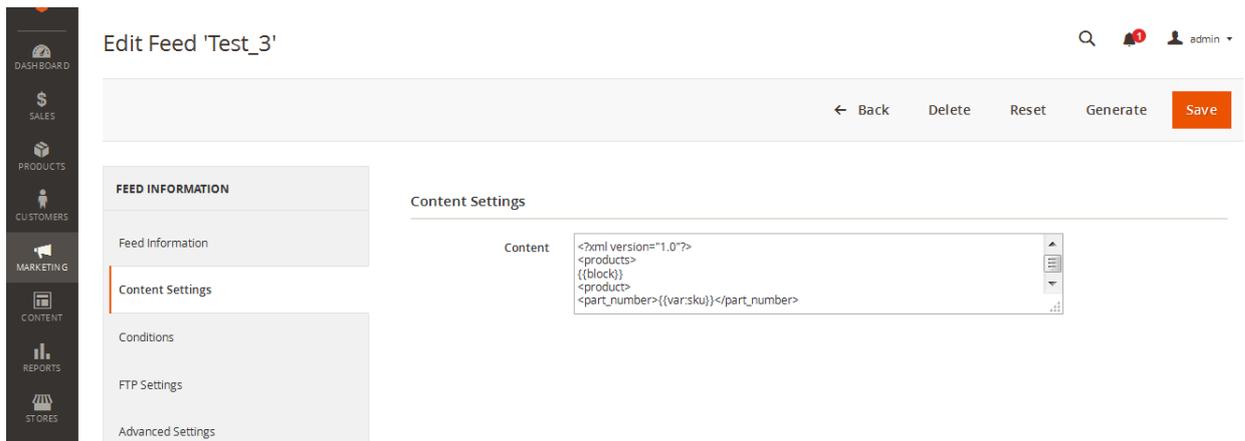
Important! The Attribute code must be enclosed in curly brackets and contain "var:" variable (see example): *{{var:Attribute_Code}}.*

{{block}} – required block containing tags and attributes code.

For example:

{{block}}

<part_number>{{var:sku}}</part_number>

.... OR ....

<g:price>{{var:price output="float" g:price>

{{/block}}

You can find all Attribute codes in the list of Magento attributes **(Stores → Attributes → Product section in Magento 2 admin panel).**

Screenshot: Attribute Codes

You can also use static values.

For example:

{{/block}}

<g:condition>New</g:condition>

{{/block}}

Important! **The Attribute code for a Dynamic attribute must be enclosed in curly brackets and contain "var:" and "custom:" variables: *{{var:custom:Attribute_Code}}*.**

For example:

{{/block}}

<category>{{var:custom:amazon_category}}</category>

…............................. OR ....

<price_vat>{{var:custom:price_vat output="float" g:price_vat>

{{/block}}

For configuration of Output Type the following filters can be used:

integer
float
strip_tags
special_encode
special_decode
delete_space
big_to_small
remove_lb

For example: output="float".

Several filters can be used together: output="strip_tags,big_to_small".

Custom XML Attribute Codes

Option	XML code	Description
Category > SubCategory	{{var:category_subcategory}}	Includes category and subcategory of product. For example: Apparel > Shoes > Mens
Decode special chars	output="htmlspecialchars_decode"	See Output Type on the CSV, TXT page
Delete Space	output="delete_space"	See Output Type on the CSV, TXT page
Dynamic Attribute	var:custom:dynamic_attribute_code	See the Attribute Information page
Encode special chars	output="htmlspecialchars"	See Output Type on the CSV, TXT page
Final Price	{{var:final_price}}	Allows you to get the "latest" prices for your products. For example: 1. If your product has only "Price", the Final Price Attribute will add this Price into your Feed file. 2. If your product has "Price" and "Special Price", the Final Price Attribute will add the "Special Price" in your Feed file.
Float	output="float"	See Output Type on the CSV, TXT page
Image 2 - 5	{{var:image_2}}	Use these attributes to upload the additional images of the products to the Feed file.
Integer	output="integer"	See Output Type on the CSV, TXT page
Parent Base Image	parent_base_image	Allows you to get the "parent" base image url from Configurable product for all simple products that belong to it.
Parent SKU	{{var:parent_sku}}	If the product is a child product, list the SKU of the parent product which is related.
Store Price	{{var:store_price}}	Allows you to get the prices in local currency of the chosen store
Striptags	output="striptags"	See Output Type on the CSV, TXT page
Symbols Limit	limit="10"	See Output Type on the CSV, TXT page
URL (Parent Product)	{{var:parent_url}}	Allows you to get the "parent" url from Configurable product for all simple products that belong to it.

XML Examples

Example 1: Encode Special Characters + Symbols Limit

{{/block}}
<name>{{var:name output="htmlspecialchars" limit="10"}}</name>
{{/block}}

Example 2: Parent SKU (ver. 3.0)

{{/block}}
<g:item_group_id>{{var:parent:sku}}</g:item_group_id>
{{/block}}

Example 3 (for Google Base): Additional images into the Feed file.

{{/block}}
<g:image_2>{{var:image_2}}</g:image_2>
<g:image_3>{{var:image_3}}</g:image_3>
<g:image_4>{{var:image_4}}</g:image_4>
<g:image_5>{{var:image_5}}</g:image_5>
{{/block}}

 Example 4: Special Chars (Example for specialchars and urlencode / urldecode)

{{/block}}
<attribute>{{var:attr output="htmlspecialchars"}}</attribute>
…............................ OR ....
<attribute>{{var:attr output="htmlspecialchars_decode"}}</attribute>
{{/block}}

Example 5: Pulling out the category or attribute from Parent Configurable Product and adding it to Child Simple Product

<name>{{var:parent:name}}</name>

Conditions

It is not always necessary to add all existing products to the feed file. You may need to only export the products of some specific category, brand, size, color, or even based on several conditions at the same time. The "Conditions" section in the FeedPro extension specifically serves this purpose. You may add as many conditions as you need.

