magmodules



Identifier Exists Attribute

Google Shopping for Magento 2

Understanding the `identifier_exists` attribute in the Google Shopping Feed extension. This attribute tells Google whether your product has standard identifiers (GTIN, Brand, MPN) or not. Essential for custom-made goods, vintage items, and other products without barcodes.

What Is Identifier Exists?

Google requires products to have at least two of three identifiers:

1. **GTIN** (EAN, UPC, ISBN)
2. **Brand**
3. **MPN** (Manufacturer Part Number)

When a product doesn't have these identifiers, you need to tell Google by setting `identifier_exists` to `false`. Otherwise, Google assumes identifiers exist and may reject your products.

Configuration Options

Location: Magmodules → Google Shopping - Feed → Advanced Options

Add Identifier Exists

Option	Behavior
Activate	Sets `identifier_exists=false` for all products
Activate when less than two	Sets `false` only for products missing 2+ identifiers
Deactivate	Assumes all products have identifiers (default Google behavior)

Recommended: Use "Activate when less than two" for most stores. This automatically handles both identified and non-identified products.

Add Identifier Exists in the Attributes section

When to Use identifier_exists=false

Products That Typically Need It

Custom-Made Products

- Handmade jewelry, crafts, art
- Made-to-order items

- Personalized products

Vintage and Antique Items

- Antique furniture
- Vintage clothing
- Collectibles

Books Before 1970

- Pre-ISBN era publications
- ISBN became standard in 1970

Store-Specific Bundles

- Bundles you created (not manufacturer bundles)
- Gift sets assembled by your store

Private Label Products

- Your own brand without registered GTINs
- White-label products

Products That Should NOT Use It

- Mass-produced products from known brands
- Books published after 1970
- Electronics with model numbers
- Any product with a barcode

How It Works

The extension checks each product for:

1. **GTIN attribute** - Is it filled and valid?
2. **Brand attribute** - Is it filled?
3. **MPN attribute** - Is it filled?

With "Activate when less than two":

- 2 or 3 identifiers → `identifier_exists` not added (defaults to true)
- 0 or 1 identifier → `identifier_exists=false` added

Common Scenarios

Scenario 1: Mixed Inventory

You sell both branded products (with GTINs) and handmade items.

Configuration:

- Add Identifier Exists: **Activate when less than two**
- GTIN Attribute: Your EAN/UPC attribute
- Brand Attribute: Your brand/manufacturer attribute

The extension automatically handles both types.

Scenario 2: All Custom Products

Your entire catalog is handmade or custom.

Configuration:

- Add Identifier Exists: **Activate**

All products get `identifier_exists=false`.

Scenario 3: All Branded Products

You only sell products from established brands with GTINs.

Configuration:

- Add Identifier Exists: **Deactivate**
- Ensure GTIN and Brand are properly mapped

Troubleshooting

Products Rejected for Missing Identifiers

Problem: Google rejects products saying identifiers are missing.

Solutions:

1. Enable "Activate when less than two" in configuration
2. Verify GTIN attribute is correctly mapped
3. Check that products actually have GTIN values filled

identifier_exists=false but Product Has GTIN

Problem: Product shows `identifier_exists=false` but has a barcode.

Cause: The GTIN attribute isn't mapped or the value is in wrong format.

Solution:

1. Check GTIN attribute mapping
2. Verify GTIN format (13 digits for EAN, 12 for UPC)
3. Ensure no spaces or dashes in GTIN values

Warnings About Incorrect Identifiers

Problem: Google warns that GTINs are incorrect.

Common causes:

- Wrong checksum (last digit)
- Using MPN in GTIN field
- Leading zeros missing

Further Reading

- Google's identifier requirements - Official specification

Need More Help?

Documentation:

- All Help Articles - Complete documentation overview

Support:

- Contact Support - Get help from our team

For a complete overview of features and configuration options, see the Google Shopping extension on magmodules.eu

All articles for Google Shopping

Installation

1	Installation using Composer (recommended)
2	Installation using the Adobe Marketplace
3	Install through FTP and SSH
4	Update a Magento 2 Module using an Artifact Repository

Configuration

1	Quick Start Guide
2	Configuration Guide
3	Product Types
4	Attribute Mapping
5	Filters
6	SFTP Setup
7	Promotions Feed
8	Local Inventory Feed
9	Loyalty Program Feed

Troubleshooting

1	Google Merchant API vs Feed Upload
2	Google Merchant Center Errors
3	CLI Commands

Background

1	**Identifier Exists Attribute (current)**
2	Google Product Categories
3	Best Practices
4	Feed Preview
5	Troubleshooting
6	Google Merchant Center Setup

