



## Map Mandatory Attributes

For the next several lessons we will focus on how to create a complete Google Shopping feed, to then explore feed tactics that will help you improve your shopping ads results. Let's get to it!

The first step to creating your product feed is **mapping mandatory fields**. Don't worry if you're new to it, our Google Shopping feed template is there to guide you through the set-up. When you enter the panel:

- **You will find Google Shopping feed attributes listed on the left side**  
These are the attributes Google will use to understand your products and generate your ads. The blue background indicates a required field. To find out more about Google's expectations for a specific attribute hover over the question mark. Or open a live chat with our support team who is always around to answer your questions!
- **On the right, you can select matching attributes from your store or internal fields you created.** For example, you can match *id* with a *variant\_id* field from your store using a simple *rename rule*.
- **You can also create conditional feed rules to optimize a specific attribute further.** For example, you can combine various product information and even add static text into the mix, to make your titles more relevant & enticing.
- **Finally, you can use *Edit values* to apply additional rules on top of your existing set-up.** For example: if your product availability in-store is expressed through *available* and *out of stock*, you will need to overwrite the *available* value with *in-stock* as Google only accepts predefined values to describe availability.

To make sure the product information you'll send to Google Merchant Center is set-up the way you intended, make use of the preview option. Click on the eye icon and find out the outcome of any feed rule.