You can filter the products by **all** conditions together or by **any** of them separately.
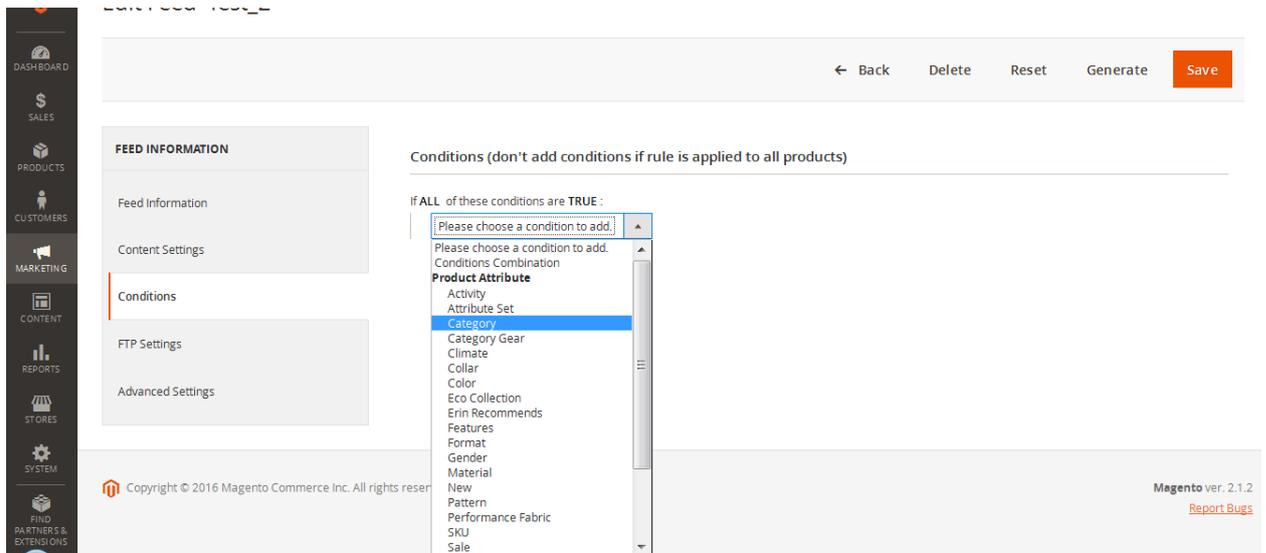
Screenshot: Conditions 1

Choose whether the conditions should be **"True"** or **"False".**

Screenshot: Conditions 2
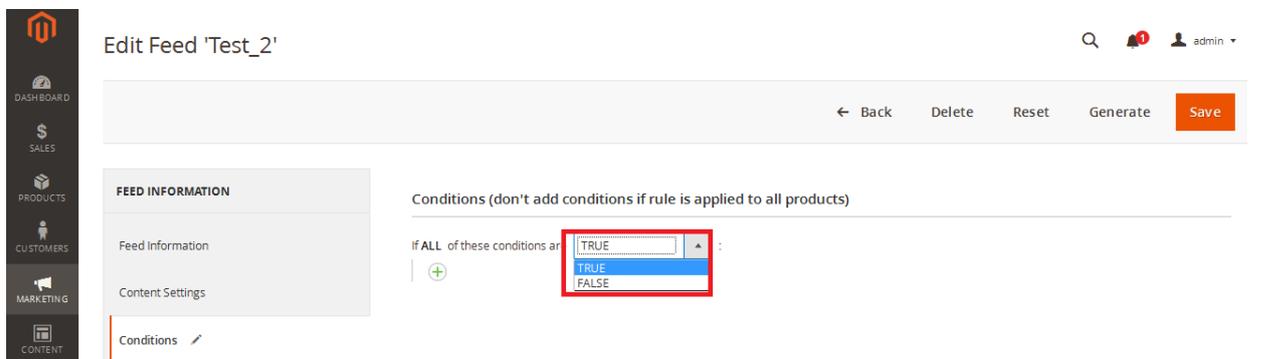
Select the attribute by which the filtering should be done.

Screenshot: Conditions 3

Set the necessary condition for filtering. Available conditions are displayed in the drop-down list depending on the selected attribute.

Screenshot: Conditions 4
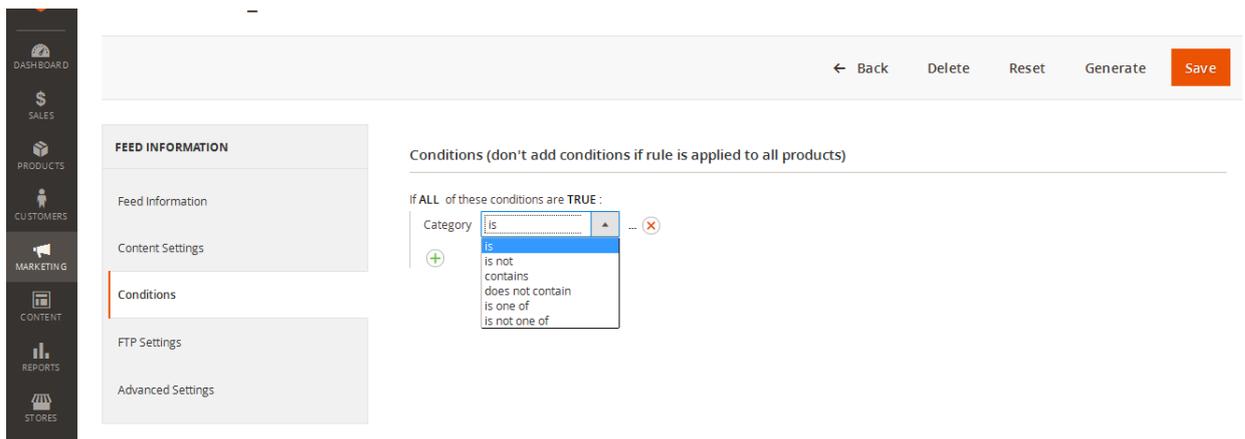
The conditions include:

- is
- is not
- contains
- does not contain
- is one of
- is not one of
- equals or greater than
- equals or less than
- greater than
- less than
- like: use this option if you want to search and add the products with the specified parameters to the feed file. Use the "%" sign for like and not like options (see example below);
- not like: use this option if you want to search and exclude the products with the specified parameters from the feed file (see example below).

