



Categorize Your Products

Google Product Category is Google's own system of categorization that uses pre-defined values listed in its [taxonomy](#). It plays a crucial role in your Google Shopping ads performance.

The right category helps Google identify if the products in a given feed are a good match for a given shopper query. In other words, it influences your ad relevancy and can help improve your ads CTRs.

Matching categories has become an optional task for advertisers ever since Google introduced automatic categorization. However, it's recommended that you keep a close eye on it and overwrite automatically assigned categories in case of any errors.

The consequences of miscategorization go beyond decreasing your ad relevancy. Different categories are subject to different advertising policies and editorial requirements.

For example, if your product mistakenly gets assigned to the *Apparel & accessories* category, Google requires additional feed attributes to be provided (like color and size) - but if those are not applicable for your items - it will lead to item disapproval.

But, there's a solution to it!

You can choose to overwrite the automatic categorization for any product in your feed at any point or even prevent possible issues by submitting self-selected categories in your feed.

In DataFeedWatch you can choose the best category for each product group based on your shop's categorization - for example: x will become y, or build rules based on various attributes in your store.

If you already have a `Google_product_category` attribute in your source data - you can use it by adding an optional field in the Mapping panel and matching it with your shop's pre-set field.