



## Merge Product Variations

Today we're gonna talk about how to merge your product variations into one product.

### Advertising all product variants or parent products only?

When looking at your raw product feed, you're likely to find two types of products in it: parent products and variations.

Say you're selling a cotton men's t-shirt, that comes in 5 different colors and 3 sizes...

**Now, the question is** - would you like to showcase each and every version of that product on Facebook? Or would you rather focus your advertising budget on one variant only?

There's no right and wrong here, many retailers benefit from advertising both parent and child products, while others see their dollars go to waste when doing exactly the same thing.

In the end, it's just one of those things you'll have to figure out for your brand.

To help you out, we've included a quick list of reasons why you may want to choose one over the other, right below the video. Feel free to check it out.

### Setting up product merging in DataFeedWatch

You'll find it in the 4th tab of your Facebook feed mapping panel.

By default, including variants in your feed is enabled. That means there's no action to be taken if you want to advertise the full product portfolio.

If you decide to merge variations, all you need is to indicate your preference for how to merge products and the system will do its magic.

To make this easier, there's a suggested set-up based on the common practices.

You can change the preference for each field by clicking in the dropdown and selecting a different option.

For example, for the price field - if your variations come in different prices, you can select the lowest one, or the value of the first default variant.

Once you're happy with the set-up. Click save and continue. Your feed will get processed and will soon be ready to be used.

### **Tip for Shopify store owners**

As a side note: if you're a Shopify store owner - this one comes in handy.

And it's because of the unique set-up with product IDs. Shopify automatically inserts the parent ID - which is common to all variations, to the Facebook pixel.

At the same time, when you send all of your product variations to Facebook - each has its own, unique variant\_ID. This leads to discrepancy between the IDs in your tracking pixel and IDs associated with your products in the Facebook product catalog. You get errors and your tracking is compromised.

Our advice? Use product merging. It's going to make your life easier.

Remember, if you ever have questions about merging or any other part of the feed creation process, our Support Team is just a click away.