Example for "like" ("not like") option for SKU attribute:

Use **A123%** and SKUs that only begin with **A123** will be added in the feed file.
Use **%A123** and SKUs that only end with **A123** will be added in the feed file.
Use **%A123%** and SKUs that only contain **A123** in any place will be added in the feed file.

Screenshot: Conditions 5

As soon as condition is selected, click on the three dots to open a drop-down menu in which the value can be specified. The attribute values in the drop-down are displayed based on the information available in your Magento attributes.

Screenshots: Filtering values

When all conditions and filters are set, they will be displayed as a list in the Conditions section of the feed settings.
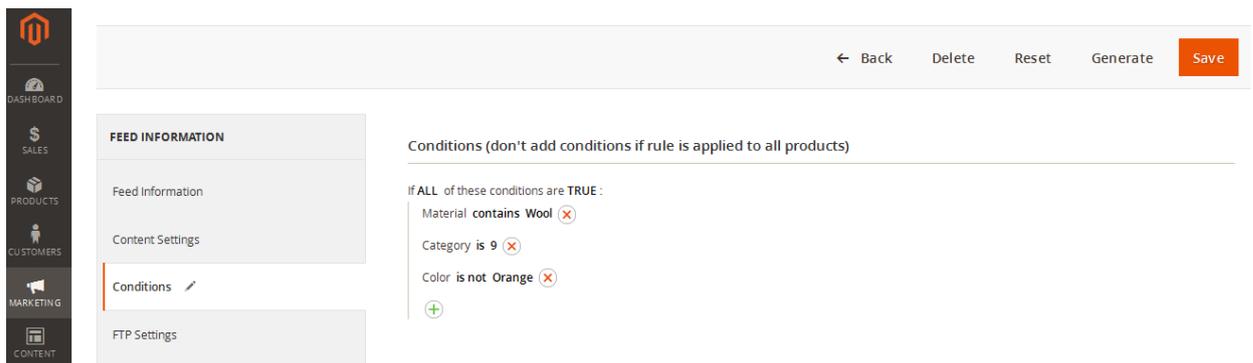
FTP settings

This section contains FTP settings for connection to the server of the shopping system to which you would like your feed file imported. Most of the shopping systems offer different ways of uploading feed files to their server: this may be done directly in your Merchant Center, using a feed file URL for transfer or by FTP/SFTP/SSH connection. The FeedPro extension can be configured to upload the feed file by FTP to the destination server automatically, if such feature is offered by the target shopping system.

Screenshot: FTP settings
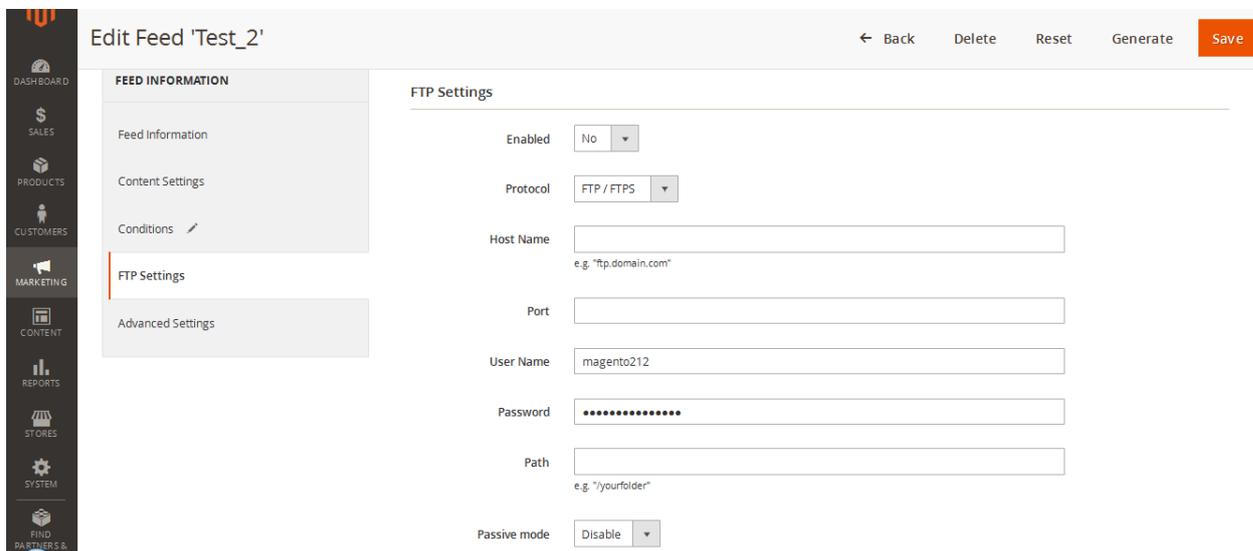
Enabled: set the option to "Yes" to enable the feed file upload by FTP feature.

Protocol: FTP/FTPS or SFTP/SSH can be used depending on the destination server configuration.

Host Name: destination server Host Name or IP address.

Port: the port number through which connection to the server is established (standard port numbers are 21 for FTP or 22 for SFTP/SSH).

User Name: FTP connection username.

Password: FTP connection password.

