



Feed Review

Now that you've completed your product feed creation, it's time to check if your feed is in a good shape before sending it off to Google Merchant Center.

You can review your feed by clicking on Feed Review on the side navigation bar when in the mapping panel. Or, select *Review feed* from the dropdown menu next to *Edit Feed*.

The review will check your feed for:

- **Missing data:** to see if the required and optional fields are populated with values
- **Uniqueness issues:** are your SKUs, UPCs, and product IDs unique? Let's find out
- **GTIN issues,** like submitting an invalid GTIN code
- **Errors in fields that only accept predefined values:** such as availability, age group or gender

For your convenience, the results are divided into Errors and Warnings:

- Errors are issues with high severity that lead to product disapprovals
- Warnings are issues that are recommended to fix, but won't cause Google to reject your items

You can filter the results to focus on fixing one issue at a time or download a report in .csv format for a birds-eye overview of your feed's health.

To fix issues, simply take a step back into the mapping panel and adjust your feed rules accordingly.

And remember, our support team is always around to help - just open the live chat window and ask your questions. You can also book a free onboarding call and solve any feed issues together with our feed experts.