Path: the path to the directory on the server to which your feed file will be uploaded.
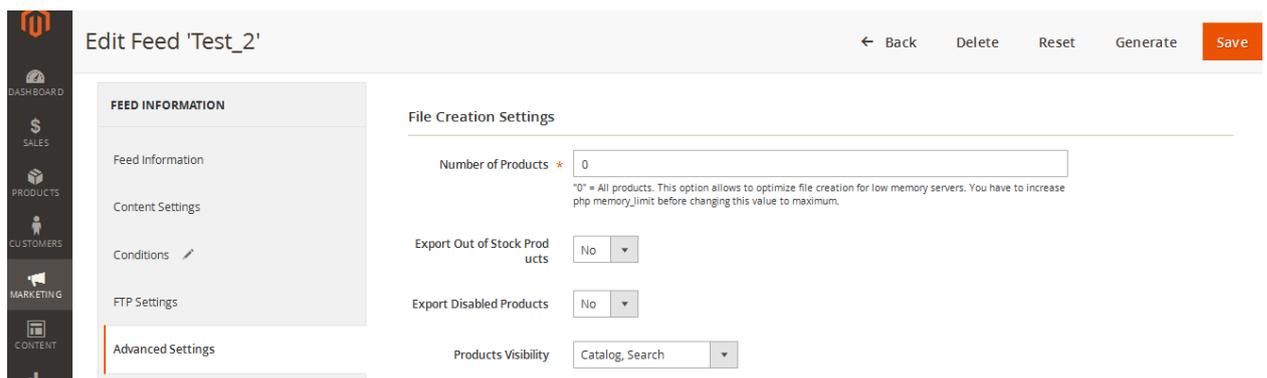
Passive mode: enable or disable Passive mode for FTP connection depending on the server configuration.

Note! **All FTP connection settings must be supplied by the shopping system/online marketplace to which your feed file will be uploaded.**

Advanced Settings

This section contains extended parameters of the feed file configuration which are applied on general basis.

File Creation settings

Number of Products

This value indicates how many products are exported by the feed generation script per one iteration. If this value is set to "0" – all products are exported at once. It is **NOT** recommended to set this option to "0" on low memory servers and/or if the products quantity to be exported is over 5,000. It is recommended to set this option equal "50" or "100" to ensure successful feed file generation. In this case the products are exported in small portions by 50 or 100 items at a time, which does not cause additional load on the server.

Note! DO NOT USE "Number of Products" equal "0" if you set "Yes" to export "Disabled" and "Out of Stock Products" options.

Export Out of Stock Products

Select "Yes" if you want to export "Out of Stock" products to the feed file.

Export Disabled Products

Select "Yes" if you want to export "Disabled" products to the feed file.
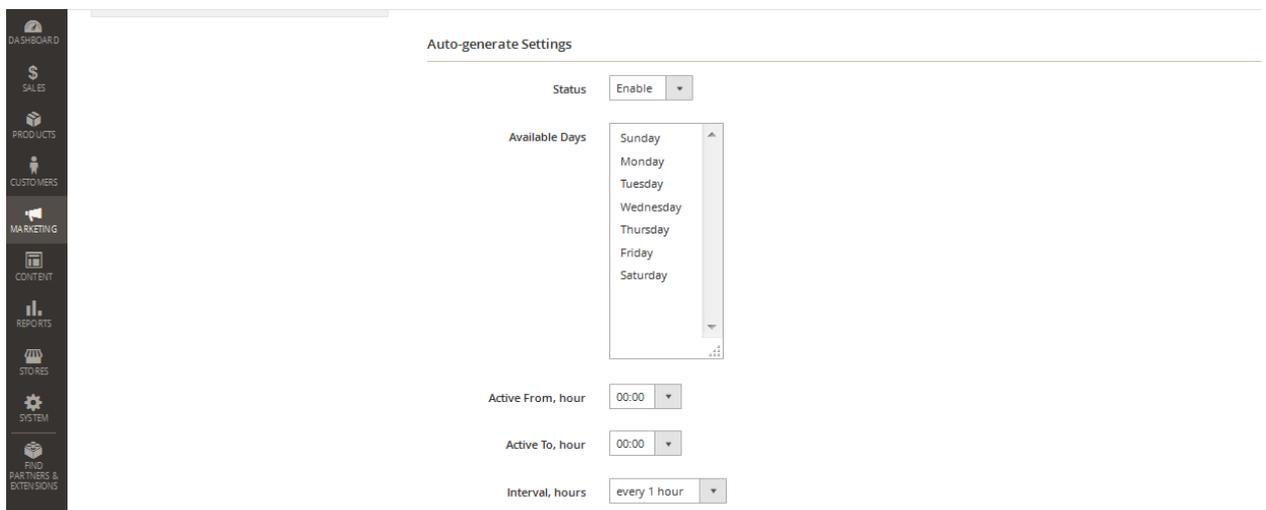
Products Visibility

This option allows filtering the products to be exported by their 'Visibility' status. The following variants are available:

- **Catalog, Search**: only products with status "Catalog", "Search" or "Catalog, Search" will be exported. "Not Visible Individually" products will not be exported.
- **Not Use Option**: visibility status will be ignored (products with all statuses will be exported).
- **Not Visible Individually**: only products with status "Not Visible Individually" will be exported.
- **Catalog**: all products with status "Catalog" or "Catalog, Search" will be exported.
- **Search**: all products with status "Search" or "Catalog, Search" will be exported.
- **Only Catalog**: only products with "Catalog" status will be exported.
- **Only Search**: only products with "Search" status will be exported.

Auto-generate Settings

The feed file can be configured to be automatically generated once in a certain period of time. Cron jobs must be active on the server in order for this option to be used.

Screenshot: Auto-generate settings

Status

Select "Enable" in order to activate automatic feed file generation.

Available Days

Choose the days on which the feed file will be generated.

Active from, hour

Specify the time of the day when the feed generation must be launched.

Active to, hour

Specify the time of the day when the feed generation must end.

Interval, hours

Choose the interval between repeated feed generations during the "Active from" and "Active to" time. The following intervals are available:

- **every 1 hour**: the feed file will be generated every hour between the "Active from" and "Active to" time.
- **every 3 hours**: the feed file will be generated every 3 hours between the "Active from" and "Active to" time.
- **every 6 hours**: the feed file will be generated every 6 hours between the "Active from" and "Active to" time.
- **every 12 hours**: the feed file will be generated 2 times a day starting with the "Active from" time.
- **every 24 hours**: the feed file will be generated 1 time a day starting with the "Active from" time.

Auto-upload Settings

FTP/SFTP settings must be enabled and connection details must be specified in order for the feed file to be uploaded to the shopping system server automatically.

Screenshot: Auto-upload settings
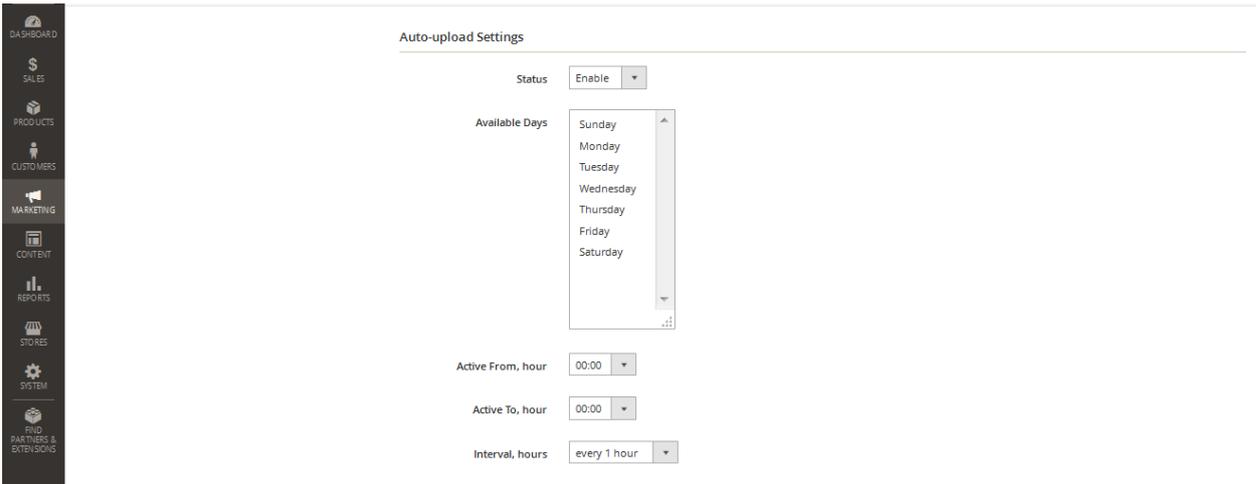
Status

Select "Enable" to activate automatic feed file upload.

Available Days

Choose the days on which the feed file will be uploaded.

Active from, hour

Specify the time of the day when the feed upload must begin.

Active to, hour

Specify the time of the day when the feed upload must end.

Interval, hours

Choose the interval between repeated feed uploads during the "Active from" and "Active to" time. The following intervals are available:

- **every 1 hour**: the feed file will be uploaded every hour between the "Active from" and "Active to" time.
- **every 3 hours**: the feed file will be uploaded every 3 hours between the "Active from" and "Active to" time.
- **every 6 hours**: the feed file will be uploaded every 6 hours between the "Active from" and "Active to" time.
- **every 12 hours**: the feed file will be uploaded 2 times a day starting with the "Active from" time.
- **every 24 hours**: the feed file will be uploaded 1 time a day starting with the "Active from" time.

Note that the feed file generation and upload time must **not** be identical. Check how much time the feed generation takes on your server and set the upload time with the corresponding delay to make sure that the generation process is complete before the upload begins.

Remember to save the changes as soon as all settings have been configured.

Dynamic Attributes

Sometimes, flexible conditions are required in order to export certain product information to the feed file. The Dynamic Attribute feature in the FeedPro extension offers the functionality that allows you to configure desired conditions according to which the necessary information will be added to the feed file.

The principle of the Dynamic attribute is as follows:

If a *certain condition* is <u>true</u> **then** a *certain value* is output in the feed file.

To access the Dynamic attributes section in Magento 2 admin panel, go to **Marketing >> Manage Dynamic Attributes.**

Screenshot: Dynamic attributes
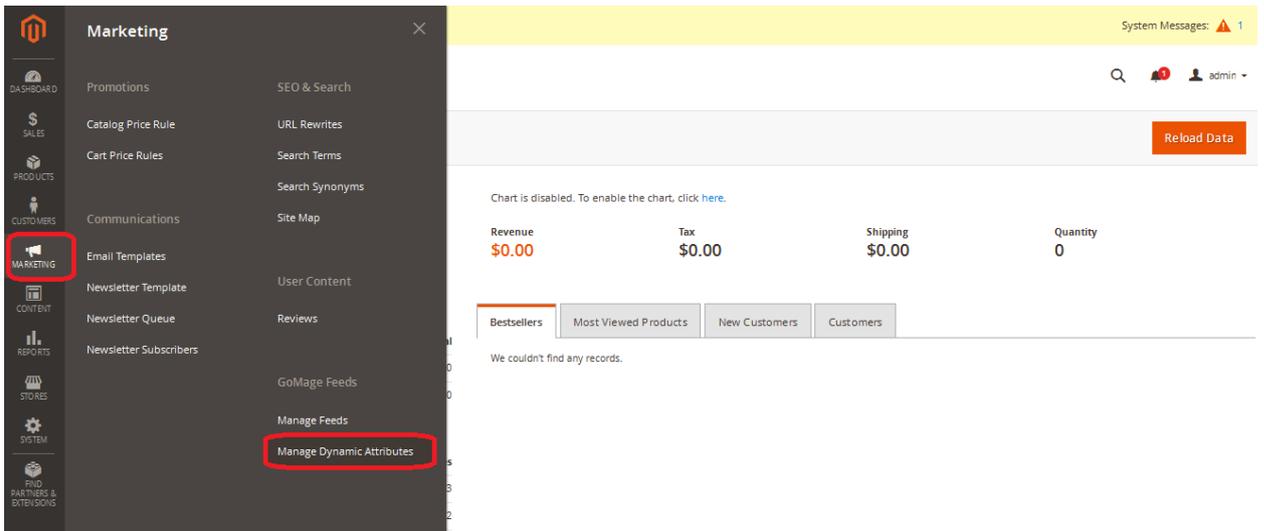
In order to add a new Dynamic attribute, press **"Add New Dynamic Attribute"** button.

Screenshot: Adding a Dynamic attribute
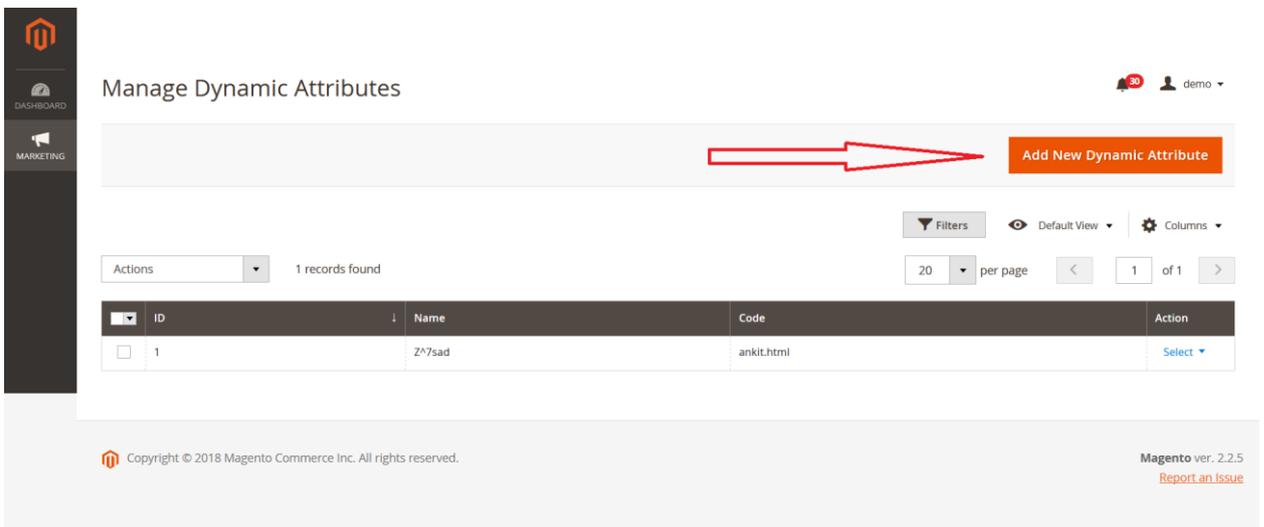
The configuration panel of a Dynamic attribute will open. Fill in the mandatory fields.

Screenshot: Attribute information

Under **Attribute information** tab, set the **Code** and the **Name** of your Dynamic attribute.

The **code** is an internal attribute identifier that will help Magento to distinguish your dynamic attribute from the standard product attributes. The code must be unique. It must not be identical to any other attribute code in your system. No spaces are allowed in the code.
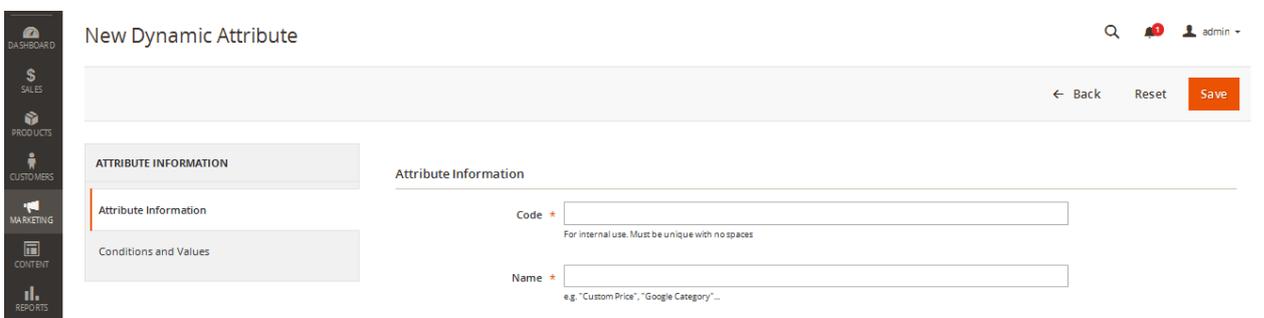
The **name** of a dynamic attribute may be anything you wish, but it must also be unique. Existence of two or more attributes with identical names will lead to the confusion in the system and wrong values being exported.

Save the settings as soon as all information is filled in.

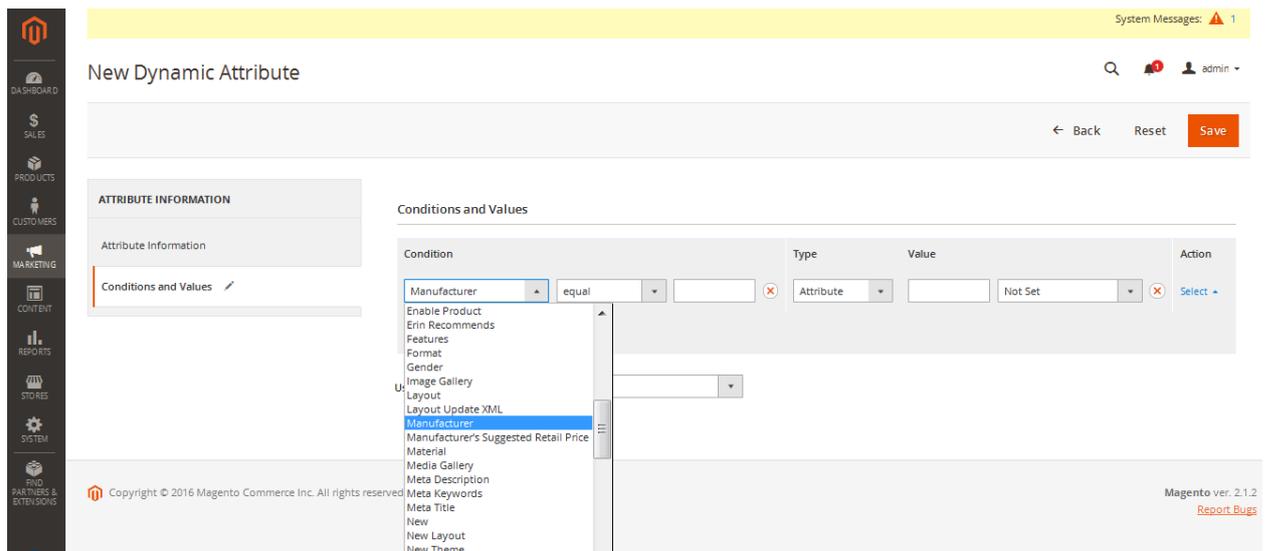Under **Conditions and Values** tab, configure the conditions according to which the dynamic attribute will function.

Screenshot: Conditions and Values
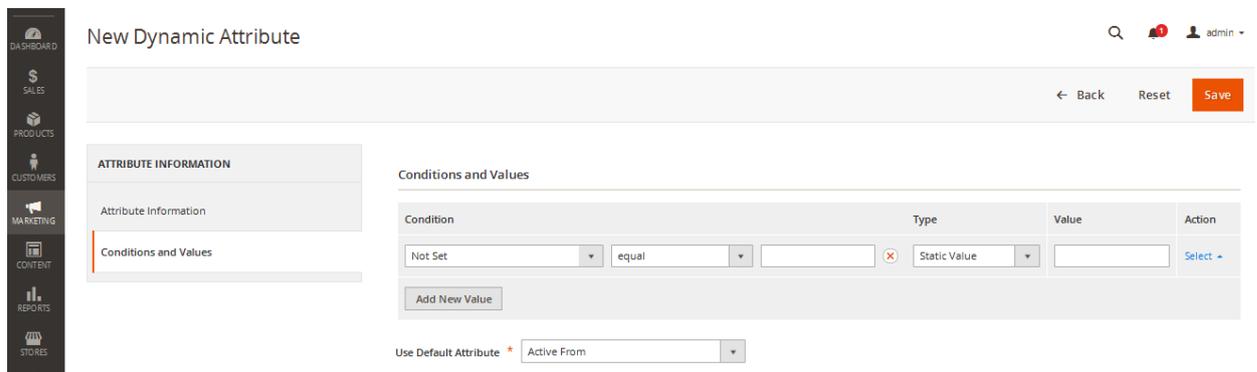
Condition

Select the product attribute that you wish to set as dynamic. Then select the **Condition** to be fulfilled in order for the necessary **Value** to be output.

The following conditions are available:

- ☐ equal
- ☐ not equal
- ☐ greater than

☐ less than
☐ greater than or equal to
☐ less than or equal to
☐ like
☐ not like

Type

Select the type of the output value. Available types are:

Attribute: the value of the attribute selected in the last column will be output in the feed instead of the attribute selected in the first column.

Static Value: the text entered in the 'Value' field will be output statically in the feed for the products that meet the specified condition.

Percent from value: mostly used for the price attributes in order to output discounted or special prices as percentage of the general product price.

Configurable values: used to output the values of the specified attributes for Configurable products in the feed.

Action

You can add or remove conditions using the "Add Condition" or "Delete" buttons.

Add New Value

You can add new values with condition(s) using the "Add New Value" button.

Use Default Attribute

Select the Attribute that will be used for the products which do not meet the specified conditions.

As soon as all attributes are configured, save the settings. In order to add the Dynamic attribute to the feed, go to Content settings and create a new field for your Dynamic attribute. If your feed format is XML, use the Dynamic attribute code from the **Attribute information** tab to include the attribute to XML feed structure.

Server Configuration

Go to **Stores > Configuration > Gomage > FeedPro > Server Configurations** in your Magento 2 admin panel.

Use this section to control the limits of PHP parameters applied to the FeedPro extension functionality on your server. You may check the current parameters allowed on your server using **phpinfo()** function. The following parameters are required:

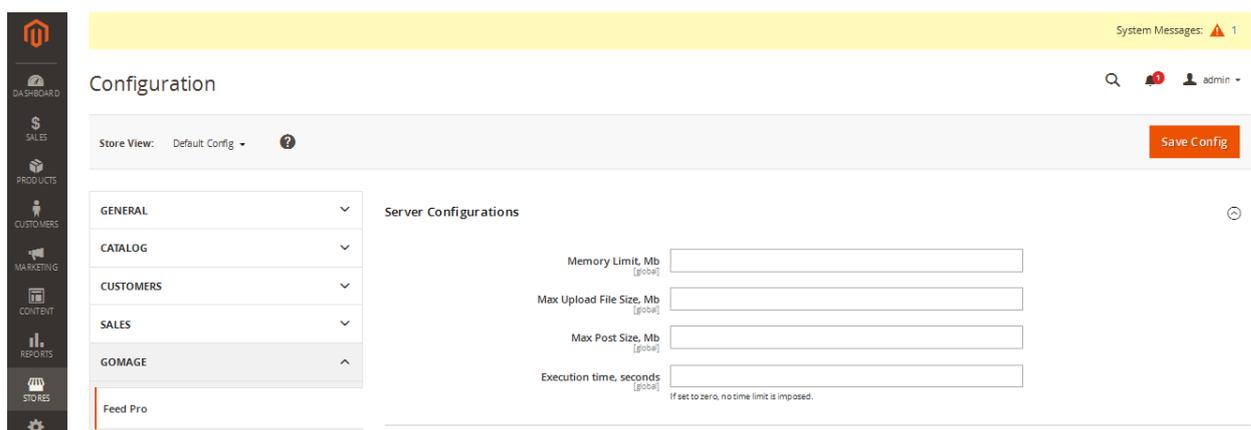- **memory_limit** – maximum memory size allowed on your server

- **upload_max_filesize** – maximum size allowed for uploading files on your server
- **post_max_size** – maximum size allowed for uploading files on your server

Learn more about parameters at http://php.net/manual/en/ini.core.php

You may need to contact your host provider to learn the maximum allowed values for these parameters on your server.

Using **ini_set** function will allow these parameters to be used for one session only. You need to get approval from your host provider to use this function.

Screenshot: Server configuration

Memory Limit, Mb

Set the maximum size allowed by your host provider on the server. Recommended value – 512Mb.

Max Upload File Size, Mb and Max Post Size, Mb

Upload or/and Post sizes must be greater than the size of the created (generated) file. 100 MB is a sufficient size. Recommended value - 100Mb.

Execution time, seconds

This option allows you to specify how long the feed generation script is allowed to run on your server.
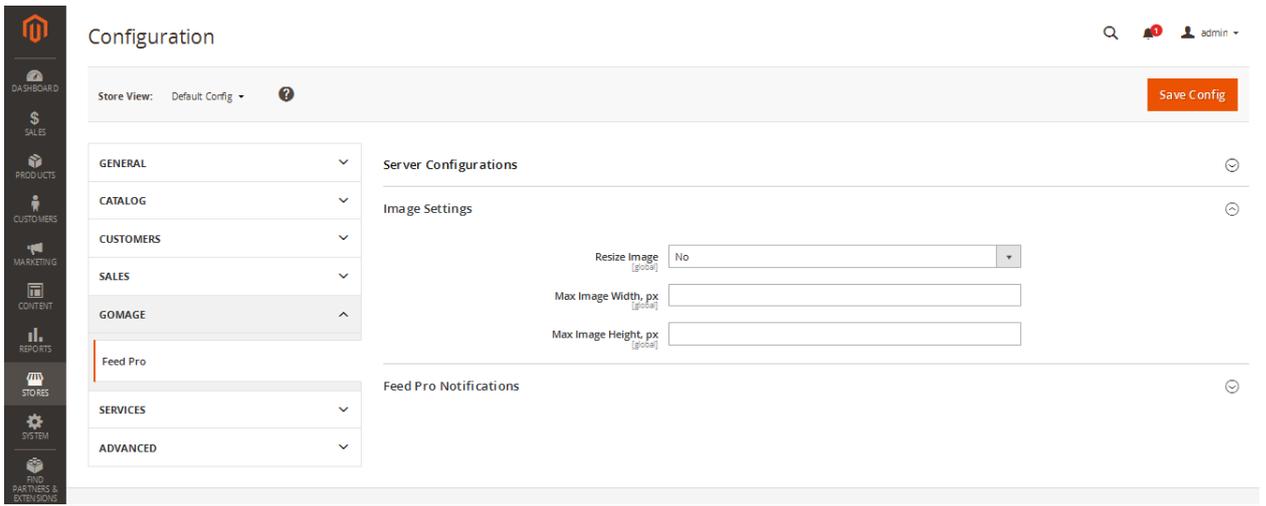
Learn more at: http://php.net/manual/en/function.set-time-limit.php

Image Settings

Go to **Stores > Configuration > Gomage > FeedPro > Image Settings** in your admin panel.

Use this section to configure the parameters of the images that will be exported to your feed file.

Screenshot: Image settings

Resize Image

Set "Yes" to enable or "No" to disable the Resize Image option.

Max Image Width, px

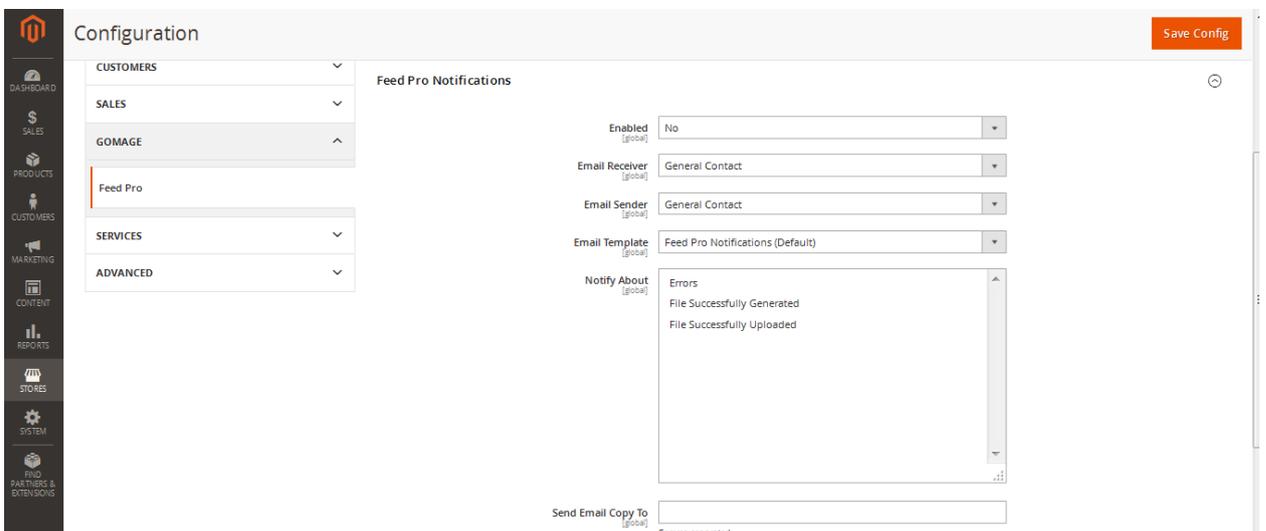Set the maximum width of the image in pixels.

Max Image Height, px

Set the maximum height of the image in pixels.

FeedPro notifications

Go to **Stores > Configuration > Gomage > FeedPro > FeedPro Notifications** in your admin panel.

Use this section to configure notifications of errors, successful feed generation and upload, that will be sent to the specified recipients.

Enabled

Select "Yes" to enable the notifications.

Email recipient

Select the recipient of the notifications. The contact information will be taken from general Magento settings.

Email sender

Select the sender of the notifications.

Email template

Choose the template to be used for notifications. The text of the template can be modified in Magento settings at Marketing - Email Templates.

Notify About

Choose the actions about which the system will notify the recipient: errors during feed file generation, successful generation, successful upload.

Send email copy to

Enter an additional email address or addresses to which the notifications will be sent, if required.